

# Perception Of Tourists Towards Sustainable Tourism Development And Green Hospitality Management In Gilgit Baltistan

Muhammad Qasim<sup>1</sup>, Atta-Ur- Rahman<sup>2</sup>, Zaheer Ahmed<sup>3</sup>, Muhammad Hashim<sup>1</sup>,  
Muhammad Umar Farooq<sup>1</sup>

1. Ph. D Scholar, Department of Geography & Geomatics, University of Peshawar

2. Chairman, Department of Geography & Geomatics, University of Peshawar

3. Ph. D Scholar, Urban Environmental Sciences, Tokyo Metropolitan University, Japan

Email: [qasimskardu@uop.edu.pk](mailto:qasimskardu@uop.edu.pk)

## Abstract

The present research focuses the perception of tourists including both locals and foreigners towards the day to day tourism practices and hospitality measures to facilitate the tours in Gilgit Baltistan (GB) region according to sustainable tourism criteria and green management in hospitality. The existing practices and measures within hospitality management are appraised through structured questionnaires. The variables in the questionnaire are structured in light of Global Sustainable Tourism Criteria (GSTC) and elements of green management for hospitality entities. Using Yamane's formula for selection of sample size among the tourists, 273 total sample is finalized to respond on the questionnaire. The acquisition of primary data from tourists in the study area is accomplished from five sample sites; Skardu, Hunza, Ghizer, Astore and Ganche districts. The quantitative analysis of the data reveals that the majority of the tourists are familiar with sustainable tourism development (STD) but not aware about green hospitality management (GHM). Tourists in the region believe that due to irresponsible behavior of tourists, degradation of nature and environment and spread of non-recyclable waste materials are frequent in the study area. The usage of non-renewable energy resources are also common within hospitality entities. As far as the satisfaction of tourists is concerned towards sustainable tourism and green hospitality management in Gilgit Baltistan, the tourists are not satisfy at all.

## I Introduction

Without a doubt, the preservation and existence of the tourism business in any location depend on the natural environment (Almeida et al., 2019). It is also clear that the hospitality or hotel industry contributes to environmental deterioration (Han et al., 2011). Because of this, the period of sustainable development of tourism activities will be brief and may soon come to an end if this sector doesn't concentrate on mitigating such detrimental influence on environmental

management, biodiversity, and operational communities by implementing the procedures of Green hospitality management (GHM). The GHM practices are essential for sustainability in tourism (Madar & Neacsu, 2020). An area's increased tourism activities have both advantages and disadvantages. It benefits the people and hosting communities by creating employment possibilities and revenue options. The environment and nature are increasingly affected

by the drawbacks of the development of such activities. To address the issues, it is crucial to identify the industries that play a significant part in degrading the local environment and aesthetic appeal. In the tourism industry, the hotel (accommodation) sector's negligent and unsustainable management is largely seen as sensitive to environmental degradation. The only way to stop these behaviors and ensure sustainable tourism development is through GHM (Bratucu et al., 2017; Harazaneh et al., 2018; Lopez et al., 2018).

Kunasekaran et al., (2017) expressed that there is no one tested or defined theory that can be accepted by all sustainability views to handle concerns relating to the sustainability of tourism in any part of the world. However, the paradigm change to green management in hospitality has the potential to revolutionize the implementation of sustainable practices and the growth of tourism. According to Gursoy et al. (2019), STD and the satisfaction of those tourists who have a sense of sustainability and demand sustainable services at the lodging units and hotels where they stay during their tour depend on the perception or familiarity of hospitality managers towards sustainable initiatives as social responsibility within the tourism industry.

Tourism sustainability measures are facing troubling conditions due to hospitality practices that exploit "non-renewable resources" and discourage behavior towards environmental concerns. The connected stakeholders must immediately outline methods that are eco-friendly in order to accommodate the needs and preferences of hotel management. The concept of eco-management or "green management" in the hospitality industry represents a fresh approach to defining these requirements. In this way, tourism activities will also be sustainable (Holden, 2003; Bader, 2005; Jarkko, 2006). Due to the vital role that hospitality practices play in welcoming travelers at their destinations and facilitating

access to resorts, tourism activities and hospitality management are seen as being intertwined. Without transportation, lodging, and food facilities—collectively referred to as hospitality management—tourism activities cannot begin, continue, or flourish in any place (Font & Buckley, 2001; Font, 2002; Chan & Wong, 2006). In order to maintain tourism-related activities in a region, "hospitality or hotel management" must also be maintained. Similarly, sustainable hospitality practices can be used to access sustainable tourist development. The GHM is a replacement and contemporary word for sustainable hospitality practices. Green hospitality management and sustainable tourism are always "directly proportionate" to one another (Cavagnaro & Gehrels, 2009; Wijesundara, 2017; Moise et al., 2021).

