

Sustainability Communication: Analysis of Sustainable Development Goals 2030 Practices of the Hotel Chains in Turkey

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Abstract

In this research, it has been examined whether the hotel chains serving in Turkey implement the United Nations Sustainable Development Goals 2030 in their sustainability practices by acting as green hotels and how they attempt to attract guests with their sensitivity towards the environment. The sample includes three Turkish and three international hotel chains having the highest number of rooms. The data between 2019 and 2021 about which goals the hotel chains adopt have been obtained from their sustainability reports on their web pages or on the Internet and analyzed through web content analysis. As a result of the study, it was found that two of Turkish hotel chains do not adopt any of the 17 goals; the other adopts 15, two of the international hotel chains adopt 12 and one adopts 6 goals. None of the hotel chains have submitted their reports on their own web pages directly. Instead, some have a link directing visitors to their reports on the Internet others do not, but they hold their reports on the World Wide Web. Consequently, it has been observed that neither national nor international hotel chains have a tendency to use their hotel web pages for sustainability communication.

Key Words: Sustainability, Sustainable Development Goals 2030, Sustainability Communication, Sustainability Reports, Green Hotel

Sürdürülebilirlik İletişimi: Türkiye'deki Otel Zincirlerinin 2030 Sürdürülebilir Kalkınma Amaçları Uygulamalarına Yönelik Bir Analiz

Öz

Bu arařtırmada, Türkiye'de hizmet veren otel zincirlerinin, yeřil otel davranıřıyla sürdürülebilirlik uygulamalarında Birleřmiř Milletlerin 2030 Sürdürülebilir Kalkınma Amaçlarını uygulayıp uygulamadıkları ve çevreye duyarlılıkları ile misafirleri nasıl çekmeye çalıştıkları incelenmiřtir. Örneklem, en fazla oda sayısına sahip üç Türk ve üç uluslararası otel zincirini içermektedir. Otel zincirlerinin hangi amaçları benimsediklerine ait 2019-2021 yılları arasındaki veriler, web sayfalarında veya internette yer alan sürdürülebilirlik raporlarından elde edilmiř ve web içerik analizi ile analiz edilmiřtir. Bu çalışmanın sonucunda Türk otel zincirlerinden ikisinin 17 amaçtan hiçbirini benimsemediđi, diđer Türk otel zincirinin 15, uluslararası otel zincirlerinden ikisinin 12 ve diđerinin 6 amacı benimsediđi tespit edilmiřtir. Otel zincirlerinin hiçbir raporlarını doğrudan kendi web sayfalarında sunmamıřtır. Bunun yerine, bazılarının internetteki raporlarına yönlendiren bir bağlantısı mevcutken, bazılarının ise bağlantı olmaksızın raporları internette bulunmaktadır. Sonuç olarak, ulusal ve uluslararası otel zincirlerinin web sayfalarını sürdürülebilirlik iletişimi için kullanma eğilimleri olmadıđı gözlemlenmiřtir.

Anahtar Kelimeler: Sürdürülebilirlik, Sürdürülebilir Kalkınma Amaçları 2030, Sürdürülebilirlik İletişimi, Sürdürülebilirlik Raporları, Yeřil Otel

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Introduction

Living things and non-living things work in our ecosystem together to provide a sustainable life. The malfunction or deficiency of one of those rings of the ecosystem can cause damage to all the elements that make up the system. It is not only limited to problems such as global warming, climate change, and depletion of natural resources, but also includes concerns such as women's employment, violence against women, mobbing in the workplace, racism, and immigration problems. The necessity of eliminating these concerns has mobilized nation countries to guide activities toward a better world for future generations on a global scale. In this context, 17 sustainability development goals were developed for the 2030 Agenda by the United Nations [UN] in 2015. Goals have been adopted by all UN members and strategies have been developed to act hand-in-hand against problems (Popüler Yönetim Dergisi, 2020).

Sustainability is an significant factor for the tourism sector as well as protecting the environment. The most essential environmental impact of sustainable tourism is the efficient use of local and natural resources. In this way, a reduction in energy consumption and carbon emissions can be achieved. In addition, sustainable tourism supports the formation of environmental awareness in the different strata of society. It is the hotels that play the biggest role in sustainable tourism practices.

This study aims to analyze the sustainability reports of the hotel chains in Turkey (Hilton Worldwide, Accor Hotels, Wyndham Hotels, Barut Hotels, Kaya Hotels, and Limak Hotels) on the list of the 30 hotels with the most rooms in the 2020 Group Hotels Research of Turizm Data Bank, their participation in the 17 goals of the United Nations' Sustainability Development Goals 2030 [SDGs 2030] and the visibility practices of their reports on social media networking sites. In this context, the official websites and the sustainability reports of the hotel chains analyzed in this study have been examined by using web content analysis. The study includes a summary of the topic, a literature review discussing sustainable development, sustainable development goals set by the UN by 2030, sustainability in tourism and the definition of a green hotel and sustainable communication in the introduction part and the method, the findings, the conclusion, the recommendations, and the reference parts respectively.

Sustainable Development

In today's world, where rapid developments have been experienced since the industrial revolution, facing social and economic concerns such as struggling with hunger, inequality in living conditions, gender discrimination, and using natural resources unconsciously, climate change has started the sustainability movement. With the report of Brundtland Commission , Our Common Future (United Nations, 1987, p. 15), all nations, organizations, and educational institutions are called for action to cooperate for the development of the needs of the present generations while considering that needs required for future generations. The word sustainability first brings to mind the environment and environmental concerns. The definition of the word is not limited to the environment, but also covers social equity and economic development and it tackles environmental issues holistically for the prosperity of the present and future generations (United Nations Environment Programme [UNEP] & World Tourism Organization [WTO], 2005, pp. 8-9). Sustainability has become the common goal of all humanity recently. In line with this goal, before the growth in the world causes an irreversible environmental disaster, it should be ensured that the economic and social structure and the environment are in harmony with one another. The opportunities provided by this unity should be of equal benefit to today's and future societies (Strateji ve Bütçe Başkanlığı, 2022).

