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Bezhlibna A.P.¹, Shvets Ye.R.²

¹ Doct. of Econ., professor, National University «Zaporizhzhia Polytechnic»,
Zaporizhzhia

² student, National University «Zaporizhzhia Polytechnic», Zaporizhzhia

DEVELOPMENT OF GREEN CERTIFICATION (LEED, BREEAM) FOR HOTEL BUSINESS REAL ESTATE PROPERTIES

The hotel business is one of the most resource-intensive sectors of the tourism industry. The daily operation of hotels requires significant amounts of energy and water, and also generates high levels of emissions and waste. Sustainable development principles are becoming increasingly relevant worldwide, with a focus on reducing negative environmental impacts and promoting green thinking in tourism and hospitality. In this context, international building certification systems, the most common of which are LEED and BREEAM, play a leading role.

The LEED (Leadership in Energy and Environmental Design) system, created in the United States, has gained wide recognition thanks to its comprehensive approach to evaluating buildings based on criteria such as energy efficiency, water conservation, use of environmentally friendly materials, and indoor environmental quality [3]. Scientific works emphasise that LEED has become a global standard in sustainable construction, and its certification is used in more than 160 countries.

BREEAM (Building Research Establishment Environmental Assessment Method), launched in the United Kingdom in 1990, is one of the oldest and at the same time most flexible assessment systems. It takes into account local regulations and national legislation, which makes it popular among European hotel chains [4].

Ukrainian studies emphasise that the demand for environmentally certified hotels in our country is gradually growing, but the spread of such practices is limited by the high cost of certification and the lack of state support. International organisations, in particular the UNWTO, emphasise that more than 70% of tourists are willing to give preference to «green» hotels even if they are more expensive [2].

Green certification is official confirmation that a building meets sustainability requirements, including energy efficiency, water conservation, waste management, and user comfort. For hotels that operate around the clock, such standards are particularly important [4, 1].

According to the US Green Building Council, LEED-certified hotels save an average of up to 30% in energy and up to 40% in water. Well-known chains such as Marriott and Hilton are actively implementing LEED principles in new projects, demonstrating their growing competitive advantage in the global market [4].

BREEAM, in turn, assesses buildings in categories such as energy efficiency, innovation, management, materials, waste and transport. According to BRE Global, more than 560,000 properties worldwide have already been certified under this system, a significant proportion of which belong to the hotel sector [4].

For Ukraine, the implementation of LEED and BREEAM is still limited. Among the factors hindering development are the high cost of preparing for certification, the lack of government incentives, and low awareness among hotel owners. At the same

time, global practice shows that green construction increases property values, reduces operating costs and creates a positive image for companies.

The development of LEED and BREEAM green certification in the hotel business is a key direction in the implementation of a sustainable development strategy. Such standards have become widespread around the world and make it possible to reduce the negative impact of hotels on the environment, lower costs and build tourist loyalty. In Ukraine, however, this process is in its early stages due to high financial costs, lack of government support and insufficient business awareness [1].

The prospects for development lie in the gradual integration of Ukraine into international green building practices, attracting investment, and creating conditions for cooperation between the state and business in the field of environmental certification [5-7]. It is expected that, under the influence of growing demand for eco-tourism, the number of LEED and BREEAM-certified hotel facilities in Ukraine will gradually increase.

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