ECO – FRIENDLY PRACTICES IN THE LODGING INDUSTRY: THE CASE OF AYVALIK CUNDA ORTUNÇ HOTEL, TURKEY

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Abstract

The changing profoundly affect the tourism sector as in all areas. In this context, the new trends in tourism sector have been observed on the eve of 21st century. The depletion of natural resources of tourism, increase of population and the environmental problems bring about a number of changes in tourist profile and their request. So, one of the new changes in world tourism is the increase in demand for environmentally sensitive tourism.

In the face of the current environmental problems, tourism sector has encountered the new trends. One of these new trends in tourism is eco hotels. It can be said that eco hotels are of the two main contributions. The first one is to meet the expectations of a conscious group of tourists who are sensitive to the environment. The second one is to serve to the sustainable tourism by using the natural resources more efficiently. Thus, eco hotels become increasingly an important force in allowing the countries in which they do business to be come more competitive in the long term.

In this study, the importance of eco-hotels are discussed. And as a sample, Ortunç Hotel which is established and run in Cunda Island of Ayvalık/Balıkesir was selected. In Ortunç Hotel - an eco-hotel -, the current practises were deeply reviewed.

Keywords: tourism, environment, eco hotels, Ayvalık Cunda Ortunç Hotel.

JEL Classification: M13, Q59

1. Introduction

It's been witnessing that in tourism industry, as well as in each field of economy, new trends have appeared after entering the 21st century. The acceleration of transition from industrial society to information society, rapid changes experienced in technology, communication and transportation fields; bring forward several changes in tourist profile and their demands (Bahar and Kozak, 2012: 120). One of such

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new trends in the world tourism is the growing interest to environmental sensitive approaches. For example, in a research conducted in 2010 by an international travel agency called Carlson Wagonlit Travel, "more environmental policies determined for travel and tourism industries" and "increase in awareness of the tourists on environmental protection" were detected as two important environmental tendencies (Koetting and Widener, 2008 adapted from Güneş, 2011: 46).

Today, a series of factor is in question in such growing interest to environmental sensitive approaches. First of all, an important part of today's travellers are living in industrialized metropolitants. Problems such as noise, environmental pollution, traffic and crowded population in big cities increases the longing of people for nature. Pöschl points out that urbanization is the most important reason for today's tourism. As the urbanization increases and average size of the residential area gets bigger, some factors raise the demand of people to move away from such environment although for a temporary time. Paul Risch mentions this point very well (Toskay, 1983: 131):

"…A man who had been in Ruhr region once, knows what it means to live in such a stone dessert. Even the smoke, vapour, dust and fog symbolizing the Ruhr region is not considered, it is understood that the people living here feels the necessity to go to pure nature at least once a year, much more if possible..."

And Joachim Podamer describes the point as follows (Toskay, 1983: 132):

"…In this world, which we have created and threatens us to be our enemy, we are no longer like at our home. Because our souls and sense organs were created for another world, and they are not able to adapt themselves to this environment any more…"

Since establishments intend to make production continuously, consumption of natural resources and environmental pollution are among the most important problems they encountered. In another words, establishments must find more economic ways to use raw materials which are rare and getting more expensive, and solutions to dynamize the production (Mutlu, 2008: 297). From the perspective of tourism, it is observed that the natural resources of a region provides a comparative superiority for that tourism region. As result of using these resources in an effective and efficient way and thus their developing in a long time without extinction, brings a comparative superiority to that tourism region. When compared to other sectors, protection and sustainability of natural and environmental resources which are the reason of tourism, is a required pre-condition for tourism competition (Bahar and Kozak, 2012: 47).

Although it is foreseen that tourism industry will keep on growing very rapidly in the future, it is concerned that this growing shall cause some problems. For example, population growth and overcrowd in popular destinations may create annoying environments. In this context, it is asserted that the most important limiter for the spreading of tourism in the future shall be the precautions to avoid from excessive tourist population (Erdoğan, 1995: 175). Likewise, Toskay (1983) suggests that

when tourists flow in certain places in certain periods of the year, this overburdens the capacity of those places. According to the author, failing to use rationally and not protecting very rare holiday places which are suitable for resting causes to lose natural beauties at touristic regions and leads those fields to become out of use in an impossible way to be utilized any more in terms of tourism.