Environmental sustainability is the protection of the environment and the use of resources economically; so it will be possible to leave a better planet for future generations. For governments, companies, and non-governmental institutions, it is necessary to cooperate with the United Nations to embrace its environmental program and raise people's awareness to preserve and sustain all natural environments and resources, such as animals, plants, water, air, and all other resources coming from the natural ecosystems (Colson, 2022). In entire economic systems, sources of livelihood are accessible to everyone. Human communities have the right to use financial or other resources to meet their requirements. Social sustainability, which includes criteria such as equality, diversity, social cohesion, quality of life, democracy, and governance, constitutes the social dimension of sustainable development and is closely related to environmental and economic sustainability. Social sustainability means building healthy communities into the future with an approach based on people's needs. According to social

sustainability, people should be treated fairly and equally. Income should be equal, in addition to equal access to social services and people should have self-reliance and self-confidence (Sachs, 1999, pp. 32-33).

Sustainable Development Goals 2030

All United Nations Member States adopted 17 Sustainable Development Goals in 2015, reaching a consensus on protecting the environment, ending poverty, and ensuring prosperity instead and providing peace on a global scale. All nations aim to reach 169 targets of SDGs by 2030 and have pledged that everyone will be treated equally. Action to reach the goals should be taken in many areas such as governments, civil societies, and businesses (United Nations, 2022).

According to the UN's advanced unedited version of a 2022 report on the progress towards the SDGs, there have been destructive effects of the COVID-19 crisis on global communities and their living standards for the last three years (United Nations, 2022, 2-7). As well as millions of deaths due to COVID-19, medical services, academic learning, and economies have come to a full stop, many people have lost their jobs, domestic violence – especially against women and children – has increased and it is estimated that more people will have to live in poverty now compared to the pre-pandemic period. The crisis the world has faced recently such as COVID-19, climate change, and the Ukraine conflict, is placing the achievement of the SDGs in jeopardy. It is suggested that some precautions should be taken to reach all 17 SDGs (Figure 1) by 2030 urgently.

Sustainability in Tourism and Green Hotels

It is defined in the glossary of The World Tourism Organization [UNWTO] (2022) that tourism is the movement of people who go to other places for personal or business purposes to carry out social, cultural, and economic activities. Sustainable tourism is considered in the tourism industry as tourist activities that affect society, the economy, and the environment. UNWTO (Sustainable Development) (2022) explains the goals of sustainable tourism as follows:

- Ensuring optimal use of environmental resources and helping to preserve natural heritage and biodiversity.
- Respecting and conserving the socio-cultural heritage and traditional values of host communities and contributing to intercultural understanding.
- Providing socio-economic benefits to all stakeholders in the tourism industry, stabilizing employment, providing social services to hosts, and contributing to lessening poverty.

It is known that the tourism industry is a driving force of global economic growth. On the SDG 2030 Agenda, tourism has taken a significant place and goals tourism specifically contributes to our goals 8, 12, and 14. According to SDG 8 (United Nations, 2022), the tourism sector can provide education for women and young people to have equal and fair opportunities for work. Thus, sustainable tourism considers biological sustainability and the socio-economic participation of both its staff and the local communities. SDG 12, including responsible consumption and production practices, promotes local culture and products and preserves indigenous food, traditions, and handicraft so that tourists are encouraged to spend in the local economy by choosing authentic experiences. Coastal and maritime tourism is practiced in SDG 14, which deals with the sustainable use of the seas and marine resources (Mesbah, 2019).

Some hotels differentiate themselves from others by focusing on ecological issues. These are called green hotels and they try to preserve the environment by acting as carbon-zero hotels. The Green Hotels Association defines 'Green hotels' as environmentally-friendly places that aim to save water and energy and reduce solid waste and carbon emissions to protect the Earth (NCL, 2022.).

Sustainability Communication

As environmental awareness increases, companies have begun to attach importance to sustainability practices in their business strategic business activities. In order to let their customers and other stakeholders know that they care about the environment and other social issues, they showcase their sustainability communication mechanism. Through their sustainability communication, companies commit to their promises with regard to their sustainability strategy, goals, and efforts and raise awareness of their sustainability practices among customers. These efforts enable companies to increase their reputation and gain a competitive advantage (Tölkes, 2018, p. 10).

Increasing the awareness of society on social and environmental issues can only be achieved by correctly explaining sustainable development. Sustainability communication has an impact on the need to work for a more prosperous world and shape human behavior in this direction. On the other hand, communication should be sustainable in terms of being long-term, approaching events with a result-oriented approach, managing relations between stakeholders, and involving the sensitivity of society (Özgen, 2022, e2).

In today's world, where communication has been paved by usage of multi-functional devices such as smartwatches and smartphones, users have the opportunity to acquire greater knowledge. Accessing information anywhere at anytime has increased consumer awareness, as well. Customers of tourism accommodation who have sustainability awareness tend to obtain information about the hotel they are planning to stay at and whether it applies sustainability practices. For this reason, it has become vital for hotels to present their practices on an effective website to enhance their customer relationships stronger and enlarge their market segment (Law, Qi, & Buhalis, 2010, p. 297).

