

Green Tourism

A Journey to Sustainability



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December 9, 2018





Green Star[®]
Hotel

GSH Certification



Designed for Egypt's Local Condition
with international recognition

GSH Criteria



Sustainable
Environmental Mgmt.



Training & Instructions.



Water



Waste



Energy



Guest Information



Food & Beverage /
Kitchen



Housekeeping / Guest
Rooms



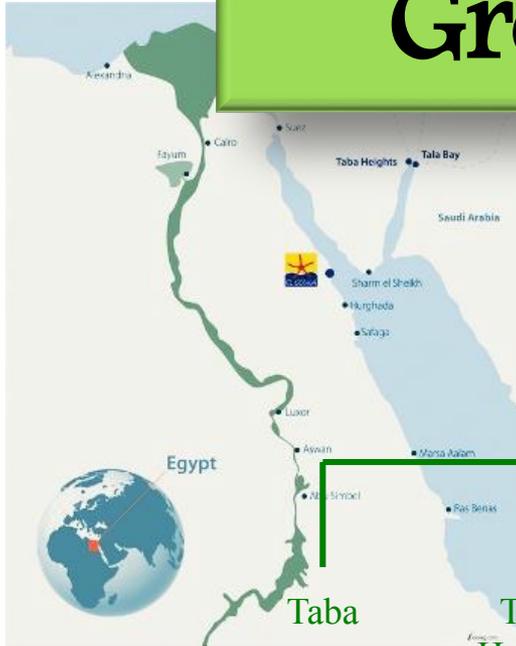
Gardening & Beach
Area



Design, Architecture &
Surroundings



Green Star Hotels in Egypt



Green Star[®]
Hotel

Taba

Taba
Heights

Dahab

Sharm El
Sheikh

El Gouna

Madinat
Makadi

Madinat
Coraya



Luxor

Marsa Alam

Safaga

Hurghada



GSH Dashboard

80
Hotels

15
Regions

20,000
Rooms



Working w/ Intl' Partners

- **TUI's sustainability plans of 10 mil green holidays per year by 2020 – GSTC**
- **Cape to Cairo Green Holiday**



Overall Objectives

- ❑ **Branding Egypt as a responsible destination with recognized environmental and social sensitivities to meet future demand**
- ❑ **Reducing carbon footprint in support of Egypt's commitment to global climate change**

Tactics

- **Global recognition**
- **Expand capacity of green hospitality**
- **Green the 'New Norms'**
- **Encourage Invest. in EE & RE**
- **Develop green perf. indicators**
- **Link tourism and Environmental agendas**

Sustainable Development Goals



Thank You

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Gracias