

Cities of Green Hotels

I'm interested in helping our environment because I do not want to live in an unhealthy city, breathe polluted air, and become ill. I also care about helping our environment because I don't want new generations growing up in a polluted environment where they can get sick. I also think that you and I are responsible for causing our environment to become unhealthy and it's time for us to fix this by becoming green. Many animals are endangered and less food is growing due to the weather changing. Even doing little things that are green can help change the environment. It's simple. If you don't want the earth destroyed in the near future, in then start going green now.

I also want to thank the hotel industry for taking a whole new step in becoming eco-friendly to help save our planet and grow our economy. Hotels have been helping our environment by doing community services, donations, reusing materials, using chemical free products, organic food, using Light Emitting Diode (LED), helping to prevent illness, green washing, adding different types of recycle bins and energy saving products. Also eco-friendly hotels would be able to increase their marketability, and save thousands of dollars as well as reducing the size of carbon footprints.

Many hotels are showing some kind of sign in becoming Eco-friendly to the environment by reusing materials and recycling them. Most of the hotels reuse papers instead of throwing them away and recycling them. Some hotels would give out scratch papers to guest if they needed to write something down. One hotel in Chicago called the JW Marriott has created souvenirs out of recycled papers (Daniel Burnham). ¹Another hotel in Michigan has made a wall out of scratch papers so that the guest can sign their name and date it for memory. Many hotels are trying to create new things so that they don't have to throw it away. Creating new things out of used materials would save our environment from being polluted and our trash bills also it can build your knowledge in inventing something new. Also many hotels are reusing materials such as towels, pens, and furniture materials (pillow case, sheets, etc). Many hotels are now making the dirty towels into rags so that they can reuse it to clean windows, desk, sink, etc.

Hotels would refill cartridges or recycle them to protect the environment from spreading

¹<http://news.marriott.com/2010/11/chicagos-first-jw-marriott-hotel-opens-in-historic-burnham-building.html>

led poison to the nature. An example would be the Chancellor hotel; they would recycle empty cartridges because they cannot be refilled. Since hotels do care about guest health they would put glass bottles and cups in the rooms and the lobby because plastic water bottles would be unhealthy for the environment and hard to decompose it.

They also recycle light bulbs instead of throwing them away because it may cause a disaster to our environment. Since regular light bulbs cost a lot of energy, they would use the Light Emitting Diode (LED) lighting throughout the hotel. For the rooms hotels use fluorescent bulbs because they are considered as “saving energy and long lasting light bulbs” (greenhome.com).² An example of this would be the Orchard Garden Hotel; they have Fluorescent lighting throughout the hotel because it saves ¼ of their energy. Also many hotels have installed low float toilets and non-aerated or aerated shower heads, which cuts down 50% of their water and save thousands of gallon of water.

Green Hotels have an organic smell that the customers love. While a non-Green hotels use air fresheners and scents that contain chemicals which can harm our body and increases electricity bills from using the outlet. Instead of using air fresheners and scents in green hotels, the housekeepers would leave the window so the air would keep changing. A significant event of this would be the Chancellor and the Orchard garden hotel. Both of the hotels would leave the windows open in the rooms, so that the air could change naturally and the guest would be able to breathe fresh and healthy air. Another reason that makes a hotel green is using Eco-friendly cleaning products to clean the hotel. These products are safe for us and the environment. A significant event of this would the Orchard Garden Hotel; the hotel uses chemical free products so that the environment can be clean (Boulevards).³ The Orchard Garden is a completely green hotel in the U.S.A. Since the Orchard Garden is pure green it has won the Building Council of Leadership in Energy & Environment Design Certificate (LEED).⁴ Also hotels are using wall-mounted dispensers for lotion, shampoos and conditioners because plastic bottles are hard to get rid of.