Scope and Purpose of the Study

Within the scope of this study, the activities implemented by the hotel chains in the tourism industry to reach the UN's Sustainable Development Goals 2030 [SDGs 2030], which are gathered under 17 headings, have been analyzed through an in-depth examination. The study aims to show whether any of 17 goals have been achieved. If so, which of these goals are focused on by the hotel chains as socially responsible corporations, and how they are implemented in their sustainability reports?

Study Design and Problem

According to Bauer (2000, p. 131) content analysis is a systematic technique used to encode symbolic content such as text and images in communication. Content analysis, one of the first methodologies used in web analysis, is increasingly used (McMillan, 2000, p. 80; cited in Herring, 2010, p. 235). Herring (2010, p. 38) describes the Computer Aided Discourse Analysis approach for analyzing Internet content. The basic methodology of this approach is language-oriented content analysis, supported by discourse analysis methods adapted from speech and written text analysis studies, and it also presents a five-stage process by approaching the classical content analysis method with a web-oriented approach:

- Determining the research question(s),
- Choosing a computerized sample,
- Making key concepts functional in terms of discourse features,
- Applying method analysis or analyses to data,
- Interpret the results.

The reason for using web content analysis as a method in this research is to examine the sustainability reports published between 2019 and 2021 of Hilton Worldwide, Accor Hotels, Wyndham Hotels, Barut Hotels, Kaya Hotels and Limak Hotels, which were selected as samples (Table 1), on their own websites or on the Internet in detail; it is considered as a suitable method in terms of making evaluations about them and also revealing how they are compatible with the mentioned qualities in the conceptual dimension.

With the motto of "a world of universal respect for human rights and human dignity, the rule of law, justice, equality and non-discrimination" in the UN's 2030 Agenda, the states of the world are called to respect, protect and encourage human rights. The duty of the states is to create a green world in every field for a sustainable future with the cooperation of their citizens, organizations and all other stakeholders. The tourism sector has an important role as a driving force in countries' economic development. On the other hand, natural resources can be damaged by hotels which cause pollution and waste problems. The problem of this study is whether the hotel chains in the tourism sector in Turkey carry out activities to achieve the SDGs 2030 targets to sustain a better world for future generations as well as foster an image of social responsibility and care.

In this regard, answers to the following questions were sought in the study:

1. Do the six hotel chains analyzed in this study have their Sustainable Development reports?
2. Where the six hotel chains do analyzed in this study release their Sustainable Development reports?

3. Do the hotel chains analyzed in this study adopt the SDGs 2030 8, 12 and 14?
4. Which of the SDGs 2030 do the six hotel chains analyzed in this study adopt?
5. How do the six hotel chains analyzed in this study use sustainable communication to promote their SDGs 2030?

Limitations of the Study

The number of hotels that want to contribute to the sustainable development efforts by participating in the universal call for action to combat issues such as climate change, economic inequality, protection of our planet, sustainable consumption, and better living standards for all people, both in Turkey and in the world, is increasing each day. The research is limited to the sustainable development reports published on the Internet between 2019-2021 by the international and Turkish hotel chains serving Turkey with the most rooms. In this context, 3 international and 3 Turkish hotel chains conducting green practices in terms of sustainable development and having a sustainability report have been selected to be examined. The international hotel chains are Hilton Worldwide, Accor Hotels and Wyndham Hotels; the national hotel chains are Barut Hotels, Kaya Hotels and Limak Hotels.

Method

The method of the study includes the population and the sample of the study, data collection and data analysis.

Population and Sample

The sample of the research consists of six hotel chains operating in Turkey, three international and three national brands. These six hotel chains were selected from the hotel chains among the 30 hotel groups with the most rooms in the 2020 Group Hotels Research of Turizm Data Bank (Karabulut, 2020). When these hotels were investigated as to whether they had a sustainability report on their websites or on the Internet, it was determined that most of the Turkish hotels did not have one. Since the aim of the research is to examine the hotels' sustainability practices, the ones which do not have a sustainability report have been excluded from the sampling. Thus, the hotel chains in the Tourism Data Bank's research were chosen according to the number of rooms and having a sustainability report. These hotels are as shown in Table 1.

Table 1. *The Six Hotel Chains in the Category of Hotels with the Most Rooms in Turkey*

<i>Hotel Chains</i>	<i>International/National</i>	<i>Number of Rooms</i>
1 Hilton Worldwide	International	12,674 rooms
2 Accor Hotels	International	11,682 rooms
3 Wyndham Hotels	International	11,160 rooms
4 Barut Hotels	National	5,630 rooms
5 Kaya Hotels	National	3,500 rooms
6 Limak Hotels	National	2,393 rooms

(Accor Hotels: <https://www.dunya.com/sirketler/turkiyede-yeni-ofisine-tasinan-accor-otel-yatirimlarina-devam-ediyor-haberi-608264>)

(https://horwathhtl.com.tr/wp-content/uploads/sites/10/2019/03/HHTL_T%C3%BCrkiye_Raporu_2019.pdf)

Data Collection and Analysis

Since the data does not make much sense as it was first collected, information about how the data was collected using some techniques, and how the data was analyzed and interpreted should be stated in the research (Karasar, 2016, p. 248).

In this research, the 2019 – 2021 reports and practices on sustainable development of the hotel chains - Hilton Worldwide, Accor Hotels, Wyndham Hotels, Barut Hotels, Kaya Hotels and Limak Hotels - on their websites or on the Internet were subjected to web content analysis (Web Content Analysis; WebCA) and discourse analysis from qualitative research methods. Discourse analysis, which is included in a comprehensive understanding of communication that includes hermeneutics (interpretive view) and humanities, leads to knowledge and power, politics and ideological relations within the framework of the questions of how individuals speak, how they listen or remain silent, how they read or write (Luo, 2019). Each time the new data is needed to be interpreted and explained; therefore, short texts are suitable for

discourse analysis, more suitable for analyzing short texts and dialogues, and the data in discourse analysis are the researcher's explanations (Gökçe, 2006, p. 44).

