



SUSTAINABLE DEVELOPMENT AT THE AZUR HOTELS

Bel Azur Thalasso & Bungalows

Businesses and Cities of the Mediterranean

Engines of Innovation, Cohesion and Peace

September 19th 2025

Cagliari, Italy



Introduction



Since 2021, the Bel Azur Thalasso & Bungalows has formally committed to integrating the principles of sustainable tourism into its development strategy. This commitment aims not only to minimize the hotel's ecological footprint, but also to enhance the well-being of the local community and to provide guests with a travel experience that is both authentic and environmentally responsible.

The purpose of this project is to present the main sustainability initiatives adopted by the hotel and to demonstrate how these measures contribute to building a more responsible and enduring model of hospitality for the future.



Sustainability at the Heart of Tunisia's Hospitality Sector

In Tunisia, the private hospitality sector is increasingly adopting sustainable practices that combine guest satisfaction with environmental and social responsibility.

At the Royal Azur and Bel Azur Hotels, we focus on:

- **Energy efficiency:** solar panels, smart lighting, and energy-saving systems.
- **Water management:** recycling, efficient irrigation, and reduced consumption.
- **Waste reduction:** less single-use plastic, recycling, composting, and eco-friendly packaging.
- **Local sourcing:** promoting Tunisian food, crafts, and services to support communities.
- **Green standards:** pursuing eco-certifications and training staff in sustainability.

These actions not only protect the environment but also strengthen ties with local communities and enhance Tunisia's appeal as a sustainable Mediterranean destination.



Building a sustainable future

Investment Incentives in tourism

To attract responsible private investment in tourism, three main drivers are key in Tunisia and across the Mediterranean:

- **Supportive policies** – Tax incentives, grants, and fast-track approvals for eco-projects build investor confidence.
- **Green finance** – Development banks and international funds help finance renewable energy, water efficiency, and circular economy initiatives.
- **Public-private partnerships** – Joint projects with municipalities and local stakeholders reduce risks and increase long-term value.



Building a sustainable future

Investment Incentives in tourism

Beyond money, what matters most is **vision**. Investors seek destinations that follow sustainability standards, ESG principles, and strong responsible tourism branding.

Inspired by the keynote, we see Mediterranean opportunities in:

- A shared eco-certification for hotels.
- Smart tourism platforms to manage visitor flows.
- Cross-border low-carbon mobility.
- Stronger community-based tourism networks.

With aligned policies, financing, and cooperation, the Mediterranean can become not only the most visited region, but also a global leader in sustainable and inclusive tourism.



AWARDS

Bravo !

Hotel Bel Azur Thalasso & Bungalows a été qualifié "d'excellent" par 2 641 voyageurs