In the face of such experienced environmental problems, tourism sector is in search of new quests in recent years. Today, the growing increase in trends for environmental friendly practices caused new concepts to appear in tourism. One of such new trends in tourism is the eco hotels. The popularity of 'eco hotels'; which protect ecological balance in accordance with sustainable tourism, attach importance to recycling, act in accordance with a systematic that comprises organic products from feeding to hygiene; is increasing day by day. These establishments which are expressed as 'environmental friendly hotels" appeal to a conscious population who feel uncomfortable with rapid urbanization and environmental pollution, and strictly abide the requirements for healthy life. Eco hotels, which promise a lifestyle with mother nature to persons who are fed up with chaos, noise, pollution and artificialness of the city, have environmental friendly practices from the food they serve up to materials they use (sheet, towel, shampoo, organic vegetable and fruit).

Eco hotels have also changed the sense of recreation all around the world. In hotels which appeal to mass tourism, holiday makers who are restricted behind concrete walls and artificial flowers always keep an eye on the clocks. In big hotels; breakfast, lunch and dinner hours, five tea and similar times are being followed. In other words, a holiday according to time is planned once again.

The tourism sector, which is one of the most energy consuming industries, concentrate on topics such as energy saving, protection of natural resources and environmental management. Therefore, it becomes possible for the tourism establishments to offer products which are suitable to everchanging preferance and expectations of customers and respectful to environment, and create a good image in the eyes of customers (Seyhan ve Yılmaz, 2010). In recent years, the legal efforts to protect consumer rights particularly in developed countries and social sensitivity created thereupon have made the customer become the focus of business. In tourism sector which is based on human factor and much more sensitive to consumer satisfaction, this situation is much more specific and dominant (Gökdeniz and Çetin, 2006).

Nowadays, the establishments realize that they will not be able to exist without being sensitive to environmental problems, regardless of their sectors. And in that direction, establishments have to include the environmental aspect of all their activities into their business strategies and long term plans. Because now environmental sensitivity provides competitive superiority in all kinds of markets (Atay and Dilek, 2013: 204). Likewise, Güneş (2011) states that the tendency for

environmental friendly practices is not only a particular concern to tourism, but also to all industries in the world. Particularly, the establishments in all the industries which play a role in environmental problems such as climate changing and global warming are seeking solutions about reducing such negative effects. The problems such as pollution of the seas, melting glaciers and ozone depletion are tried to be minimized by the studies of international environmental friendly organizations, non governmental organizations and scientists. In this context, the "environmental sensitive" concept gradually began to gain importance by the effects of individuals and organizations that behave in a sensitive way for the environment (Güneş, 2011: 46 adapted from Erdem and Tetik, 2013: 23).

Studies with "Sustainable tourism" approach in accomodation facilities were first emerged in late 1970s and early 1980s when sustainability was generally started to be considered by being associated with social effects of tourism establishments and environmental changes and visitor behaviours In those years, the importance of positive contribution of the establishments to their environments without a certain policy and the necessity of environmental practices were pointed out. Establishments in accomodation sector were focused on visitor management in scope of environmental activities, and leading principles were formed on topics such as developing solutions on pollution, starting practices for eco-tourism and minimization of energy and waste. In hotel management, environmental practice samples and sense of nature tourism were spread to whole sector being accomodation and destination lands in the first place. When 1990s arrived, certification programs based on ecological event which were executed as granting different prize/etiquette to hotels, travel agencies and/or tourism associations gained wide currency under different names (Kahraman and Türkay, 2006: 124 adapted from Seyhan and Yılmaz, 2010).

