



## Green Star Hotel Programme

Supporting Sustainable Tourism in Egypt



An internationally recognized certification system for Egyptian hotels...

## „Green Star Hotel Programme“ - An internationally recognized certification system designed for Egyptian hotels



### The Green Star Hotel (GSH) is:

- A national certification and capacity-building Programme developed under the patronage of the Egyptian Ministry of Tourism
- to support hotels and resorts interested in improving their **environmental performance and social standard**.
- This customized certification distinguishes hotels that demonstrate **sustainable environmental management** through compliance with a carefully designed standard.
- The GSH Programme standard is internationally recognized by the **Global Sustainable Tourism Council (GSTC)**.



# Certified Green Star Hotels in Key Tourism Destinations in Egypt

.....from local to regional level.....the upscaling from one pilot destination...to the Red Sea region....on national level



*Over 50 Hotels Certified*



## Why become a Green Star Hotel?

„...to preserve the attractiveness of the tourist destination Egypt“

(Mila Dahle - TUI AG, Head of Group Environmental Management/  
Sustainable Development)



...protecting the attractions that bring more visitors to the Egyptian destinations helps to ensure the long term sustainability of the accommodation businesses!!



## Why become a Green Star Hotel?



By implementing the Green Star Hotel criteria system, what also includes complex staff training measures, the participating hotels can reduce the operating costs (e.g. reduction of water and energy consumption) and increase operational efficiency.

„The Green Star Hotel Programme gives the hotels the possibility to raise the environmental performance, to conserve the natural resources and to save money“

(Christopher Jung – Intercontinental Taba Heights, General Manager)



## How do GSH-awarded hotels benefit?

### Operational Costs

- Lower utility costs (energy, water and waste management)
- Increased operational efficiency (planning and monitoring tools)

### Professional Guidance and Training

- Access to customized training and guidance to achieve the GSH award
- Access to professional online tools (monitoring, marketing, staff instructions, etc)



## How do GSH-awarded hotels benefit?



### Competitive Advantage

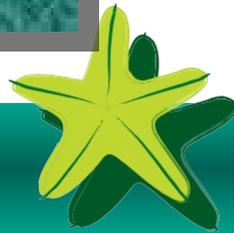
- Distinguished among peers for environmental sensitivity
- Recognized efforts internationally
- Higher visibility for environmentally conscious guests and tour operators
- Demonstration of sustainable and social responsibility
- Priority in participation in local Government energy and environmental programs



## How do GSH-awarded hotels support sustainability?

### Impact on the environment

- Increased energy efficiency, thus reducing consumption and consequently GHG emissions
- Reduction of water consumption
- Conservation of the biodiversity of marine life
- Improved waste management
- Reduction in the use of chemical pesticides, etc.



## How do GSH-awarded hotels support sustainability?



### Support to the local economy

- Protection of Egypt's natural resources and cultural assets
- Facing the rising demand on energy and water
- Creation of green jobs
- Support to local communities through trading (buying or selling) locally-made and traditionally-designed products



