Sustainability pioneers: George Dominic from CGH Earth

Darmstadt, August 23rd 2018 *** On a regular basis Green Pearls® informs you about visionary personalities who have written history in changing the world to a better place. Part ten is dedicated to George Dominic, who operates the hotel group CGH Earth Experience Hotels together with his brothers in Southern India. Ever since the first hotel was opened, sustainability was a crucial determinant for the business. Environmental protection, respecting humans, animals, and cultures are key values here. A true pioneer!
Sustainability deeply rooted

What began as small Catering service of the Dominic family, quickly became a forerunner for sustainable travelling. Environmental protection and responsible tourism were self-images of the Dominic’s long before ecotourism became the catchword. Being connected to nature and conscious about preserving the environment is deeply rooted in the family history: George Dominic’s forefathers, were farmers and, hence, knew what it means to depend on the environment and to esteem nature. The family only used what they could return.
**Grown up in nature**

"Coming home on vacation from school was coming back to nature", remembers George. Ahead of his time, George’s father already knew about the consequences of exploiting the environment on the climate, the animal world and other resources – a consciousness, characterizing George and his five brothers until today. Founding a sustainable business, was quite natural for him. "the sustainable values we follow at CGH Earth is a natural extension of our family value system," explains George.

**The DNA of sustainability**

Sustainability forms the foundation on which the hotels of the CGH Earth group originated and reflect the core values: promoting regional communities, protecting the environment and respecting the local ethos. The family's basic always was: "respect for the land and all creatures that live on it". Thus, these values became the name giver of the hotel group - Clean, Green, and Healthy Earth, briefly CGH Earth. If it comes to new green ideas for the hotels, the Dominic brothers often look less at the money, but whether the idea does justice to their criteria: Is it sustainable? Does the community profit from it? Does it engage visitors? Is it regional?
Appreciating the homeland

All lodgings were constructed in the typical style, built from predominantly regional resources, or from reused materials. Each resort must be benefiting the local communities, acknowledging their local culture and supporting them. Part of it is the deferential contact with their employees who are offered a perspective in the hotels. Given these reasons, CGH Earth recruits and trains local people, strengthens them in being themselves, and thereby creates an authentic atmosphere. Women, in particular, are promoted and also encouraged in taking senior positions.

The Indian consciousness, the Indian soul

Acting responsibly, protecting the environment and respecting the people - CGH Earth calls this the "Indian consciousness", because it embodies values of the Indian soul - variety, beauty, simplicity and care. These keystones are to be discovered in every experience of the CGH Earth hotels. In the sense of sustainability and the Indian soul, every resort offers various possibilities to do something good to the own soul life. From Marari Beach which is built up like a traditional fishing village, to Coconut Lagoon...
From Marari Beach, which is built up like a traditional fishing village, to Coconut Lagoon situated in the canals of a side arm of the Indian ocean, or getting Ayurvedic treatments and doing yoga in the SwaSwara, up to Spice Village in a traditional mountain village surrounded by nature - none of the hotels resembles the other, but the CGH Earth's identity is always unmistakable.

Three R's to protect the planet

According to George, "sustainable living is a lifestyle that attempts to reduce an individual's or society's use of the earth’s natural resources and personal resources." Accordingly the CGH Earth resorts are managed following the basic principle of three R's – Reduce, Reuse, Recycle. In this manner, the hotel group contributes to environmental protection every day: Modern plants help reduce the water consumption and local flowers are planted, because they need less water. Also, power-saving lamps are used.

Moreover, the CGH Earth group tries to abandon fossil fuels as much as possible and increasingly uses fermentation gas or renewable energies. In general, the hotel group reduces the consumption of resources, which is why it chooses suppliers who increasingly renounce plastic packaging, you can find reusable garbage bags, for example, and newspapers are solely displayed in the common rooms. Besides, food leftovers are converted into fermentation gas and used as fertilizer. "Our journey does not end; in fact it has only begun", George sums up confidently, "I think the Dominic Brothers have a new mission – to take CGH Earth global and open mindsets that will benefit the planet and all that lives on it."

The German Green Pearls® GmbH with place of business in Darmstadt, Germany unifies international tourism companies that support environmental protection and demonstrate social commitment. Thereby, Green Pearls® GmbH is the first holding company worldwide that consolidates sustainable hotels, destinations and restaurants in a global data source.

Among the criteria of admission to Green Pearls® GmbH are a sustainability plan on management level,
sustainable architecture, comprehensive water, energy saving and waste recovery measures, the use of seasona
and regional ingredients in the kitchen, as well as a large commitment for the social balance in each of the vacation
regions.

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