



RESEARCH PAPER

Perceptions and Practices of Hospitality Managers towards Sustainable Tourism and Green Hospitality Management in Gilgit Baltistan

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PAPER INFO	ABSTRACT
<p>Received: November 23, 2021</p> <p>Accepted: February 25, 2022</p> <p>Online: March 31, 2022</p> <p>Keywords: Green Hospitality Management, Hospitality Managers, Sustainable Tourism</p> <p>*Corresponding Author: qasimskardu@uop.edu.pk</p>	<p>The current research determines the perceptions and practices of hospitality managers in Gilgit Baltistan region which is the north most, mountain locked region of Pakistan. Hospitality managers are considered one of the key stakeholders of tourism and hospitality services throughout the world. A mix nature of qualitative and quantitative approaches of data is accessed through structured questionnaire and semi structure interviews from the field survey to determine the sustainability and green management. The total number of hospitality entities registered with tourism department is also acquired and analyzed division wise as well as district wise. Results disclosed that majority of the hospitality managers in the study area was unfamiliar with the term “green hospitality management”. The practices of hospitality services within the hospitality units throughout the Gilgit Baltistan region were not according to the green management trends and the contribution of hospitality services towards development of tourism in sustainable way was also ambiguous. The number of registered hospitality units was highest in Gilgit division, followed by Baltistan and Diamer divisions.</p>

Introduction

Tourism is speedily nurturing and attention gaining sector due to its remarkable share in boosting world economy. The role of this sector in strengthening the economy of nations throughout the globe is significant and encouraging. The enhancement in arrival of tourists in a country observes many positive changes especially in terms of opportunities for youth’s employment and improvement in statistics of “gross domestic products”, (GDP) (Liu et al., 2019; Manzoor et al., 2019).

Tourism as an industrial domain is positively sharing with some encouraging economic statistics throughout the world. Tourism is influencing the GDP, providing employment opportunities to the youth plus certified labors and accelerating the exports worldwide (WTTC, 2018). Therefore no one can deny with the significance of tourism industry in economic and social perspectives’ improvement (Orsato, 2006; Juvan & Dolnicar, 2017). This industry also facilitate in “earning foreign exchange” along with stimulation of development process in many other overlapping industries in many countries of the world. Its role in overall developmental schemes of a country is also encouraging and significant (Kim et al., 2006; Leask, 2010; Weidenfeld et al., 2014; Leask, 2016).

Budeanu, (2007) explained that thinking in sustainable way and sustainable behavior of the tourists matters a lot for development of tourism activities and opportunities in sustainable mean. Along with the careful adaptation of capable transport services, ecologically better and suitable accommodation is also needed. The sustainable behavior for sustainable tourism development include recycling, waste reduction, careful consumption of energy, lessening water squander and respect of local communities in terms of social

approaches. Jabareen, (2008) recommended that the stakeholders of tourism can support sustainable development of tourism through technical skills, strategic planning, managerial decision, financial proposals, dynamic long lasting vision, quality measures and decisive intervention.



Literature Review

For environmentally sustainable tourism, the friendly behavior of tourists and local community is important. The sociable behavior of local community urges them to protect the environment as part of their livelihood and advocates the tourists to evade unsociable activities which harm the natural environment (Stern, 2000; Dolnicar, 2006; Ryan, 2015). The tourists having high concentration regarding future behave sustainably in the environment while the tourists who misbehave in environmental perception don't consider the futuristic consequences (Meijers & Stapel, 2011). The maximization of positive impacts of tourism practices and activities to the environment and the minimization of negative adverse impacts of such activities on natural environment is the gist of sustainable tourism in environmental perspective (Kollmuss & Agyeman, 2002).

Helgadottir et al., (2019) remarked that social issues and problems associated with tourism activities as well as hosting communities like the life standard of residents and tourism service capacity of a community is the primary concerns of socially sustainable tourism. Nugraheni et al., (2019) posited that social approaches of sustainable development of tourism are a tough task than the economic and environmental dimensions of sustainable tourism because social approaches is difficult to accomplish and operational. According to Lehtonen (2004), to achieve sustainable development in tourism the importance of all approaches including social approach is needed. Social sustainability is a dynamic approach in sustainable tourism as the interpretation and consideration of this approach and its related elements change spatially and temporally.

The enhancement in inflow of tourists both locals and foreigners at a destination sometime cause increase in prices of few commodities which provide basis for self made inflation in specific markets around the tourist destination (Yoon et al., 2001). Living cost increase and extra load of taxes are also faced (Lee, 2007). The ordinary lifestyle of locals is effected (Lynch et al, 2010). Environmental pollution becomes common because of

congestion in traffic (Lee & Lin, 2001). Crime rate temporarily perks up due to overcrowding within hosting communities (Lee, 2009). All the earlier mentioned attributes are associated with non-sustainability of tourism activities (Mehmetoglu, 2010; Lee, 2011). In such condition where the negative impacts of tourism are not ignorable, the local community aggravates, shows strong reservations and resistance against tourist inflow as well as tourism activities starts within community (Lee, 2013; Saqib, 2019).

The transformation of tourists' thinking into awareness of seeking ecologically sustainable services in terms of "green hotel services" which no doubt have positive impacts on both the tourists and environment is also needed (Han et al., 2010). The attempts in green marketing endow with long lasting outcomes therefore immediate profit and fast result in GHM perspective needs patience. That's why the investment in sustainable usage of energy sources and green technology (Atif & Qasim, 2020) for hospitality purposes is not vague. The dominancy of green marketing is the only solution for green management in hospitality services ((Peattie & Crane, 2005b; Lee et al., 2010).



Methods and Materials

Study Area

Gilgit Baltistan region formerly known as northern areas of Pakistan is the study area for the current research. The area can be absolutely located as; 32° 10' 0" to 37° 20' 0" N latitude and 72° 40' 0" to 80° 50' 0" E longitude (Fig. 1). Relatively this region shares its borders with China to North and North East, Azad Jammu Kashmir to the South, the province of Khyber Pakhtunkhwa to the West, and Indian Occupied Kashmir to the South East (GoP, 2000).

