

PROJECT SUMMARY

Project title: REVIEW AND IMPLEMENTATION OF THE NEW HOTEL CLASSIFICATION SYSTEM

Country: EGYPT

Region: MIDDLE EAST

Current status: Ongoing Concluded

Duration (est.)/dates: April 2009 – December 2012

Category: Tech. Cooperation MDG-F

Partner entities: Ministry of Tourism of the Arab Republic of Egypt, Egyptian Hotel Association (EHA)

Main project objectives:

To upgrade quality standards in the accommodation sector in Egypt; to develop a robust system for the assessment, monitoring and evaluation of standards in the sector; and to support the institutional capacities for the management of the new system by the government. The project would develop a fully updated hotel classification system with a highly trained team of national assessors equipped with the capacity to manage the system independently. It is envisaged that the new system will be fully validated by UNWTO and hotels will be assessed under the new system during the course of the project.

Project focus (Choose all applicable):

Policy Planning & Economic Development

- Tourism Policy/Master Plans & Strategic Development Plans
- Legislation & Regulation
- Physical Planning/Infrastructure/Resort Development
- Institutional Strengthening & Public-Private Partnerships
- Economic Impact/Value Chain Analysis & Local Development

Human Resource Development

- Manpower Planning
- Capacity Building Programmes/Hospitality Skills & Tourism Business Development

Statistics

- Statistical Strengthening
- Development of Tourism Satellite Account (TSA)

Quality Standards

- Hotel Classification
- Destination Quality Performance

Product Development, Marketing and Promotion

- Marketing & Promotion Planning
- Product Development & Diversification

Main project outputs/deliverables:

Results achieved at 31/12/2012: The project consisted of several phases comprising the original project and two extension periods. The first phase comprised the revision of the existing norms related to hotel classification and, based on the revision, formulate New Norms (NN) for the upgrading of quality standards in the accommodation sector. Training programmes were also conducted with the Ministry inspectors to familiarise them with the NN. The next phase focused on conducting pre-assessment visits to 850 hotels in the country, and this was followed by another phase to increase awareness of the New Norms (NN) classification system's standards, procedures and guidelines in the industry among service providers. A self-assessment form was introduced by UNWTO and distributed to hotels wishing to undertake a voluntary assessment of their physical product and service availability. 196 on-site self-assessment visits were conducted by UNWTO at the request of individual establishments. In total, 464 hotels, presenting just over half of the official total number of hotels in the country, received voluntary technical support during the second extension phase.

A help desk was established within the EHA Cairo office for its members to answer any queries from individual establishments on the NN system. This was supported by UNWTO through the provision of training for a Help desk Coordinator. There has been close engagement with other key stakeholders to improve awareness and facilitate partnerships, including with hygiene service suppliers, tour operators, travel agencies and hotel architects. A Final Report was submitted by UNWTO to the Ministry of Tourism of Egypt and the Egyptian Hotel Association in January 2013 detailing the outcomes of the main activities carried out during the second phase.

UNWTO submitted a proposal to extend its technical assistance and support to the Government of Egypt and the private sector in 2013 during the period of transition to the new classification system.