

Salta, Argentina:

“Hoteles Más Verdes”: Greener Hotels Certification



THE CHALLENGE

In 2020, Salta launched several certifications as part of its “Sustainable Salta” programme. As tourism is a significant part of the city’s economy - and its Climate Action Plan - they needed a recognized certification tailored to the hotel industry.



HOW IT WORKS

AHT originally developed Greener Hotels to promote sustainable tourism in Latin America. The city government and AHT signed an agreement based on their **common objectives**, and function as a team with flexible roles.

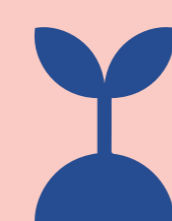
The certification programme includes **public recognition, coaching, and training on social, economic and environmental best practices**. Certification levels are awarded according to levels of climate-sensitive management and social responsibility.

Hotels also receive free renewal of a city-issued mandatory environmental certificate; and benefit from accessing a growing green tourism market.

Hotels pay between 15-20% of the overall certification process cost. The remaining cost is split, with the city paying for activities like coaching, while AHT covers the certification itself.

Model: Market-Shaping Policy

Salta is partnering with the Argentina Association of Hotels (AHT) to mainstream the **Greener Hotels sustainable tourism certification**. The city aims to have the largest number of certified hotels in the country by 2025.



LESSONS

Certification programmes can have a significant impact with businesses, but these programmes are most effective when **linked to a long-term agenda**. To do this, it helps to design them in ways that go beyond the certification, by including coaching or training.

Using recognized certifications before creating new ones also helps to maximise resources, as it **builds on existing legitimacy** and becomes more appealing to business stakeholders and customers.