

Green Hotel Management and Green Star Practice: A Case Study Of Best Western President Istanbul Hotel^a

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Abstract

Defined as environmentally-sensitive marketing, green marketing is applied as a green hotel by accommodation establishments, and as a result of this application, hotels are entitled to be awarded a green star certificate. While those international hotel establishments which have become a brand are carrying out important activities with respect to the green hotel practice, it might be stated that hotels in Turkey are at the beginning level concerning sensitivity to the environment. In the study, the literature on the subject was examined and it was focused on the green hotel practice in accommodation establishments. In the rest of the study, it was dealt with the legal regulations on green hotel practice and the green star practice in Turkey. Best Western President-Istanbul Hotel, one of two hotels with a green star in Turkey, was specified as a sample, and the applications of the sample hotel were studied.

Key words: *Green marketing, green hotel, green tourism, green star, Best Western President Istanbul Hotel*

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