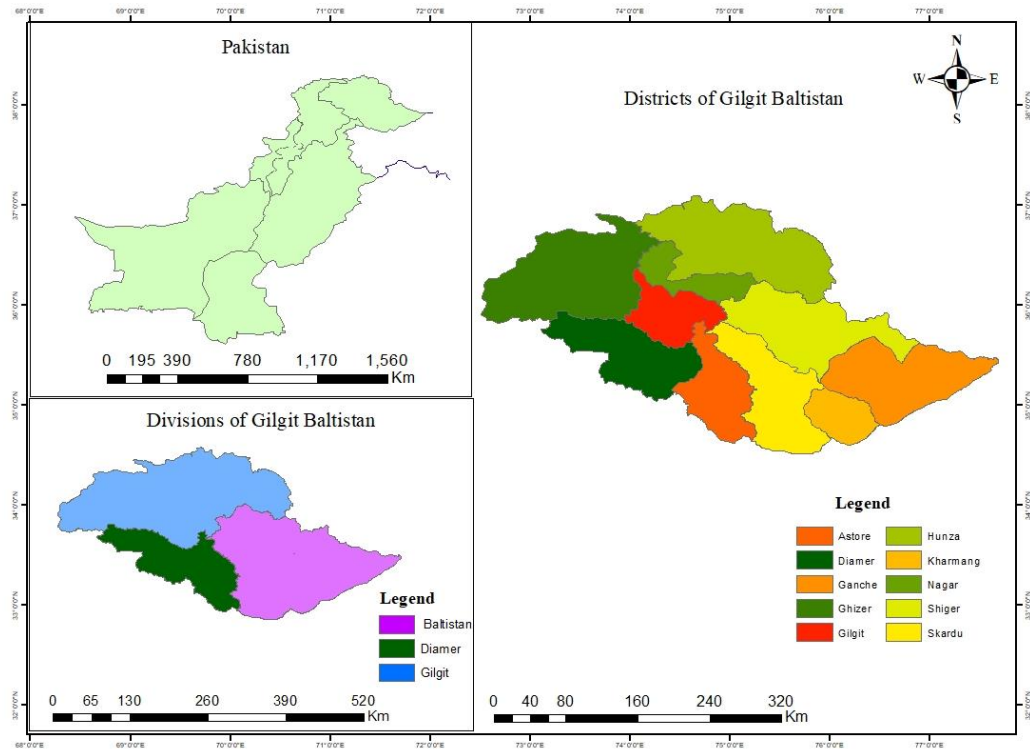


Fig. 1 Location of Gilgit Baltistan

Data Collection and Analyses

This research is basically a mixed of “qualitative and quantitative” approaches as both the primary and secondary data is collected from the study area. The acquisition of primary data is done using structured questionnaire and interviews while secondary data is obtained from the concern departments regarding registered hospitality units. For data collection, all the three divisions of the study area GB are primarily selected and among the three divisions, eight districts are purposively selected having contribution in tourism activities of the region for field survey. These districts include Hunza, Ghizer and Nagar in Gilgit division, Astore in Diامر division and all the four districts of Baltistan division; Skardu, Shiger, Ganche and Kharmanang. In first phase of primary data collection, a structured questionnaire containing both the open ended and close ended questions is filled from the hospitality managers in the study area. The sample size is selected using “online sample size calculator” with “Confidence level of 90%, Margin of error, 5% and Population proportion of 50%”. The calculated sample size is; 177 hospitality managers. Next to questionnaires, in-persons interviews with the concerned official authorities of tourism department are also conducted.

For the acquisition of secondary data, data is accessed into statistical form having registered hospitality units information including hotels, guest houses and rest houses. The data covered all the three administrative divisions; Gilgit, Baltistan and Diامر as well as all the ten districts.

After the field survey and collection of data from the concern departments, the data is processed through SPSS for reliability test using Cronbach’s Alpha to compute internal consistency of questionnaires used for field survey. After this test, several other statistical tests are applied on the data. Using Descriptive Statistics, statistical tables are figured and tabulated, to determine the required data.

Results and Discussion

Capacity and Capability of Hospitality Management in the Region

The capability and capacity of hospitality management in GB region refers to the available infrastructure in terms of hotels, guest houses, rest houses, huts, camping sites and PTDC buildings. The mass tourism faces issues of accommodation at destinations due to sudden and seasonal influx of local and international tourists. To avoid such issues, the determination of carrying capacity of existing hospitality units is necessary.

District wise distribution of public and private hospitality units is also included in the table. The overall view states that the capacity of accommodation for tourists is highest in Gilgit division. Baltistan and Diامر divisions are following the Gilgit division respectively in terms of existing private or public hotels, guest houses and rest houses. The Shiger and Kharmang districts of Baltistan division are the two districts with lowest number of hospitality units in Gilgit Baltistan. There are 27 public rest houses in both Diامر and Baltistan division while only 15 such houses are there in Gilgit Division (Table, 1).

