



THE GREEN STAR HOTEL INITIATIVE INVITES:

INTERNATIONAL CONFERENCE FOR DECISION MAKERS ON STANDARDS
FOR SUSTAINABLE TOURISM DEVELOPMENT IN THE MIDDLE EAST

Hosted by the Egyptian Ministry of Tourism



Ministry of Tourism

“Egypt on the way to a sustainable destination”



Sheraton Miramar Resort. El Gouna, Red Sea, Egypt
17th to 19th of December, 2008

1ST DAY: WEDNESDAY, 17TH OF DECEMBER 2008

09:00 Registration

09:30 Words of Welcome

10:00-13:00 Session I: Sustainable Development of Tourism

Moderation: Ludwig Kirchner, Managing Director, AGEK Consultants eG

- Egypt on the Way to a Sustainable Destination
Zuhair Garrahan, Egyptian Tourism Minister, Cairo (Egypt)
- Value of Sustainable Products for the Egyptian Tourism Market
Amr El Ezabi, Chairman, Egyptian Tourist Authority (ETA), Cairo (Egypt)
- El Gouna and the Vision of a Sustainable Tourism Destination
Samih Sawiris, CEO, Orascom Hotels & Development (OHD), Cairo (Egypt)

11:00-11:30 Coffee Break

- International Environmental Challenges for Tourism
Dr. Basel Al-Yousfi, Deputy Director of the Regional Office for West Asia (ROWA), Manama (Bahrain), UN Environment Programme (UNEP)
- International Cooperation in the Tourism Sector: Implementing Development Policies
Burghard Rauschelbach, Head of Tourism and Sustainable Development Programme, Deutsche Gesellschaft für Technische Zusammenarbeit (GTZ), Eschborn (Germany)
- International Criteria and Indicators for Sustainable Tourism Destinations and Businesses
Luigi Cabrini, Director of Sustainable Development of Tourism, UN World Tourism Organization (UNWTO), Madrid (Spain)

13:00-14:30 Lunch

14:30-17:00 Session II: Standards & Tools for Sustainable Tourism

Moderation: Ludwig Kirchner, Managing Director, AGEK Consultants eG

- Businesses: How to get international recognition of being "sustainable"
Herbert Hamele, President of ECOTRANS, Saarbrücken (Germany)
- Destinations: How to develop and coordinate sustainable tourism development
Gordon Sillence, Executive Director of DestiNet, Algarve (Portugal)

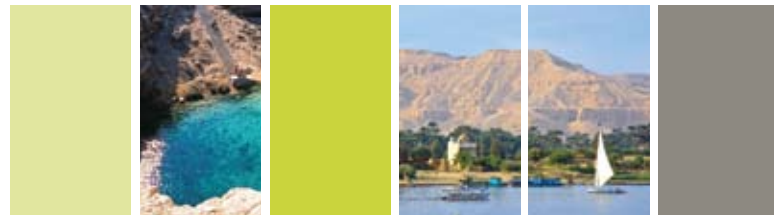
15:30-15:45 Coffee Break

- The Green Star Hotel Initiative – Standards for the Egyptian Hotel Industry
Barbara Fritz, Project Leader Green Star Hotel Initiative
Head of Sustainable Tourism Department, AGEK Consultants eG, Munich
Green Star Hotel Initiative Stakeholders

17:00 Practice I: The Green Star Hotel alive

20:00 Gala Dinner: La Rotisserie

Invitation by the Egyptian Tourist Authority



2ND DAY: THURSDAY, 18TH OF DECEMBER 2008

09:30-11:00 **Session III: The Tourism Industry: Committed to Green**

Moderation: Ludwig Kirchner, Managing Director, AGEK Consultants eG

- Criteria for Sustainable Development in the Hospitality Industry Sector
Dr. Ghassan Aidi, President of the International Hotels & Restaurants Association (IH&RA), Geneva (Switzerland)
- How International Tour Operators can contribute to making Tourism more sustainable
Chris Thompson, Head of Responsible Tourism of the Federation of Tour Operators (FTO), London (UK)
- How Travel Agencies can contribute to making Tourism more sustainable
Stephan Busch, President of Allianz Selbständiger Reiseunternehmen (ASR), Berlin (Germany)

11:00-11:30 **Coffee Break**

11:30-13:00 **Workshops: How to Increase Sustainable Tourism in the Middle East?**

A Certification of Tourism Services

Chair: Dr. Basel Al-Yousfi (UNEP/ROWA)

Moderation: Herbert Hamele (ECOTRANS)

B Destination Management

Chair: Luigi Cabrini (UNWTO)

Moderation: Dr. Heike Glatzel (FUTOUR/AGEK)

C Exchange and Networking

Chair: Dr. Ghassan Aidi (IH&RA)

Moderation: Gordon Sillence (DestiNet)

13:00-14:30 **Lunch**

14:30-15:30 **Workshop Results and Ideas for Action**

15:30-16:00 **Coffee Break**

16:00-17:30 **El Gouna Declaration**

- Presentation and Approval of the El Gouna Declaration
- Official Awarding of the first certified "Green Star Hotels" in Egypt
- Egypt's first steps to realise the El Gouna Declaration
- Closure: Own Impressions and Vision 2012:
El Gouna - Egypt - Middle East - World

20:00 **Dinner:** Invitation by Orascom Hotels and Development

3RD DAY: FRIDAY, 19TH OF DECEMBER, 2008

10:00 **Practice II: Excursions in the Pilot Destination El Gouna**





GREEN STAR HOTEL

www.greenstarhotel.net



Ministry of Tourism

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