In this research, it has been analyzed as to whether 6 hotels, which constitute the sample, have implemented the 17 goals of the Sustainable Development Goals 2030 into their activities. On conducting the analysis, the sustainability reports of the hotels from the Internet were carefully examined. Sustainability attitudes of these hotels that matched the 17 targets were tabulated, and the attitudes of them regarding each target were also analyzed.

Findings

The sustainability reports of the six hotel chains obtained from their websites or the Internet in the scope of this study were evaluated according to the activities they carried out in line with the 17 goals of UN's SDGs 2030, which are shown in Figure 1. Table 2 presents the research findings about which of the sustainable development goals the hotel chains aim to achieve. Maintaining confidentiality of the hotels in this study, coding was used and they were mentioned as IHA, IHB, IHC for the international hotel chains and THA, THB, THC for the Turkish hotel chains.



Figure 1. Sustainable Development Goals 2030 (<https://www.un.org/sustainabledevelopment/>)

Table 2. The Hotels' Sustainable Development Activities According to the SDGs 2030

Sustainable Development 2030 Goals	The Hotel Chains						Σ	%
	IHA	IHB	IHC	THA	THB	THC		
1 No Poverty	-	✓	-	-	✓	-	2/6	33,3
2 Zero Hunger	-	-	✓	-	-	-	1/6	16,7
3 Good Health and Well-Being	✓	✓	?	-	✓	-	3/6	50
4 Quality Education	?	✓	✓	?	✓	?	3/6	50
5 Gender Equality	✓	✓	✓	-	✓	-	4/6	66,7
6 Clean Water and Sanitation	✓	✓	✓	?	✓	?	4/6	66,7
7 Affordable and Clean Energy	?	✓	✓	?	✓	-	3/6	50
8 Decent Work and Economic Growth	✓	✓	✓	-	✓	-	4/6	66,7
9 Industry, Innovation and Infrastructure	?	-	?	?	✓	-	1/6	16,7
10 Reduced Inequalities	?	✓	-	-	✓	-	2/6	33,3
11 Sustainable Cities and Communities	-	✓	✓	?	✓	-	3/6	50
12 Responsible Consumption	?	✓	✓	?	✓	-	3/6	50
13 Climate Action	✓	✓	✓	?	✓	-	4/6	66,7
14 Life Below Water	-	✓	✓	-	✓	-	3/6	50
15 Life on Land	✓	-	✓	-	✓	-	3/6	50
16 Peace, Justice and Strong Institutions	-	-	✓	-	-	?	1/6	16,7
17 Partnerships for the Goals	-	-	?	-	✓	-	1/6	16,7
Σ	6/17	12/17	12/17	0/17	15/17	0/17	45	
%	13	27	27	0	33	0	100	

In this part, the data in Table 2 will be interpreted. The (✓) sign refers to the hotels applying the goals of Sustainable Development shown in Figure 1 while the (-) sign refers to those that do not include these goals in their reports. The (?) sign shows that although the hotels do not include these goals directly, they still give importance to the subjects. The (?) sign has been deemed ineffective in findings. According to the data, THA and THC do not use any of the SDGs 2030 in their sustainability. However, as many other Turkish hotels, THA and THC declare to their customers that they carry out several sustainability activities in their reports. The rest of the hotels in the table with a tick (✓) indicate which of the goals they aim to reach showing the icon of the goal and making explanations in their sustainability reports.

The 17 goals of SDGs 2030 and their targets and the attitudes of the hotel chains analyzed in this study toward the goals are as follows:

Goal 1 – No Poverty

This goal aims to end poverty in all its forms and dimensions everywhere. In Table 2, it can be seen that only IHB and THB have included ‘poverty’ in their goals. While IHB doubles its investment in economic growth and sustainable solutions and allocates its sourcing spend to local enterprises, THB provides employment to local people. The goal has a 33,3% participation rate.

Goal 2 – Zero Hunger

IHC is the only one to participate in the Zero Hunger goal. The hotel chain claims that guests are served healthy and sustainable food and eliminates food waste. Although IHB and THB do not have a goal in accordance with SDGs 2030, IHB participates in food donation programs and THB donates food scraps to about 400 stray animals every day. The participation rate of this goal is 16,7%.

Goal 3 – Good Health and Well-Being

All the hotel chains except THA and THC pay attention to health. The common health issue of those hotels is the pandemic which has caused a global health disruption. They all mention the precautions they have taken for both guests and their staff. 50% of the hotels have aimed to reach this goal. IHC does not include the third goal in its report but it gives assurance to its customers that its hotels can represent its cleanliness standards with a certificate showing that it attaches great importance to health. Moreover, with travel insurance in cooperation with an insurance company, it offers comprehensive medical service that ensures guests have access to the best healthcare solutions and best healthcare during their stay at the group's hotels.

Goal 4 – Quality Education

Goal 4 is aimed at by three hotel chains: IHB, IHC and THB. In IHB and IHC’s strategic drivers it is determined that they support their employees in education and self-development. IHB encourages and supports its employees to seek education out of its organization as well as trains its own staff. Thus, employees have the opportunity to earn their GED (Graduate Equivalency Degree). THB provides training to its employees and stakeholders to attain a sustainability perspective, designs a project every year and provides occupational health and safety training to increase employee satisfaction. In terms of the SDGs 2030, the participation rate of Goal 4 is 50%. IHA, THA and THC do not refer to a Quality Education goal in their sustainability. However, IHA mentions that it supports the education of the hotel owners and staff to combat human trafficking. It is also seen that it can cooperate with some local organizations to teach them the benefits of education. Both THA and THC pay attention to the right of their employees to receive training and state that they give them the opportunity to develop their own profile and competencies in many areas such as personal development, awareness, learning foreign languages, understanding, helping disabled people and conservation of natural resources.