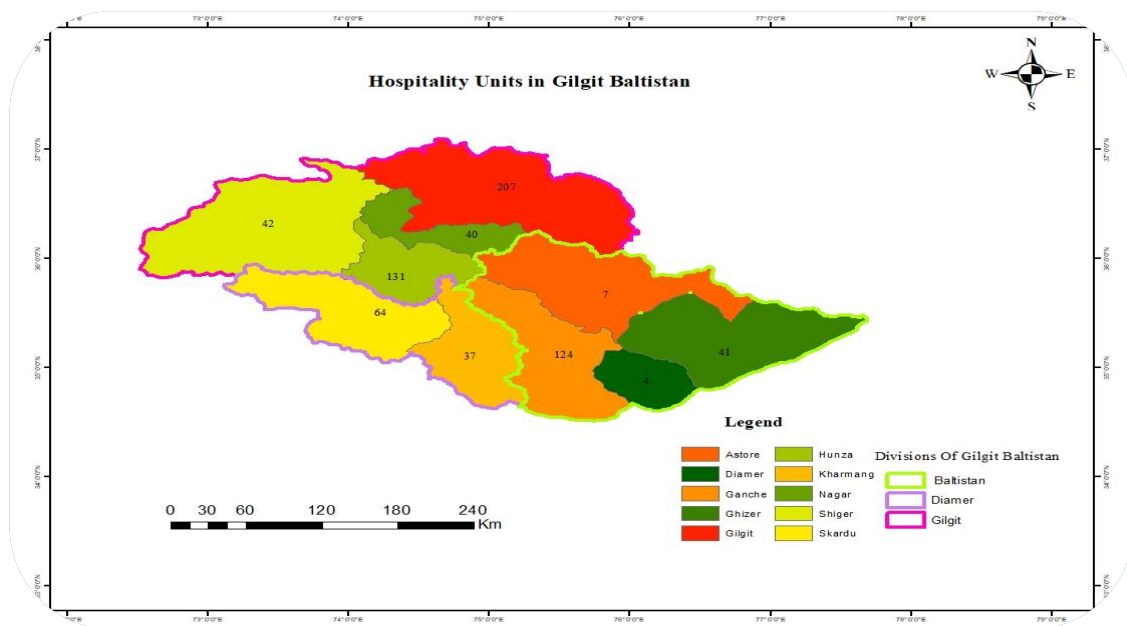


Fig. 2 Hospitality units in Gilgit Baltistan

Table 1
Accommodation (Hospitality) capacity for tourists in Gilgit Baltistan region

Division	Districts	Hotels / Guest Houses / Rest Houses			Total Rooms
		Private	Public	Total	
Baltistan	Skardu	116	08	124	1248
	Ganche	30	11	41	213
	Kharmang	00	04	04	12
	Shiger	03	04	07	11
Gilgit	Gilgit	131	00	131	1915
	Hunza	203	04	207	2484
	Nagar	40	00	40	360
	Ghizer	31	11	42	322
Diامر	Diامر	47	17	64	723
	Astore	27	10	37	324

Source: (Tourism Department Gilgit Baltistan Hotel Survey, 2020)

According to this figure, the highest number of accommodation units exists in Hunza district with more than 200 such units. Gilgit district accommodate the local and foreign tourists through 131 hotels and guest houses. All the hospitality units in Gilgit are owned by

the private sector. The accommodation facilities are approximately same in number in Ghizer and Nagar. However there is only difference of two such units in both (Fig. 3).

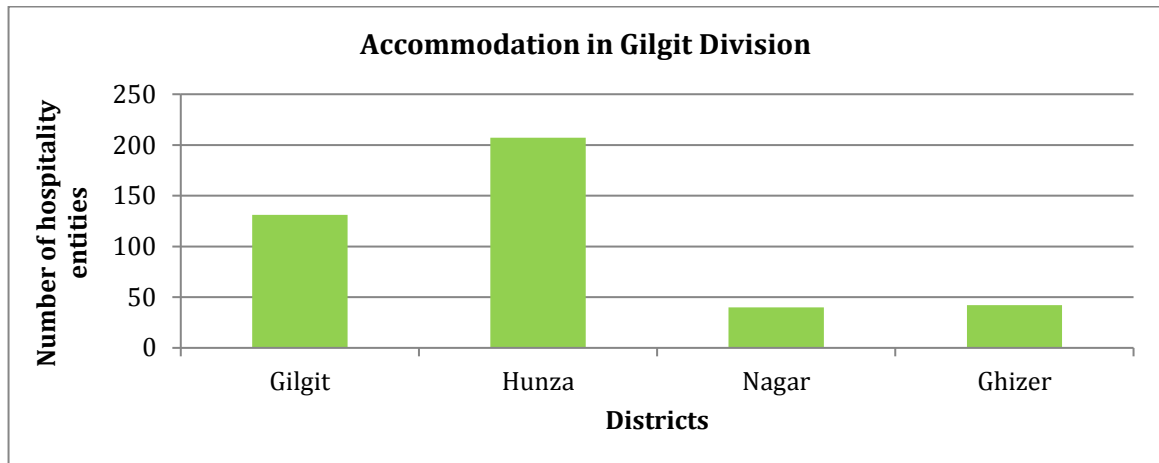


Fig. 3 Accommodations in Gilgit division

The data portrays the existing accommodation capacity to facilitate the tourists in four districts Baltistan division of GB region. Skardu district dominates this categorization with highest number of private and public hospitality units in the division with more than 120 such units. Ganche district seconds Skardu in terms of accommodation capacity in the division with. In Shiger district of the division, there are total of seven registered hotels and guest houses. Shiger district is considered centre of adventure tourism in the region as the mighty K – 2 exists in this region. Hundreds and thousands of local and international tourists visit this district yearly for trekking and expedition purposes but the accommodation units are fewer. Out of seven such entities, four are public rest houses owned by government departments of GB government. There are only 04 public rest houses in Kharmang district to facilitate the tourists. No private hotel or guest house is registered in the district despite the existence of two famous natural waterfalls (Fig. 4).

