



Case Study

SHARJAH

#GOGREENFORTHEBIGBLUE

SEAGOINGGREEN.ORG

[FACEBOOK](#)

[INSTAGRAM](#)

[LINKEDIN](#)

[BLOG](#)





CONTEXT



In the United Arab Emirates, tourism is booming. The UAE is the most successful tourist nation in the region with a thriving tourism economy and hundreds of thousands of people employed in the sector. Within the UAE, Sharjah is gaining popularity as a tourism destination. As the third largest emirate in the UAE covering 2,590 square km, Sharjah has large deserts, mountains, beaches, and significant archaeological sites scattered throughout the area. This emirate is a unique travel destination: UNESCO called Sharjah the "Cultural Capital of the Arab World" while Organisation of Islamic Countries names Sharjah the Capital of Islamic Culture. According to Euromonitor, Sharjah was ranked 62 among the top 100 most popular destinations worldwide in 2021. Thus far, Sharjah's focus has been on promoting heritage tourism, preserving historical areas and cultural traditions and museums. Future aspirations hope to diversify Sharjah's tourism offering to attract environmentally-minded guests from new and emerging tourism markets, including Russia, India, Oman, Saudi Arabia, Pakistan, Egypt, Syria, Iraq, and Jordan.

In response to Sharjah's growing commitment to sustainable tourism and aspirations to become a future climate action leader, the Sharjah Commerce, Development and Tourism Authority (SCTDA), set out in collaboration with Sea Going Green, and a team of designers and developers, to create a vision for sustainable tourism in the emirate. This included developing a website platform - Sustain Sharjah - to provide tools and resources to businesses and employees in the tourism industry and share information on Sharjah's ecotourism offerings to perpetuate its ambition of becoming a sustainable destination.

THE CHALLENGE

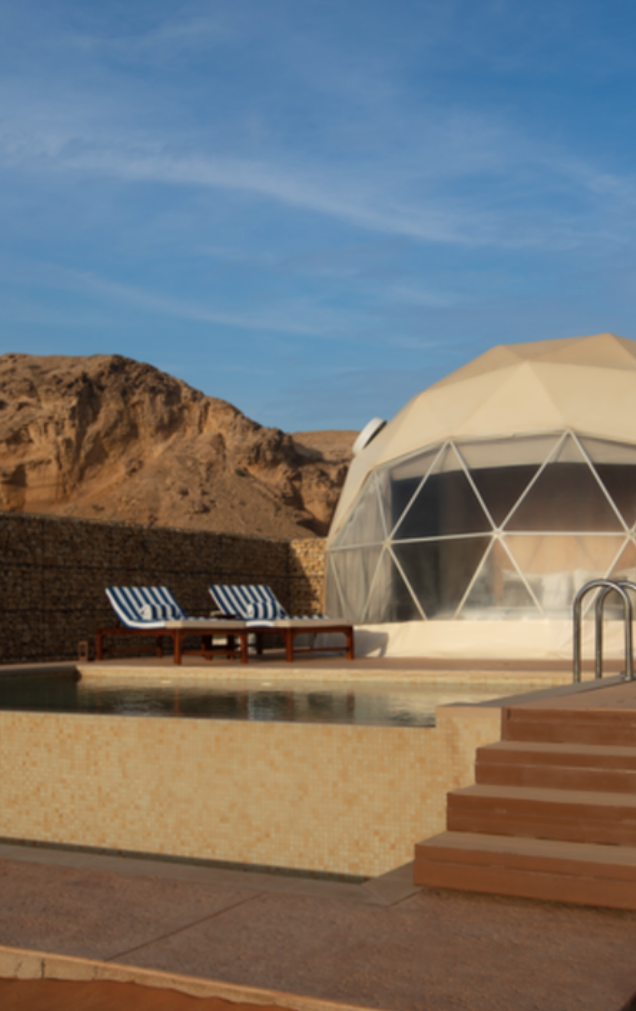
The UAE and Sharjah face significant sustainability challenges stemming from plastic pollution, water scarcity, food waste and carbon emissions, all of which intersect with the impacts of the tourism industry. However, efforts are being made to address these challenges. For example, a ban has been placed on single-use plastic bags by 2024 and virtually all imports of single-use plastics by 2026, signifying the UAE's pledge to fight plastic pollution in the tourism industry and across other sectors. However, many tourists are unaware of Sharjah's pivot towards prioritizing sustainability and the environment, resulting in tourists choosing to travel to alternative destinations for ecotourism offerings.