The shifting of services under such circumstances to GHM can undoubtedly be a profitable and advantageous experience, especially in tourist destinations where there is fierce competition among hospitality managers about the quality of services and survival becomes challenging (Manaktola & Jauhari, 2007). Despite the greatest demands and advantages, the deployment of such measures in hospitality services is still in its early stages in many regions of the world (Orsato, 2006). Many critics believe that the case for "green hotel management" from an economic standpoint is still debatable because hospitality services are client-focused, necessitating the interest of clients or tourists in green services and green brands in order to reap economic rewards (Wossen-Kassaye, 2001). Investments in "green hotel management" will soon be recognized financially because tourists everywhere are becoming more eco-aware and aware of sustainable practices (Bieak-Kreidler, & Joseph-Mathews, 2009).

It is also necessary to change the way that tourists think so that they are aware of the need for "green hotel services," which undoubtedly have

favorable effects on both the environment and the guests. The endeavors at green marketing produce long-lasting effects, therefore in the context of GHM, immediate profit and rapid results require patience (Han et al., 2010). This is why there is a clear investment in green technology and sustainable energy use in the hospitality industry. The only way to implement green management in the hospitality industry is through the dominance of green marketing (Peattie & Crane, 2005; Lee et al., 2010).

The practices of hospitality management as they currently exist in both the developing and developed worlds are deeply concerning to those working in green marketing and stakeholders in tourist management (Hartmann, & Apaolaza-Ibañez, 2006). Since environmental concerns are prevalent among them, GHM is the most dependable and trustworthy method to address them. Otherwise the management of the hospitality industry will just be a burden for the environment (Heney, 2009).

## 2 Materials and Methods

This research is a quantitative based and cross sectional study. Primary data is collected from the study area with the help of structured questionnaire containing open and close ended questions to explore the perception of tourists towards sustainable tourism development and green hospitality management. For data acquisition, field survey is conducted via

structured questionnaires and data is collected from 273 local and international tourists. The sample size is finalized by applying the Yamane's formula;

$$\text{Formula: } n = \frac{N}{1 + N(e)^2}$$

Where;

“n – The sample size

N – The Population size

e – The acceptable sampling error”

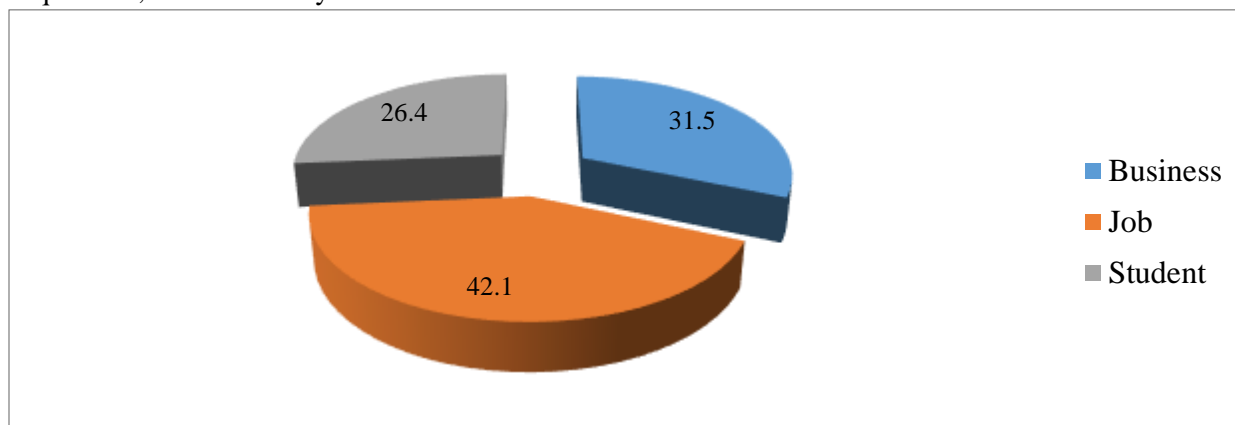
## 3 Results and Discussions

### 3.1 Analysis of tourists' activities and observation regarding sustainable tourism and Green hospitality in GB.

#### 3.1.1 Characteristics of Tourists in GB

The characteristics of tourists in Gilgit Baltistan refer to the basic information of those tourists who were approached to take responses on structured questionnaire designed by the researcher. Few of the tourists responded on the questions asked while majority of them filled the questionnaire.

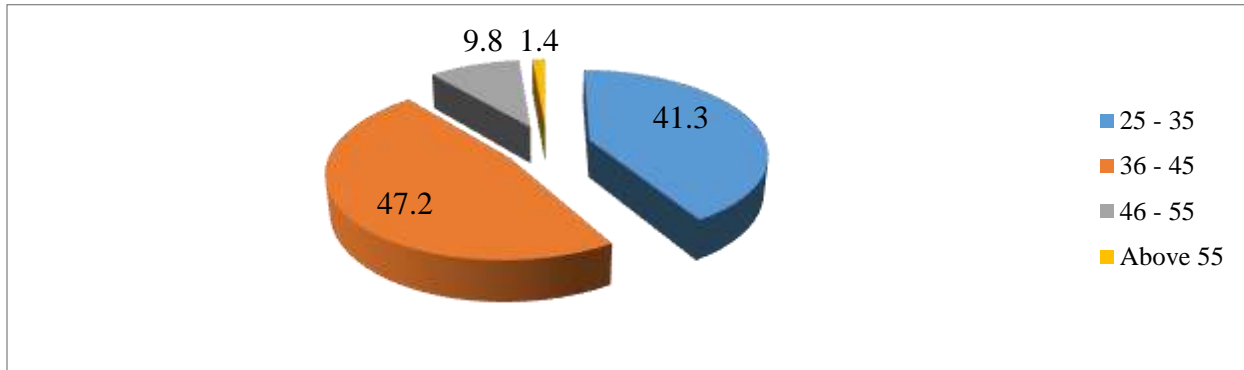
Among the tourists in Gilgit Baltistan during the field survey, majority of the tourists with 42.1% were businessman, followed by 31.5% of job holders and 26.4% of respondents were students of different levels (Figure 1).



