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Adoption of Practices from the United Nations Development Program regulatory systems for Dubai green hotels

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Abstract:

Green hotels represent one of the modern trends in green tourism, and our study aims to highlight the trend of Dubai hotels in this modern direction after the official launch of the Department of Tourism and Trade Marketing in the Emirate of Dubai Green Hotels Initiative with the aim of reducing carbon dioxide emissions and compensating for its negative effects on the natural environment and the preservation of its resources And reduce costs, and it was concluded that many hotels have applied green environmental practices within their activities, which has enabled them to obtain various global environmental certificates such as the Green Key Certificate and the Globe Certificate, as well as the green tourism Certificate Awards granted by the Department of Tourism and Commerce Marketing.

Keywords: environmental issues, green hotels, green certificates, Dubai.

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1. Introduction

The hotel industry contributes greater environmental impacts than other types of buildings of similar size, with estimates indicating that 75% of all environmental impacts resulting from the hotel industry can be due to excessive consumption of domestic and imported non-durable goods, energy and water, in addition to emissions released into the air, water and soil. (Smart, 2013, p 158)

The establishment of the International Hotel Environment Initiative in 1993 served as a catalyst for the green campaign in the hotel industry (Xing, Kara, 2013, p 340), as most international hotels became private in Western societies are moving towards implementing the slogan “Green Hotels” and implementing what is called sustainable tourism, which cares about the environment, rationalizes water and electricity consumption, and uses tools that do not affect the ozone layer and do not increase pollution and sewage problems. The success of the hotel depends on creating interaction with the local community through employing and qualifying the local workforce, in addition to purchasing local products that the local community produces and markets to guests, and the relationship must be mutually beneficial.

• **The problem:**

The increasing element of competition, the diversity of consumer ambitions, and the emergence of many regulations and laws related to the environment are beginning to appear clearly in the business environment, which requires hotel management and owners to carefully consider the concepts of sustainable tourism in order to know how to protect the environment and achieve economic goals at the same time. Therefore, hotel management must develop and modify its practices with the aim of achieving the optimal situation through concern for the environment, which provides excellence within the framework of a management strategy that guarantees continued success, according to a clear and applicable work method that aims to deal with the causes that led to the occurrence of problems and thus contribute to supporting the environment positively.

The question is: What is meant by green hotels, and how did hotels in Dubai work to adopt this modern concept and embody sound environmental practices within their service activities?

• **Study hypotheses:**

Hotel activities contribute to multiple environmental issues that negatively affect the environment.

Hotels in Dubai are working to implement sound environmental practices to embody the concept of green hotels.

Dubai hotels obtained green certificates for adopting green transformation within their management policy.

• **Objectives of the study:**

This study aims to highlight the role of sound environmental practices in creating a competitive advantage among various hotels in the world as a unique experience in the field of tourism investment. It also aims to highlight the most important environmental procedures and measures taken by Dubai hotels to preserve the environment.

2. Green hotel concept.

Applying the concept of green tourism and including the environmental dimension in tourism work means the existence of clean, environmentally friendly, community-friendly tourism with high economic feasibility. This can only be achieved by integrating the environmental dimension into the pillars of tourism such as hotels, transportation, and tourist sites.

2.1.Environmental issues in hotels:

Environmental issues during the site selection/construction and development phase of tourism and hospitality projects include an increase in demand on limited local infrastructure, such as water and energy supply sources, as well as waste generation.

A- Water consumption: Hotels are among the largest consumers of water, as a tourist staying in a hotel uses on average more than a third of the average local resident's water use per day.

Water consumption is related to guests' use of it and facilities' needs for cleaning, washing and ironing clothes, cooking food, swimming pools, water spas, and floor maintenance. A guest's total water consumption within a hotel may range from a minimum of 200 liters/day per person to more than 1,200. liters/day per person, and the highest rate of water consumption per room is usually for luxury hotels and hotels that have full-service restaurants and facilities for washing and ironing clothes. In large hotels, the water used in swimming pools can contribute to fresh water consumption at a rate of up to % 10.