Goal 5 – Gender Equality

IHA, IHB, IHC and THB meet on common ground on gender equality and they demonstrate their support for this goal in their reports. By advocating Goal 5, these four hotel chains recognize women’s participation in decision-making, their representation in key positions, and do not approve of violence against women or girls. The hotels participate in this goal at the rate of 66,7%. On the other hand, although THA and THC do not mention gender equality in their reports, they mention that there is no discrimination among employees in their hotels.

Goal 6 – Clean Water and Sanitation

Goal 6 requires availability and sustainable management of water for all. In the hospitality industry, one of the most important issues is the use of water. According to studies, in hotels, water is mostly used in toilets and showers. Laundry and landscaping take second place (Davodi, n. d.). IHA, IHB, IHC and THB include the sixth goal in their sustainability development programs implementing several practices around water conservation. The hotels aim to reduce water use as much as possible and they indicate this with percentages in their reports. The participation rate is 66,7%. Although THA and THC do not refer to the sixth goal, they mention that they save water with some practices.

Goal 7 – Affordable and Clean Energy

Goal 7, which aims at affordable, reliable, sustainable and modern energy for all, is included in IHB, IHC and THB's sustainability programs. They all mention their efforts to reduce carbon emissions, using renewable energy and supporting a low-carbon future. Although IHA, THA and THC do not refer to this goal, it is seen that they are all sensitive to using less energy and renewable energy where feasible. 50% of the hotels have aimed at Goal 7.

Goal 8 – Decent Work and Economic Growth

As one of the fastest growing industries in the world, tourism plays a prominent role in foreign exchange and employment as well as helping with countries' economic growth. Considering the importance of this, the hotel chains that include Goal 8 in their sustainability plans are IHA, IHB, IHC and THB. According to the goal, all these four hotel chains' target is to 'achieve higher levels of economic productivity through diversification, technological upgrading and innovation, including through a focus on high-value added and labour-intensive sectors and to achieve full and productive employment and decent work for all women and men, including young people and persons with disabilities, and equal pay for work of equal value' (United Nations Department of Economic and Social Affairs Sustainable Development, Goal 8, n. d.). The four hotels have 66,7% participation in Goal 8. THA and THC do not include Goal 8 in their plans, but THA states that issues such as benefits of its employees, performance management and reward, training and career management, and employee safety are always their priority.

Goal 9 – Industry, Innovation and Infrastructure

THB is the only hotel chain which aims to continuously monitor and develop energy efficiency practices, creating the necessary infrastructure and renewing the existing one in all its hotels. The other five hotels do not refer to Goal 9; however, they all mention that they offer an innovative service to their guests. The participation rate of the hotels in Goal 9 is 16,7%.

Goal 10 – Reduced Inequalities

IHB and THB have efforts to participate in Goal 10, which requires equal opportunity and reduction in inequalities of outcome. They commit to providing a diverse, equitable and inclusive work environment for their staff. The participation rate is 33,3%. The rest of the hotel chains do not have any plans or programs for this goal. Nevertheless, IHA gives training focusing on anti-racism and racial inequality.

Goal 11 – Sustainable Cities and Communities

This goal requires all organizations to make cities and human settlements inclusive, safe, resilient and sustainable. In this context, IHB, IHC and THB indicate the importance of reducing the number of deaths due to natural disasters. The participation rate is 50%. IHA, THA and THC do not include Goal 11 in their sustainability reports.

Goal 12 – Responsible Consumption and Production

In line with this goal, IHB, IHC and THB show their awareness of using natural resources sustainably, reducing food losses and waste, promoting local culture and products. THB mostly focuses on this goal. IHA does not directly indicate Goal 12, but it is very careful to use natural resources and it also indicates it in its report. THA and THC also mention that one of their aims for sustainability is to use natural resources wisely. 50% of the six hotels participate in Goal 12.

Goal 13 – Climate Action

IHA, IHB, IHC and THB all pay attention to climate change and support a low-carbon future. They give assurances that they care about using renewable energy for sustainability and using emission

monitoring systems in their hotel chains. Their participation rate is 66,7%. THA does not refer to Sustainable Development Goals 2030; however, in its sustainability report, it has mentioned the reduction impacts on the environment for sustainability, especially using air emission control. THC does not include Goal 13.

Goal 14 – Life below Water

Participants in this goal are IHB, IHC and THB and their participation rate is 50%. As a requirement of the goal, marine ecosystems should be protected and action should be taken to achieve healthy and productive oceans. These three hotel chains offer their guests healthy and sustainable food and eliminate food waste. THB organizes social responsibility activities when it is time for the caretta caretta sea turtles to lay eggs. Staff volunteers of its staff surround their nesting areas to protect them and help baby turtles to reach the sea safely after birth. Although THC does not refer to Goal 14, in its report they state that keeping the seawater clean is one of the issues they priorities both in the scope of natural life protection and sustainable tourism. It also organizes social responsibility for caretta caretta sea turtles as THB does. IHA and THA do not participate in this goal.

Goal 15 – Life on Land

According to this goal, it is expected to protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss. Goal 15 is included in the reports of IHA, IHC, and THB. Their target is to promote and expand best practices for biodiversity protection across their properties. They also aim for partnerships with suppliers to make a positive impact in protecting forests. IHB, THA and THC mention biodiversity and protection of the environment, but they do not include Goal 15. Thus, in this goal, there is 50% participation.