**Figure 1 Tourists by occupation**

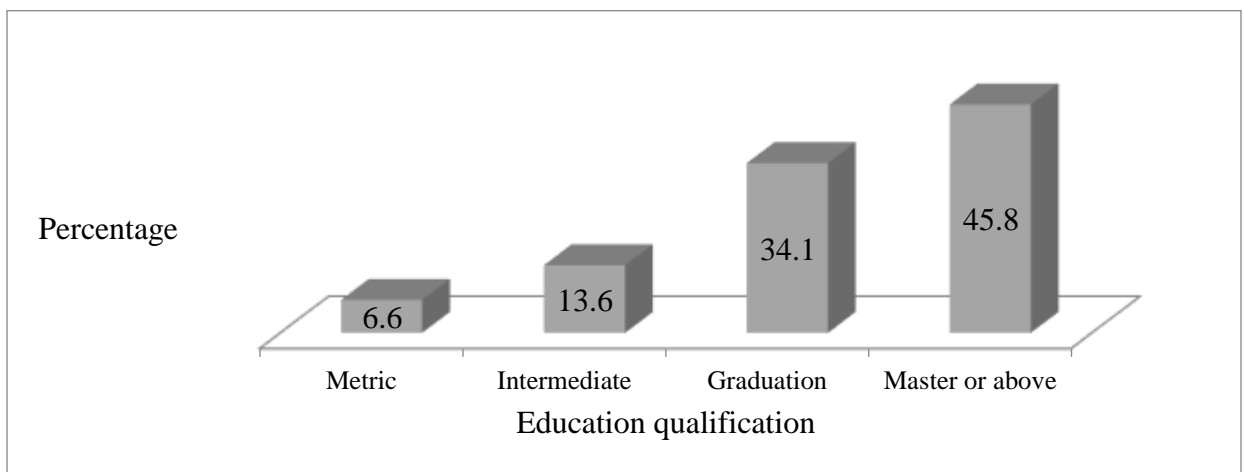
During the field survey, the tourists who responded on the questions structured in questionnaire are categorized in four different age groups. The age was asked as an open ended question, which is categorized later during data entry into SPSS according to the responses.

The majority of the respondents among tourists in Gilgit Baltistan were 36 – 45 years old. The respondents with the age group of 25 – 35 were 41.3. 9.8% of the respondents with age group of 46 – 55 were there while only 1.4 of the respondents was there with age of 55 or above (Figure 2



**Figure 2 Age group of Tourists**

As far as education of the tourist respondents are concerned, majority of the tourists were Master or above. Tourists with graduation level of education followed the majority with 34.1%. There were 13.6% of tourists with intermediate level of education and only 6.6% with matriculation (Figure 3).

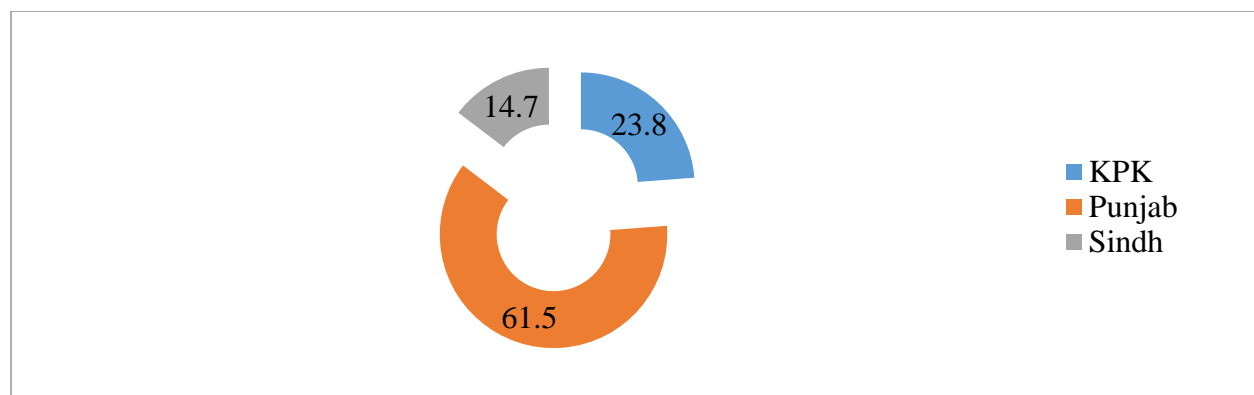


**Figure 3 Education of tourist respondents**

The fourth question in the structured questionnaire for the tourists in the region was related to the origin province of the tourists to be familiar with tendency of visit province wise.