Aside from the water that can be consumed during peak tourist seasons, the main factors influencing the amount of water consumed are related to the presence of water therapeutic tourism facilities (for example, swimming pools, saunas) and the availability of water conservation and provisioning devices and tools. Resorts that are located It has golf course facilities that use large amounts of water, as maintenance of golf courses depletes fresh water resources. In recent years, it has been observed that the popularity of golf has increased and the number of golf courses has increased rapidly (Ugar, 2003, p. 264).

Tableau 1 Water consumption indicators in the hospitality sector

Water consumption (cubic meters/guest per night)				
Water consumption (m ³ per guest per night)	normal	acceptable	high	excessive
Luxury service hotels				
Temperate climate	< 0.5	0.5- 0.56	0.56- 0.9	> 0.9
Mediterranean climate	< 0.6	0.6- 0.75	0.75- 1.10	> 1.10
Tropical climate	< 0.9	0.9- 1.00	1.00- 1.40	> 1.40
Medium service hotels				
Temperate climate	< 0.35	0.35- 0.41	0.41- 0.75	> 0.75
Mediterranean climate	< 0.45	0.45- 0.60	0.60- 0.95	> 0.95
Tropical climate	< 0.70	0.70- 0.80	0.80- 1.20	> 1.20
Simple service hotels				
Temperate climate	< 0.2	0.2- 0.21	0.21- 0.31	> 0.31
Mediterranean climate	< 0.22	0.22- 0.25	0.25- 0.38	> 0.38
Tropical climate	< 0.29	0.29-0.30	0.30-0.46	> 0.46

Source 1: World Bank Group (2007), **Guidance on Environment, Health, and Safety for Tourism and Hospitality Establishments, p. 17.**

B- Energy consumption: The hospitality sector consumes large amounts of energy for heating and electricity uses, and the building's location, design, construction and operating patterns in general have a significant impact on energy consumption, as energy consumption per square meter per year by a one-star hotel is 157 kilowatts. per hour (this number rises to 380 kWh for a four-star hotel) (coastlearn, 2016).

Tableau 2 Energy consumption indicators in the hospitality sector

Energy consumption (kWh/m ² in service area)	Normal	Acceptable	High	Plus
Luxury service hotels				
temperate climate				
Electricity	< 135	135- 145	145- 170	> 170
Other energy	< 150	150- 200	200- 240	> 240
Total	< 285	285- 345	345- 410	> 410
Mediterranean climate				
Electricity	< 140	140- 150	150- 175	> 175
Other energy	< 120	120- 140	140- 170	> 170
Total	< 260	260- 290	290- 345	> 345
Tropical climate				

Electricity	< 190	190- 220	220- 250	> 250
Other energy	< 80	80- 100	100- 120	> 120
Total	< 270	270- 320	320- 370	> 370
Medium service hotels	all climate zones			
electricity	Insufficient data	70-80	80-90	> 90
Other energy	Insufficient data	190-200	200-230	> 230
Total data	Insufficient data	260-280	280-320	> 320
Simple service hotels	All climate zones			
electricity	Insufficient data	60-70	70-80	> 80
Other energy	Insufficient data	180-200	200-210	> 210
Total	Insufficient data	240-270	270-290	> 290

2 Source: World Bank Group (2007), **Guidance on Environment, Health, and Safety for Source Tourism and Hospitality Establishments**, p. 17.

C- Waste management: Waste generated from tourism and hospitality facilities usually includes paper and cardboard, glass and aluminum products, plastic materials, organic waste, building materials and furniture, and used oils and fats. Hazardous waste may include batteries, solvents, paints, antifouling materials, and some waste packaging materials, and the amount of solid waste generated by a tourist is usually twice the amount of solid waste that would be generated by a local resident (one estimate suggests that the average amount of Hotel waste exceeds one kilogram per guest per day (Sonya, Rachel, 2008, p. 255), which puts increased pressure on the local waste management infrastructure.

The main environmental challenges facing food services in the hospitality sector include the production of large amounts of solid waste, as research conducted in the United Kingdom in the late 1970s and early 1980s indicated that 15.5% of edible food was wasted (hotel food waste) (Hsin et al, 201, p 02).