The Lynox Hotel in Boston and other hotels in the Saunders Hotel Group have been using eco-friendly products since 1989. Since their many people in Boston with allergies or

²http://www.greenhome.com/products/lighting/light_bulbs/113192/

³<http://www.sanfrancisco.com/orchard-garden-hotel/>

⁴<http://www.theorchardgardenhotel.com/html/eco-friendly-hotel.asp>

asthma, the Lynox Hotel has taken a step further in making the hotel hypoallergenic. They have added an eco-friendly scent in the elevators, rooms, and the floors with tea tree oil cartridges. The oil that is distilled from the leaves is made from the Australian Melaleuca tree. The “tree oil cartridge” has an antibiotic and antifungal formula that provokes hypoallergenic. They have also provided pure service to the rooms where they clean the room to get rid of bacteria, dust mites, and insects. After providing pure service they would sanitize and seal the rooms for an hour, so the Lynox Hotels room would be clean and hypoallergenic (Michael Prager).⁵

Another hotel in Chicago called the Burnham (a Kimpton Hotel) has set a mission to eliminate pediatric Cancer and provide help to the people that already has it. To accomplish their mission they are using Eco-friendly products and recyclable materials, and save papers. The Kempton Group is also supporting the Trust for Public Land (TPL) to build parks, gardens and other scared places for public, so that we can enjoy the nature areas and learn more about the environment. They would also donate \$10 from our room rate to support the TPL. The Kempton Group has also earned an Eco-friendly certificate.⁶

Green washing is another way of being friendly to our environment. It also cuts down the cost of PG&E as well as reducing the energy (Planet Green.com).⁷ In Green washing would use chemical free products. Many hotels would use organic towels, sheets, and other housekeeping products to keep the environment healthy and safe from chemicals and inorganic products. The towels, sheets and blankets are made from 100% organic materials. Mostly the towels are made from pure organic cotton and the sheets are made from 50% of cotton and 50% polyester. Organic Cotton and Polyesters products do cost expensive, but the good part is that it would last long, and wouldn't harm people. A significant event of this would be the Orchard Garden; the rooms are made from organic materials, such as the lamp, bed sheets, blankets, and towels.

Hotels are also showing care to the environment by doing community service. Many hotels have been doing community service at beaches and parks to help create a friendly, safe, a clean environment for us and our future generations. A clean beach can give us healthy air and earth from causing global warming. Also hotels do community service to promote themselves to become a leading example to our society. Many hotels have done community service to

⁵http://www.boston.com/lifestyle/green/articles/2009/04/09/beyond_green_hotel_floor_goes_hypoallergenic/

⁶<http://www.burnhamhotel.com/about-kimpton-hotels/kimpton-cares.html>

⁷<http://planetgreen.discovery.com/go-green/green-laundry/green-laundry-tips.html>

promote themselves to become a leading example of Eco-friendly to our environmental. Also from doing community service hotels would inspire people to make a pleasant environment with each other's help.⁸

While restaurants in green hotels are making organic food for customer so they can eat fresh and healthy food. Restaurant makes organic food that doesn't contain any chemicals in the product. Also the restaurants in the hotels make organic food so that the customer can taste the full nutritious product. Furthermore, they make organic food because it protects the topsoil from transporting the solid of soil, rock, and sediment which helps our nature to be healthy. Many restaurants in the hotels are showing a sign of green by adding a composition bins in the kitchen as well as the hotel room (www.iloveindia.com/nutrition/organic-food/index.html).⁹

Now every hotel has recyclable bins for each category because people are starting to think about our planet. Since San Francisco is a big city, many green companies are offering free recyclable bins to hotels, restaurants, and homes to that we can help the city reduce waste for the environment. Since Global warming is becoming a huge problem to our environment, hotels have decided to install automatic air conditioning and heat conditioning. They have installed automatic air conditioning and heat conditioning because it saves energy and turns off automatically when it is not in use.

Hotels are not only becoming green to help the environment, but they also want to attract customers in various ways and increase their marketability. They also want to earn the Building Council of Leadership in Energy & Environment Design Certificate (LEED).¹⁰ Since the tourism industry has been growing, it has affected the environment in huge number of ways. An example would be hotels in Dubai, Unites Arab Emirates. Since the amount of tourism has increased in Dubai, hotels have been wasting tons of gallons of water per day from local resources and wells. Today eco-tourism has been focusing on changing the environmental marketability. Unites States travelers consider themselves as Eco-tourism and wants to represent in growing the hotels marketability Eco-friendly.¹¹

Hotels are becoming green because they want to help reduce hazard equipment that is becoming dangerous to us and our environment. Many hotels in the hospitality industry would

⁸<http://greenhotels.com/index.php>

⁹<http://www.iloveindia.com/nutrition/organic-food/index.html>

¹⁰<http://www.travelagentcentral.com/supplier-information/getting-leed-certified>

