

ADRÈRE AMELLAL, EGYPT



Adrère Amellal, an eco-lodge, lies 17 kilometres from Siwa City, at the foot of the White Mountain that overlooks the large Salt Lake of Siwa. The walls of the eco-lodge were built using kershef (a mixture of rock salt and mud in the Siwan language), which helps in maintaining a moderate internal temperature throughout the day and which merges well with the socio-cultural and environmental context of Siwa. Ceilings are made of palm beams, while entrances, windows and fixtures are made of olive wood. The furniture is handmade with traditional Siwan designs from natural materials. There is no electricity in the eco-lodge; beeswax candles are used at night for lighting.

Adrère Amellal employs about 45 community members in servicing its guests and approximately 85 Siwans with income-generating opportunities each month in fields such as construction, maintenance, transportation, and other tourism-related roles. In addition, renewed interest in building in the Siwan tradition provides job opportunities for craftsmen.

<http://adreamellal.net/>



CROWNE PLAZA®

COPENHAGEN TOWERS



Crowne Plaza in Copenhagen won recognition by the organisation Skål International Ecotourism Award in 2010 for the project “The World’s Greenest Hotel”. At the first glance there is nothing green about the 85 m tall, black hotel. However beyond the shiny facade there is a building that sets new standards for sustainability and low energy consumption. One of the world’s most advanced Aquafer Thermal Energy Storage (ATES) systems are located in the basement of Crowne Plaza. With this system cold groundwater is used for cooling the guest rooms during summer. The heat produced from this process is reused for heating during the winter. Combined with the building’s variable airflow volume (VAV) ventilation system it is ensured that guest rooms, lobby as well as conference facilities are cooled, heated and ventilated individually and in accordance to the actual load. The building’s ATES and VAV systems ensure that costs for air-conditioning and heating are significantly lower than that of other hotels. Also all sunny facades on Copenhagen Towers are equipped with ultra-thin high technology solar cell panels.

<http://www.ihg.com/crowneplaza/>



Oneseed Expeditions was founded in 2010 in Denver, USA, with a simple goal: *Explore the world. Invest in people.* It is an innovative travel company that partners with communities to ensure that tourism directly supports local guides and local entrepreneurs. Today, Oneseed leads expeditions throughout the world and has been recognised as a leader in socially mindful travel. The Oneseed *Microfinance Fund* invests in creative entrepreneurs that support their communities.

What makes Oneseed stand out among all other travel companies is that they:

- ◆ Hire experienced guides from local communities
- ◆ Invest 10% of total revenue in the form of microcredit to small-scale entrepreneurs
- ◆ Partner with small businesses to maximise local benefit from tourism
- ◆ Practice *Leave No Trace* principles on all their expeditions and incentivise environmental best practices among their partners
- ◆ Operate with respect and mindfulness everywhere they travel

<http://www.oneseedexpeditions.com/>

BASATA ECO-LODGE, EGYPT



Basata is one of the first eco-lodges in Egypt, located on the eastern coast of the Sinai Peninsula between the cities of Taba and Nuweiba on the Red Sea's Gulf of Aqaba. Basata offers its own brand of eco-tourism by creating harmony among people, the environment, and tourism. For 25 years, Basata has evolved and adapted to the needs of its guests, while staying true to its mission of protecting the environment and contributing to local community development. The architecture of the eco-lodge reflects the local traditions. All materials used are biodegradable such as bamboo and clay. On an average, each Basata guest uses 70 litres of water per day, compared to an average of 500 litres per guest per day at most conventional hotels. Basata eco-lodge opened its doors to local Bedouin communities in Sinai, local commerce, social services and education.

http://www.basata.com/localhost_8080/basata/index.html



North Sailing - Húsavík Whale Watching is recognised as the pioneer of whale watching in Iceland offering authentic and inspirational marine wildlife tours and sailing adventures. Húsavík Original Whale Watching Tour has set a standard for excellence in whale watching trips and in doing so placed the small town of Húsavík on the map as the capital of whale watching in Iceland. They work closely with Húsavík Research Centre (University of Iceland) and Húsavík Whale Museum, conducting research on whales. North Sailing has adopted an active environmental policy based on the idea of sustainable development. All North Sailing boats are old, Icelandic oak boats that no longer serve their role as fishing boats. Therefore, instead of destruction, the boats have been given a new life while preserving the cultural heritage at the same time. Furthermore two of the boats have been rebuilt as traditional Icelandic schooners, the only ones in Iceland nowadays. The oak boats are more silent and environmentally friendly by the means of a low fuel consumption rate. Whenever possible, wind power is utilised on board the schooners, thus making the power of an engine unnecessary. The aim of North Sailing, in a few years perspective, is to convert its entire whale watching fleet to carbon-free vessels.