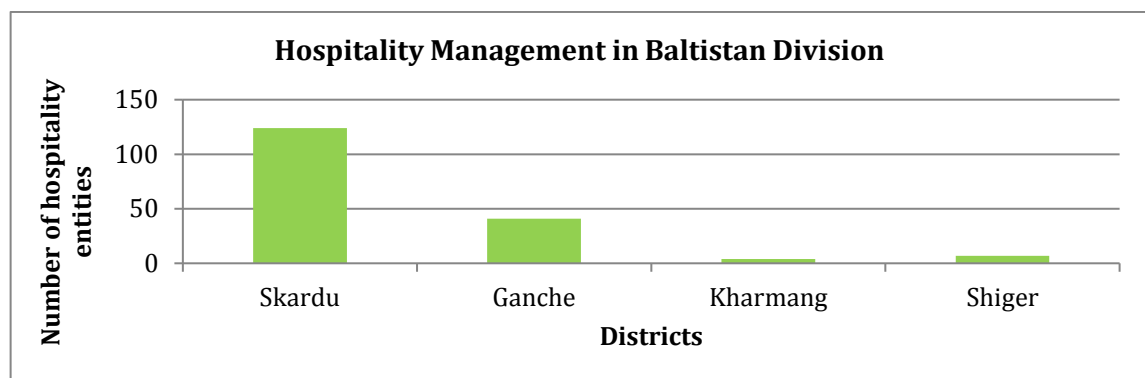


Fig. 4 Hospitality capabilities in Baltistan division

The existing registered private and public accommodation capacity in the two districts of Diamer division of GB region is presented here. As per the graphical presentation of the given graph, the number of registered hotel and guest or rest houses is higher in Diamer district as compare to Astore district. There are 64 registered hotels and rest houses in Diamer district while only 37 such hospitality entities are registered in Astore district (Fig. 5).

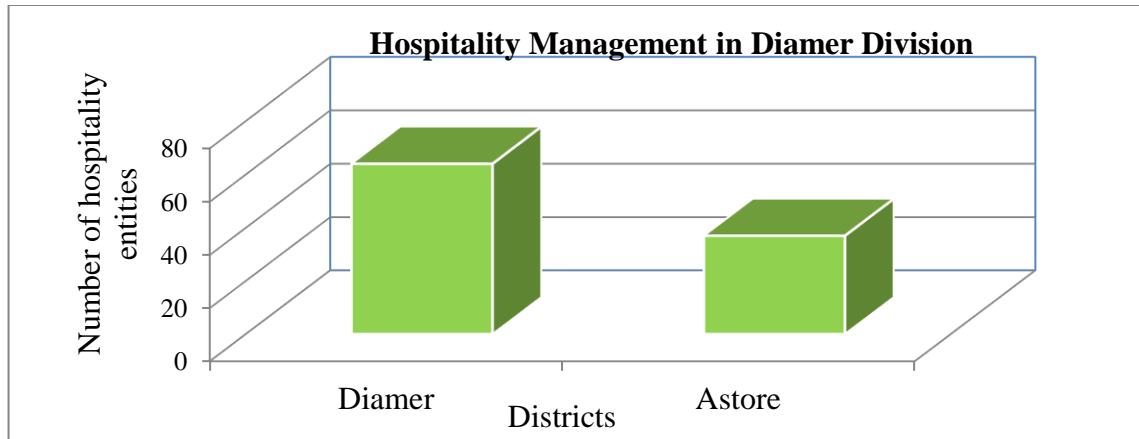


Fig. 5 Hospitality capabilities in Diamer division

Determination of hospitality managers’ perception and practices about sustainable activities in tourism and green management in hospitality

Hospitality management is one of the main stakeholders of tourism industry. The tourists regardless of origin are facilitated in term of accommodation and foods here. Many of the hospitality management organize the whole tour of the tourists during their stay in the hotel or guest houses. Transportation facilities are provided to the tourists from airport to hotel and hotel to planned destinations by hospitality entities. The familiarity of hospitality managers with sustainable tourism and GHM is therefore necessary to ensure sustainable practices and green measures within the entities and during management of tour. Through a structured questionnaire and sampling of registered hospitality management under tourism department GB, the perception and observation of hospitality managers are determined.

Socio-demographic profile of hospitality managers in Gilgit Baltistan

This portion of questionnaire was structured to be familiar about the socio-economic indications of hospitality mangers in Gilgit Baltistan. The basic information of hospitality managers includes age group, educational qualification and place of origin to distinguish the residency.

The hospitality managers in the study area according to age group reveals that majority of them are 30 – 39 years old with the percentage of 86. Among the respondents, 57% are among the ages of 20 – 29. Only 34% of the total hospitality managers, who responded the questions, have the age group of 40 – 49 (Fig. 6).

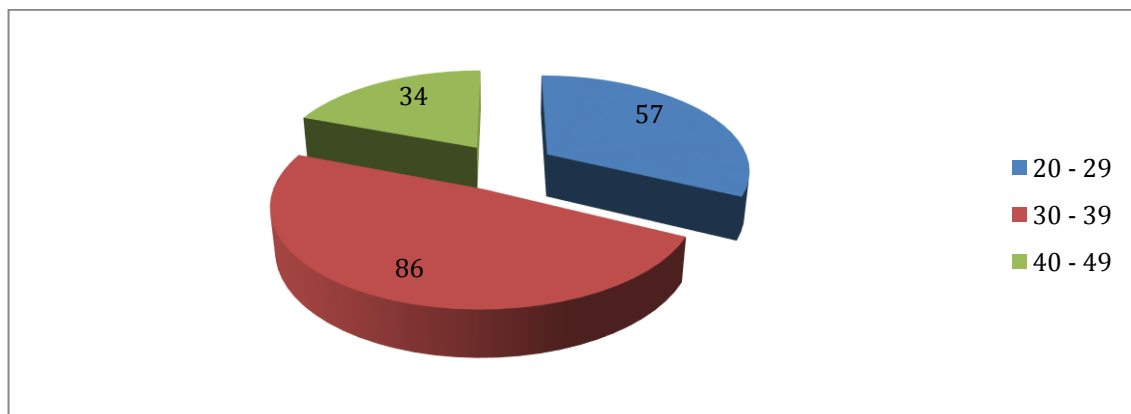


Fig. 6 Frequency distribution according to Age group

The educational qualification of hospitality managers in the GB region explains that majority of the respondents have qualification of master or above with the percentage of 41.2. The graduates with 21.5% followed the majority in qualification. The intermediate degree holders among the hospitality managers are 17.5% while 11.3% are matriculated. The lowest number (1.7%) is primary level qualified in the region (Fig. 7).