In this study, eco hotels which are one of the new recent trends in hotel industry were mentioned for discussion. The study consists of two parts. In the first part; definition, importance and basic characteristics of eco hotels were included. In the second part, green practices of Cunda Ortunç Hotel which is active in Ayvalık county of Balıkesir city of Turkey were reviewed. The study finishes by suggestions which are offered for hotel managers and enterpreneurs intending to make investments in hotel management field.

2. The Concept of Eco Hotels and The Main Features of Eco Hotels

Since our environment is a very precious asset; all the individuals, governments and enterprises should give efforts to protect it. It may be said that it is the same task with protecting the world as well. And one of the factors that will contribte for that task is the eco- hotels. Hotels use large amounts of water, energy, chemicals, supplies and disposable items. They also generate lots of waste in form of wastewater and solid waste. The prevention of polluting the

environment with this waste is of great importance to stakeholders as well as employees of the hotel and of course the tourists, who are becoming more concerned for the preservation of the environment. Eco-hotel or environmental suitable hotel has to follow the basic principles of good housekeeping - based on maximizing benefits and minimizing costs (Persic et al., 2005: 447).

Eco hotels (also called as green hotels) are an example of sustainable hotels. They are environmentally friendly accmodation facilities which follow the principles of sustainability and apply ecologically sound practices into their operations for the purpose of protecting the Earth. They aim to be more environmental friendly through different methods of minimizing the negative impacts on the environment. These methods include such as efficient use of water, energy and materials, recycling and reduction of solid waste (Romppanen, 2010: 27).

Eco hotels are usually small with less than 10 rooms. This ensures that there are no crowds and makes it an exclusive place to enjoy a holiday at a relaxed pace. There is no night-life and therefore guest go to bed early and rise early in the morning to the song of birds. It has a very positive impact on healt of stressed urban souls leading a sedentary lifestyle (Eco-Lodges for Green Minded Travelers, 2011: 39 adapted Erdem and Tetik, 2013: 27).

An eco hotel must usually meet the following criteria (http://en.wikipedia.org/wiki/Eco_hotel):

- Dependence on the natural environment
- Ecological sustainability
- Proven contribution to conservation
- Provision of environmental training programs
- Incorporation of cultural considerations
- Provision of an economic return to the local community

Eco hotels are tried to be ran by being certificated by a committee in which independent green auditors in the region or country come together. In classification of green friendly ecological hotels in the world, a serious and comparable star giving system was developed by an organization called “Eco Hotels of the World”. According to this system, hotels are granted stars from one to five in five categories (Energy, Water, Waste, Ecological Activities and Environmental Protection) according to practices they are performing. For each category, the average of granted stars are taken and number of green stars for the hotel which shows the hotel’s sensivity to green and environment is identified. The hotels, which intend to make application to get green star, are asked to implement the following criteria at first (Kızılırmak, 2011: 4):

- Adherence to natural environment in executing hotel activities,
- Providing the ecological sustainability,

- Proving the contributions provided for environmental protection,
- Availability of natural education programs,
- Cooperations made in cultural fields and
- Providing transformation to local people in economical way.

It is possible to list the features of ecological hotels as follows (http://en.wikipedia.org/wiki/Eco_hotel):

- Attention is paid for detergents used in housekeeping and laundry departments of the hotel for not to include toxins.
- Generally, 100% organic linen sheets, towels and curtains are used in such hotels.
- Smoking is not allowed at any point of eco hotels.
- Using of renewable energy resources (such as wind and sun) are encouraged.
- Attention is paid for food and beverages to be organic, and reduction of water use is aimed.
- Using of recyclable materials in hotel rooms and lobby is aimed.
- Guests are told that bed sheets and towels should not be replaced if not necessary (guests accomodating in the hotel are informed about that). Thus, less water consumption is tried to be provided.
- Using of effective energy and energy saving illumination units is encouraged.
- Transportation is promoted to be made by green vehicles and public service vehicles.
- Serving of organic and local vegetables and fruits is provided.
- The establishment uses disposable dishes at any point of food service.
- Application of fresh air exchange programs are provided to be done at any point of the hotel.
- The water used in kitchen, bathrooms and laundry are recycled and aimed to be utilized in garden irrigation.
- Daily newspapers used for guests are provided to be re-used.

