

## Green Forum Initiative Hotel Survey – Summary and evaluation

November 25, 2008



The Green Forum Initiative has administered a questionnaire to Istanbul hotels rated from 1 to 5 stars with the assistance of the Forum's Professional Conference Organizer. The questionnaire consists of major questions related to environmental awareness and implementation, and enables an evaluation of the hotels' environmental standards. The questionnaire has five sections addressing 1) personnel and their responsibilities, 2) natural resource management, 3) waste management, 4) customers and 5) customer rooms and other facilities. Survey questions are given only "yes" or "no" answers which partially restricts the respondent's answers. Nonetheless, the results allow us to see to which degree hotels in Istanbul consider environmental protection, and awareness and education as important for their operations.

Of the 120 hotels that received the questionnaire, 24 responded, giving a response rate of 20%. An evaluation of the results demonstrates a wide range between the 24 respondents which, since they responded to the questionnaire, could be considered to be more advanced in their commitment to environmental issues. Some key findings are as follows. Of the 24 respondents: 10 have an environmental policy; 12 have personnel that have some level of environmental management education; 19 have a policy to minimize water usage; 19 have a recycling system for paper, plastic, glass and aluminium; 5 use recycled paper; 22 have non-smoking rooms; 16 have an option for their customers to use the towels and linens more than a day. All hotels use low-wattage lightbulbs and have implemented techniques for minimizing energy use. Communication with customers on environmental programmes appears to not be a priority with respondents.

The full list of questions and their tallied responses are found below.

Hotel Survey Questions	Answers (number of hotel respondents)	
	YES	NO
<b>Major questions</b>		
Have you ever attended the Green Hotel Programme or any Environmental Programme?	4	20
Do you have an Environmental Policy?	10	12
How do you measure your environmental performance, do you have a system for it?	5	18
Do you prefer to buy environmental friendly products such as: paper, chemicals, locally produced?	19	5
Do you prefer environmentally aware service providers?	22	
Do you print both sided photocopy, recycle and use water & energy efficiently?	21	2
<b>Personnel and their responsibilities</b>		
Is there a Coordinator in your organization who is responsible for environmental issues?	11	12
Does your personnel receive environmental management education?	12	10
Do you search for an environmentally aware or educated personnel under your job requirements?	12	9
Are there any criteria to evaluate environmentally aware personnel?	9	14
Do you provide green space for your personnel?	5	3
<b>Natural Resource Management</b>		
Do you have an energy management programme or policy?	13	11

Have you limited your lighting or do you use environmental friendly bulbs?	24	0
Do you turn off the lights when they are not needed?	13	
Do you automatically control your lighting/ energy usage and minimize it?	24	0
Do you use measures that decrease hot water use?	12	9
Do you have any programme / policy to minimize water use?	19	4
Are there any tools that save water from shower and tap?		5
Do you automatically control cooling and heating systems?	22	1
Do you find leaking taps and fix them?	21	2
Do you lead your customers and personnel to use less water?	17	3
<b>Customers</b>		
Do you communicate with your customers to inform them about your environmental policies and programmes?	5	16
Do you cooperate with your customers about your environmental management programme?	6	17
<b>Waste Management</b>		
Do you have a programme to minimize your waste?	14	8
Do you have a recycling system for paper, plastic, glass and aluminium?	19	4
Do you have recycling bins in lobby, meeting rooms and other areas?	11	12
Did you reduce your paper waste such as reducing the print outs when you make your entrance to the hotel?	14	9
Do you reuse your materials such as sheets, giving excess food to poor etc.?	18	3
Do you treat your dangerous waste as mandated by the Law?	22	
Do you compost your organic waste?	11	10
<b>Customer Rooms and Other Facilities</b>		
Do you minimize the waste from the presents/gifts that are send to the rooms such as Fruit baskets?	20	3
Instead of using water bottles do you prefer to use common water usage facilities?	15	7
Do you use recycled paper?	5	17
Are your customers aware of your environmental facilities (e.g. recycling programme) or do you recommend them to use these facilities?	9	14
Do you print your hotel materials according to your Environmental policies?	17	6
Do you have containers for recycling in the spots that your customers could notify?	13	10
Do you have recyclable material in the small fridges in the rooms?	15	8
Do you have non-smoking rooms?	22	1
Do you have water and air filters in your 'green rooms'?	8	12
Is the paper used in the fax machines recycled content?	6	5
Do you have an option for your customers to use the towels and linens for more than a day?	16	6
	561	308

## Next Steps

The next steps in the GFI's work with hotels is to expand the effort to receive information on environmental aspects of Istanbul hotels' operations and to find assistance in formalising a system of rating hotels based on environmental performance. Top-rated official Forum hotels would be eligible for being profiled in the Forum Greening Hall of Fame.

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