Sharjah's approach is to integrate sustainability into its tourism strategy to differentiate itself from other tourist destinations in the Middle East, to enhance its destination-wide reputation and simultaneously tackle its biggest sustainability challenges. Environmental sustainability has been limited in the tourism sector thus far, though a few leading businesses have already begun implementing sustainability practices on their own. Sharjah intends to improve its competitiveness through sustainable tourism, notably by introducing green hotel and restaurant initiatives, eco-friendly tours, and sustainability related exhibitions and conferences.





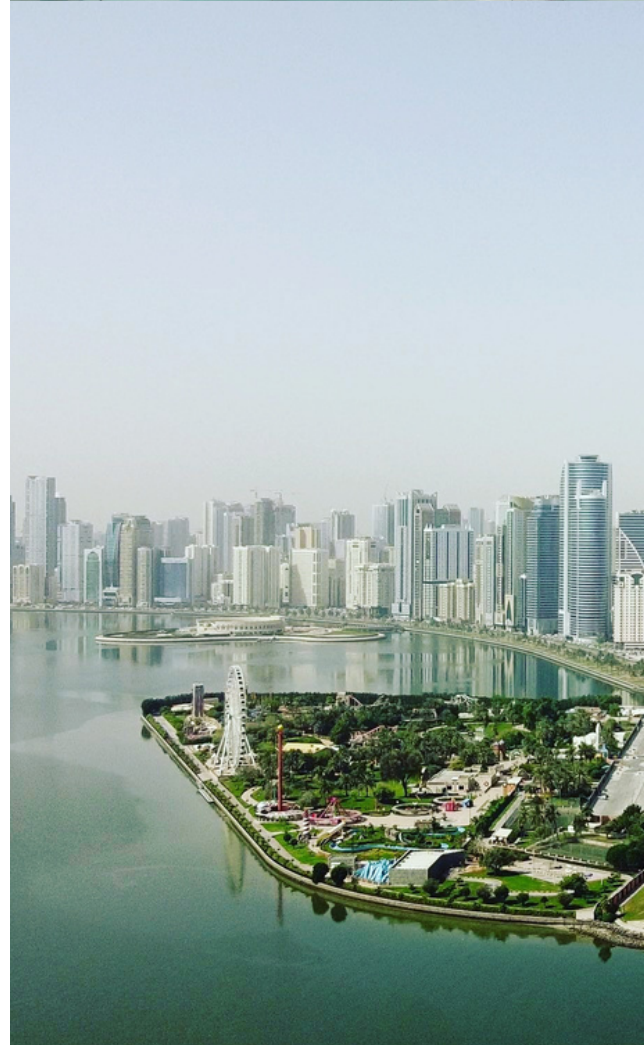
The Sustain Sharjah platform intends to grow Sharjah's reputation by showcasing all that the emirate has to offer to prospective tourists, along with inspiration, recommendations and support for businesses who are interested in sustainable tourism by engaging with hotels, restaurants, attractions and residents. By providing effective tools to measure impacts and taking this one step further by incentivizing mitigation strategies, Sharjah will become inherently more sustainable. In doing so, the platform will raise awareness on sustainable tourism amongst tourists, residents and the industry,



OUR SCOPE OF WORK

In line with the UAE's hosting of COP28, the launch of the Net Zero by 2050 Strategic Initiative, and Sharjah's ambitions to become a sustainable tourism destination, the project scope co-developed by Sea Going Green, established a vision and created website platform to share knowledge and enable interactive features that empower partners and stakeholders from the public and private sectors in Sharjah to calculate, monitor and assess their carbon footprint of their businesses for cost savings and environmental management through the six themes of: Climate, Waste, Water, Nature, Culture and Education.

