



*Shower time: bringing conservation ideas to life.* Photo by Cathy Hsu

According to one survey, business travelers expect lodging facilities to be environmentally conscious in their daily practices. The results of the survey indicate that these travelers expect them to:

- Recycle (77%),
- Use energy-efficient lighting (74%),
- Have energy-efficient windows (59%),
- Place cards in rooms to let guests request that sheets/towels not be changed (52%), and
- Use environmentally safe cleaning products (49%).<sup>45</sup>

Many of these practices are already in place in the restaurant industry, as the National Restaurant Association reports that more than seven out of ten operators purchased products made from recycled materials, and roughly three out of four operate recycling programs.<sup>46</sup>

However, the road to becoming green will not be easy, as we saw in the previous chapter. Even though customers are demanding more environmentally sound practices, achieving this goal will be difficult. There are numerous products that claim to be “green,” but there are no accepted standards or reliable guidelines for use in any segment of the industry.<sup>47</sup> When such universal guidelines are accepted across international boundaries, environmentally safe practices will become the norm.

## Tourism Research

If we just had more data, decisions would be easier. This is a common refrain heard from decision makers in every organization. But, *what* is involved in gathering these data? The answer is research. **Research** is a simple idea. It is the systematic investigation of a topic, often including the collection of information for a set goal. The term *research* is used