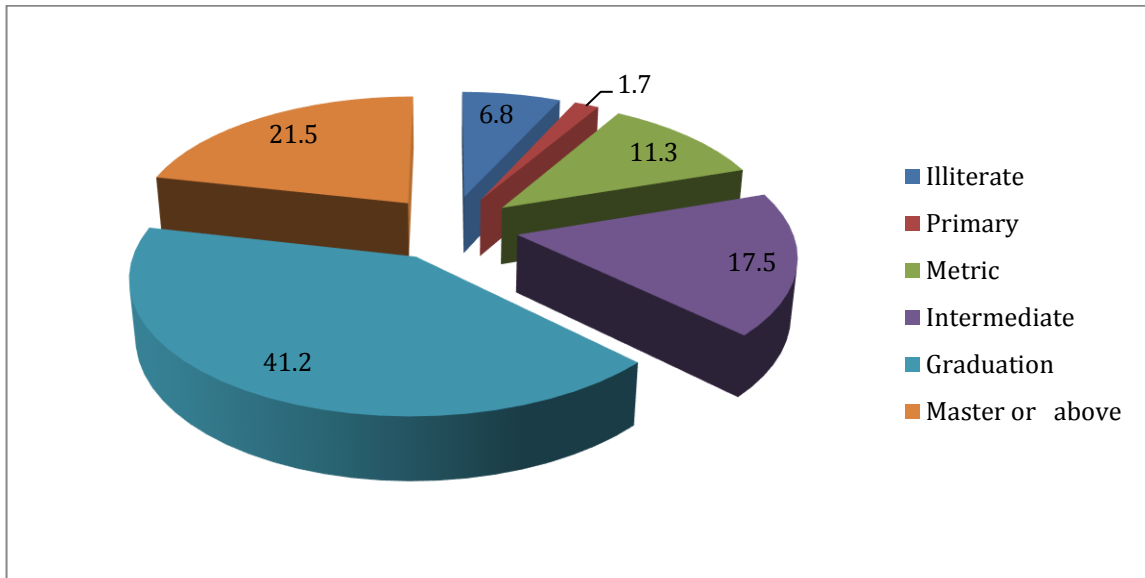


Fig. 7 Percentage distribution: Education of hospitality managers

The percentage distribution of hospitality managers in accordance with the residency shows that the majority (94.9%) of the respondents among 273 are locals while only 5.1% of the hospitality managers in the region are non-locals. The perception of local community regarding dominancy of non-locals in tourism services became wrong as per the data (Fig. 8).

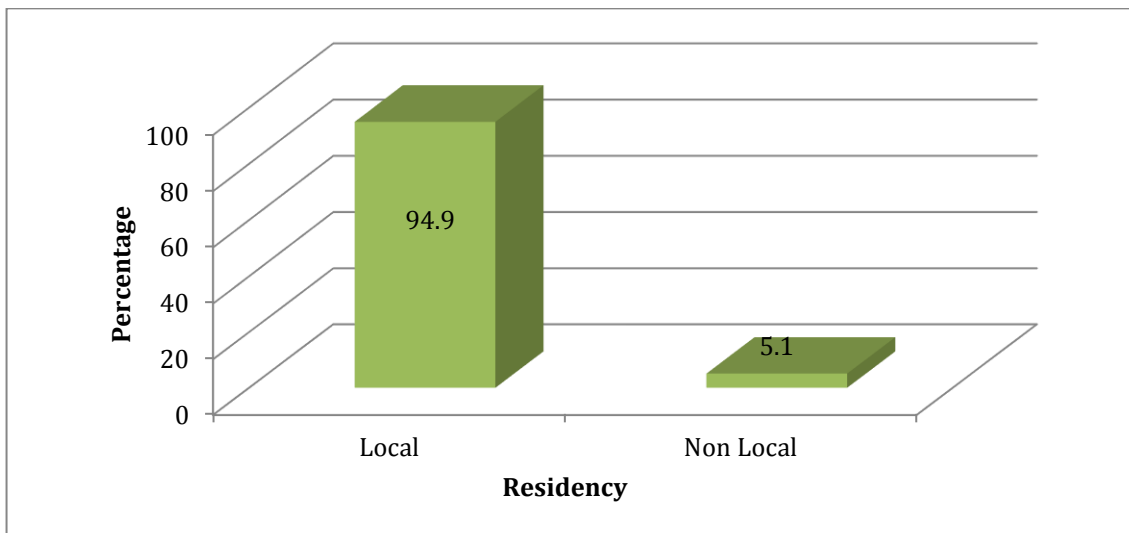


Fig. 8 Residency of hospitality managers: Percentage distribution

Characteristics of hospitality entities in Gilgit Baltistan

The characteristics of the hospitality entities; hotels, rest houses, guest houses, huts and camping sites in Gilgit Baltistan include basic facts related to these entities. Duration of services in tourism sector, nature of registration, attributes of employees, aspects of infrastructure, and usage of resources are determined in this portion.

Among the registered hospitality entities, hotels are highest in number as compare to restaurants and guest houses in GB region. Except four hospitality units all the other units offer services with only one branch, while the four have branches at different destinations. The maximum number of hospitality entities in the region is rendering services to the tourists from 1- 10 years while there are four such units which have experience of 21 – 30 years. The hospitality managements mostly have 1 – 7 employees throughout the year while 18.7% of them indulge 15 – 21 employees for services within hotels or guest houses. Among the employees in the hospitality units no one is under age 14. The tenure of most buildings is owned by the owners with multiple stories. Tap water connection is mainly used for drinking purpose in the hospitality units of the region. As an alternative source of light the majority of managers use oil generator and also use wood or coal in the winter season generally from November to February for heating purpose (Table, 2).

“The hospitality managers should focus the renewable energy sources in hotels and guest houses to minimize the burden on natural environment throughout Gilgit Baltistan. Solar energy plates can be used for production of electricity in place of power generators running on fuel. The incinerators should be installed in every hospitality unit to dispose the wastes. GB EPA has been providing one to two incinerators to the government agencies including the tourism department” (K. Hussain, DD EPA, personal interview, December, 28, 2021).

