



Domina Coral Bay

Located in Sharm El Sheikh, one of Egypt's most popular Red Sea destinations, Domina Coral Bay Hotel, Resort, Spa & Casino ranks among the largest resorts in the Middle East. It features seven different hotels with a capacity to hold up to 4 500 guests and extends right along the bay, giving direct access to the beach. Its vision is to be the most sustainable and socially responsible resort in Egypt, while not compromising on hospitality and the experiences it offers its guests.



Name: Domina Coral Bay Hotel, Resort, Spa & Casino (DCB)

Country: Egypt

Industry: Tourism

Number of employees: 1 600

What are the benefits of ISO 26000 for DCB?

Key benefits to date include:

- Improved health and safety in the workplace
- Increased focus on employee rights and on serving the community
- Reduced consumption of water and other resources
- Enhanced waste management plan
- Improved relationships with stakeholders

How did ISO 26000 lead to these benefits?

DCB set up an “ISO 26000 Team” to coordinate with international and national experts in implementing the standard and ensure the sustainability of its outcomes. The Hotel's vision, mission and policies were reviewed and modified to reflect their commitment to social responsibility and sustainability.

The team developed a stakeholder engagement plan that mapped stakeholders by their influence and interest, and established a programme of meetings, training courses, questionnaires and other forms of communication via e-mail and social media.

The Hotel also prioritized material issues based on their significance and relevance in order to identify the priorities of actions to be implemented within the ISO 26000 action plan. It then developed a plan for monitoring their social responsibility performance to ensure that these actions achieved their objectives.

The Hotel has taken a number of actions across the seven areas of the standard: organizational governance, human rights, labour practices, the environment, fair operation practices, consumer issues, and community involvement and development. These include:

- Donating leftover food to the Egyptian Food Bank
- Signing an agreement with the Egyptian Ministry of Manpower to exclude deductions for breakages from the 12% service charge and divide equally between customer-facing and non-customer-facing staff
- Participating in community service activities such as the Sharm El-Sheikh clean-up day
- Introducing power-saving key cards in all rooms
- Upgrading to water-efficient taps and toilets

In addition, other initiatives are currently in progress such as the establishment of a training laboratory and Website that offer Internet training to the domestic tourism workforce, and a health clinic to support the local community.

“Through implementing ISO 26000, we have learned that a project will not achieve its business goals successfully without embracing the standard’s seven principles and core subjects. Such a tool will guarantee success that is sustainable.”