Tableau 3 The amount of waste in the hospitality sector

Quantity of waste (kg/guest per night)				
Waste generation (kg/guest per night)	Normal	Acceptable	High	Excessive
Luxury service hotels	< 0.6	0.6- 1.2	1.2- 2.00	> 2.00
Medium service hotels	< 0.4	0.4- 1.00	1.00- 1.50	> 1.50
Simple service hotels	< 0.6	0.6- 0.8	0.8- 1.50	> 1.50

Source 3 World Bank Group (2007), **Guidance on Environment, Health, and Safety for Tourism and Hospitality Establishments**, p. 18.

2.2 Definition of green hotel and its features.

Consumers are showing concern for the environment and changing their purchasing habits to achieve green consumption, due to the ever-increasing concern about environmental problems around the world (Vivek, Bibhas, 2017, p01). Green consumers seek to consume products that cause minimal or no impact on the environment. (Adaviah, Thoo, 2014, p 479), and consumers are looking for environmentally friendly hotels instead of traditional hotels, which has led many hotels to implement innovative ways to increase the greening of their operations (heesup et al, 2011, p 346). Hotels have a better understanding of the desire to Customers in and participating in green activities, leads to the design of more efficient and effective green programs (Melissa et al, 2013, p 09).

A- Definition of the green hotel (Eco-lodge): It is a term used to define a type of tourist hotel that depends on the environment and reflects the philosophy and foundations of eco-tourism. This type of eco-hotel presents tourism as an educational and participatory cultural process with the local community, and these hotels must be developed and managed. “In a sensitive environmental manner that protects the ecosystem” (Madhi, Burjam, 2008, p. 03). The ecolodge, as a tourism

project, must achieve through its architectural character, its calm expression, and its management and operation system the principles of ecotourism represented in preserving natural resources (Al-Sayrafi, 2009, p. 243).

It is also defined as a place of residence that operates in a responsible manner towards the community, local culture and surrounding environment (Vivek, Bibhas, 2016, p03), as it relies on sound environmental practices such as saving water and energy and reducing solid waste (Kamal, Vinnie, 2007, p 365). It offers a new type of consumption systems in innovative forms and works to encourage production so that it achieves the set of goals sought by ecotourism (Al-Shahrani, Al-Madhi, 2012).

The term “green hotels” describes hotels that have environmentally friendly properties and whose managers look to create programs that save water and energy and reduce solid waste to help protect the environment (Cristinal et al, 2013, p 526), and seek to be more environmentally friendly through efficient use of... Energy, water and materials while providing good quality services, as it has many benefits such as reducing costs and liabilities, high returns, low-risk investments, increased profits and positive cash flows. These benefits and incentives have allowed the popularity of green hotels to grow (Sarah, 2002, p. 2).

Kim and Han (2010) described green hotels as “environmentally responsible hotels that comply in their activities with environmental guidelines, practice environmental management, implement various environmentally friendly practices, establish sound green programs and commit to achieving environmental improvement through the display of environmental labels or logos.” “Green Earth” (chou, chen, 2014, p 940), that is, it is environmentally focused and environmentally friendly in the use of energy, water and materials that do not exacerbate the impacts on the land and the environment (norazah, norbayah, 2015, pp 103-104).

B- Advantages of a green hotel: Green hotels have the following advantages (Hamad, 2009, p. 07):

- Paying attention to the environment surrounding the hotel site and taking into account and respecting the local architectural style in designing the hotel, as locals and traditional artists can be used in construction.
- Use sensitive materials that take into account environmental conditions, if possible, as the hotel is built with local natural materials, taking into account the nature of the place and its cultural background.
- Providing local and organic food, which supports the local community and society in general, and avoiding serving endangered species of fish or animals (Oana, 2013, p. 16).
- Meeting energy needs by designing networks that operate positively using renewable energy.
- Adopting construction methods that have elements of sustainability and continuity, while providing permanent service networks to provide water, sanitation, and sewage services.
- Appointing and training workers and employees from members of the surrounding local community to work in it and involving them in the planning and operating stages.

3. Green hotels in Dubai.

To embody the concept of green hotels, the Emirate of Dubai is adopting strategic plans to preserve its natural resources and ensure their sustainability, increase the efficiency of electricity and water consumption, and encourage the use of renewable energy sources such as solar energy. Everyone must preserve natural resources for future generations to benefit from them.

