

Drivers and Barriers to Carbon Footprint Reduction from the Perspective of Stakeholders in Hurghada Hotels: An Exploratory Study

A thesis submitted in partial fulfillment of the requirements for a master's degree in Tourism and Hotels,
Hotel Studies Department, Faculty of Tourism and Hotels, Fayoum University

By:

Ahmed Mohamed Ahmed Abdelhafez

B.Sc. of Hotel Management, Faculty of Tourism and Hotels,
Fayoum University 2020

Demonstrator, Department of Hotel Studies,
Faculty of Tourism and Hotels, Fayoum University

Supervised by:

Prof. Dr. Mahmoud Mahmoud Hewedi

Emeritus Professor of Hotel Studies,
Faculty of Tourism and Hotels, Fayoum University

Asst. Prof. Ayman Safi Farag Abdelhakim

Associate Professor of Hotel Studies,
Faculty of Tourism and Hotels, Fayoum University

Asst. Prof. Aliaa Mokhtar Elnagar

Associate Professor of Hotel Studies,
Faculty of Tourism and Hotels, Fayoum University

FAYOUM UNIVERSITY
2025

Abstract

This study investigates the drivers and barriers to carbon footprint reduction in Hurghada hotels from the perspective of key stakeholders. As the tourism industry contributes significantly to global carbon emissions, understanding the factors influencing sustainable practices in the hospitality sector is crucial for developing effective environmental management strategies.

The research aims to identify, compare, and integrate the perceived drivers and barriers to carbon footprint reduction among hotel managers, the Ministry of Tourism, and the Ministry of Environment in Hurghada, Egypt. By examining these perspectives, the study seeks to provide insights that can inform policy-making and operational decisions in the pursuit of sustainable tourism development.

A mixed-methods approach was employed, combining quantitative and qualitative data collection techniques. The study utilized a questionnaire survey administered to managers of 36 Green Star-certified hotels in Hurghada, as well as structured interviews with representatives from the Ministry of Tourism and the Ministry of Environment. Data analysis involved both descriptive statistics and thematic analysis to capture the nuanced perspectives of the stakeholders.

The findings reveal significant variations in how different stakeholders perceive drivers and barriers to carbon footprint reduction. While regulatory pressures were universally recognized as necessary, hotel managers tended to underestimate the role of customer expectations and economic benefits compared to government stakeholders. Financial constraints emerged as a unanimous barrier across all groups, but technical knowledge gaps and stakeholder coordination challenges were perceived differently among the stakeholders. The study also uncovered a notable disconnect between policy formulation and the practical implementation of environmental initiatives.

This research contributes to the growing body of knowledge on sustainable practices in the hospitality industry by providing a comprehensive analysis of stakeholder

perspectives in the context of Hurghada's tourism sector. The findings highlight the need for improved communication and collaboration between government agencies and hotel operators, as well as the importance of addressing financial and technical barriers to facilitate wider adoption of carbon footprint reduction strategies. These insights can guide the development of more effective policies and support mechanisms to enhance environmental sustainability in Egypt's vital tourism industry.

Keywords: Carbon footprint, Stakeholder, Drivers, Barriers, Environmental Sustainability.