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Best Practices for General Managers in Red Sea Hotels

Public Awareness Strategy

August, 2002

**Academy for Educational Development
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Best Practices for Hotel General Managers in the Red Sea Region

Introduction

This document contains some initial suggestions for strategy development for a campaign to promote environmental best practices among hotel General Managers (GM) of the Red Sea Region. The general objective of this campaign is to engage General Managers of hotels along the Red Sea to advocate and implement environmentally friendly practices. This includes increased adaptation of energy efficiency measures, improved handling of solid waste and better conservation of water. In order to best achieve this objective, we must:

- Create appropriate messages for Hotel General Managers
- Identify the best tactics for reaching them
- Develop the products/activities necessary to support the campaign tactics
- Monitor and evaluate the outreach, or put in place the system to do so at the appropriate time

Core Strategy

Normally it is recommended that social marketing research be conducted with the core target audience. This will enable the campaign to develop and utilize those messages – and identify the most appropriate communications strategies, tools and vehicles – that will effectively reach the target. This in turn will ensure a stronger level of compliance and appropriate response. In this report, AED is basing its recommendations on the partner perspective, which is considered to be highly credible given that RSSTI has worked with the general managers of the Red Sea hotels for many years.

AED proposes the following ideas to serve as a core strategy for this campaign:

- 1) Establish a name, graphic identity and logo for this campaign to streamline the information transfer process. By building a “brand” or a look for the “Hotel Best Practices Campaign”, we make it easier for the General Managers to recognize our outreach materials and identify with them regularly.
- 2) Create a print program that maintains a unified graphic look and presents core messages in userfriendly ways. The printed materials could include folders, stationary, fact sheets, leaflets, newsletters, calendars, stickers and posters.
- 3) Establish a Hotel GM association or encourage an already existing network of hotel general managers in the Red Sea region to adopt energy efficiency as one of their objectives/missions.
- 4) Strengthen the capacity of representatives of a Hotel GM Association, the Red Sea Sustainable Tourism Initiative (RSSTI) and the Tourism Development Authority (TDA) to make presentations to promote best

practices. Assist in the development of a speakers' program. A traveling exhibit can be created to assist in making presentations or hosting a booth at trade shows or other such events.

- 5) Organize a letter writing campaign to promote interest in best practices. recruit members to the Hotel GM Association and inform tourism agencies and tourism publications about environmentally friendly hotels on the Red Sea.
- 6) Inform the General Managers of Red Sea Hotels about worldwide awards recognizing environmental best practices.
- 7) Establish a local/national awards program for hotels that meet certain best practices criteria and attract desirable attention to those who comply.
- 8) Build on the success stories of early adopters and create heroes in the field of best practices.
- 9) Organize a Gala event to pass out awards and attract a high level of publicity for the winners.
- 10) Provide press and media relations support to keep the issue of environmental best practices in the news.
- 11) Link messages about environmental best practices to the GMs objectives of reducing operating costs and highlight the positive impact environmental activities have on attracting tourists.

Effective public awareness strategy should always involve some element of linkage or networking with existing organizations. By strengthening ties with concerned entities who can take ownership of our messages, we can magnify the impact of our outreach program. Having partners in promoting best practices enhances the chance of an ongoing and long-term commitment to our objectives. Tapping into a local network of Hotel GMs and recruiting them to our effort of promoting environmental best practices would be a big step in the right direction. If such a network is currently weak or does not already exist, it would be wise to facilitate the establishment of one and focus our efforts assisting it in becoming a vehicle for environmental best practices messages.

There are still several questions that need to be answered before we can launch into this campaign. AED suggests that we meet with General Managers from Red Sea Hotels to solicit information needed to further develop these suggestions and agree upon a final strategy.

Additional Notes

Newsletters could include profiles of GM Association members, important statistics/studies on best practices impact on the bottom line and features on events and speaker placements.

A baseline study of some sort could help indicate the success of this program. For example, if a percentage increase in the implementation of best practices is a goal, then a survey of current levels of best practices usage among GMs is important. If we think that an attitudinal study, for this initial phase, measuring GM awareness of best practices is important, we could organize a study to establish a base and monitor the impact of our work.