Goal 16 – Peace, Justice and Strong Institutions

The only hotel chain that includes Goal 16 in their report is IHC. The participation rate of this goal is 16,7%. The goal requires peaceful and inclusive societies for sustainable development and justice for all. The other five hotel chains do not use Goal 16 in their programs; however, all of them mention some of the issues that are comprised in the goal such as human trafficking, bribery and violence and they note that none of those issues can be accepted.

Goal 17 – Partnerships for the Goals

In this goal, it is expected to enhance global partnership for sustainable development, mobilizing and sharing knowledge, expertise, technology and financial resources to achieve the sustainable development goals in all countries, especially in developing countries. THB includes this goal in its report and the participation rate is 16,7%. The rest of the hotels do not participate in Goal 17; nevertheless, IHA, IHB and IHC as international hotel chains, all claim that they cooperate with local enterprises in other countries.

According to the results of the web-based content analysis carried out in this research, it was determined that none of the hotel chains in this study fulfilled all 17 goals of the SDGs 2030. THB is the hotel chain with the highest level of meeting SDGs 2030 targets with 33% participation. The distribution of participation of the other five hotel chains in the goals is IHB and IHC 27% and IHA 13%. THA and THC do not adopt any of the SDGs 2030 (Table 3).

Table 3. *Number of Goals Conducted by the Hotel Chains*

<i>UN's SDGs 2030</i>	<i>Number of Goals Conducted by he Hotel Chains</i>							Σ
	<i>IHA</i>	<i>IHB</i>	<i>IHC</i>	<i>THA</i>	<i>THB</i>	<i>THC</i>		
17 Goals	6	12	12	0	15	0	45	
%	13	27	27	0	33	0	100	

As shown in Table 4, IHA, IHB, THA and THC have a link on their websites to direct their audience to their reports on another page. In this way, these hotels have the opportunity to convey their views, activities and projects to their guests who would like to stay at a hotel that is sensitive to the environment and humanity. IHC and THB do not reveal their reports on their websites or any links directed from their websites. Their reports can be searched for on the Internet by typing the hotel chain's name and

'sustainability report' in a search engine. On the other hand, they both have sustainability links on their websites where you can read information about their sustainability policies.

Table 4. *How to Reach the Hotel Chains' Sustainable Development Reports*

<i>Hotel Chains</i>	<i>How to Reach the Hotel Chains' Sustainable Development Reports</i>
IHA	Click the Social Responsibility link on its main website.
IHB	Click the Corporate Responsibility link on its main website and then click 2030 Goals link.
IHC	Its report cannot be reached on its website; however, it is available on the Internet.
THA	Click the Corporate link on its website in Turkish and then click the Sustainability Report.
THB	Its report cannot be reached on its website; however, it is available on the Internet.
THC	Click the Sustainability link on its website.

Conclusions and Recommendations

Sustainable development is a programmed process that aims to transfer existing natural resources to future generations and ensure their use by establishing a balance between mankind and nature. Protection of the environment is considered as the common responsibility of all countries, public institutions, non-governmental organizations, local governments, academic circles, the private sector, media and all individuals. One of the important areas where environmental awareness is high and sustainability studies are concentrated is tourism. With a climate crisis which is a serious problem for our planet, sustainability has started to gain importance in every field. Tourism, where environmental and natural resources are frequently used, has also taken its place in sustainability studies. Now, the economic, social and environmental effects of tourism activities have begun to be taken into account in this sector.

In this study, the sustainability reports and the official websites of the six hotel chains - three international and three national brands - chosen from 30 hotel chains in the 2020 Group Hotels Research of Turizm Data Bank according to the highest number of rooms and their participation in the SDGs 2030 have been analyzed. On the other hand, their official websites have been examined to see how they perform their sustainability communication.

It has been observed that the hotel chains in this research have a sustainability development report; however, they do not share their reports on the main page of their websites directly. Those who would like to know if these hotel chains have reports on sustainability are either directed to the reports on the Internet from their web pages or they can search the Internet. Although these reports mention the hotel chains' sustainability targets and practices, not all of them include the 17 SDGs in the 2030 Agenda. According to the SDGs 2030, tourism can directly or indirectly contribute to the achievement of all goals. The findings of the adopted goals by the hotels are as follows:

In terms of tourism, Goals 8, 12 and 14 particularly point out sustainable economic growth, sustainable consumption and production and the sustainable use of oceans and marine resources. As can be seen in Table 2 above, Goal 8 has been adopted by IHA, IHB, IHC and THB while Goals 12 and 14 have been adopted by IHB, IHC and THB. Goal 1, which suggests struggling against poverty, by IHB and THB; Goal 2, which is about providing food for the most at-risk regions, by only IHC; Goal 3, which stands for healthy lives and well-being for everyone, by IHA, IHB and THB; Goal 4, which mentions that education should be provided for all children in the world, particularly for girls, by IHB, IHC and THB; Goal 5, which emphasizes that tourism has the highest share of women's employment and helps women use their potential, by IHA, IHB, IHC and THB; Goal 6, which focuses on using water efficiently in the tourism sector, managing wastewater and controlling pollution, by IHA, IHB, IHC and THB; Goal 7, which is about access to clean, renewable and sustainable energy, by IHB, IHC and THB; Goal 9, which supports inclusive and sustainable industrialization and fostering innovation, by only THB; Goal 10, which aims at reducing inequalities within and between countries, by IHB and THB; Goal 11, which talks about sustainable cities and communities, by IHB, IHC and THB; Goal 13, which calls on countries to take urgent action to combat climate change and its effects, by IHA, IHB, IHC and THB; Goal 15, which is about protecting terrestrial ecosystems, by IHA, IHB and THB; Goal 16, which supports building peaceful and inclusive societies for sustainable development, by IHC only; Goal 17, which requires strong global partnerships and cooperation, by THB.