¹¹<http://traveltips.usatoday.com/ecotourism-us-10980.html>

increase their marketability by going green so that they can attract customers and show them that we are a caring and loving hotel to the environment. People would want to live in green hotels because they care about their health. Many hotels in the hospitality industry have recognized the negative and positive impacts their business has on the environment. Now they have taken action to eliminate those impacts. For example the Eco Green Hotel is helping the Kana Hotel group go green (Joe Ascanio).¹² They have found out that many customers would like to stay at green hotels. Since eco-tourism is spreading the marketability of green hotel is spreading work wide. Not only they care about customers, but they also care about our environment and want to help reduce global warming. Eco-friendly hotels can give a new brand and image. Turning into an Eco-friendly hotel can satisfy people that are concerned about the environment. Many businesses are turning eco-friendly because they have seen the image of a destroyed environment affecting their business.

Many customers are attracted to green hotels, which practices in saving the environment and money. Also building an Eco-friendly hotel can help save money which can increase the marketability of their hotel business. Saving money can help the environment and could help support people with financial difficulties. Also you can donate money that plans to help the environment by planting trees, protecting animals, and parks. To increase their marketability, save money and to help the environment, hotels are starting a program in guest rooms called linen reuse. This linen reuse program is considered to save the cost, water, and time. Using less energy can help reduce the fuel bill. Buying guest amenities and food in bulk would also help the environment. Making the hotel clean green can also help reduce the cost and help the environment because of using non toxic cleaners.

The hospitality industry has advanced themselves further in becoming Eco-friendly than any other industries. However, there are some hotels in the marketability that wants to go further than just using recycle bins. An example would be the Muse hotel in New York City. The muse hotel has advanced them to a whole new level in becoming Eco-friendly. To reduce the cost of PG&E they have created paperless check-in and out operating system (The Muse: An Eco-Friendly Hotel In NYC). They also offer organic snacks, healthy beverages, organic coffee, and tea, in the room bar. They also included Eco-friendly bath comforts in the rooms. Offering all of these amenities can attract the guest to come back, and the guest would also recommend the

¹²<http://www.terracurve.com/2010/01/19/kana-hotel-group-gets-green/>

Muse hotel to others because of their amenities and it's a safe place to stay at. It also attracts others to stay at the Muse hotel because they use eco-certified cleaning supplies. Furthermore, they have a towel and linen reuse program, which helps reduces energy and water use. They also have absolute programs for installing low flow toilets, showers and faucets to lower the cost of water usage. Not only they care about the marketability, but they are also showing care to the environment by donating. They have donated unused amenities to the community programs (The Muse: An Eco-Friendly Hotel In NYC).¹³

Today many hotels has become Eco-friendly to help the marketability grows and to help the environment. Hotels like The Muse hotel has taken a step further in becoming green because that's the only way to save money and to help the environment. Since many hotels are becoming green, it is being hard for them to define green to the customers. Instead Green Educators would have to educate them by advertising, offering special deals, and showing the lifestyle of living green. Educated customers can impact the business and know what a green hotel is. In the future the marketability of green business is going to increase because many businesses will be saving money. By saving they will be able to help the environment grow further.

Many hotels started to do re-commissioning project. This helps save 15% in energy cost by tuning up the operating system. Installing key cards can help save 70% of energy because the room only operates with air and heat conditioning, along with lighting, when a guest is inside the room. Every hotel in the whole wide world manages their finance and other stuff on computers, but what happens when the computer is not in use? Did you know that computers contribute to the overwhelming pollution and waste energy? Many hotels are now saving \$50 annually per computer by programming the computers to go into low-powered sleep mode. Have you ever thought about how vending machines can use a lot of energy even though it is not in use? However, the U.S Department of energy has taken a step to add sensors in the vending machines to reduce energy when it is not in use. Since older toilets uses up to 3.5 gallon per flush, cost a lot of money to repair them, hotels have added low float toilets that uses less gallons per flush. Also adding shower heads in guest rooms can save a huge amount of water (Green Business Bureau).¹⁴

¹³<http://www.futureofbusiness.info/the-muse-an-eco-friendly-hotel-in-nyc/>

¹⁴HotelWorldNetwork.com

Even president Obama is interested in funding green businesses (Green For All).¹⁵ The hotel industry in the United States of America has been improving in becoming green and helping the economy. Hotels are also becoming green because of the competition going on in the market as well as becoming one of the top Eco-friendly hotels. The important part in the hotel industry is learning the green manners. How are they going to increase their marketability if they don't learn the green manners? Green Manners means to campaign others by talking them into your business without damaging their business and also knowing the green things in your business (Mickey Z).¹⁶

Green hotels can also help prevent people's illness by using Eco-friendly products. By that green Hotels can increase their marketability because people would want to stay at a healthy place. The main point is Eco-friendly hotels can make a huge impact on, the marketability, money, and to our environment.