3.1. Dubai hotel statistics:

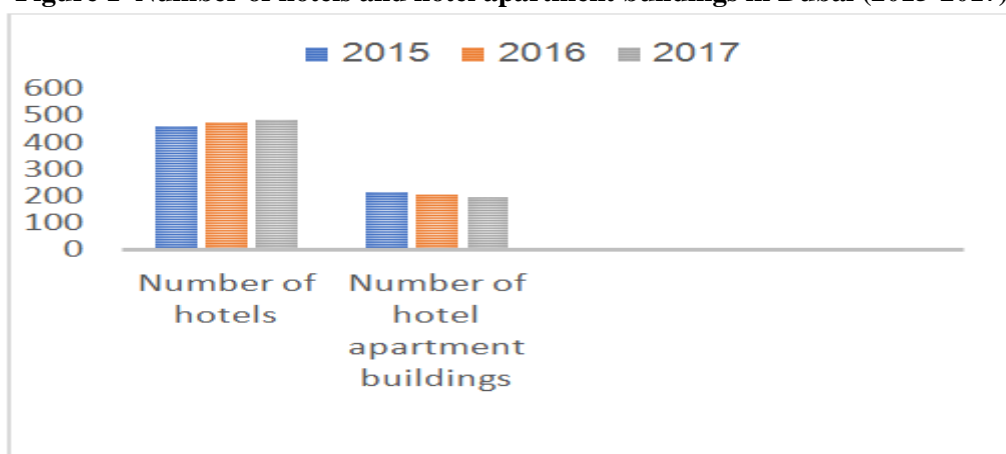
Dubai has a high proportion of luxury five-star hotels that are often priced very reasonably for their high standards. Most of these hotels offer good décor, a range of world-class leisure facilities, spacious rooms and amenities such as concierge services and business centres, and also include a selection of... Of international restaurants, in addition to the spread of five-star hotels, Dubai also offers a good selection of four-star, three-star, two-star and one-star hotels, in addition to hotel apartments and youth hostels.

Tableau 4 Statistics of hotels and hotel apartment buildings in Dubai (2015-2017)

Statement	2015	2016	2017
Number of hotels	461	475	485
Number of hotel rooms	72473	77879	82733
Number of hotel apartment buildings	216	206	196
Number of hotel apartments	25860	24966	24698

Source 4 Dubai Statistics Center (2018), *Hotel and Hotel Apartment Statistics*, p. 03.

Figure 1 Number of hotels and hotel apartment buildings in Dubai (2015-2017)



The Dubai government has succeeded in stimulating and encouraging tourism by providing infrastructure and encouraging private sector investments in hotels and other forms of accommodation available to visitors. In 2016, 14 hotels were opened and a 3% increase in the number of hotels was noted, while in 2017 10 new hotels were opened, which increased The total number of hotels in Dubai reached 485 hotels of all categories, an increase of 2% compared to the previous year.

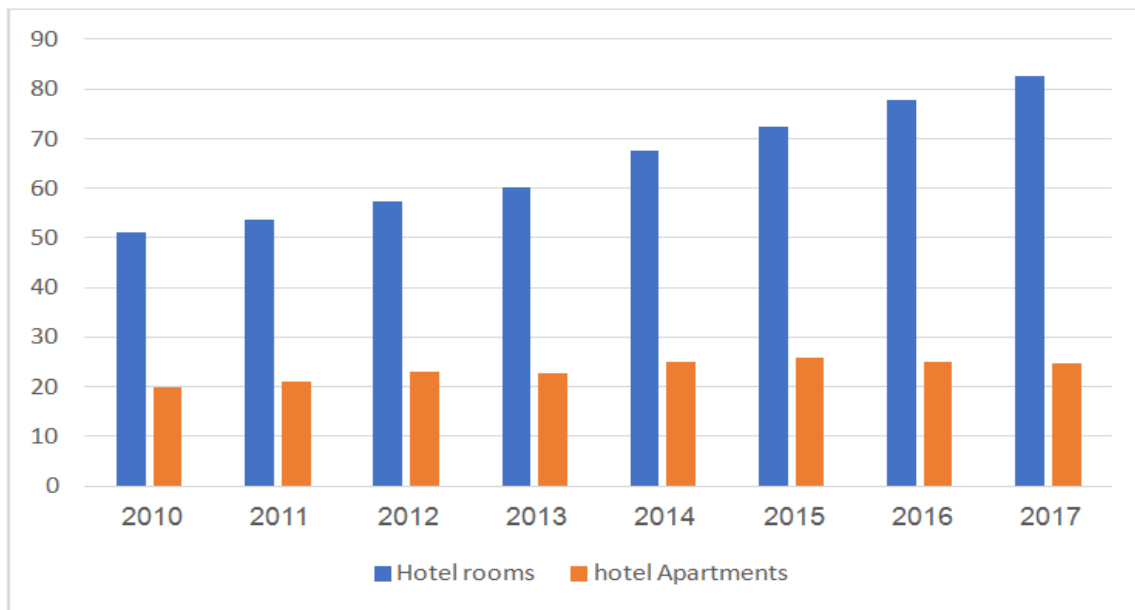
However, 10 hotel apartment buildings were closed in 2016 and the same in 2017, which led to a 5% decrease in their number, bringing the total to 196 in 2017.

