

# GREEN STAR HOTEL INITIATIVE

## Sustainable Development Program for the Egyptian Hotel Industry

### PROJECT BACKGROUND

The rapid growth in Egypt's tourism industry not only represents one of the economy's most vibrant sectors, but also poses grave risks to the environment. Tourism-related effects such as water contamination and inefficient waste disposal are especially damaging in a region known for its arid landscape and water shortages. The problem is further aggravated with the lack of regionally-specific resort standards and a general lack of environmental knowledge among hotel management and staff. It is against this backdrop that AGEG Consultants eG and Orascom Hotels & Development (OHD) and the Egyptian Ministry of Tourism have joined forces within the scope of the Public Private Partnership (PPP) program of the GTZ (German Technical Cooperation) to improve standards by implementing an environmentally and economically sustainable management system in the hotel industry in Egypt.

### THE INITIATIVE

The Green Star Hotel Initiative was founded in a participative and interactive approach bringing experts and local actors to the same table. Taking El Gouna as pilot destination, the Green Star Hotel Initiative created a 'national pilot' for an environmentally friendly label for hotels and resorts applicable to destinations throughout Egypt and the Middle East.

### OBJECTIVES

The key objective of the project is to promote a continuous planning and management process for sustainable tourism development in southern Mediterranean countries through:

- Significant improvement of the environmental performance of the destination
- Significant reduction of the energy and water consumption (15-30%)
- Increased use of renewable energy
- Ensuring waste is properly handled and sewage is properly treated
- Raising awareness for environmental protection among hotel guests, staff and residents
- Capacity building for sustainable hotel management

### GUIDING PRINCIPLE AND TOOLS

The Green Star Hotel Criteria are based upon the Global Sustainable Tourism Criteria. Taking into account the local climatic characteristics and infrastructure of Egypt, the GSTC criteria are amended and supplemented with concrete indicators.

The Green Star Hotel Initiative provides a complete practical toolkit and training package to support the hotels in the implementation process.

**Welcome to the Green Star Hotel Initiative**

**Green Star Hotel**

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**The Initiative**  
**Pilot Destination**  
**The Label**  
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**Eco-friendly hospitality in Egypt**  
 Egypt's tourism industry is facing a boom and Egypt is one of the fastest growing tourism industries in the world

- New records in tourist arrivals: over 10 million international tourists in 2007, jumping nearly 20% over 2006
- Egypt's Ministry of Tourism plans to almost double hotel capacity within the next five years from 150,000 up to 350,000
- What about the environment? What about the key resources of the Egyptian tourism industry: Clear water, clean Beaches and healthy natural marine Environment. Who will protect those natural resources when tourism grows and grows.

**The Green Star Hotel Initiative – pioneers for the Middle East**  
 Against this backdrop the Green Star Hotel Initiative was set up with the goal to turn the Egyptian tourism industry into environmental-friendly hospitality. As the first Initiative in the Middle East the Green Star Hotel developed a destination-specific, environmentally-friendly label for hotels and resorts, the Green Star Hotel Label, which aims to stimulate the Egyptian hotel industry towards environmentally sustainable development.

THE AIM OF THE GREEN STAR HOTEL INITIATIVE IS THAT ALL HOTELS IN ONE DESTINATION AFFILIATE TO THE GREEN STAR HOTEL INITIATIVE AND BECOME A CERTIFIED GREEN STAR HOTEL

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*Local, national and international stakeholders can learn more about good practices on sustainable hotel development and can download practical tools for implementation: [www.greenstarhotel.net](http://www.greenstarhotel.net)*

### NEXT STEPS: SET UP OF AN INSTITUTION AND NATIONWIDE NETWORK

- Egypt as the first tourism destination will use and implement the Global Sustainable Tourism Criteria with their tourism industry.
- Set up the Green Star Hotel certification as a nationwide system for hotels in Egypt.
- Transfer of the Green Star Hotel system to other tourism related services such as restaurants, travel agencies, diving centres and other guest services following the principals of the GSTC.
- Set up a sustainable information platform in the Middle East Area to be utilised as learning area for Sustainable Tourism through information, exchange, knowledge and experience sharing.

### FOR FURTHER INFORMATION

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