According to the figure, 61.5% of the tourists were from Punjab province, 23.8% of the tourists from province Sindh and only 14.7 belonged to KKP province. During the survey, none of the

tourists were there from the largest province of Pakistan by area; Baluchistan. The reality was same for Azad Kashmir (Figure 4



**Figure 4** Origin provinces of tourists

### 3.1.2 Management and Arrangement of tourists visit

This portion of the questionnaire structured for the tourists in GB region aimed to be informed about the arrangements of tourists regarding selection of Gilgit Baltistan as destination for visit. Moreover, the normal duration of the tourists in the study area, the management of their stay and transportation and manner of arrival is also asked.

Among the tourists, who visit Gilgit Baltistan for tours with families, friends or individual, the majority of tourists depend on the decision of family members for finalization of GB as destination with 54.6%. 24.9% finalize the destination by their own choice while only 20.5%

of the tourists rely on friends for selection of GB for tour. Majority of the tourists with 61.5% arrive the region to visit the nature and majority travel with family members in the region with 55%. Regarding management of tour majority of the tourists contact private tour guides with 73.6. Among the respondents the highest numbers of tourists were visiting GB for the first time. Majority travels towards the region by road with private bookings with the percentage of 66.3 and 35.2 respectively. The tourists in the region mainly live for less than a week with the percentage of 54.6 and for accommodation during stay the majority select hotels with 75.5% (Table 1).

**Table 1 Responses of tourists about management and arrangements of tour**

Characteristics	Responses	Frequency	Percentage
Finalization of GB Destination	Self	68	24.9
	Family members	149	54.6
	Friends	56	20.5
	<b>Total</b>	<b>273</b>	<b>100</b>

Purpose of visit	Travelling	38	14.0
	To visit nature	168	61.5
	To spend vacations	67	24.5
	<b>Total</b>	<b>273</b>	<b>100</b>
Nature of tour	Alone	55	20.1
	With family	150	55.0
	Friends	68	24.9
	<b>Total</b>	<b>273</b>	<b>100</b>
Management of visit	Hotel management	26	9.5
	Private tour guide	201	73.6
	Private tour operator	46	16.8
	<b>Total</b>	<b>273</b>	<b>100</b>
Manner of arrival	For the first time	241	88.3
	Second time	32	11.7
	<b>Total</b>	<b>273</b>	<b>100</b>
Mean of transport	By air	92	33.7
	By road	181	66.3
	<b>Total</b>	<b>273</b>	<b>100</b>
Mode of transport for by road travelling	Personal vehicles	85	31.1
	Private bookings	96	35.2
	Missing values	92	33.7
	<b>Total</b>	<b>273</b>	<b>100</b>
Duration of stay	Less than a week	149	54.6
	A week	94	34.4
	More than a week	30	11.0

	<b>Total</b>	<b>273</b>	<b>100</b>
Accommodation category	Hotel	206	75.5
	Guest house	67	24.5
	<b>Total</b>	<b>273</b>	<b>100</b>

**Source:** Field Survey, September, 2021

### 3.2 Tourists Perception about sustainable tourism and GHM

The familiarity and perception of tourists about sustainability of tourism and green management in hospitality is determined through this portion of the questionnaire. The familiarity with the two terms sustainable tourism and “green hospitality management” is first asked. The preferences of the tourists in the region in light of these terms are also assessed with few concerning questions. The main domains of sustainable tourism and green management in hotel industry are covered through questions related to the standard measures.

The preferences of tourists is determined through the below mentioned questions. Familiarity with the term is inevitable to make is achievable. The familiarity of the tourists about the two main domains of the current study including STD and GHM is asked. According to the data majority of the tourists with 81.7% were familiar with sustainable tourism while this term was new for only 8.1%. Regarding GHM, majority of the tourists with 46.9% responded ‘definitely not’ which means this term was not familiar to them. Only 13.9% of the tourists were well-known to the term (Table 2).

#### 3.2.1 FAMILIARITY ABOUT TERMS

**Table 2 Familiarity of tourists about sustainable tourism and GHM**

Sustainable Tourism			Green Hospitality Management		
Scales	Frequency	Percent	Scales	Frequency	Percent
Definitely	223	81.7	Definitely	38	13.9
Probably	16	5.9	Probably	128	46.9
Definitely not	22	8.1	Definitely not	67	24.5
Probably not	12	4.4	Probably not	40	14.7
<b>Total</b>	<b>273</b>	<b>100.0</b>	<b>Total</b>	<b>273</b>	<b>100.0</b>

**Source:** Field Survey, September, 2021

#### 3.2.2 PREFERENCES OF TOURISTS FOR ACCOMMODATION

The selection of accommodation by the tourists in GB region shows that all the tourists don't prefer accommodation with green management. All the tourists who get

accommodation facility in the region don't search for sustainably certified tour operator or the hotel and guest house with green management (Table 3).