Tableau 5 Number of hotel rooms and hotel apartment rooms in Dubai (2010-2017)

the year	Number of hotel rooms in thousands	The number of hotel apartment rooms is in the thousands
2010	51.10	19.80
2011	53.8	21.00
2012	57.30	23.10
2013	60.24	22.82
2014	67.49	24.85
2015	72.47	25.86
2016	77.88	24.97
2017	82.73	24.70

Source 5 Government of Dubai (2018), *Dubai Economic Report*, p. 76.

Figure 2 Number of hotel rooms and hotel apartment rooms in Dubai, in thousands



From the figure, we notice that in 2017 there was an increase in the total balance of available rooms to reach 107.4 thousand rooms (82.73 thousand hotel rooms and 24.70 thousand hotel apartment rooms), as the number of hotel rooms increased by 6.2% from 77.9 thousand to 82.7 thousand hotel rooms. On the one hand, Other: The number of hotel apartment rooms decreased by 1% to reach about 25 thousand.

This increase comes in response to the ambitious plan announced by the Department of Tourism and Commerce Marketing, which aims to reach the total hotel capacity to 160,000 ready rooms by the opening of Expo 2020.

3.2. Certificates and awards awarded to green hotels in Dubai:

Green certification programs in the tourism sector are voluntary systems that can play an important role in achieving more sustainable tourism. Green awards are also considered an incentive to push participating institutions to adopt sustainability patterns to improve their performance.

A- Green Globe Certificate: This certificate emerged from the Earth Summit in Rio in 1992 (Martin, Ian, 2003, p207), and was launched as a global program in 1994 (Xavier, 2005, p03), and it is considered the first and only attempt. In the unified eco-labeling scheme that applies to all forms of tourism worldwide, a membership-based system developed by the World Travel and Tourism Council (ralf, 2002, p. 19), the certification represents a structured assessment of the sustainability performance of travel and tourism companies and their partners in the travel and tourism chain. Supply, and includes 44 basic standards supported by more than 380 compliance indicators. The indicators vary according to the type of certificate, geographical region, and local factors. The standards are reviewed and updated twice a year, and the certificate is based on the following international standards and agreements (Greenglobe, 2018):

- Global sustainable tourism standards.
- Global Partnership for Sustainable Tourism Standards (STC Partnership).
- Baseline standards for the Sustainable Tourism Certification Network in North and South America.

- Agenda 21 and the principles of sustainable development endorsed by 182 governments at the Earth Summit held by the United Nations in Rio de Janeiro in 1992.
- ISO 9001/14001/19011 (International Organization for Standardization)

The certificate is authenticated and recognized at three levels: (Greenglobe, 2018):

- Green Globe Certified Member Certificate: Granted to members who are certified for all standards required within the Green Globe Certificate for Travel and Tourism.
- Green Globe Gold Member Certificate: awarded to members accredited for 5 consecutive years, and is granted after reviewing the overall performance during a period of 5 years.
- Green Globe Platinum Member Certificate: It is awarded to members who have been certified for 10 consecutive years. This is the highest level of appointment, and is received when the member meets all the standards required for the certificate, and after reviewing the members' overall performance over a period of 10 years.