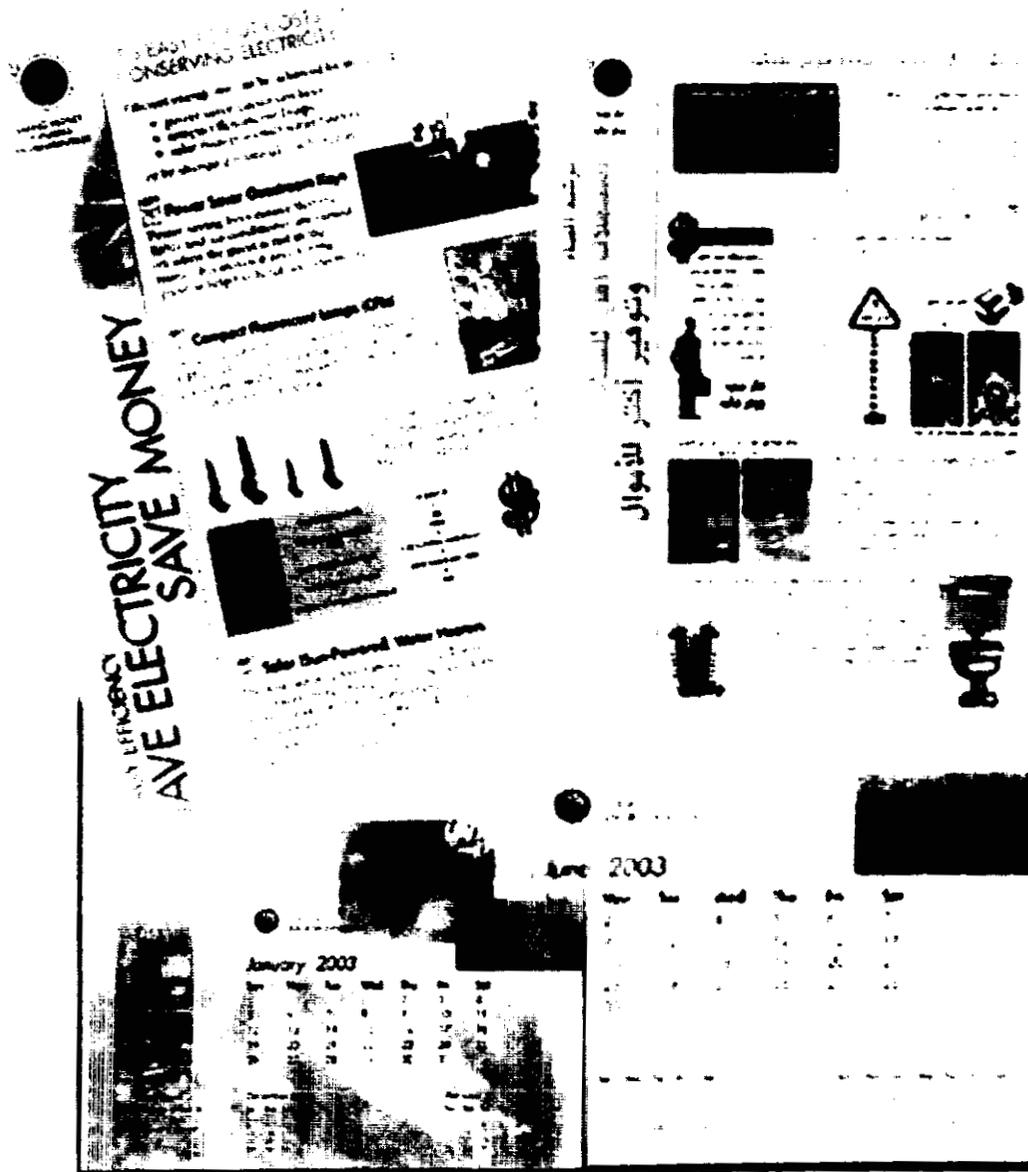
**Best Practices for Hotel General Managers in the Red Sea Region
(2002-2003)**

