

PRESS RELEASE

Hospitality Industry Embraces a Greener Path with Sustainability Guidelines

The International Tourism Partnership has released an informative and engaging article titled "Minimum Standards Towards A Sustainable Hotel," which outlines the minimum standards for sustainable hotel operations, inspiring global hospitality leaders to act. The report is now available through the [I-STARS Virtual Library](#), providing tourism businesses with access to practical tools and success stories to enhance their sustainability journey.

I-STARS is an EU Co-Funded project designed to support tourism enterprises located on islands, including Cyprus, Greece, Ireland, Italy and Spain on their journey towards sustainability.

Six Core Pillars of Sustainable Hotel Operations

The article outlines a practical, six-step roadmap for hotels to transform their operations sustainably:

Policy and Framework – Establish a responsible business policy supported by senior leadership and cross-departmental green teams.

Staff Training and Awareness – Foster a culture of sustainability through induction, training, and staff-led initiatives.

Environmental Management – Monitor and minimise energy and water use, reduce waste, and continuously assess environmental impacts.

Purchasing – Prioritise sustainable, local, and ethical sourcing to green the supply chain and support nearby economies.

People and Communities – Uphold human rights, engage with local communities, and support local employment and development.

Destination Protection – Promote biodiversity, respect cultural heritage, and involve guests in conservation and educational efforts.

Real-World Inspiration: Kasbah du Toubkal

Featured as a case study, Kasbah du Toubkal in Morocco demonstrates the power of restoration, tradition, and community-driven sustainability. Rebuilt using local materials and techniques, the hotel preserves cultural heritage while directly benefiting the local community.

A Call to Action for the Global Hotel Industry

The article is more than a guide — it's a call to action. It urges hoteliers worldwide to:

- Monitor environmental performance using real metrics (e.g. kWh/guest night, liters of water used).
- Collaborate with other businesses to raise destination-wide standards.
- Involve guests and staff in sustainability programs.
- Seek continuous improvement through benchmarking and transparent reporting.

As the International Tourism Partnership emphasises, "You will need commitment from everyone — from the top down. Success will depend on the buy-in and continued motivation of your staff."

The [I-STARS Virtual Library](#) is a free, user-friendly resource for tourism MSMEs looking to adopt sustainable practices. It provides access to:

- ✓ Sustainable tourism principles and concepts
- ✓ EU policies and initiatives
- ✓ Sustainability in practice
- ✓ Certification schemes and training
- ✓ Grants and funding opportunities

For more information on the I-STARS project and its initiatives, please visit the project website [here](#) .

Follow the I-STARS project on [Facebook](#) and [LinkedIn](#).