The certificate is available in 4 aspects, and each aspect includes several standards, as shown in the following table:

Tableau 6 Green Globe Certification Standards Use

Aspects	Standards
Sustainable management	Sustainable management system implementation, legal compliance, staff training, customer satisfaction, accuracy of promotional materials, local zoning, design and construction (legal compliance for design and construction, sustainable design and construction of buildings), infrastructure, interpretation for visitor education and heritage protection, communications strategy, health and safety
Social and Economic	Community development, local employment, fair trade, supporting local entrepreneurs, respect for local communities, exploitation (anti-commercial exploitation), fair employment, employee protection, basic services.
Cultural Heritage	Code of conduct, historical monuments, site protection, cultural integration.
the environment	Preserving resources (purchasing policy, consumer goods, energy consumption, water consumption), reducing pollution (greenhouse gases, wastewater, waste management plan such as reduction, reuse and recycling...), preserving biodiversity, ecosystems and landscapes (Wildlife species, captive wildlife, landscapes, biodiversity conservation, interactions with wildlife).

Source 6 Prepared by the researcher based on the following website: [https://greenglobe.com/standard/B-Green Key Certificate](https://greenglobe.com/standard/B-Green-Key-Certificate): The “Green Key” certification program was launched in Denmark in 1994 and has been managed by the “Foundation for Environmental Education” (FEE) since 2002, while the “Emirates Green Building Council” took over the management of the program locally in the Emirates in 2013, and was To date, the certificate has been granted to more than 30 hotels in the country, which reflects the growing interest of various stakeholders in supporting sustainable development initiatives.

The Emirates Green Building Council cooperates with all hotels to evaluate compliance with the “Green Key” standards, and certificates are awarded after completing the “Green Key” standards.

The Emirates Green Building Council takes all necessary procedures to evaluate all assets and their compliance with the global standards of the “Green Key” program. The Emirates Green Building Council also prepares a report on “Standards for Comparing Hotel Energy and Water Consumption in the United Arab Emirates” to document the consumption of energy and water resources and study optimal ways. To protect it and thus reduce the carbon footprint of the country’s hotels (Faydi, 2018).

Global estimates indicate that hotels that have obtained the Green Key certificate have reaped several benefits in terms of water, energy, and waste savings, in addition to providing a better environment for guests and increasing business volume. About 21,000 hotel establishments in 41 countries have succeeded in obtaining the Green Key certificate (Hanifah, 2018).

The certificate is granted after an evaluation process that includes 4 aspects and 12 standards as follows (Dubai Sustainable Tourism, 2017, p p: 07-22):

- Energy conservation aspect: It includes the following criteria
- Energy efficient lighting installation.
- Smart temperature settings.
- Benefit from energy-saving equipment.
- Water conservation aspect: It includes the following criteria
- Encouraging effective water systems.
- Providing training and awareness.
- Perform regular maintenance to prevent leaks.
- Waste management aspect: It includes the following standards:
- On-site waste management.
- Creating awareness and best practice programmes
- Reducing the consumption of chemicals and hazardous waste.
- Aspect of participation in sustainability: It includes the following criteria:
- Create a green scorecard and integrate it into the reward system.
- Educating employees on applying sustainable practices.
- Engage guests and raise awareness through innovative campaigns.

C- Dubai Green Tourism Awards: The Dubai Green Tourism Awards are designed to encourage and reward leading hotels and hotel apartments that have made great efforts to support environmental awareness in both their own businesses and within the tourism sector. These awards help encourage environmental practices and launch new sustainability initiatives, and the Department of Tourism has cooperated. And trade marketing in Dubai works with partners who realize Dubai’s vision of becoming environmentally friendly, in order to help its members know how they can become environmentally friendly. Some best practices include (visitdubai, 2018): reducing or reusing wastewater, preventing waste, implementing environmentally sound systems. Work with suppliers to reduce unnecessary packaging, use paper on both sides to reduce paper waste and avoid products with hazardous properties.