## What aspects of hotel operation are impacted by the Green Star Hotel Programme?



Sustainable Management



Environmental Management



Training and Instructions



Water



Energy



Waste



Guest Information



Food and Beverage / Kitchen



House Keeping / Guest Rooms



Gardening and Beach Area

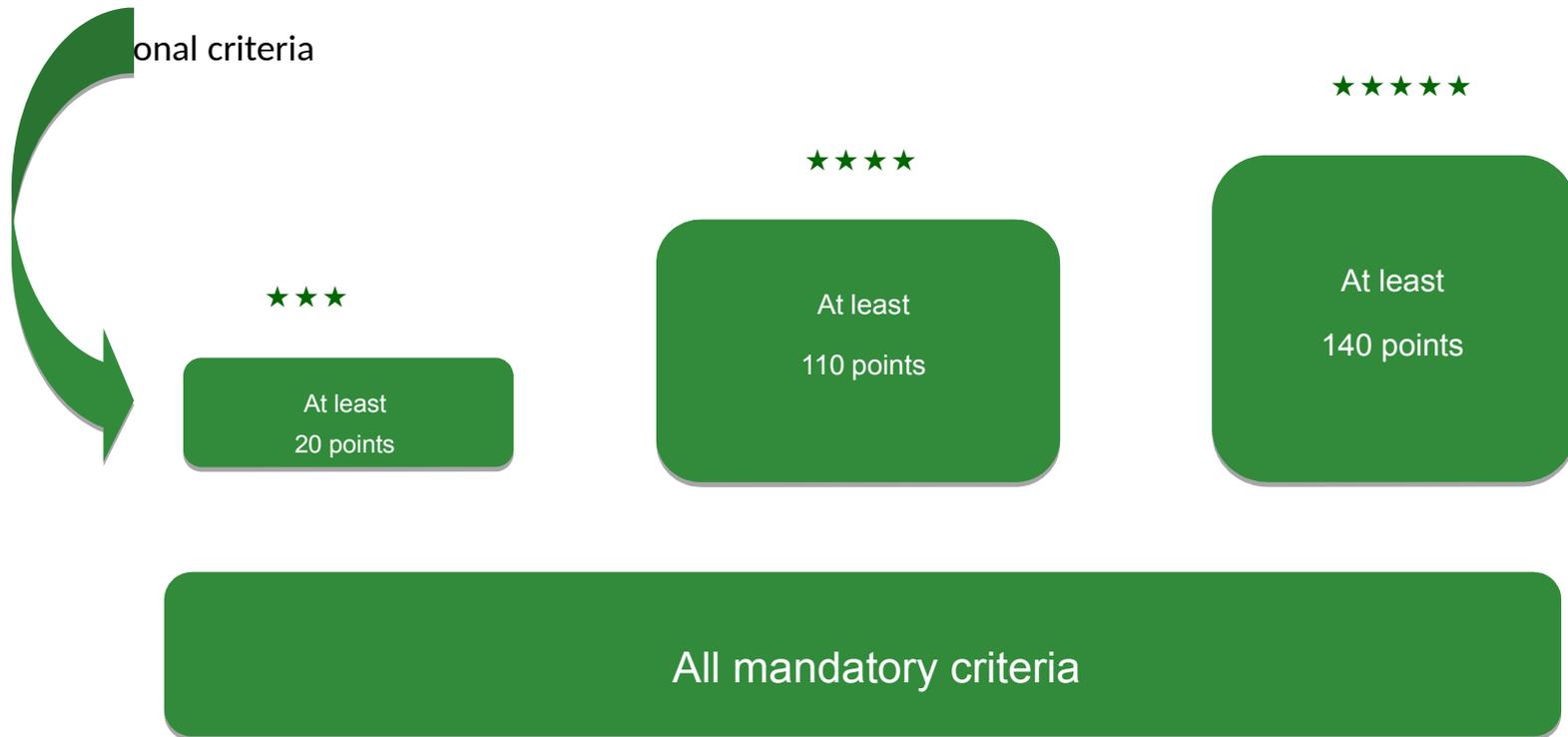


Interior and Exterior Appearance

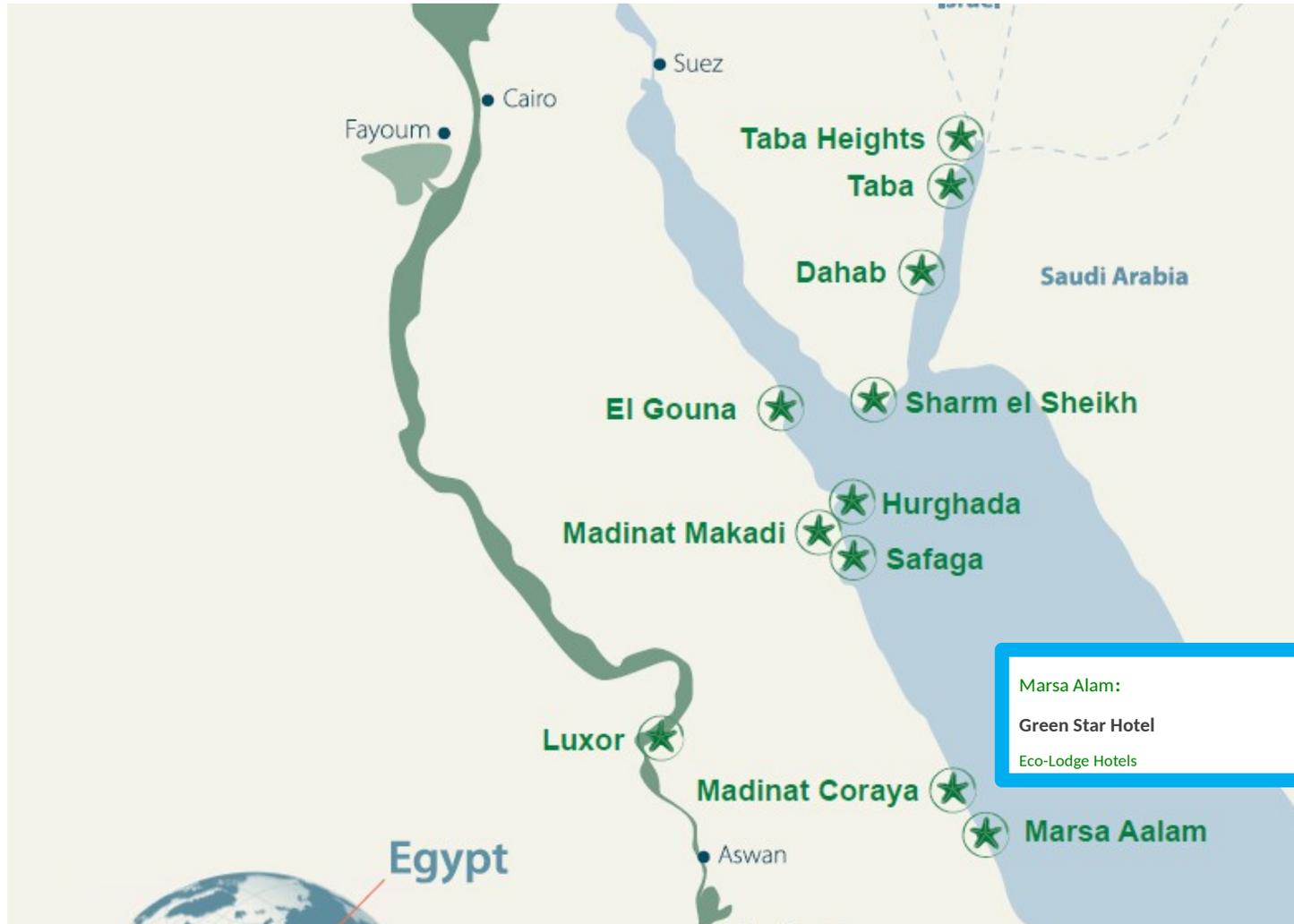




To get 3, 4 or 5 stars the hotel has to fulfill:



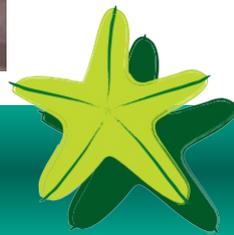
## Eco-Lodge Hotels in Green Star Hotel Programme- Marsa Alam



Eco-Lodge Hotels - Green Star Hotels  
Marsa Alam



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Eco-Lodge Hotels - Green Star Hotels  
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# Green Star<sup>®</sup> Hotel

[www.greenstarhotel.org](http://www.greenstarhotel.org)



[info@greenstarhotel.org](mailto:info@greenstarhotel.org)

