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FRANCHISING IN THE HOTEL BUSINESS SYSTEM

Franchising is the transfer of the right to use a registered trademark acquired under certain conditions specified in the contract with the franchisee.

Franchise is the right to sell services on the behalf of a particular hotel on the basis of a signed license agreement.

Franchising is a licensing agreement, a sales method, in which a franchisee (hotel) is granted the right to provide services under the management of the marketing model developed by the hotel-franchisor. The franchisor allows the franchisee to use his trademark, name. The main difference between franchising and other contractual systems is that it is usually based either on a unique proposal or on business practices, or on a trademark, patent or copyright law.

An agreement between the franchisor and the franchisee entails:

- the use of the trademark of the franchisor;
- usage of technology and standards of franchisor service;
- usage of methods, control systems, reporting systems;
- usage of recruiting and training methods developed by the franchisor, including internships and training programs for staff;
- inclusion of the franchisee in the general advertising and marketing system of the franchisor.

Franchising involves not only inspection but also advisory services in all directions, including corporate training for the hotel's high and middle staff for the implementation of technical and technological innovations and corporate programs.

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ECONOMIC GROWTH AND ENVIRONMENTAL IMPACTS

One of the most popular current topics is environmental impact, which has a close relationship with macro and micro economy, although this is not strictly proportional relationship. The lack of care towards the ecosystem in which the economy develops has serious consequences, from the disappearance of species to the unbridled use of natural resources. Healthy ecosystems are the foundation for sound economies, sustaining and enhancing human life with services ranging from food and fuel to clean air and water. As such, ecology has an important role to play in society's efforts to improve the quality of life throughout the world. Although ecological scientists have neither the remit nor the capacity to judge the right of people to grow their economies, they do have the expertise and the responsibility to identify the ecological consequences of current and alternative growth strategies, recognizing that:

— Human activities can degrade ecosystems, diminishing ecosystem services

— of value to society (loss of natural capital)

— Many ecosystem services such as clean air are public goods—they are freely and indiscriminately available to all members of a community, giving stakeholders little incentive to maintain them

— In cases where ecosystem services do have a market value (e.g. food and fiber), economic activities may have ecological impacts that are not captured in market prices (environmental externalities)

Society's ability to predict the consequences of ecosystem change is limited (environmental uncertainty) but can be improved with new modeling and forecasting tools.

At present, economic growth is a double-edged sword: although it enhances the standards of living in the short-term, it can degrade the ecological