In scope of said features of eco hotels, practices of various eco hotels around the world can be summarized as follows (Dünyanın En İyi "Eko-Şık" Otelleri, 2008; Turizmde Eko Otel Rüzgârı, 2010):

Couran Cove Island Resort: This hotel, which is one of the biggest resorts of Australia in touch with nature, expresses itself as "a resort peculiar to Australia and an environmental sensitive one". One of the most important precautions this hotel has taken against environmental pollution is to create sustainable energy resources by utilizing new technologies. In the hotel, various sustainable energy resources are used from solar energy to gas generator.

Tauana Hotel: This hotel, which is located in northwest of Brazil, consists of nine bungalows which are utmost compatible with tropical nature. The hotel was

built from sustainable wood which are used in construction of Indian houses. In the hotel where noise pollution is minimized, no television music system is included in any way. In the hotel which is illuminated by minimal lighting system, there is no pool as well due to corrosive characteristic of chlorine. The guests are offered to ride bicycles around the exotic vicinity as eco-activity. All the meals in hotel's menu are prepared from organic fruits and vegetables that are grown in hotel's garden.

Dalya Life: This hotel, which is located in Göcek town of Fethiye County of Muğla City, has only 8 rooms and established on 15 thousand square meter area. The hotel field is surrounded by Sweetgum trees which are raised only between Marmaris and Kaş region. The secretion of this tree is a raw material that is indispensible for cosmetic industry. The Egyptian Queen Cleopatra had used sweetgum oil as philter and perfume. In some periods, this oil releases a very adorable scent around. The hotel has an ecological field and guests have the opportunity to pick up the products which are grown in this hotel field.

MyLand Nature: This hotel, which is established in Çıralı Village of Ulupınar location in Antalya, has a vision that projects a natural and organic life. The concept of 13 roomed facility also reflects the natural and organic life. The facility, in which wooden and natural stone combinations are used; yoga, meditation and artistic activities become prominent. And in food and beverage activities, organic food is used completely. After the process which stipulates application and follow up for this field, the hotel had obtained its license and began to grow fruit trees. Such products are seasonally presented to customers as fruit juice, jam and marmelade.

Strattons Hotel: This facility, which is one of the leading environmental friendly hotels in England, has many awards in eco-hotel fields. In the hotel organization structure, a special " green management team" has been established. All hotel employees are trained in parallel to environmental sensitivity. In the hotel, electricity and water consumption is daily measured and thus energy loss is minimized. In times when electronic appliances such as television, coffee machine etc. are not used, care is taken for them to be closed. Accessories used in bath such as shampoo, hair cream, shower gel are offered in refillable pumping bottles instead of miniature plastic bottles. In the hotel, where development of local economy is contributed, only local products are used.

Hotel management practises for protecting the environment and sustainable tourism which are called green hotel management, both help to provide energy saving for accomodation facilities and reduce waste which are left in nature. Green hotel management is considered as a practise importance of which increase in the sector. Competition pressure, manners of consumer and non-profit organizations on that topic, policies of the

states for environmental protection are among the reasons to turn towards green hotel management. The Green Hotels Association (1993), which was established in order to provide environmental conscious to establishments in international aspects, expresses its aim as "provide water and energy saving in the hotels located in all destinations we like to visit, reduce the amount of waste, gathering such establishments in order to protect such destinations and create policies for that". Patricia Griffin, the Chariman of Green Hotels Association, gives recommendation to consumers and tells them tha they can contribute green hotel management as follows: "We need your help to protect our environment for next generations". For example, during your stay in hotels, you can tell hotel management that your bed sheets and towels are not needed to be replaced everyday. When you leave your room, please do not forget to switch off TV and lights. If you are not using small shampoo bottles, let them stay in the room and use the shampoos that you have brought with. Since Green Hotel management sense is not a practise to be done only by the establishment, it is very important to raise the awareness of consumers for green voyage as well (Atay and Dilek, 2013: 209 - 2010).