**Table 3 Preferences of tourists prior to selection of accommodation entity**

While selecting accommodation preference to GHM		
Scale	Frequency	Percent
Probably not	273	100.0

Selection of sustainably certified tour operators or company		
Scale	Frequency	Percent
Probably not	273	100.0

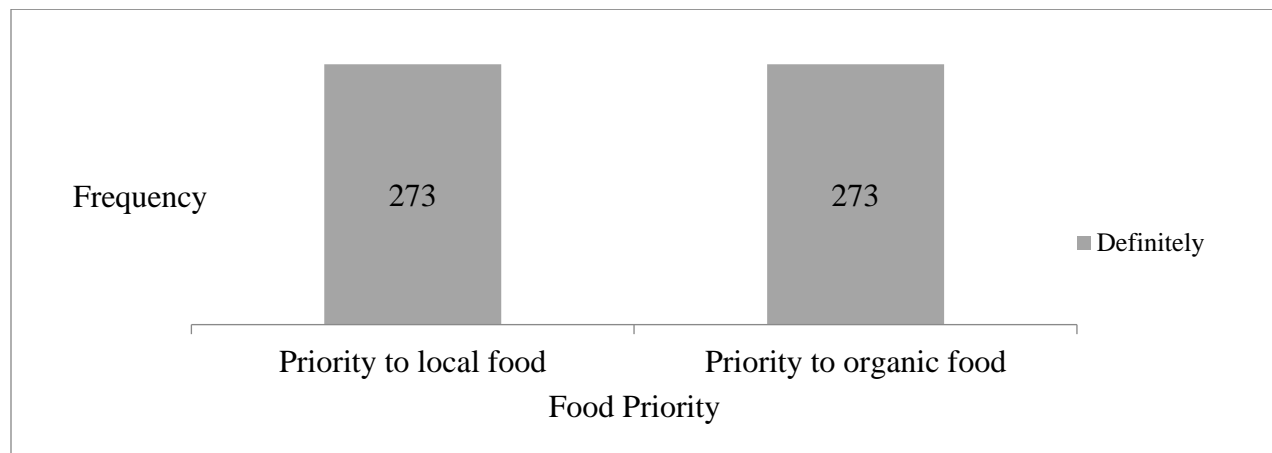
Selection of green management certified hotel or guest house		
Scale	Frequency	Percent
Probably not	273	100.0

Source: Field Survey, September, 2021

**3.2.3 FOOD PRIORITY OF TOURISTS**

The priority and preference of tourists towards food selection during the tour is determined through couple of questions. During the tour all

the tourists prefer to have local foods of the destination. Regarding priority to organic food, all the tourist respondents with 100% population prefer organic foods to have during their stay in the study area, Gilgit Baltistan (Figure 5).



**Figure 5 Priority of food among tourists in GB**

**3.2.4 LOCAL PRODUCTS AND TOURISTS' CHOICE**

The available local products which include the handicrafts and products for foods and beverages generally attract the attention of



tourists. The tourism season is considered best for the demand and sale of such products. GB region has a unique recognition in terms of availability of such products.

The majority of the tourists in the study area responded that many hotels don't offer organic food or beverages to the tourists. Only

16.1% of the tourists found organic food in hotels or restaurants during the tour. All the tourists value the local products of the region and purchase the products including handicrafts. As the region is famous for dried fruits so the tourism season is also known as dried fruit season due to highest demands in the market (Table 4).

**Table 4 Distribution of respondents according to interest towards local products**

Hotels and Restaurants with organic food or beverages		
Scale	Frequency	Percent
Definitely	44	16.1
Probably	35	12.8
Definitely not	87	31.9
Probably not	107	39.2
Total	273	100.0
Value using local products		
Scale	Frequency	Percent
Definitely	273	100.0
Purchasing of any local handicraft or product		
Scale	Frequency	Percent
Definitely	273	100.0

**Source:** Field Survey, September, 2021

### 3.2.5 PRACTICE OF WASTE MANAGEMENT BY TOURISTS

Accumulation of waste materials especially the solid waste are considered matter of great concern within hospitality entities and at natural tourists destinations. The recycling and disposal of wastes become challenging for the stakeholders. The remote and isolated areas like

Gilgit Baltistan face such circumstances with no proper management or strategy. Waste free destinations and hotels are need of the hour to ensure sustainability in tourism and green management in hospitality.

According to the majority of the tourists in the region, the waste materials are not properly disposed and recycling of waste material or such

managements are not witnessed during the tour in different regions and destinations. Only 16.1% tourists consider that the wastes are recycled. The management of waste recycling is somehow provided with the help of international

organizations and collaboration of Central Karakoram National Park (CKNP) in the proximity of base camp of eight thousanders (Table 5).

