

SUSTAINABLE HOTEL

Financial Viability of Implementation from the Perception of Consumers

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The concern with the rational and conscious use of natural resources has been changing a market paradigm, establishing itself as a necessary and inherent aspect of the diverse types of business. This research has the objective to verify the feasibility of implementing sustainable practices in a small hotel based on the perception of the clients. A methodology for composing a case study, where a questionnaire was applied with clients who attend a small hotel in the application deadline. To analyze the questionnaire divided into six constructs, these being the ones that stood out the most with respect to sustainable practices related to water. The calculation of the financial viability of a rainwater harvesting system carried out, and the results indicate that the water related construct correlates with a choice of paying more for lodging by the clients. As a result, customers are valued as environmental practices, but most only show interest in these characteristics if the price is equal to or lower than that of competitors. It is suggested that the hotel adopt practices that reduce our costs over time, such as the implantation of the rainwater harvesting system, which shown to be viable.

KEY WORDS: *consumer perception, viability of sustainable practices, small hotel*