3. The Scope, Aim and Limitations of the Research

The Scope of the study is limited with deep review of the green hotel management activities of an ecological accomodation facility. The aim of the study is to review design and structure of the sample accomodation facility, efforts to provide water saving in this establishment, reduction and recycling of wastes, efforts for energy efficiency and saving, protection of natural areas, green activities in purchasing, environmental training of the hotel customers and employees and green hotel management activities of the accomodation facility; and show benefits, advantages and disadvantages which may be obtained by such activities and present a sample about how the practices can be.

As the environmental problems come to the fore, many establishments are engaged in environmental sensitive activities or prepare themselves for those. But since no other hotel having the exact same characteristics with Cunda Ortunç Hotel is present in the region, comparable analysis could not be performed. Details of the investment cost, detailed prices of travel agency, individual rooms and the purchased materials were kept confidential.

3.1. The Methodology of the Research

In this study, qualitative research methods were used. The reason why qualitative research method was used is that it is sensitive to natural environment, can attribute a participating role to the researcher, can make integrated approach and is sensitive in the research design (Yıldırım ve Şimşek, 2000: 21 adapted Seyhan and Yılmaz, 2010: 58).

Interview was preferred as the data collecting method and two interviews were made by the hotelkeepers (on 15 July and 01 August 2013). Three different question types were asked in the interviews and answers were recorded by a recording device.

3.2. Ayvalık Cunda Ortunç Hotel Sample

Cunda Ortunç Hotel has been active in the region for approximately 30 years. During such period, it has had no organic connections with any trvel agency on sales-marketing. Bookings are made via booking.com, tripadvisor, expedia or their own web pages. It is open both in summer and winter. It has got its own company in Istanbul making professional sales and marketing. No children between 0 and 12 age and no pets are allowed in the hotel. The hotel image is focused on 'quiet, peaceful recreational hotel' concept. There are 4 different room groups. The lowest room price is 250 TL while the highest is 900 TL. The rooms are groouped as 'superior, de lux, suit and junior suit' In 2010, the hotel was completely renovated and transformed to eco hotel format.

It has an ala carte restaurant with two different kitchens. The hotel is generally run in room and breakfast form. Average guest overnight staying is 3.5 nights. Foreign tourists visiting the facility is mostly from Germany and Northern Europe countries (Sweden, Norway and Finland). And domestic tourists mostly come from Istanbul, Bursa, Ankara and Izmir.

Since the frequency of guest visiting is high, we can say that they have a quite high rate in 'guest loyalty'. In the rooms, special sheets and slippers (with the names of the guests on them) are used. Guests are called by their names. It has foreign guests visiting continuosly for 20 years and domestic guests for 15 years. Among the overnight staying periods, it has some guests who stay about 1.5 months. Great importance is attached to guests' special dates (marriage, birthday etc.), and special celebration parties are definitely organized for the guests on such days.

Table 1: The Daily Activities of Ortunç Hotel

In-Hotel Activities	Out of Hotel Activities
- SPA, health cures, - Table tennis, billiards - Individual guidance services - Library, reading books - Chess, backgammon, bridge, bezique -Tv, Cd, Dvd etc games -Billiards and internet cafe	- Mountain bikes - Healthy walking tours - Pedalo and surfing - Sailboats - Fishing sessions - Tennis, beach activities - Endemic plant tours

Source: Cunda Ortunç Hotel Advertisement Brochure

3.2.1. Practices for Eco Hotel Management in Ortunç Hotel

All rooms have heat sensor. If there is no guest in the room, heat is fixed to 18 degrees; if there is a guest, to 24 degrees. When the balcony room opens, the air conditioner in the room automatically stops. Information sets about green hotel management which are prepared for guests are available in all the rooms. For example, not to replace bed sheets if not necessary. Didposable shampoos and soups used in bathrooms are made of 100% recyclable materials. All cleaning products such as detergants and so on are selected among environmental friendly products. For all the rooms (before guest uses), allergy test is implemented. Eco-friendly mountain bikes are given to the guests for their use, and this service is provided for free. An electrically propelled automobile is assigned in order to be used for airport transfers to pick up the guests. A booklet was prepared about endemic plants in Ayvalık Natural Park, and seminars are given for the guests who are interested in this topic.