In the Hotel Industry there are good things and bad things to it. The good thing is that many businesses have been increasing their marketability, and started to help save the environment, save money and stay healthy. The bad part is that it would cost a lot of money to turn a hotel green. Chemical free products, organic food, and energy saving lights would cost more money because it is healthy and safe for people and for the environment.

Carbon footprint is defined as the amount of green houses that is followed to the atmosphere by person, company or a building. These green house gases would catch the heat from the atmosphere that can raise the global temperature.¹⁷ Also did you know that a hotel can always reduce the size of their carbon footprints, but it may never completely get rid of its carbon footprints? Hotel has reduced their carbon footprint by using biodegraded products. Using recycled wood chips to retain moisture in the gardens and stove. Also putting leaves in a compost heap (recycled bin). A huge way hotels would reduce their carbon footprints is by installing water barrels to collect rain water and use it in gardens.¹⁸

An example of carbon foot print would be the Fairmont hotel and WWF. The Fairmont resorts and WWF has partnership to measure the Fairmont's carbon footprints and release carbon

¹⁵http://org2.democracyinaction.org/o/5379/t/2457/campaign.jsp?campaign_KEY=980

¹⁶<http://planetgreen.discovery.com/work-connect/green-glossary-green-manners.html>

¹⁷http://www.ehow.com/facts_5939247_carbon-footprint-information-kids.html

¹⁸http://green.wikia.com/wiki/How_to_reduce_your_carbon_footprint

dioxide reduction. By that they will set an emission reduction plan (Environmental Leader).¹⁹

Before not many hotels and other companies were going green due to the high cost of eco-friendly products. Many hotels thought that buying eco-friendly products was not necessary because they were making money without eco-friendly products. During the interview with Mr. Tyler, he responded that the hotel industry was inspired by the Al Gore's movie called the "An Inconvenient Truth". The movie educated and inspired people to step up to lower the global carbon emission that is causing the global warming (Eric Steig). After watching "An Inconvenient Truth" many hotel business people have been inspired and started to go green. "The Inconvenient Truth" has been nominated and attracted media.

After doing an interview with the Chancellor Hotel general manager, Wes Tyler, I found out that there are no traditional steps in turning a hotel into green. You can go green whenever you want. In fact it's not difficult to become eco-friendly. Hotel would also go green

Mr. Tyler also responded that he is definitely interested in helping the environment because he wants live in a healthy planet as well as others. He said he has started to go green at his home by recycling, reusing materials, and using less energy. In fact he takes the Bart to work instead of driving because he wants to save money and prevent global warming. Also to the help the environment stay clean, Mr. Tyler would come up with new ideas that are eco-friendly. Mr. Tyler would put glasses in the guest rooms instead of plastic water bottles and plastic cups.

Mr. Tyler said that being green affects businesses by reducing the cost of energy and water. By using sustainable resources, it allows hotels to grow in the global economy as well as having competition for green materials and products. By using less energy, hotel increases their profit Margin. Money that would be spent on unnecessary things can be retained as profit or could go into other budgets such as buying eco-friendly products.

Contributing in helping out the environment is really important because it shows that you care about the environment. Eco-friendly hotels have become one of the leading examples in becoming green. Eco-friendly hotels have inspired many business people to help contribute to the global warming. I hope this "cities of green hotels" research paper have motivated you to contribute to help the environment so that we can live in a healthy environment and breath clean and crispy air. If we start going green like these hotels, we can protect this planet from

¹⁹<http://www.environmentalleader.com/2008/01/11/fairmont-hotels-measuring-its-carbon-footprint/>

destroying soon. Also before you throw something away ask yourself if this product or material useful. These green hotels have benefited us in various ways. By staying at a green hotel we can show contribution to the environment. Also green hotels are protecting us and the environment from causing global warming. Green hotel would also protect us from getting ill.

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