Strategic Tools and Activities	Schedule for Production and Roll-out									
	September 2002	October 2002	November 2002	December 2002	January 2003	February 2003	March 2003	April 2003	May 2003	June 2003
IDENTITY (BRAND)										
Name-Graphic Look-Logo	X									
PRINT PROGRAM - TOOLS										
Folders/Stationary	X									
Fact sheets presenting success stories, early adopters, how to be environmentally friendly, technical information, news from Red Sea	X									
Leaflets for hotel staff	X									
Newsletters		X	X	X	X	X				
Calendar/Promotional Tools			X							
Stickers/Posters			X							
ACTIVITIES										
GM Network Institution Building (linking GMs) Meetings/Workshops	X	X	X	X	X	X	X	X	X	X
Speakers' Program prepare representatives RSSTI/TDA/HotelGM Assoc			X	X	X	X	X	X	X	X
Traveling Exhibit			X							
Letter Writing Campaign – for GMs and Tourism Agencies (Fax on Demand - Systematic Response Delivery)	X	X	X	X	X	X	X	X	X	X
Press Support - News articles in International Tourism Magazines				X	X	X	X	X	X	X
Gala Event for Awards Ceremony (depending on PIU)								X		
Awards/Plaques/Trophies Governor's Award/Local/others							X			
SUPPLEMENTAL TOOLS										
Training Video for Staff				X						
Web Page/CD (information data base)		X								

Annex 1

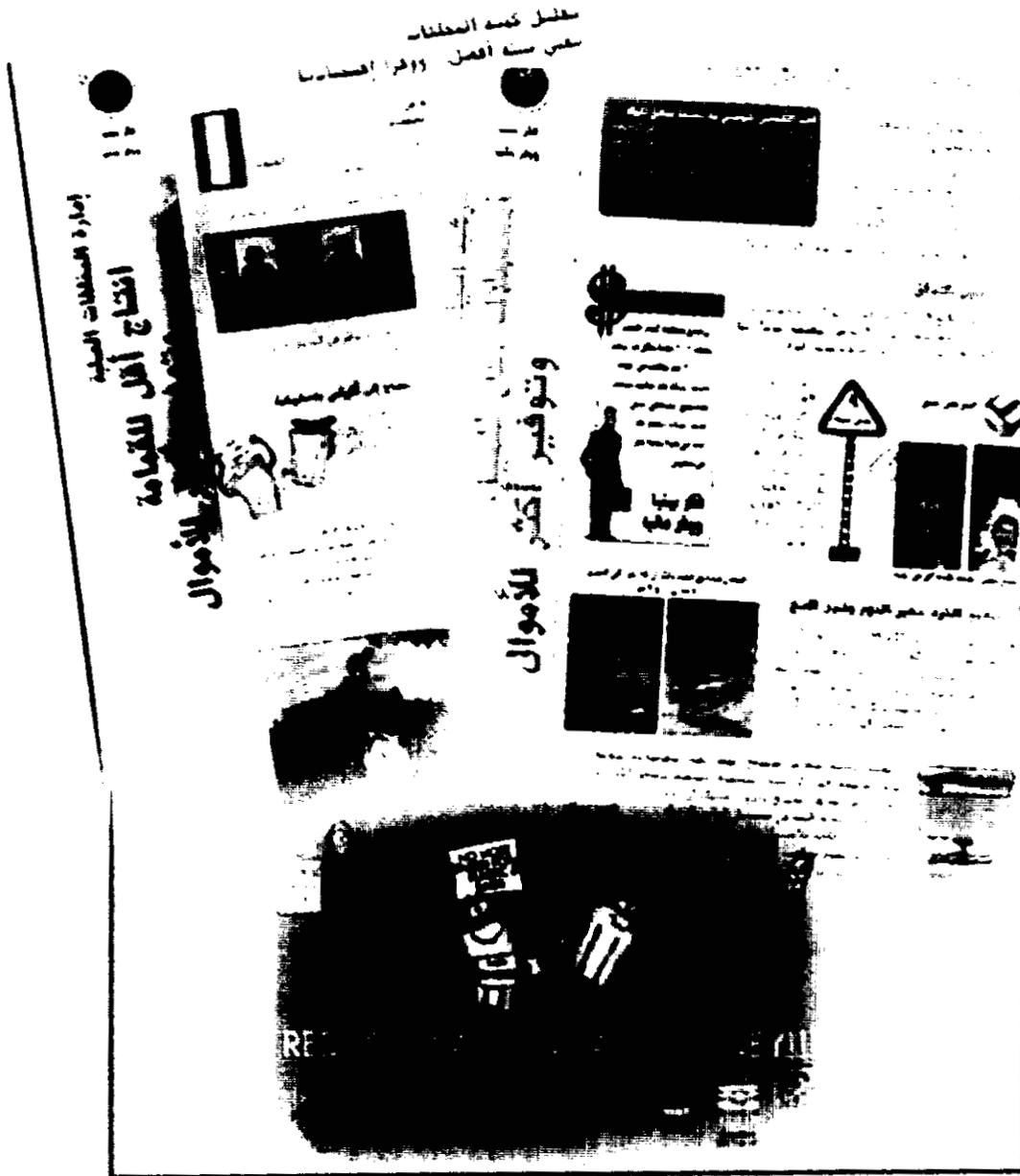
Best Practices for Red Sea Hotel General Managers Printed Materials (images)