<http://www.northsailing.is/home/>



The Island of Lošinj in Croatia is supported by numerous awards for sustainability of destination, the most recent being the prestigious Ulysses Award 2015 by UNWTO for excellence and innovation in tourism. The Island of Lošinj is known as the fragrant island as it is home to a wide range of fragrant herbs and plants. The Project “Fragrance and tastes of Lošinj” was launched several years ago to ensure that plants native to the islands become a main culinary ingredient. The Fragrant Island Garden, now a main tourist stop, is where one can enjoy pleasant scents, learn about medical characteristics of plants, and taste different cakes and juices prepared from native plants. Fragrances in combination with sea air create a relaxing atmosphere and confirm the name of the island: “island of vitality”. The Island of Lošinj hosts over 250 events throughout the year and receives an average of 250,000 tourists. 77% of tourist enterprises on the Island are committed to reducing CO2 emissions and 89% switched to low energy lightening, while 14% of all waste is recycled. The destination with its population accounts for 47% of participation in the local strategy and plans for noise and light reduction. Lošinj continuously conducts surveys and analyses feedback from its citizens and guests about the service quality on the Island. The Island of Lošinj believes “A good place to live is a good place to visit”.

<http://visitlosinj.hr/>

MISFAH OLD HOUSE, OMAN



Misfah Old House is a unique example of the role of tourism in rural rejuvenation and regional development in the Sultanate of Oman. Located in the Wilayat of Al Hamra, Misfah Old House offers tourists the opportunity to live in a traditional Omani house, nestled amongst beautiful agricultural terraces. Misfah Old House has 12 rooms and started operating in 2009. All meals offered are prepared by local women in the village. The management also organises guided tours that are offered by young Omani qualified tour guides. Ahmed Al Abri, the entrepreneur and the owner of Misfah Old House grew up in this village; he transferred his family home to realise his dream in an integrated approach, sustainable to tourism, benefitting all members of his community.

Misfah Old House is Oman's first licensed Heritage House.



SULTANATE OF
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Ministry of Tourism

The Ministry of Tourism in the Sultanate of Oman has recently regulated and facilitated the licensing of new and innovative accommodation establishments: Farm Houses, Heritage Houses and Guest Houses. This innovative approach to accommodation units allows any Omani to use her / his home or farm for tourism purposes. This approach is expected to enrich the tourism sector by making available unique tourism experiences aligned with the Oman National Tourism Strategy directions. The regulations and conditions governing the licensing of these units are made easy and affordable to all Omanis in the different regions and governorates. This is a positive move towards implementing the principles of sustainable development by maximising local involvement, encouraging entrepreneurial initiatives and preservation of cultural and natural heritage via adaptive reuse techniques.

The Ministry is currently conducting workshops in the different governorates to create awareness about the Heritage House project and to train local communities on how to start their own projects.

<http://www.omantourism.gov.om>

SALMA - THE BEDOUIN ENTREPRENEUR



Salma is a Bedouin from Al Sharqiyah Sands in the Sultanate of Oman. Like many others in that region Salma and her family depended on animal grazing as a main source of income. Since tourism has started to flourish in the area, Salma has transformed her house into a tourism shop where tourists can buy handicrafts and other souvenirs. Salma also offers other Bedouin women the opportunity to sell their crafts in her house. Salma welcomes guests in the traditional way with dates and coffee. For her family and other families in that region tourism provides an opportunity to start their own business and earn additional money. Tourism has also been an incentive for Bedouin women to keep producing their handicrafts and finding a good market for them.

Alila

HOTELS AND RESORTS



Tourism & Green Economy, 2016

Alila Resort at the edge of Jabal Akhdar was inspired by ancient forts. So traditional Omani construction techniques using local stones are combined with contemporary architecture to create a uniquely relaxing environment. Committed to a sustainable future, this landmark hotel is constructed according to Leadership in Energy & Environmental Design (LEED) principles, and is designed in harmony with the environment, preserving the extraordinary natural beauty of the region. This hotel owned by Omran follows a number of water saving and water recycling methods allowing it to irrigate all its grounds from grey waters produced from the hotel water treatment plant. Alila Hotel is the first to implement the farming for hospitality scheme where locally owned and run green houses provide the hotel with its vegetables and greens.

<http://www.alilahotels.com/jabalakhdar/>