As a summary, Goals 5, 6, 8 and 13 have been adopted by four hotel chains; Goals 3, 4, 7, 11, 12, 14 and 15 have been adopted by three hotel chains; Goals 1 and 10 have been adopted by two hotel chains and finally Goals 2, 9, 16 and 17 have been adopted by one hotel chain.

In conclusion of this research, all of the six hotel chains seem to be sensitive to protecting the environment and using natural resources judiciously, acting as socially responsible corporations. However, the issue of sustainability of the environment has not been dealt with in the SDGs 2030, which is globally considered as one of the most prominent agendas. The hotel chains prefer to attract people by highlighting their hotels, facilities and by offering promotions on their web pages. Their SDGs 2030 attempts are not featured in the foreground. Thus, only the ones for whom sustainability of the environment matters may look for information about how the hotel they are planning to stay at embraces sustainability. Consequently, it can be said that all the hotel chains in this study make poor publicity in sustainable development.

It has been observed in their reports that the hotels have a sensitive attitude towards many of the sustainability development goals; however, they fail in making it visible and thus making it known to the masses. In the technology age, there are plenty of media tools to convey messages. Accordingly, the hotels that host guests from different countries, regions and cultures should include sustainability communication in their strategies to raise awareness of the environment and natural sources. In this regard, they can increase their recognition and reputation, as well. Instead of publishing their annual sustainability reports on the Internet on a different web page from their homepage, they should attach a link to the hotel's own webpage, which is open to anyone who would like to choose it as a holiday resort.

It is also observed that many studies have been carried out on sustainability; nevertheless, any studies on the implementation of the SDGs 2030 in hotel business have not been reached. In this context, it is thought that the results of this study will contribute to the literature. Moreover, it is hoped that the sustainability practices of those hotel chains will set an example for other hotels. It is suggested to researchers that the other hotel chains in Turkey can be analyzed when they release their sustainability reports and may be compared with the hotel chains in this study in terms of the SDGs 2030.

Ethical Declaration

In the writing process of the study titled “*Sustainability Communication: Analysis of Sustainable Development Goals 2030 Practices of the Hotel Chains in Turkey*”, there were followed the scientific, ethical and the citation rules; was not made any falsification on the collected data and this study was not sent to any other academic media for evaluation. Since the document review has been conducted in this study, there is no requirement for an ethics committee decision.

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TÜRKÇE GENİŞ ÖZET

Birleşmiş Milletler, Sürdürülebilir Kalkınma 2030 [SKA] doğrultusunda farklı gelişmişlik seviyelerine sahip ülkeleri küresel ısınma, iklim değişikliği, doğal kaynakların bilinçsizce tüketilmesi gibi çevresel sorunların yanı sıra kadınların çalışma hakkı, kadına şiddet, iş yerinde mobbing, yoksulluk, ırkçılık ve göçler gibi sorunlara karşı ortak bir davranış sergilemeye çağırılmaktadır. Bütün bu sorunların kamu kurumları olduğu kadar özel sektörün, sivil toplum kuruluşlarının, yerel yönetimlerin, akademik çevrelerin, medyanın ve tüm bireylerin ortak sorumluluğu olduğu belirtilmektedir.

Sürdürülebilirlik, çevrenin korunması için önemli bir faktör olduğu kadar çevresel ve doğal kaynakların sıklıkla kullanıldığı turizm sektörü için de önemli bir faktördür. Sektörde sürdürülebilirliğe önem verilmesi ‘sürdürülebilir turizmi’ gündeme getirmiştir. Sürdürülebilir turizmin en önemli ekolojik etkisi yerel ve doğal kaynakların verimli kullanılmasıdır. Bu sayede enerji tüketiminde ve karbon emisyonlarında azalma sağlanabilir. Ayrıca sürdürülebilir turizm sayesinde toplumun farklı katmanlarında çevre bilinci oluşumuna da destek verilmektedir. Turizm alanında yüksek çevre bilincine sahip olunması ve sürdürülebilirlik çalışmalarına yer verilmesi SKA Gündeminde, özellikle SKA’ların 8, 12 ve 14. amaçlarında

ifade edilmektedir. Günümüzde turizm faaliyetlerinin ekonomik, sosyal ve çevresel etkileri bu sektörde dikkate alınmakta ve turizm sektöründeki kuruluşların üstlendikleri bu tür sorumluluklar Sürdürülebilirlik Raporları olarak stratejik çalışma planlarında yer almaktadır.

Sürdürülebilir turizm uygulamalarında en büyük rolü oteller oynamaktadır ve bu nedenle bu çalışmada Turizm Veri Bankası 2020 Grup Oteller Araştırmasında yer alan 30 otel zincirinden en fazla oda sayısına sahip olan ve 2030 SKA'larına katılım gösteren üçü uluslararası, üçü ulusal otel zinciri olmak üzere Türkiye'de faaliyet gösteren altı otel zinciri analiz edilmiştir. Bu markalar en fazla oda sayısına göre sırayla uluslararası oteller Hilton Worldwide, Accor Otelleri, Wyndham Otelleri ve ulusal oteller Barut Otelleri, Kaya Otelleri ve Limak Otelleri'dir. Bunun yanı sıra otel zincirlerinin sürdürülebilirlik iletişimlerini nasıl gerçekleştirdiklerini görmek için resmi web siteleri ziyaret edilerek sürdürülebilirlik raporlarına erişim sağlanmıştır. Adı geçen otel markaları gizlilik ilkesi gereği kodlamaya tabi tutularak araştırmanın örneklemini oluşturan uluslararası oteller IHA, IHB, IHC ve ulusal oteller THA, THB ve THC olarak anılmıştır. Yapılan inceleme sonucunda adı geçen otel zincirlerinin bir sürdürülebilirlik kalkınma raporuna sahip olduğu, ancak raporlarını doğrudan web sitelerinin ana sayfalarında paylaşmadıkları tespit edilmiştir. Raporlara erişmek için ilgilenen misafirlerin otel zincirlerinin web sayfalarında bulunan bir link aracılığıyla internette mevcut olan raporlarına erişmeleri mümkün olabilmektedir.