Annex I



Materials created for the Red Sea hotel general managers included best practices fact sheets and desktop calendars.

Annex I



Pocket calendars and Arabic fact sheets
for hotel general managers.

Annex 2

Best Practices for Red Sea Hotel General Managers Hoteliers Survey and Results

Section 2: Qualitative Survey

Awards

1. What type of hotel management environmental awards exist?
2. Which are the most prestigious?
3. What are some ideas for eco-labeling?
4. How well would voluntary reporting work?
5. Could we establish a local award that would help in marketing while encourage buy-in to environmental best practices?

Magazines

1. What are the most read local, national or international hotel management magazines or tourism journals among general managers and top hotel management?
2. Does your hotel advertise in any local, national or international magazines? Which ones?
3. In what national and international magazines/journals would you like to see your hotel featured?

Conferences/Trade Shows

1. What national and international events do you participate in regularly? Occasionally?
2. What are the most prestigious national, regional and international hotel events?

General Questions

1. Are you a member of any hotel managers association? YES ___ NO ___
2. Is your hotel a member of an Egyptian hotel association? YES ___ NO ___
3. Is your hotel a member of an international hotel association? YES ___ NO ___
4. Do you think that environmental best practices can be used as an effective marketing tool?
YES ___ NO ___ If so, how?
5. Can you suggest a good way to promote environmental best practices in Red Sea Hotels?

Best Practices – Public Awareness Campaign Questions for Red Sea Hotel General Managers

Names and Addresses

Partici- pant #	Hotel name	Manager/Rep Name	Address	Tel	Fax	Email & Web page
1-	Movenpick El Quseir resort	Safwat Badr	El Quseir	065 332100	065 332128	Resident@movenpick- quseir.com.eg
2-	El Gouna Movenpick resort	Mr. Jorg Hauri Yomna Bashir. GA Manager	P.O. Box 72 Hurghada	065 544501	065 545160	Resort.elgouna@moevenpic k.com www.movenpick- elgouna.com
3-	Sheraton Sama Bay resort, Safaga	Fray K	Safaga	545519		
4-	Hurghada Marriott Beach resort	Magdy Naguib	P.O. Box 38 Hurghada	065 446950	065 446970	Magdybasha@marriott.com Marriott.com
5-	Steigenberger Golf resort. El Gouna	Rafat Abu El Magd		065 580140	065 580147	www.steigenberger
6-	Obroi Sahl Hashish	George Meshal	Sahl Hashish, P.O. 117 Hurghada	065-440777	065 440788	toshgm@oberoi.com.eg www.oberoihotels.com

Qualitative Survey

Awards

1. What type of hotel management environmental awards exist?

- 1- Green Globe, The (Holly 2000, 2001, 2002), Award of perfect (Movenpick NR (1) world wide),....Guest comments.
- 2- TVI Environmental Award, Kuoni Green Planet, Hotel Plan Env. Award, Green Hotels.
- 3- No
- 4- Green Globe
- 5-_____
- 6-No

2. Which are the most prestigious?

- 1- Green Globe.
- 2- All are of the same importance as they contribute to local and international prestige.
- 3- No
- 4- Green Globe
- 5-_____
- 6-Green Shar Hotel.

3. What are some ideas for eco-labeling?

- 1- All materials available.
- 2- Stickers, tent cards, signage, in house TV channel.
- 3- No
- 4- -----
- 5- -----
- 6- Green Globe 21

4. How well would voluntary reporting work?

- 1- Field visits.
- 2- Mainly through Chief engineers who can give figures as solid evidence.
- 3- Through association, OK
- 4- -----
- 5- For the guests, we would like to do, for hotels if there is any capability to do no problem. Seminars for the employees are important.
- 6- Important but not know how!