Table 2

Distribution of responses according to characteristics of hospitality units

Registration			Branches in GB		
Scales	Frequency	Percent	Scales	Frequency	Percent
Hotel	119	67.2	Yes	4	2.3
Restaurant	11	6.2	No	173	97.7
Guest house	45	25.4	Total	177	100.0
Duration of services			Number of Employees		
Scales	Frequency	Percent	Scales	Frequency	Percent
1 – 10	125	70.6	1 – 7	73	41.2
11 – 20	48	27.1	8 – 14	71	40.1
21 – 30	4	2.3	15 – 21	33	18.7
Total	177	100.0	Total	177	100.0
Employees under age 15			Building Tenure		
Scales	Frequency	Percent	Scales	Frequency	Percent
No	177	100.0	Owned	173	97.7
Total	177	100.0	Lease	4	2.3
Total	177	100.0	Total	177	100.0
Number of Stories			Drinking water source		
Scales	Frequency	Percent	Scales	Frequency	Percent
Single	22	12.4	Boring	60	33.9
Double	51	28.8	Tap connection	84	47.5
Multiple	98	55.4	Spring	31	17.5
Hut	6	3.4	Other	2	1.12
Total	177	100.0	Total	177	100.0
Alternative source of light			Source of heating in winter		
Scales	Frequency	Percent	Scales	Frequency	Percent
UPS	3	1.7	Wood or coal	122	68.9
Oil Generator	145	81.9	Gas	45	25.5
Gas Generator	24	13.6	Oil	1	.6
Solar System	5	2.8	Electric Appliances	9	5.1
Total	177	100.0	Total	177	100.0

An insight of hospitality managers regarding STD and GHM

The familiarity of hospitality managers with the terms; sustainable tourism and GHM is determined in the initial questions of this part of questionnaire. The management of green measures within hotels, instruction to tourists in light of sustainable practices and measures as well as preferences in future is also discussed at this point.

The majority of hospitality managers definitely consider that the term sustainable tourism is familiar to them while 26.0% was not familiar with the term. As far as the term GHM is concerned, the majority responded that the term is not familiar to them while 38.4% were definitely familiar. 39.0% of the hospitality managers believe that hotel management influences the natural environment in the region. Regarding local products, majority with 32.2% and 54.8% don't offer local foods and organic foods respectively. Majority of the hospitality managers prefer local products and handicrafts. There is no proper system to dispose the waste material and recycling of wastes in majority of the hotels. 65.5% of the hospitality managers in GB also have private transport system while 53.7 of the hotels or guest houses don't have proper parking for vehicles (Table, 3).

Among hospitality managers 90.4% believe that the role of hospitality entities to present the positive image of the locality is vital and the majority with 68.9% considers that the economic condition of the region is strengthening due to hospitality activities for tourists' accommodation. 65.5 % the respondents realize that tourists are not given instructions or direction related to STD and GHM by the managers. 54.8% of the managers showed willingness to pay more if needed to offer green management services within hospitality units (Table, 3).

Table 3
Distribution of perceptions towards sustainable tourism and GHM

Scale	Definitely		Probably		Definitely not		Probably not	
	Freq.	%	Freq.	%	Freq.	%	Freq.	%
Characteristics								
Familiarity with Sustainable tourism	71	40.1	58	32.8	46	26.0	2	1.1
Familiar about GHM	68	38.4	29	16.4	78	44.1	2	1.1
Influence of hotel management on the natural environment	69	39.0	58	32.8	38	21.5	12	6.8
Offer local food	46	26.0	39	22.0	35	19.8	57	32.2
Organic food	48	27.1	8	4.5	97	54.8	24	13.6
Value using local products	144	81.4	21	11.9	2	1.1	10	5.6
Usage of any local handicraft or product	146	82.5	19	10.7	8	4.5	4	2.3
Proper system to dispose the waste materials	8	4.5	8	4.5	130	73.4	31	17.5
Practice of waste recycling	3	1.7	11	6.2	131	74.0	32	18.1
Private transport system	116	65.5	14	7.9	34	19.2	13	7.3
Proper parking within hotel	71	40.1	-	-	95	53.7	11	6.2
Hotels effectively present positive image of the locality	160	90.4	6	3.4	8	4.5	3	1.7
Key role of HM in strengthening the economy of the region	122	68.9	14	7.9	24	13.6	17	9.6
Suggestion of sustainable practice to tourists	26	14.7	13	7.3	116	65.5	22	12.4
Willingness to pay more to offer green hospitality services	97	54.8	36	20.3	4	2.3	40	22.6

View of hospitality managers within hotels or guest houses

This portion of the questionnaire was structured to be familiar about the views of hospitality managers in accordance with sustainability and green management in hospitality within the hotels, huts, restaurants and guest houses in the sampled districts of Gilgit Baltistan. The five main elements of GHM forwarded by "E – hoteliers" and the essentials of three main domains of sustainable tourism are assessed through different questions.

According to 63.8% of the hospitality managers, drinking water is always wasted in hospitality entities and only 15.8% consider that water is never wasted within hotels. The usage of plastic products as per 71.8% of the respondents is always there. The wastage of

food is frequent (46.3%) in hotels of GB along with accumulation of solid waste (81.4%). The majority of hospitality managers (70.1%) believe that use of inorganic materials is always there in hotel. Usage of “non-renewable resources” is always in hospitality units as well as unsustainable consumption according to 74.6%. The highest number of respondents with 68.9% considers that the tourists don’t dominate their culture during stay in Gilgit Baltistan (Table, 4).

“Hospitality managers should focus environment friendly alternatives within hospitality entities to cope with the negative impacts of hospitality services on environment. Usage of renewable resources is the need of time to make green initiatives in hotels and guest houses” (K. Hussain, DD EPA, personal interview, December, 28, 2021).

