



Environmental Best Practices

Promotion Policies and Strategies

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Policy Objective

Environmental Best Practices promoted in Red Sea Tourism Developments



Policy Measures

The Tourism Development Authority develops and adopts policies and measures to augment the use of Environmental Best Practices.



Key Stakeholders Identified

Government

Resorts

- **Developers/Investors**
- **Operators**

Destinations (Tourism Centers)

Consultants

NGOs (Local Community)

Tourists

Dive Industry

Tour operators

Desert Safari Operators



Policies to Promote BPs (1)

Develop Economic Instruments to Encourage Implementation of Best Practices– Criteria for Selection

- **Incentive based**
- **Do not require major institutional changes**
- **Targets clean technologies and best practices in key environmental aspects (water, energy and solid waste)**

Promote Voluntary Initiatives: Environmental Management Systems in Resorts

- **5 Detailed Environmental Audits**
- **2 Best Practice Assessments and Green Globe Gap Audits**



Policies to Promote BPs (2)

Promotion of International Certification for Resorts (Green Globe 21)

- **2 Resorts already Certified**
- **3 Resorts in the Pipeline**

Introduce Environmental Management Systems for Tourism Centers (Destination Management)

- **Environmental Management Assessment for 2 Tourism Centers**
- **EMS Training**



Policies to Promote BPs (3)

Develop Environmental Best Practices for Tourism Developments in key areas.

- **For Tourism Developers and Consultants**
 - **Water and Sanitation**
 - **Energy Efficiency**
 - **Solid Waste Management**
 - **Landscape Master Planning**
 - **Landscape Planting**



Policies to Promote BPs (4)

Develop Environmental Best Practices for Tourism Developments in key areas.

For Resorts:

- **Guidelines for Environmental Management Assessment in Coastal Resorts**
- **Practical Guide for Environmental Management Systems**
- **Quick Guide to Environmental Management Systems**

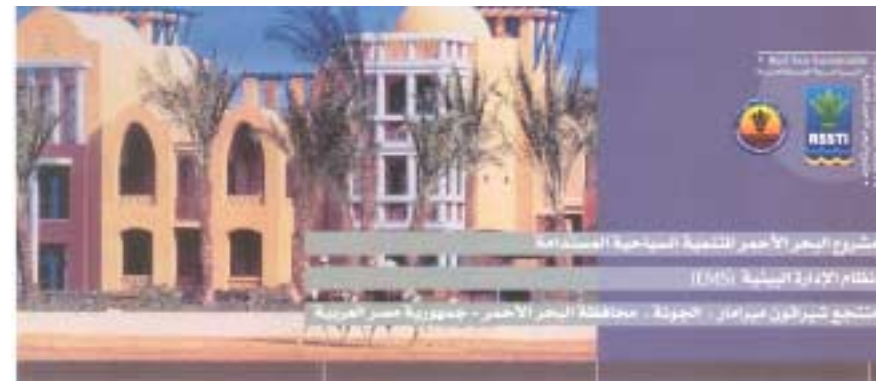
For Tourism Centers

- **Guidelines for Environmental Management for Tourism Centers (Destinations)**

Communication Strategies (1)

Provide Information about Best Practices

- **Conduct Field Visits and Audits**
- **Develop Case Studies about Pioneer Resorts**
- **Publish and Discuss results in Seminars and Workshops**
 - **EMS Workshop (Cairo 2000)**
 - **EMS Training for Decision Makers and Environmental Managers (Red Sea 2001)**
 - **Certified Hotel Environmental Managers (Red Sea 2003)**



Communication Strategies (2)

Launch Best Practices Campaign

- **Targets Hotel Managers**
- **Fact Sheets (Water, Energy and Solid Waste)**
- **Other Communication Tools (desktop calendars and pocket calendars)**

Web Publishing: <http://www.rssti-pa.net/>



Communication Strategies (3)

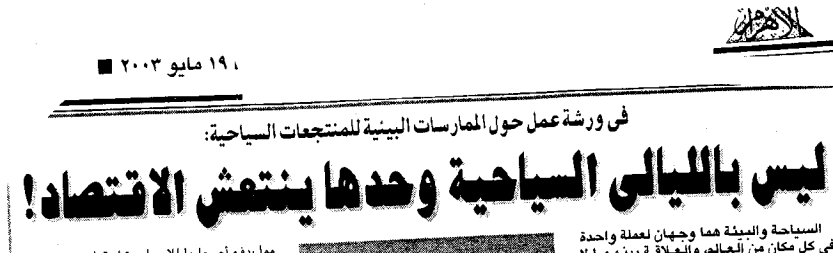
RSSTI in Public Media

من أجل بيئة نظيفة

RSSTI

نظام الإدارة البيئية

يوفر آلاف الجنيهات في القرى السياحية



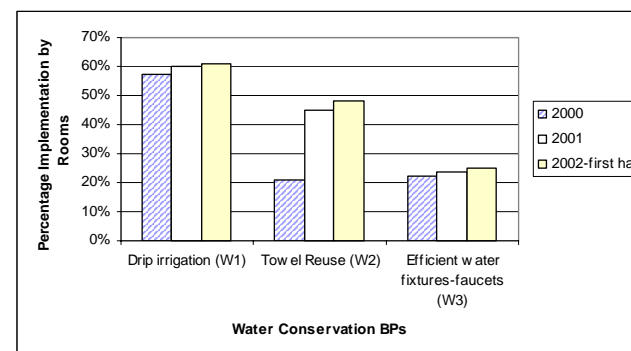
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Policy Checking and Adjustment

TDA Monitors the implementation of Best Practices

- **Best Practices Implementation Tracking Tool (BPITT)**
 - A Database for Resorts and Implemented BPs
 - Will be used to create Red Sea Resort Environmental Benchmarks and Performance Indicators



Capacity Building for TDA

Best Practices Workgroup

Participation in Field Work and Audits

Received EMS Training

Active participation in developing guidelines and Best Practice Documents

Creating Checklists to Monitor the Implementation of BPs

Field and Desktop Surveys for Implemented BPs





Latest Activities

More focus on Design and Construction Best Practices

Contacting other stakeholders

Highlight success stories and develop case studies

Policy review and refinement

Work on Communication Strategies and Outreach

Major Achievements

4 Green Globe 21 Certified Resorts in the Red Sea (2 with RSSTI assistance)

3 Resorts are ready for GG21 Certification Assessment

Financial Savings in Resorts due to implementation of Best Practices in 7 resorts: About US\$250,000

Increase in percentage implementation of best practices in Red Sea resorts over 3 survey rounds demonstrating increased awareness about Best Practices.

Improved environmental awareness and concern among working staff in resorts





RSSTI Best Practices Sessions

Financing Efficient And Innovative Technologies in Tourism

The Landscape Architectural View of Sustainable Ecotourism

Solid Waste Management In The Tourism Industry On The Red Sea

Resort Case Studies from the Red Sea