

# ECO-AWARENESS OF THE CUSTOMERS OF THE ECO-HOTELS IN RUSSIAN FEDERATION

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## **Abstract**

In recent years the concept of sustainability has become popular in many countries and this work highlights the level of eco-consciousness within the hotel industry in the Russian Federation. A gap was found in literature related to eco-issues and sustainability in Russia, hence this work is raising awareness of this topic in terms of the hotel industry. Financial crisis makes a country attractive to foreign tourists and increases the level of domestic tourism. Moreover, the government puts efforts in supporting the tourism boost in the country, by means that include investments in the hotel industry sector. This research paper examines the perception of Russian tourists and their idea of eco-responsibility. Data was collected by two qualitative methods – text mining and interview. First method shows whether Russian customers are paying attention to eco-practices; text mining was conducted via booking.com and based on customer's reviews. Second method includes interviews with eco-hotel's representatives for deeper understandings of the current situation. Results of this research paper are based on secondary data and shows that the perception of eco-responsibility is different in Russia compared to the concept of eco responsibility in other countries. In academic terms this work contributes to the gap in the literature related to sustainability in Russian Federation. The results of this research can have academical contribution to the knowledge of ecological studies, researches in social fields, papers related to cultural values, psychology, consumer's green behavior and intentions of customers to purchase eco products in developing countries. As practical contribution, this research paper provides data about eco-awareness in developing countries, which could be used in further researches.

*Key words: green, eco, hotel, Russian Federation, customer behavior.*