



“St. Kliment Ohridski” University – Bitola



FACULTY OF TOURISM AND HOSPITALITY – OHRID



University of Kragujevac

Faculty of Hotel Management and Tourism

Vrnjačka Banja



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Abstract

This paper provides information on the extent how the hotel industry in Ohrid meets the energy efficiency practices in terms of the current level of involvement. By undertaking an online survey in three, four and five-star hotels, the study assesses the attitudes and willingness of hotel managers concerning applying energy efficiency and environmental protection concepts and practices. Moreover, it investigates various determinants of energy consumption, like: solid waste management, resource usage and protection, as well as the benefits and constraints in applying the energy efficient practices. The results point that Ohrid hotels lack policies on general environmental issues. The hotel management is lacking interest in the energy efficiency blaming the high operational costs and restricted financial funds for application of renewable sources. The paper suggests valuable findings for developing and exerting wide range of energy efficient practices. Hence, hotel establishments may become increasingly environmentally responsible by taking care of the energy efficiency, and may additionally benefit from the environmental pro-activeness which is important for the performance and development of Ohrid hotel industry.

Keywords: Energy; Environment; Renewable sources; Hotels; Ohrid.