As far as deviation of local traditions by the tourists is concerned in the region, majority of the hospitality managers with 46.3 realize that the tourists never deviate the local culture during their tour moreover the same realization is for creation of security or safety issues. 80.2% of the respondents consider that the tourists don’t misbehave with the staff of hotels. 55.9% of the hospitality managers in GB believe that the tourists never ignore the instructions given by the managers within hotel while 11.9% consider that the instructions are always ignored by the tourists (Table, 4).

Table 4
Responses of hospitality managers about sustainability measures in hotels

Variables	Always		Frequently		Rarely		Never	
	Freq.	%	Freq.	%	Freq.	%	Freq.	%
Wastage of drinking water	113	63.8	21	11.9	15	8.5	28	15.8
Use of plastic products	127	71.8	15	8.5	28	15.8	7	4.0
Much food wastage	28	15.8	82	46.3	55	31.1	12	6.8
Accumulation of solid waste	144	81.4	18	10.2	8	4.5	7	4.0
Use of inorganic food and materials	124	70.1	27	15.3	11	6.2	15	8.5
Increase burden on hospitality resources	124	70.1	25	14.1	23	13.0	5	2.8
Use of non-renewable energy resources	149	84.2	1	.6	22	12.4	5	2.8
Unsustainable consumption	132	74.6	25	14.1	10	5.6	10	5.6
Cultural domination	1	.6	11	6.2	43	24.3	122	68.9
Deviation of local traditions and customs	18	10.2	20	11.3	57	32.2	82	46.3
Creation of security or safety issues	1	.6	5	2.8	15	8.5	156	88.1
Misbehave with staff or employees	2	1.1	5	2.8	28	15.8	142	80.2
Ignorance of instructions	21	11.9	29	16.4	28	15.8	99	55.9

Perception of Hospitality management regarding tourism activities and natural setting

This section of the chapter covers the perception of respondents who are managing hospitality entities in the study area to facilitate the tourists. The observation of such managers focusing the natural setting of the region and influence of tourism activities on these natural settings are included here.

Regarding disturbance to nature due to tourism activities in GB region, the majority of hospitality managers with 44.6% agree that disturbance is frequent in the region. 44.1% of the respondents consider that the nature always gets disturbed because of tourism while 9.0% and 2.3% of the tourists believe that the disturbance is rare or never in the region respectively (Fig. 9).

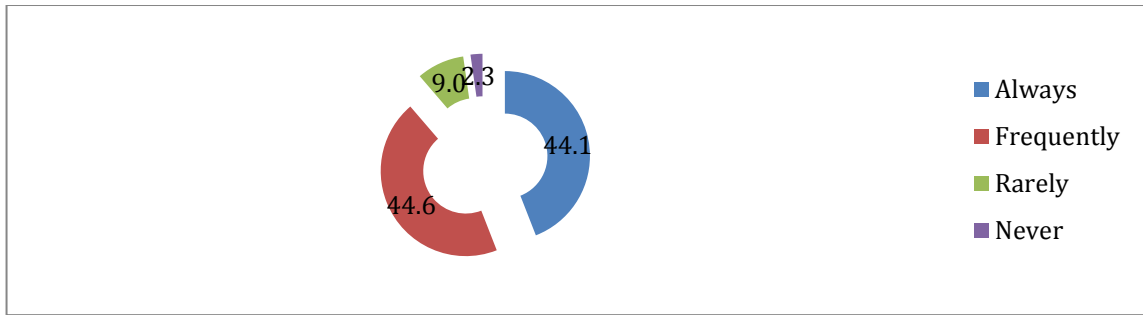


Fig. 9 Percentage of disturbance to nature because of tourism

Among the 273 sampled hospitality managers, the majority with 52.5% consider that the environment is degrading due to tourism. 37.3% of the respondents believe that the degradation is frequent. The percentage of respondents who consider that environmental degradation is rare shows 4.5% and 5.6% consider that the environment never degrades because of tourism activities (Fig. 10).

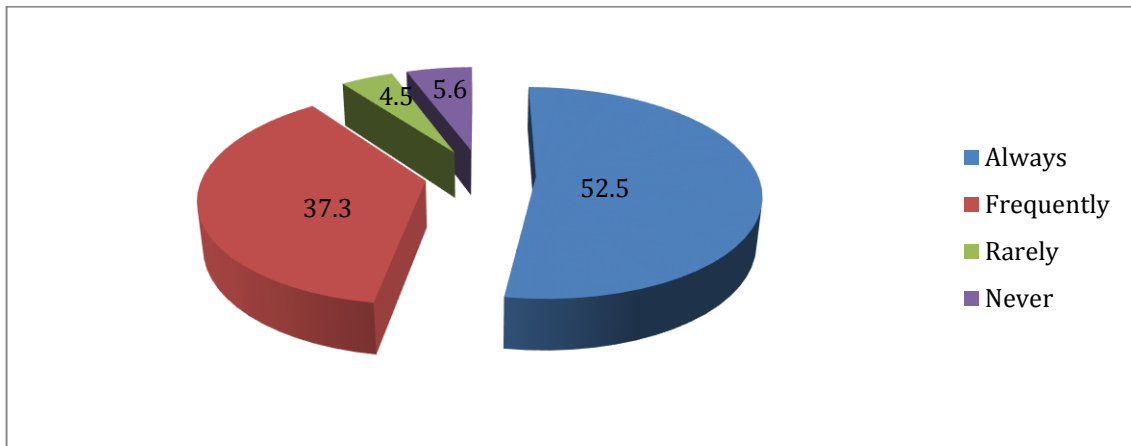


Fig. 10 Percentage of Environment degradation due to tourism

The hospitality managers in the region regarding reservations on hospitality measures show that, the majority with 53.7% consider that no reservations are there among locals. 34.5% of the respondents rarely have reservations. The percentages of respondents who show reservations as frequent or always are, 7.3% and 4.5% respectively (Fig. 11).