The goals of the platform aspire to make Sharjah's tourism sector climate conscious, water-wise, less wasteful, nature positive, culturally engaged and position the destination to become a leader in education on sustainability. The platform additionally focuses on four anchor themes (Explore Nature, Explore Heritage, Sustainable Stays and Sustainable Food) to encompass the different elements of sustainability that guests will encounter over the course of their trip. The anchor themes aim to increase awareness on the many facets of Sharjah's sustainability landscape, while providing useful recommendations to help guests plan their itineraries. Together the platform suffices as a foundational tool from which sustainable tourism in Sharjah can be built upon.



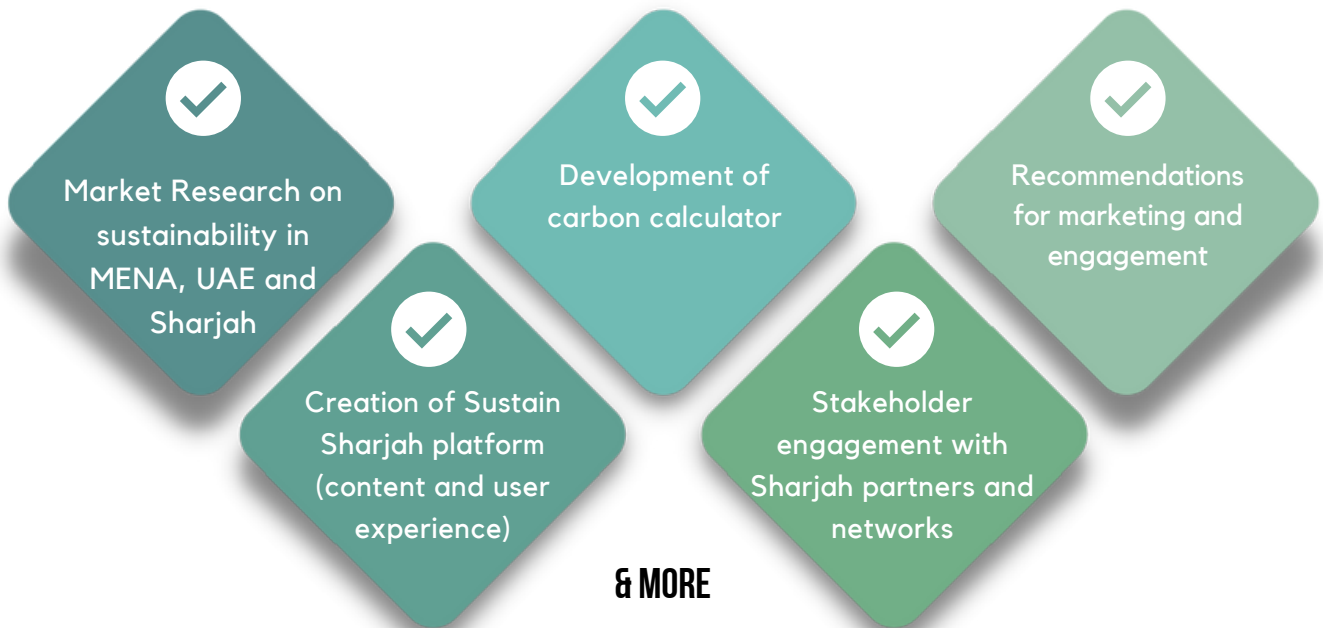


OUR SERVICE

Sea Going Green conducted desktop and market research on top of extensive stakeholder consultations to provide an outline of Sharjah's sustainability landscape, current tourism offering and future goals and milestones, underlining international and regional best practices for sustainable tourism. Using this information, Sea Going Green, alongside a team of website developers from Vsourz, mapped and co-developed a website platform, integrating original content in the form of 20+ articles and webpages, 100+ resources, a carbon footprint calculator, sustainability map, resource library, and sustainability journey platform. Engagement and marketing strategies additionally suggested platforms, networks, organizations, influencers and other means of spreading awareness on Sharjah's growing reputation for sustainability.



OBJECTIVES MET



I WANT THIS FOR MY COMPANY





Do you have questions that
you'd like to discuss with us? -
Get in touch!

Sea Going Green

info@seagoinggreen.org

[@seagoinggreen](https://www.instagram.com/seagoinggreen)

www.seagoinggreen.org

SCHEDULE AN INTRO CALL