The main objectives of the awards include three aspects: establishing guidelines that enable the tourism industry to become more sustainable, establishing a network on sustainability and enabling the exchange of best practices and recognition of sustainability efforts and achievements within the industry. The most important green tourism awards in Dubai are (dst.dubaitourism):

- Leadership in Sustainability: Awarded to the individual pioneer who has an effective role in the sustainability of the tourism industry.
- Best Green Team: Awarded to the most effective team within the tourism establishment by bringing together an effective participating workforce.
- Leadership in conservation: awarded to the tourism institution that funds the best conservation efforts in the United Arab Emirates.
- Possession of Corporate Social Responsibility: Awarded to organizations that have volunteered their time and skills to environmentally responsible work.
- Green Procurement Sponsor: awarded to tourism establishments that have a green supply chain with special reference to their green suppliers.
- Best amendment application: awarded to the institution with the most successful application amendments.
- Leadership in Renewable Energy: Granted to the institution whose renewable energy sources represent the highest share of its energy.

Among the tourism institutions that won the Green Tourism Award in Dubai are: Sheraton Emirates Mall, Sofitel The Palm, Novotel Emirates Mall, Holiday Inn Jumeirah, and TIME Grand Plaza Al Qusais.

3.3. Examples of green hotels in Dubai

Many Dubai hotels have recently received prestigious environmental certificates for their respect for the environment. The awards aim to contribute to the prevention of climate change by encouraging and supporting positive environmental initiatives. The hotels that receive this award go through a comprehensive evaluation process.

A- Dubai hotels that have received the “Green Globe” certificate:

- **Burj Al Arab Hotel:** The Burj Al Arab Hotel in Dubai obtained the International Accreditation Certificate for Sustainability and Green Environment, the Green Globe Certificate for the Tourism and Hospitality category, after fulfilling the required standards and having it approved by the Farnek Consulting Company, which the latter obtained through an agreement signed with Green Globe International has the exclusive privilege of granting the Green Globe Certification for sustainability and green environment standards for tourism and hospitality sector facilities, including hotels and golf resorts, in 20 countries in the Middle East.

The internationally accredited certificate for sustainability and green environment for the tourism and hospitality sector was awarded to the Burj Al Arab Hotel after achieving advanced rates in applying the required certification standards in its various operations. According to the program for monitoring the implementation of standards and conditions, the hotel achieved good rates, especially in saving water, recycling used washing and shower water, and managing Using and saving energy in hotel suites and reducing carbon emissions, in addition to other areas such as health and safety, human resources development, training, and waste management (Alittihad, 2017).

The Burj Al Arab Hotel is one of the prominent modern landmarks in Dubai, and obtaining this prestigious international certificate in the field of sustainability and clean environment will contribute to enhancing its reputation as a seven-star luxury hotel (emaratalyoun, 2017).

- **Armani Hotel Dubai:** Armani Hotel Dubai received the first accreditation certificate from “Green Globe”, as part of its endeavor to achieve its vision aimed at enhancing high levels of sustainability, which is considered a clear indication of commitment to the values of social responsibility and preserving the environment by adopting the best international practices in The field of energy and water efficiency and sustainable development.

Armani Hotel has joined the Emirates Food Bank initiative launched by Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, and the hotel is one of the main hospitality partners for the project, which falls within the “Year of Giving” initiative.

The hotel developed an organized work program to achieve the goals of this initiative by providing fresh food to the Emirates Food Bank. In addition, the hotel launched a plan to reduce the waste of food resources and encourage all employees, partners and guests to join this noble cause and make a positive change (Fochia, 2017).

- **Mövenpick Hotel Ibn Battuta Gate:** obtained the gold membership of the “Green Globe” accreditation certificate, which specializes in evaluating the performance of sustainability standards for companies and institutions working in the field of travel and tourism. It obtained this membership after a 5-year evaluation process. Mövenpick Hotels is considered the largest international hotel brand that adheres to the certification standards. Green Globe accreditation for all of its properties worldwide.

Every year, a larger number of its hotels launch initiatives that contribute to the protection of natural resources and support long-term sustainability, and while this work continues and gains more development and expansion every three months, its efforts include core projects such as water conservation, recycling natural resources, and managing... Waste, as well as the use of fixtures, fittings and equipment that support the efficient use of energy, and maximize the use of fair trade products and biodegradable materials where possible.