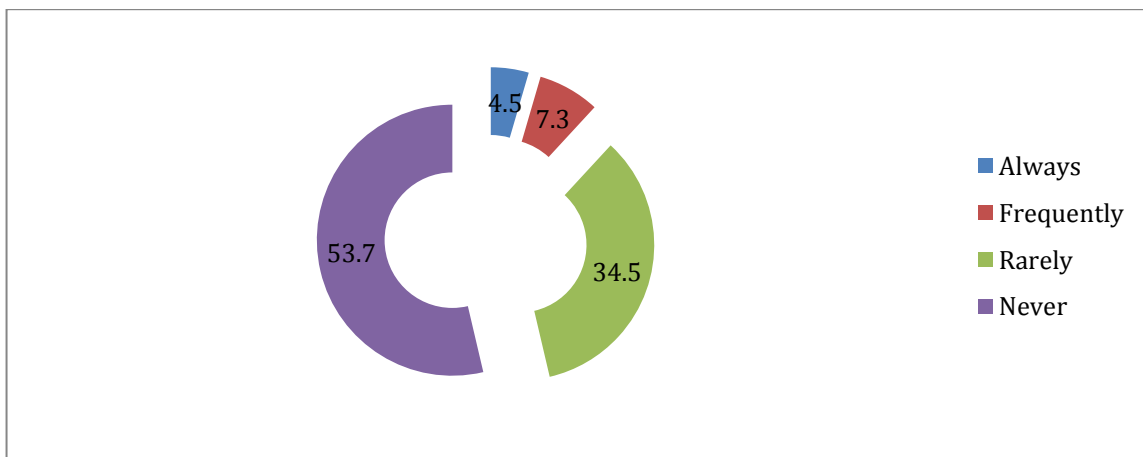


Fig. 11 Percentage of local community reservations on hospitality measures

Generalize consideration of hotel management regarding STD and GHM

The generalize consideration of hospitality managers include information related to tourism activities and inflow of tourists. The responsible actions of “domestic and foreign tourists” in light of STD and GHM are discussed in this portion. The perception of managers towards sustainable practices and measures are also asked.

All of the hospitality managers in Gilgit Baltistan consider that June to August, the three months witness maximum inflow of tourists in the region and the winter months as daunting season for tourism activities. The majority of hospitality managers in the region accommodate the local tourists and all the managers consider that local tourists are irresponsible in accordance with the sustainable practices. The local tourists are also susceptible for GHM according to almost all the hospitality managers. The trends of taking service of green team or environmentalist at hotel to monitor the unsustainable measures don't exist in GB region. Majority of the managers assured to focus on sustainable and green measures in future with 91% while none of the managers have ever participated in any gathering related to STD and GHM under tourism officials in the region (Table 5).

“Green hospitality management is not given focus or a sphere of little importance in the region at all. The hoteliers are never considered significant for sustainable tourism. This fact is not deniable that without green management in hospitality services, sustainability in tourism can be possible. The hospitality mangers are considered responsible for just registration and renewal of registration and nothing else in our premises. No doubt, the mangers should be accountable in terms of sustainability and green management. The tourism department in every district should conduct special session with hoteliers every year especially before starting of tourism season in the region”. (L. M. Kazmi, AD Tourism, Skardu, personal interview, November, 11, 2021).

Table 5
Distribution of responses according to hotel management

Maximum tourists inflow by month			Daunting season for tourist arrival		
Responses	Frequency	Percent	Responses	Frequency	Percent
June to August	177	100.0	Winter	177	100.0
Total	177	100.0	Total	177	100.0
Mostly accommodated tourists			Tourists irresponsible for sustainable tourism		
Responses	Frequency	Percent	Responses	Frequency	Percent
Locals	154	87.0	Local tourists	177	100.0
International	23	13.0	Total	177	100.0
Total	177	100.0	Total	177	100.0
Tourists susceptible for GHM			Green team or Environmentalists at hotel		
Responses	Frequency	Percent	Responses	Frequency	Percent
Domestic	176	99.4	No	177	100.0
Foreigners	1	.6	Total	177	100.0
Total	177	100.0	Total	177	100.0
Focus on Sustainability and GHM in future			Participation in ST or GHM session		
Responses	Frequency	Percent	Responses	Frequency	Percent
Yes	161	91.0	No	177	100.0
No	16	9.0	Total	177	100.0
Total	177	100.0	Total	177	100.0

Conclusion

The current research focused the prevailing practices and perceptions of hospitality managers towards sustainable activities and green management in tourism and hospitality industry in Gilgit Baltistan region. The socio-demographic profiles of hospitality managers in Gilgit Baltistan are; mostly in age group of 30 – 39, majorities are graduates and locals. The characteristics of hospitality entities of the region disclosed that among the entities, registration as hotel is highest than others. The duration of maximum hotels are 1 – 10 years along with 1-7 employees. In all the hospitality entities no one among the employees is under age 14 and female. Mostly hotels have multiple story buildings, use power generators as alternative source for light and utilize wood or coal for heating purpose in winter season.

The majority of hospitality managers are familiar with sustainable tourism term but not familiar with the term “green hospitality management”. Local foods and organic foods are not regularly offered in hotels. The hospitality managers mostly value local products and use local handicrafts for hotel decoration. Proper waste disposal system and waste recycling is not there in majority of the hospitality entities in the study area. The hotel managers also mostly own private transport system to facilitate the tourists. Drinking water is always waste by the tourists according to the majority of the hospitality managers. Food wastage is frequent and accumulation of solid wastes is definite. Moreover usage of non renewable energy resources, unsustainable consumptions, burden of hospitality resources are always there in hospitality entities.

Recommendations

- Provision of organic and local foods within hotels and restaurants on regular basis
- Elimination and reduction of food and water wastage
- Avoid unsustainable consumptions
- Usage of renewable energy sources.
- Monitoring of hotels, guest houses and restaurants in light of green management criteria
- Carbon neutrality within hospitality units
- Use of allergen free features in hotels and guest houses
- Proper system and facilities of waste management within hospitality units
- Registration as green certified hospitality entities
- Hiring of green team, professionals and environmentalists
- Awareness sessions to registered hospitality entities and tour operators regarding “sustainable tourism and green hospitality management” time to time and especially before starting of tourism season

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