Ortunç family has been doing hotel management for two generations. The hotel is administrated by Mr.Onur, who is grauduated from İzmir French College and France Paris Torism Management Faculty afterwards. And the father administers the 170 decare farm at Dikili Salihleraltı site where the food for the hotel is provided. 80% of hotel's food need (vegetables and fruit) are provided from this farm. The other 20% part is provided from suppliers with certificates. In the hotel; home made jams, organic products, fruits and vegetables grown in natural environment are used, especially in breakfast buffet. Plastic bottles are not used at any point of the hotel. Fruits and vegetables are sterilized via hygiene rooms. Kitchen heat, which is 40 degrees, is reduced below 25 degrees by air conditioners. The electricity of the hotel is received from eco-friendly Sanko. The gas used in hotel's kitchen is provided from İpragaz. All those companies have certificates related with green hotel management. The garbage taken from every department of the hotel (particularly from kitchen) are separated and reused. For example, waste food are given to municipality's animal shelters.

All the hotel requirements are provided from the neighbourhood tradesmen, thus contributing to neighbourhood economy. Again, 90% of the hotel staff is provided from the tourism schools in the neighbourhood. Due to 30 years hotel management background and being open both in summer and winter, the hotel provided personnel stabilization. Certificated training programs are applied on personnal periodically (sales and marketing, customer satisfaction, behaviour and communication techniques, eco-hotel management etc.). Employee replacement rate is nearly zero. Ortunç Hotel has the 'Green Key' certificate granted from Environmental Foundation of

Turkey (Turçev). Now, they state that they would like to get the 'Green Globe' certificate as a target. Moreover, they have private beaches with blue flag. Hotel management attaches importance to social projects. Half of the budget obtained from the sales of olive oils produced in the farm are transferred to educational projects in the vicinity. Bays within the hotel area are cleaned constantly, and weekly and monthly sea water analyses are performed regularly.

Other practices for eco hotel management in Ortunç Hotel can be listed as follows:

- It has biological treatment and garbage separation systems. Through biological separation, 10 thousand water is recycled annually and this water is mostly used for garden irrigation.
- In general places, 'disabled toilette" is available for disabled guests. In order to prevent heat loss, velvet curtain is available on the main door from lobby to beach, and double door practice was started to prevent heat loss at the hotel entrance.
- On the beach, there is a continuous life guard and no animal is allowed to enter the beach and swim.
- There are permanent first aid cabinets and water proof emergency bags available on the beach.
- In the hotel, 'occupational safety specialist' and 'occupational health specialist' are available.
- The damage given to nature is measured continuously, and the staff is continuosly trained for that.
- Hot water in the hotel is provided by solar energy panels.
- Led lighting is used in every room and general locations.
- Reservoirs in the toilettes of hotel rooms and general locations are adjusted to water consumption below 4 liters. In all the hotel locations, heat insulated 'comfort glass' is used.
- And the batteries used in hotel rooms and public toilettes are adjusted as pressurized and sensor-fitted.
- Hotel building is completely clothed with heat insulated products. Floor heating system is used in the rooms. This system is different from core heating. It is a more homogeneous system which keeps the room longer at a certain temperature.
- The establishment has the 'Greening Hotels' certificate.
- In the hotel, a project team was created in order to make projects on social responsibility, heat end energy efficiency, tourism and sustainable energy topics or prepare projects with such topics in order to apply to various institutions (Development Agency, Ministry of Culture and Tourism, Professional Turkish Employment Organization, European Union etc.).
- In the hotel, energy powerplant was established by the financil support obtained from Southern Marmara Development Agency. With this powerplant, 100

kw daily production can be made and this rate corresponds to 20% of the energy consumed by the hotel. The other energy requirement is provided from solar panels. The average daily energy consumption of the hotel reaches 24 thousand Megawatts. Thanks to this energy powerplant, 15 thousand cm^3 average daily reduction was provided in the carbon monoxide gas emitted to the atmosphere by the hotel.

