Green Tourism
A Journey to Sustainability

Emad A. Hassan
Minister’s Advisor
Ministry of Tourism
December 9, 2018
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

- 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

Green Star Hotel
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

شكراً

Gracias