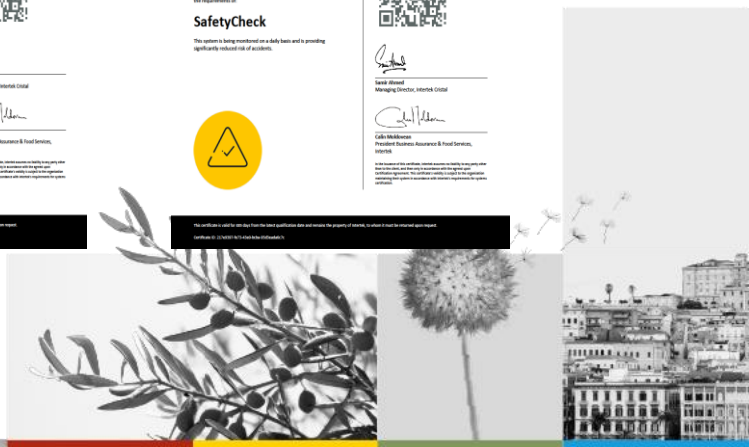
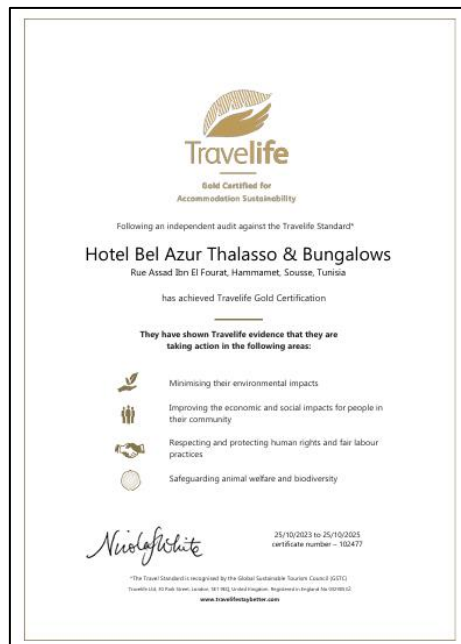
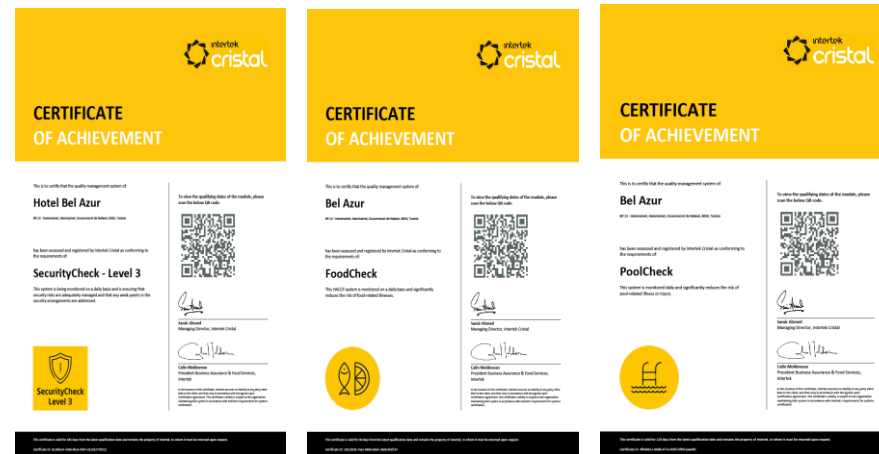
Tripadvisor Travellers' Choice Awards



RECOMMANDÉ SUR



Hotel Bel Azur Thalasso & Bungalows



ENVIRONMENT PERFORMANCE



Emissions kg CO2 in 2025



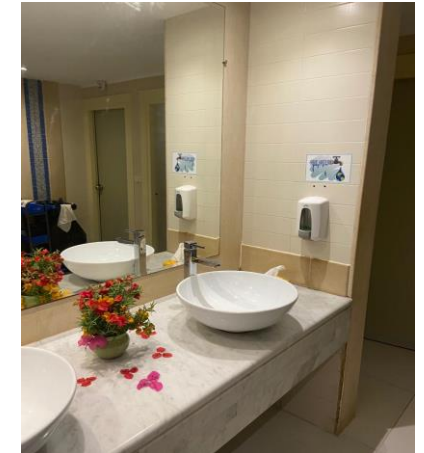
BEL AZUR has included in its roadmap the completion of its carbon footprint assessment, which offers numerous advantages:

- Identifying the most significant areas of consumption and implementing measures to optimize them, thereby reducing our energy and water bills.
- Achieving energy consumption reduction targets.
- Communicating our commitment to the environment to your customers and employees
- Anticipating national and international regulations relating to the hotel sector.
- Reducing our carbon footprint