- The establishment has Environmental Management System 14001 and ISO 9001, 10.022 and 22.000 certificates.
- Solid fuel boiler is preferred in heating and as fuel boiler, pine nut shells are used which are brought from Kozak Tableland.

4. Conclusions and Recommendations

In recent years, three basic factor is considered that determine the hotel design at construction stage. These are market's structure, cultural make up and environmental factors. Hotel developers need not only to examine the voyage market, but also develop plans suitable for common cultural elements, local architecture and natural environment. One of those plans is environmental impact report. This report includes a study which analyses the long and short term impacts of the hotel development on local environment and society.

While eco hotel investments significantly serve the sustainable tourism mentality by enabling environmental protection - the main factor of tourism-, they also help reduction of operating costs in the long term and reach the aimed profitability level. In the frame of changing tourist expectations, eco-hotels had created an important demand by providing customer loyalty with green hotel image.

On the other hand, eco-hotel investments may have some difficulties and costs in the beginning. For example, "high investment requirement to make such an investment", "difficulties in motivating the employees" and "not leaning of the management towards this topic" may be listed in such difficulties. However, the advantages of such an investment in long term should not be avoided. The experiences of eco-hotels in different parts of the world shows that eco hotel investments create an important competitive superiority in the long term. The creation of special "green management team" in the hotel organization structure of Strattons hotel in England is a good example for that. This example is significant in order to see to which extents the environmental sensitive approaches of hotels had reached today.

In becoming widespread of eco-hotel practices, the leadership role of hotelkeepers and hotel managers are important. Hotelkeepers and/or managers should share the need for such a change with all relevant stakeholders. The local

people, employees and tourists; who are to be effected from eco hotel investments, should be informed effectively. For this topic, holding some information meetings and taking the opinions of all stakeholders may be useful.

In the context of this study, suggestions to be offered to hotelkeepers and managers may be as follows:

• Effective using of water in hotels should be provided. For that, some technological investments may be utilized as well as making adjustments for the used water discharge may be useful.

• In order to make energy saving, particularly the using of renewable energy resources (wind and solar energy) should be encouraged. If this is not possible, energy saving and long life bulb using should be started throughout the hotel (rooms, general fields, pool, bars etc.)

• Separation and recycling of wastes in the hotels should be implemented (oils used in th kitchen, tin plates used in restaurants; materials used at front desk such as paper, ink etc., bulbs and batteries used in general fields).

• Training and conscious raising activities should be included in order to create environmental awareness for the guests in hotel and employees.

• Guests should be informed of all activities related with green hotel management and told about its importance in ecosystem.

Cunda Ortunç Hotel, which has significant achievements for green hotel management in Ayvalık vicinity, has an important place both for its location and customer profile it appeals to. The hotel's efforts and future environmental projects in this field should be encouraged and supported by the local and public authorities. Cunda Ortunç Hotel, which makes important contributions for brand image of the vicinity in this sense and creates a perception as "environmental friendly hotel", have also an considerable significance on the region's tourism in terms of sales and marketing.

As result, in ecological tourism field of Turkey, there is a need for increase in number of accomodation units suitable for natural architecture and travel agencies specialized in their fields. Human beings are increasingly showing interest to nature day by day due to growing environmental concerns. In this context, countries try to create new accomodation units and new service manners in tourism. In product

diversification of tourism, ecological destinations and organic establishments appear as a factor and offered to market with a strong image. Today, eco hotels are the product group which become the demanded ones in the market and using frequency of which increase. Being able to keep the created perception and even increase it, is the most current issue for such hotels.

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