**Table 5 Distribution of respondents according to waste management practices**

Proper disposal of the waste materials			Practice of waste recycling during your stay		
Scales	Frequency	Percent	Scales	Frequency	Percent
Probably	83	30.4	Definitely	44	16.1
Definitely not	48	17.6	Definitely not	186	68.1
Probably not	142	52.0	Probably not	43	15.8
<b>Total</b>	<b>273</b>	<b>100.0</b>	<b>Total</b>	<b>273</b>	<b>100.0</b>

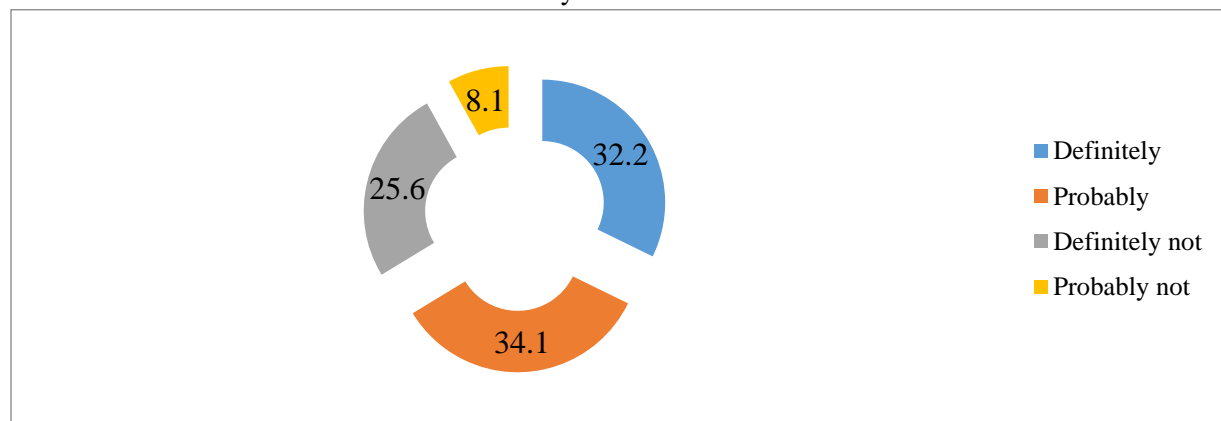
Source: Field Survey, September, 2021

**3.2.6 DEMONSTRATION OF RESPONSIBLE PRACTICES BY TOURISTS**

The conscientious behavior of the tourists in light of sustainable practices and responsible measures are direly needed to ensure sustainable growth of tourism in the region. Sustainable tourism is also coined as responsible tourism. It means the responsible actions and conducts of the stakeholders matter a lot for STD and GHM. An eco-conscious tourist always

concerns the unsustainable activities at the destinations and also within the hospitality entities.

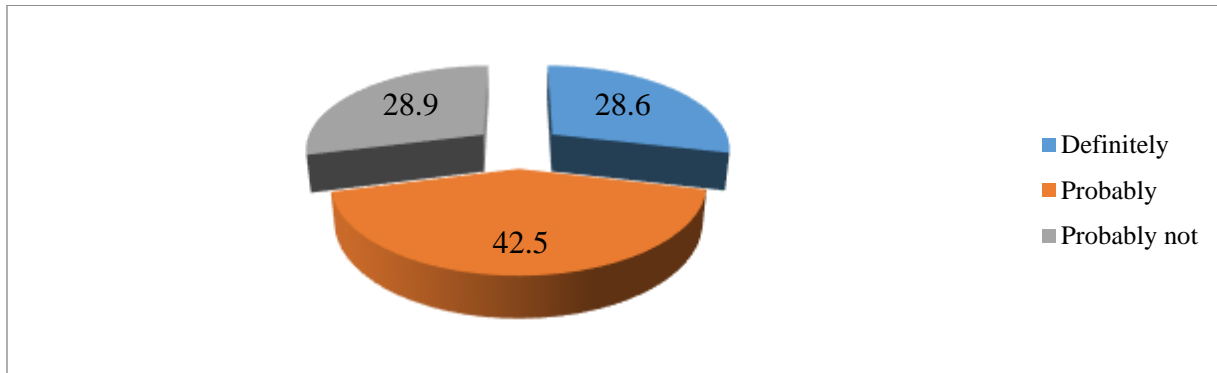
According to the accessed tourists for primary data, majority of the tourists with 34.1% responded that energy saving is probably practiced. 25.6% tourists consider that the practices of energy saving are definitely not up to the standard in light of sustainable measures or practices (Figure 6).



**Figure 6 Tourists’ practice of energy saving within hospitality entities**

The categorization of tourists on the basis of conservation of water during the tour and especially in the hotels or guest houses shows that the majority (42.5%) consider that water

conservation is probably practiced. 28.9% responded probably not while 28.6% definitely consider that they conserve water where possible (Figure 7)