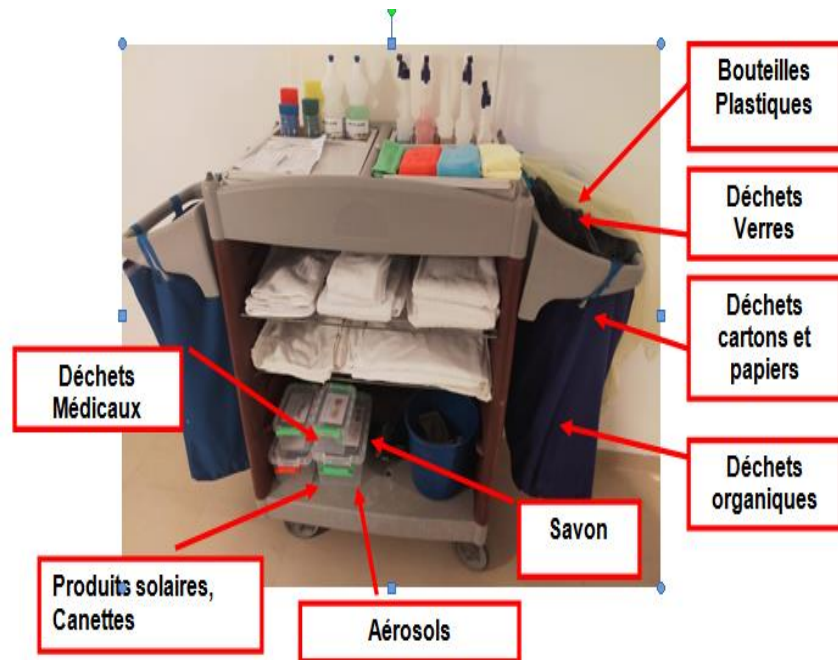
Emissions Kg CO2 in 2030



ENVIRONNEMENT ACTION



WASTE SEPARATION



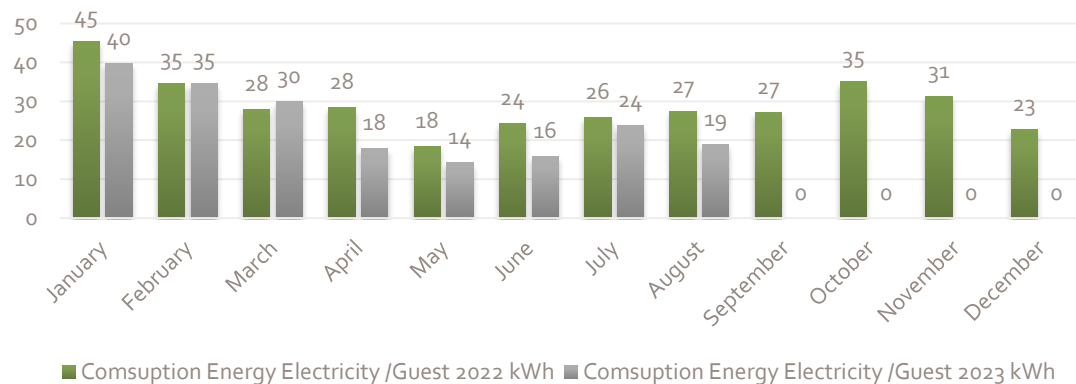
Collecte et tri de déchets : Chariot femme de chambre



