

- **Materials and Resources**—consideration for sourcing, transportation, and waste.
- **Indoor Environmental Quality**—consideration for air and light quality and sound control.
- **Location and Linkages**—consideration for design choices that include interrelationships with local surrounding.
- **Innovation and Design**—consideration for use of innovative technologies and design.
- **Regional Priority**—consideration for specific regional concerns.⁴⁴

The last category, Regional Priority, is especially important as LEED certification efforts are expanding internationally and are now recognized in over 20 countries. Since all of us either work in or spend time in buildings, any efforts directed at embracing sustainability will touch and have a positive impact on all of our lives.

Achieving LEED certification is definitely within reach of any hotel operation. For example, ITC Hotels which is headquartered in New Delhi was able to obtain LEED Platinum certification for its entire portfolio of hotels. This feat was achieved by doing such things as use biodegradable materials and supplies, using locally grown and processed foods and beverages, promoting fair trade practices, and it even owns a wind farm to supply power to one of its hotels.⁴⁵ Other certification programs such as The Green Seal for hotels and Energy Star which have both been certified by the

TOURISM IN ACTION

GOING GREEN: DOING GOOD AND DOING WELL

When hotels “go green” by instituting conservation measures, they benefit in two ways. The measures can save the earth’s resources and reduce costs at the same time. Here are a few examples:

<i>Conservation Measure</i>	<i>Eco-Benefits</i>	<i>Cost Savings</i>
Energy-saving lightbulbs and “smart” thermostats	By using more efficient lightbulbs and allowing high-tech thermostats to regulate heat and air conditioning when a room is empty, hotels reduce the energy they demand from their regional power grid, freeing up this power for other users.	By reducing energy usage, the hotel saves on its energy bills, usually by tens of thousands of dollars per year for medium to large properties.
Towel and linen reuse	By allowing guests to choose to re-use towels and bed linens, hotels cut their water consumption and reduce the use of chemicals by about 10%.	Hotels not only save costs associated with water and sewer bills and detergent and bleach but also cut labor costs. Housekeepers can clean more rooms when they do not have to change sheets and towels in each room assigned.
Refillable shampoo dispensers	By dispensing with all those little plastic bottles, hotels free up space in area landfills.	Complimentary shampoo can be provided at a reduced cost because most of the cost of such small-size grooming products is represented in the packaging. Hotels find they can offer higher-quality shampoo to guests at a lower cost to the hotel when going “green.”

Source: Based on Rosenthal, John. (2003, January–February). Why hotels go green. *National Geographic Traveler*, p. 20.