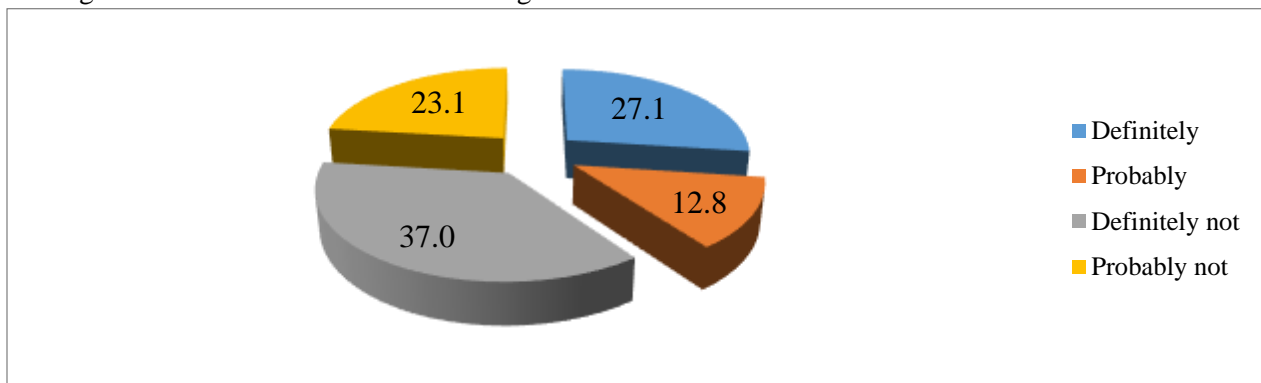


**Figure 7 Conservation of water**

The sustainable usage of available resources is necessary for sustainable development. It is the responsibility of all the stakeholders to ensure the usage as per need. To avoid wastage of resources is inevitable under sustainability.

resources despite need is definitely not practices. 23.1% believe that such practice is probably not focused by the tourists. 27.1% and 12.8% of the tourists in the study area realize that reduction is definitely or probably practiced respectively (Figure 8).

The majority of the tourists (37.0%) in the region consider that reduction in usage of



**Figure 8 Reduction in usage of resource despite need**

**3.2.7 PREPAREDNESS OF TOURISTS TOWARDS SUSTAINABLE AND GREEN ARRANGEMENTS**

Preparedness of tourists shows the willingness and interest of tourists towards sustainable

services during their tour at different tourist destinations and also in selection of accommodation to stay. Willingness of tourists for such services within hospitality entities persuade to seek green management and pay more if needed.

To assess the preparedness and willingness of tourists in GB region towards day to day practice of sustainable tourism and GHM, duo question are asked during the field survey. The data reveals that majority of the tourists with 61.5% are

definitely willing to pay more for sustainable services during the tour. Only 23.8% of the tourists are not willing to pay more for such services for tourism purpose (Table 6).

**Table 6 Willingness to pay more for sustainable services**

Scale	Frequency	Percent
Definitely	168	61.5
Probably	40	14.7
Definitely not	65	23.8
Total	273	100.0

**Source:** Field Survey, September, 2021

The preference of tourists is assessed regarding selection of accommodation offering green management with high rate than market. The data disclose that majority of the tourists with 34.1% probably not prefer such accommodation. 26.0% of the respondents definitely not prefer green

accommodation with high rate. Only 18.7% among 273 total tourist respondents definitely prefer accommodation with green management despite high rate than usual or compared to the market (Table 7).

**Table 7 Prefer accommodation with high rate for green management in hospitality**

Scale	Frequency	Percent
Definitely	51	18.7
Probably	58	21.2
Definitely not	71	26.0
Probably not	93	34.1
Total	273	100.0

**Source:** Field Survey, September, 2021

### 3.3 Practices and observation of sustainable tourism and GHM by tourists

In this section of the chapter, the day to day practices and observations of tourists during their tour in the study area in light of sustainable measures of tourism and green management measures are determined. Different aspects of the main three domains of sustainable tourism, criteria of sustainable tourism introduced by UNWTO, and elements of green management

forwarded by responsible of green management are included in this portion.

The distribution of collected data through statistical analysis disclose that majority of the tourists with 38.8% consider that disturbance to nature during tour is frequent in the region while 30.0% believe that the disturbance is rare. 44.0% of the tourist observes frequent environmental degradation while 41.4% rarely consider that tourism activities are degrading environment. 37.4% of the tourist with majority trusts that the

wildlife is never getting disturbed in Gilgit Baltistan because of tourism. The majority (68.9%) witnesses that to facilitate the tourists the use of private transport is enhanced and due to unavailability of parking sites at natural destinations, the natural place is used for parking. The spread of solid waste in the proximity of tourists' spot in the region is common according to majority of the tourists. The involvement of local community in tourism services is frequent as per 61.2% tourists while the tourism activities are improving the income level of locals according to majority of the tourists (Table 8).

Majority of the tourists with 72.2% believe that the locals always accept the tourists as guests in the region. The practice of renewable energy usage is rare while reduction or elimination of plastic bags is never observed during the tour according to 73.3% tourists. According to Deputy Director EPA, "The usage of plastic bags and plastic products abruptly increase in tourism season. The inflow of more than one million tourists in the region causes usage of millions of plastic bags in three to four

months. To overcome this usage GBEPa has requested the local government to ban on plastic bags in all the districts of the region". The majority of the tourists consider that environment friendly practices at tourists' destinations are never practiced and the accommodation places also never adopt eco-conscious measures as per 62.6% tourists (Table 8).

61.2% of the tourists in GB region believe that tourism activities frequently provide opportunity to promote the historical places of the destinations. 48.4% of the respondents consider that proper conservation and protection of "National parks and protected areas" are never focused. "Due to maximum number of tourists' inflow and mass tourism during a limited season within the National parks, proper conservation and protection of natural settings become challenging" (Deputy Director, CKNP). The majority of the respondents observe that the rural areas of Gilgit Baltistan mainly contribute in development of tourism and the socio-economic improvement of rural communities is also obvious (Table 8).