ENVIRONMENT PERFORMANCE

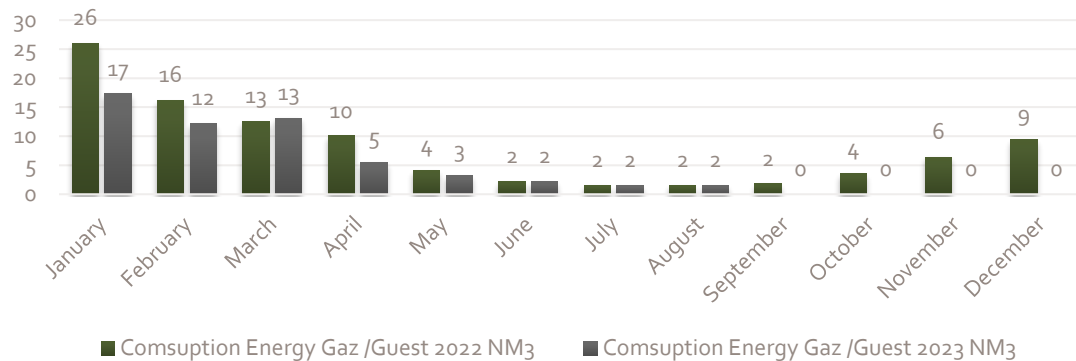
Electricity consumption

Consumption Energy Electricity kwh/Guest 2022-2023

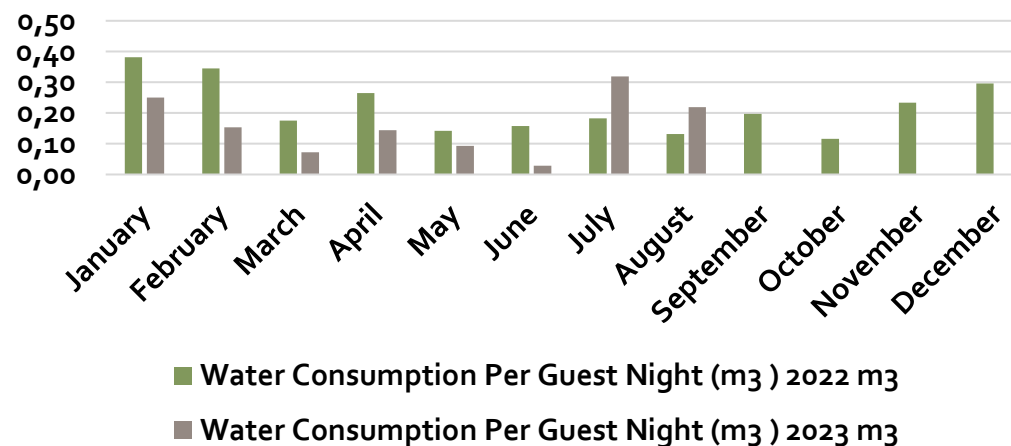


GPL consumption

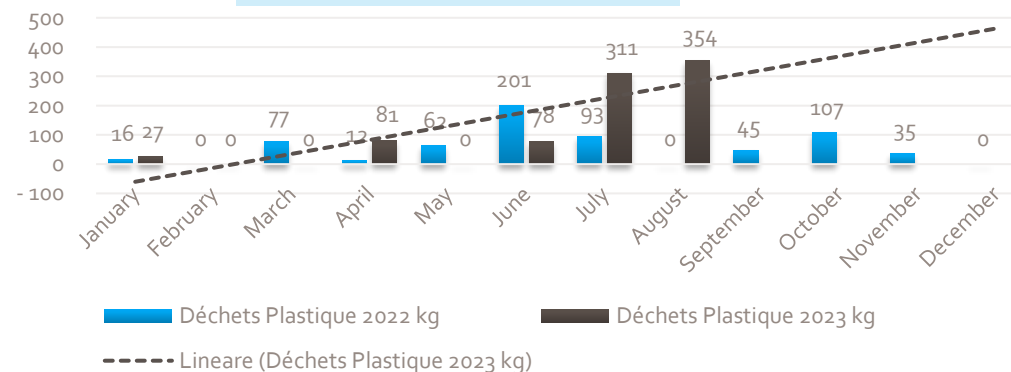
Consumption Energy GAZ NM₃ /Guest 2022-2023



Water Consumption/Guest 2022/2023



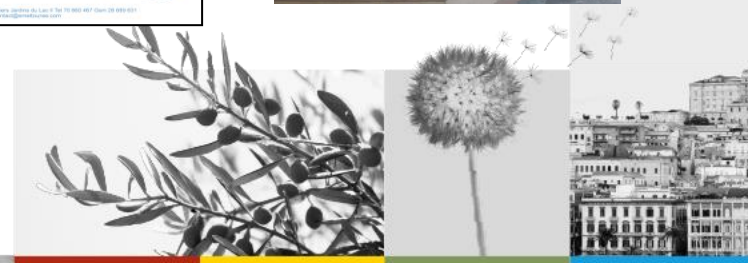
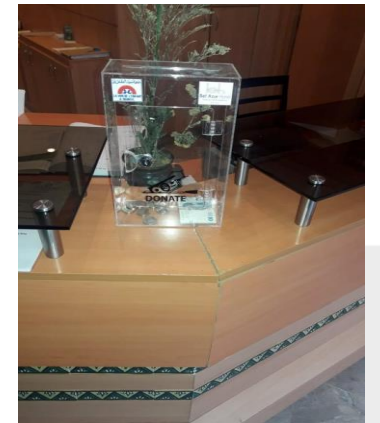
Plastic waste 2022/2023



BIODIVERSITY



COMMUNITY ACTION



Promote local cultural life

- Visits to the region's remarkable places
- Participation in the Hammamet Citrus Festival which is an annual cultural event that promotes Tunisian citrus fruits and artisanal products which has a strong social, educational and ecological dimension
- Participation in the Spring Festival
- Autumn Fair organized at Bel Azur Thalasso & Bungalows (invitation of artisans to exhibit and sell local, original, and handcrafted products)



THANK YOU FOR YOUR ATTENTION



Haykel AKROUT : General Manager
GSM : +216 98 332 489
Email: direction.bel@azurhotels.net
TEL: +216 72 280 544