Social initiatives that support local communities and team members also form a large part of the commitment to sustainability, supporting, organizing and facilitating charitable events that raise funds for a number of good causes, including young cancer patients and orphans, nature conservation, local workforce development, and victims of natural disasters (movenpick, 2017).

The hotel also announced the installation of a charging station for electric cars in 2016, and the charging station can be used for two cars at once for free using a green charging card. (araanews, 2017)

- **Other hotels in Dubai that have obtained the Green Globe certification:** Among the other hotels that have obtained the Green Globe certification in Dubai (arabianindustry, 2017):

- **Jumeirah Emirates Towers:** 85% compliance with Green Globe standards for sustainable travel and tourism.
- **Sofitel Dubai Palm Resort & Spa:** The first Accor property in the world to be granted Green Globe certification, this five-star resort achieved a rating of 90% in the sustainability review of its green initiatives.

- **Park Regis Chris Kane:** Park Regis Chris Kane has demonstrated a “top-to-bottom” commitment to the Green Globe certification process, with team members involved at all levels and across all departments.
- **TIME Grand Plaza Hotel:** Two TIME hotels in Dubai, TIME Oak Hotel & Suites Al Barsha, and TIME Grand Plaza Hotel Al Qusais, were certified after an in-depth 7-month project to ensure they meet 337 performance indicators set by the system. Global sustainability.

B- Dubai hotels that have obtained the “Green Key” certificate:

- **First Central Hotel Suites:** First Central Hotel Suites received the Green Key certification for its environmentally friendly practices, which include environmentally friendly initiatives such as energy, water and waste management.

First Central Hotel Suites has pledged to reduce its carbon footprint, and has received a broad response from its employees and guests who are participating in environmentally friendly initiatives, from conserving water to recycling materials and saving energy.

The environmental efforts made by First Central Hotel Suites are in line with the agenda of the tourism sector in Dubai, as the Department of Tourism and Commerce Marketing launched the Dubai Sustainable Tourism Initiative (DSTI), which aims to “provide strategies to reduce carbon emissions and share effective solutions to enhance sustainability (thefirstgroup, 2017) .

- **Vida Downtown Dubai Hotel:** It received the Green Key certificate, which ranks it among the best hotels in the United Arab Emirates that support the activity of environmental programs, thanks to many changes such as using biodegradable tools, recycling waste and making use of LED lights to reduce electricity consumption (Safarin, 2018) .

- **TIME Hotels Group:** Obtaining the Green Key certificate is a new addition to its record of outstanding achievements, as TIME Hotels Group has launched many sustainable and innovative initiatives, including (The Urban Garden) project at TIME Oak Hotel and Suites in Dubai, which is managed in partnership. With (Slow Food Dubai), it is witnessing great interest from organic food lovers throughout the Emirates, and this project contributes to education on how to grow some of their own herbs and vegetables in this harsh climate.

TIME Oak Hotel and Suites in Dubai has joined the Emirates Green Building Council, which was established in 2006 with the aim of spreading the concept of green buildings and environmental protection, based on the extensive experience of its members. TIME Hotels Group also recently obtained the Dubai Chamber Mark for Corporate Social Responsibility.

4.Conclusion:

Green hotels have become widespread in recent years, as most of them are spread in areas that depend on eco-tourism. It is also noted that the number of tourists who prefer these hotels around the world is constantly increasing, so turning to green tourism and adopting the concept of environmentally friendly buildings has become an inevitable necessity. Regarding the infrastructure representing the tourism sector, hotels must follow some standards in preparing and designing this type of hotel to comply with environmental standards and required conditions, especially after issuing the Green Key Certificate and the Green Globe Certificate, in order to create a competitive atmosphere between hotels that respect and take into account environmental standards. Therefore, it is necessary These hotels should take into account:

- Use of alternative energies.

- Use environmentally friendly building materials.
- It should not contribute to increasing internal pollution in the building.
- Quality of ventilation inside hotel rooms.
- Good lighting and acoustic design to avoid noise.
- Urban character compatible with the environment.

Many Dubai hotels have recently obtained prestigious environmental certifications (Green Globe Certification and Green Key Certification) for adopting the concept of environmental sustainability in their practices in addition to offering unique sustainability programs such as local and organic dining options, creating products from environmentally friendly sources, as well as reducing consumption. Water and energy.

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