Erişilen raporların, araştırmadaki otel zincirlerinin sürdürülebilirlik kalkınma amaçlarından ve uygulamalarından dolayı olarak ya da doğrudan bahsetmesine rağmen SKA 2030 Gündemindeki 17 SKA'nın tamamını içermediği gözlemlenmiştir. Elde edilen sonuçlara göre otel zincirlerinin benimsedikleri amaçlara aşağıdaki gibidir:

Turizm bağlamında ilgili SKA'larından 8, 12 ve 14. amaçlar özellikle sürdürülebilir ekonomik büyümeye, sürdürülebilir tüketim ve üretime ve okyanusların ve deniz kaynaklarının sürdürülebilir kullanımına işaret etmektedir. Amaç 8 IHA, IHB, IHC ve THB tarafından benimsenirken, Amaç 12 ve 14 IHB, IHC ve THB tarafından benimsenmiştir. Diğer amaçların otel zincirleri tarafından benimsenmesi şu şekildedir: Yoksulluğa karşı mücadele etmeyi içeren Amaç 1 IHB ve THB tarafından; zor durumda bulunan bölgelere yiyecek sağlanmasını içeren Amaç 2 sadece IHC tarafından; herkes için sağlıklı yaşamı gerekli gören Amaç 3 IHA, IHB ve THB tarafından; özellikle kız çocuklarının da içinde olduğu dünya çocuklarına sürekli eğitim imkânının sağlanmasıyla ilgili olan Amaç 4 IHB, IHC ve THB tarafından; turizm sektörünün büyük oranda yer verdiği kadın iş gücüne vurgu yapan Amaç 5 IHA, IHB, IHC ve THB tarafından; turizm sektöründe suyun kontrollü şekilde kullanılmasına, atık suyun yönetimine ve kirliliğin kontrol edilmesine dikkat çeken Amaç 6 IHA, IHB IHC ve THB tarafından; temiz, yenilenebilir ve sürdürülebilir enerji ile ilgili olan Amaç 7 IHB, IHC ve THB tarafından; sürdürülebilir endüstrileşme ve yenilikçilik üzerinde duran Amaç 9 sadece THB tarafından; ülkeler arasındaki eşitsizliği azaltmaya yönelik olan Amaç 10 IHB ve THB tarafından; sürdürülebilir şehirler ve topluluklardan söz eden Amaç 11 IHB, IHC ve THB tarafından; ülkelere iklim değişikliği ve etkileriyle mücadele için çağrıda bulunan Amaç 13 IHA, IHB, IHC ve THB tarafından; karasal ekosistemi korumaya yönelik olan Amaç 15 IHA, IHB ve THB tarafından; sürdürülebilir kalkınma için barış içinde, adil ve güçlü kurumları destekleyen Amaç 16 sadece IHC tarafından ve son olarak güçlü küresel işbirliklerini içeren Amaç 17 sadece THB tarafından. Özetle, 5, 6, 8 ve 13. Amaçlar dört otel zinciri; 3, 4, 7, 11, 12, 14 ve 15. Amaçlar üç otel zinciri; 1 ve 10. Amaçlar iki otel zinciri ve 2, 9, 16 ve 17. Amaçlar bir otel zinciri tarafından sürdürülebilir raporlarında yer almıştır.

Sonuç olarak, araştırmada incelenen altı otel zincirinin de çevreyi koruma ve sosyal sorumluluk sahibi kuruluşlar olarak doğal kaynakları bilinçli bir şekilde kullanma konularında hassasiyet gösterdikleri görülmüştür. Ancak, bugün dünyaca üzerinde durulan 2030 SKA'larına otel zincirlerinin kendi web sayfalarında rastlanmamıştır. Otel zincirleri web sayfalarında ziyaretçilerine otellerinin özelliklerini ve verdikleri promosyonlar, sundukları hizmetleri göstermeyi tercih etmektedirler; sürdürülebilirlik ön planda vurgulanan bir konu olmamaktadır. Çevreye karşı duyarlı insanlar internette gezinerek kalmayı düşündükleri otellerin sürdürülebilirliğe önem verip vermediğini görebilirler. Bu açıdan, bu çalışmadaki bütün otellerin sürdürülebilir kalkınmaya olan tutumlarını tanıtmada zayıf oldukları söylenebilir.

Daha önce sürdürülebilirlik konusunda birçok araştırma yapılmıştır, ancak, otel endüstrisinde 2030 SKA'ların uygulanması ile ilgili herhangi bir araştırmaya rastlanmamıştır. Bu açıdan bu araştırma sonuçlarının literatüre katkı sağlayacağı düşünülmektedir. Ayrıca burada ele alınan otel zincirlerinin sürdürülebilirlik uygulamalarının da diğer otellere örnek olması umulmaktadır. Araştırmacılara, Türkiye'de bulunan diğer otel zincirlerinin sürdürülebilirlik raporlarını incelemeleri ve bu araştırmada 2030 SKA'lar kapsamında incelenen otel zincirleriyle karşılaştırılmaları önerilebilir.