5. Could we establish a local award that would help in marketing while encourage buy-in to environmental best practices?

- 1- Its already: Green Globe.
- 2- Yes, it will increase competition and awareness of the latest environmental trends.
- 3- Yes
- 4- Yes
- 5- Green Flags means it will the marketing.
- 6- There is one affiliated to the Ministry of Tourism and the Ministry of Environment, we have applied in.

Magazines

1. What are the most read local, national or international hotel management magazines or tourism journals among general managers and top hotel management?

- 1- Hotels, Tui
- 2- Local: Egypt Today, Cairo Times magazine, Sports & Fitness.
- 3- Daily Newspapers.
- 4- Hotels, TTG
- 5- No local/ magazine named hotels.
- 6- The most luxurious international magazine- luxurious hotels and resorts- hotels and spa interational.

2. Does your hotel advertise in any local, national or international magazines? Which ones?

- 1- No, but all travel agencies write about it, also international magazines and media.
- 2- Yes, Egypt Today, Cairo Times magazine, Sports & Fitness and some others.
- 3- No
- 4- Yes, Local: Al Ahram, International: TTG

5- Irregular publication on hotels. No local. no international.

6-No

3. In what national and international magazines/journals would you like to see your hotel featured?

1- All ?

2- "Hotelierte" and some others if frequently bought and read internationally.

3-All

4-Egypt Today, Business Monthly Hotels. TTG

5-Any Golf magazine.

6-Any famous international magazine.

Conferences/Trade Shows

1. What national and international events do you participate in regularly? Occasionally?

1- ITB, PIT, Feature, World Travel Market.

2- ITB in Berlin. and the rest I have to check with the resort.

3-Marketing only but not environmental.

4-ITB, ITM, Eeature, MITME. Mosco, BIT, WTM

5-ITB, Porthed planning, Milanaim Italy.

6-ITB (March-Berlin). World Tourism Trade (England). Melano Tourism Market (Spain).

2. What are the most prestigious national, regional and international hotel events?

1- ITB, WTM

2- -----

3- Germany (ITM), not known.

4-----

5- National No. ITB, Porthed planning

6- ITB (March-Berlin). World Tourism Trade (England). Melano Tourism Market (Spain).

General Questions

1. Are you a member of any hotel managers association?

1- No

2-Don't know.

3-No

4-No

5-No

6-Yes. Hotels Chamber Association.

2. Is your hotel a member of an Egyptian hotel association?

1-Yes

2- Don't know.

- 3-Yes, Egyptian Hotel Association.
- 4-Yes
- 5-Yes, Egyptian Hotel Association
- 6-Yes, Hotel Chamber Association.

3. Is your hotel a member of an international hotel association?

- 1-No
- 2- Don't know.
- 3- Yes, Name later.
- 4-----
- 5-No
- 6-Yes (Cleaning small hotels in the world).

4. Do you think that environmental best practices can be used as an effective marketing tool?If so, how?

- 1-Yes of course, to have it as a topic in general from all.
- 2- Yes, tour agents, mentioned in question 1, always ask your environmental- related questionnaires to be addressed to your guests.
- 3- Yes, through sales & marketing national and international.
- 4-Yes
- 5- Yes, sure (marketing plan).
- 6-Yes, many guests believe in the environmental hotels.

5. Can you suggest a good way to promote environmental best practices in Red Sea Hotels?

- 1- High name authority association with restricted laws is a must !!!!!.
- 2- * Education trips to hotels which are readily environmental friendly hotels to see best practices in this regard.
 - *Presentations.
 - *Awards.
 - *EIA practices before awarding new hotel licenses.
- 3- Calendar is the best.
- 4-Flyers, posters, visibility study for saving energy.
- 5-Taking hotels as example and show to other.
 - Distribute kind offers, calendars, and conducting seminars for hotel staff.
- 6- Stop the plastic bags and begin a business with the paper bags.
 - Working with the Hotels Association Chamber, they have authority on the managers, as this chamber is strong and influential in this field.
 - Working with all who deal with the sea like boat operators and diving centers.