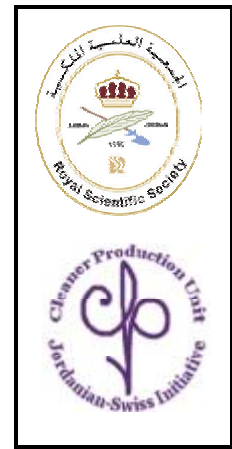


Cleaner Production in Jordan

Fact Sheet: Holiday Inn Resort Dead Sea

Owned by Social Security Corporation and managed by InterContinental Hotels Group



What is Cleaner Production?

Cleaner Production (CP) is the continuous application of an integrated and preventive strategy to processes, products and services to increase efficiency and reduce risks to humans and the environment.

In this fact sheet, the results achieved from conducting a CP assessment at Holiday Inn hotel in Dead Sea are summarized. The information shall serve to demonstrate how CP can be implemented in hotels in Jordan.

Holiday Inn Resort Dead Sea



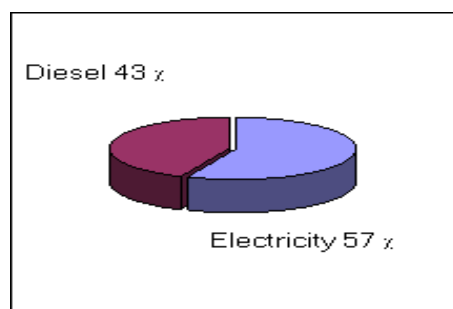
Guest satisfaction is one of the most important priorities in the hospitality sector, and hotel operators are often hesitant to engage in activities that could be perceived as reducing comfort, convenience, or the overall brand experience. However, to achieve sustainable tourism, hotel managers should implement a suitable environmental management plan which could be integrated with the hotel policy and then incorporated in its mission and vision.

Cleaner Production can be considered an important tool through which the hotel could improve its ecological and economic performance (eco-efficiency). The aim of the CP assessment that was implemented in the Holiday Inn hotel at Dead Sea was to raise awareness about CP and thus to motivate the hotel to improve saving raw materials and energy, reduce the waste emissions and improve the environmental conditions.

Many CP options have been identified for different facilities of the hotel. Following are the main expected benefits from the implementation of the CP options:

- Reduce water, raw material and energy consumption.
- Reduction of environmental impacts.
- Improving the eco-performance.
- Increase the long-term competitive position of the hotel.

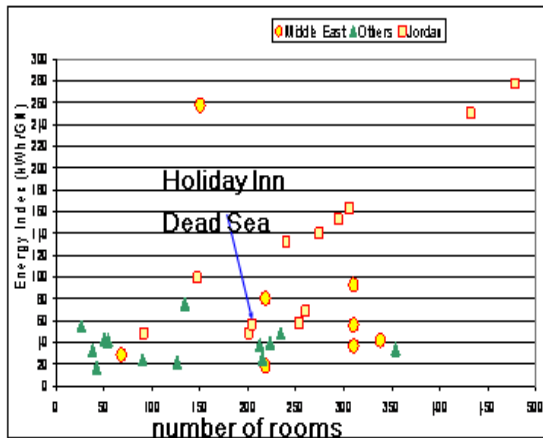
General Information



Energy consumption distribution at the hotel

Enterprise	Holiday Inn Resort Dead Sea, owned by Social Security Corporation and managed by InterContinental Hotels Group (4-star Resort)
Sector	Tourism sector
Guest nationalities	Jordanian, Arabic and European
Employees	250
Departments	Human resources, sales, accounting, housekeeping and laundry, food and beverage, maintenance and security departments.
Facilities	The hotel has 202 rooms, three restaurants, one lobby lounge, one pool bar, one kitchen, three swimming pools, one laundry and two meeting rooms.
Raw Materials	Soap, shampoo, cleaning agents, vegetables, fruits, juice, bread, food, etc.
Energy sources	Electricity (57 %), diesel (43 %) and LPG (used in cooking)
Wastes and Emissions	Wastewater and solid wastes (organic waste)

Results



Holiday Inn's SEC (kWh/GN) versus other local and international benchmarks

- As seen in the figure, the expected specific energy consumption (SEC) (kWh/Guest Night) for the hotel seems reasonable in comparison with other local hotels and international benchmarks. However, the hotel could strive to improve its performance.
- In practice, the hotels facilities were assessed on CP potentials and specific recommendations were given for each facility. Following are some suggested CP and good housekeeping options:

Option
Option 1: Install solar heating systems for hot water
Option 2: Recover the heat generated by the refrigeration units in the kitchen in order to heat water
Option 3: For boiler, lower hot water temperature for heating when outside temperature rises, consider recovering heat from blow down water, try to lower flue gas losses as much as possible and check the boiler efficiency regularly.
Option 4: Cover the pool outside of the opening hours so that the water does not evaporate or get dirty
Option 5: In the sewage treatment plant, increase the detention time in the aeration tank in order to increase the removal efficiency. This will reduce the load on the sand filter, thus will save in frequent back washing.
Option 6: For the laundry, reduce water pollution by using less polluting detergents (such as phosphate-free and whitener-free)
Option 7: Add strip curtains to walk-in coolers to reduce the amount of energy lost to the surrounding air.
Option 8: Do not leave television sets on stand-by (a single television set on standby consumes 193 kWh in one year)
Option 9: Avoid cleaning with high pressure hoses and repair damage to water pipes
Option 10: Collect biodegradable organic wastes separately in order to compost them or reuse them as animal feed.
Option 11: Prefer, whenever possible, products that are recycled, reusable, repairable, biodegradable, from fair trade and/or eco labeled (such products should not be imported or transported over long distances, otherwise their ecological advantages will be lessened)
Option 12: Invite – as far as possible – the guests to reuse the towels and bed-linen

Contacts & Partners



Royal Scientific Society, Environmental Research Centre (ERC),
Cleaner Production Unit (CPU)
P.O. Box 1438, Al Jubeiha 11941, Jordan
Tel: + 962 6 53 44 701 ext 2475, Fax + 962 6 53 40 373
www.rss.gov.jo / www.cp.org.jo

Eng. Rafat Assi – Director of ERC / CPU, rafat@rss.gov.jo

Advisory services by
nw University of Applied Sciences
Northwestern Switzerland
www.fhnw.ch/hls



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www.seco-cooperation.ch