**Table 8 Tourists practice and observation regarding sustainable tourism and GHM**

Scale	Always		Frequently		Rarely		Never	
	Freq.	%	Freq.	%	Freq.	%	Freq.	%
Observance of disturbance to nature during tour	8	2.9	106	38.8	82	30.0	77	28.2
Environmental degradation	35	12.8	120	44.0	113	41.4	5	1.8
Disturbance to wildlife	46	16.8	45	16.5	80	29.3	102	37.4
Enhancement in use of private transport	36	13.2	188	68.9	34	12.5	15	5.5
Parking at natural place outside parking area	94	34.4	80	29.3	86	31.5	13	4.8
Spread Solid waste	32	11.7	147	53.8	82	30.0	12	4.4

Encouraging level of involvement of locals in services	81	29.7	167	61.2	13	4.8	12	4.4
Income improvement for locals	149	54.6	98	35.9	16	6.2	9	3.3
Acceptance of outsiders as tourist by locals	197	72.2	56	20.5	12	4.4	8	2.9
Practice of renewable energy usage	28	10.3	8	2.9	121	44.3	116	42.5
Elimination or reduction of plastic products	42	15.4	14	5.1	17	6.2	200	73.3
Alternate of plastic bags	42	15.4	11	4.0	14	5.1	206	75.5
Environment friendly practices at destination or tourist spot	9	3.3	8	2.9	27	9.9	229	83.9
Eco conscious practices at place of accommodation	9	3.3	8	2.9	85	31.1	171	62.6
Promotion of historical heritage of the destination	54	19.8	167	61.2	27	9.9	25	9.2
Proper conservation and protection of National parks or protected areas	31	11.4	31	11.4	79	28.9	132	48.4
Tourism activities in rural areas of the region	113	41.4	97	35.5	49	17.9	14	5.1
Socio – economic improvement of rural areas	111	40.7	113	41.4	23	8.4	26	9.5

**Source:** Field Survey, September, 2021

### 3.4 Satisfaction of tourists with tourism services in the Study area

For sustainability of tourism in an area, the satisfaction of tourists with the services, practices and overall management is significant. The observation of tourists regarding sustainable measures and green management in hospitality is also valued to determine the satisfaction of tourists.

The statistical analysis of data collected to determine the satisfaction of tourists in the region show that majority (91.6%) of the respondents are not satisfy with sustainable and green accommodation. It shows that the tourism activities are not sustainable and green management is not ensured in hotels and guest houses. Regarding availability of local transport to the destinations or spots, all the tourists are not satisfied. It is observed that private transport is generally used in the region to reach the

destinations. 78.4% of the tourists in the region consider that the communication services are satisfied and the food is pure. Regarding drinking water majority of the tourists are satisfied and believe that the drinking water is pure in Gilgit Baltistan. The majority of the tourist judge that the tourist information centers in different areas of the region is enough (Table 9).

As far as accessibility to the tourist sites is concerned, majority of the tourists showed satisfaction along with entertainment opportunities during the tour. 84.2% and 89.7% of the tourists consider that the shopping places

in the region are as per their desire and health care services are also better respectively. Regarding security and safety measures in Gilgit Baltistan, all the tourists are satisfied while the situation is opposite for sustainable management at tourists' spot as all the tourists consider that the management are not sustainable. Among the 273 sampled tourists, all believe that natural attraction of the region is satisfactory while 92.3% are also satisfied with the affordability of prices. As far as hygienic sanitation and overall stay is concerned, majority of the tourist with 91.2% and 93.8% respectively are satisfied in Gilgit Baltistan (Table 9).

**Table 9 Tourists' responses about satisfaction with tourism sustainability and GHM**

Characteristics	Responses	Frequency	Percentage
Sustainable and green accommodation	Yes	23	8.4
	No	250	91.6
	<b>Total</b>	<b>273</b>	<b>100</b>
Availability of local transport to spots	No	273	100.0
	<b>Total</b>	<b>273</b>	<b>100</b>
Communication services	Yes	14	78.4
	No	59	21.6
	<b>Total</b>	<b>273</b>	<b>100</b>
Organic and Pure food	Yes	248	90.8
	No	25	9.2
	<b>Total</b>	<b>273</b>	<b>100</b>
Pure drinking water	Yes	261	95.6
	No	12	4.4
	<b>Total</b>	<b>273</b>	<b>100</b>
Tourist information	Yes	224	82.1

	No	49	17.9
	<b>Total</b>	<b>273</b>	<b>100</b>
Accessibility to tourist sites	Yes	233	85.3
	No	40	14.7
	<b>Total</b>	<b>273</b>	<b>100</b>
Entertainment opportunities	Yes	232	85.0
	No	41	15.0
	<b>Total</b>	<b>273</b>	<b>100</b>
Shopping places as per desire	Yes	230	84.2
	No	43	15.8
	<b>Total</b>	<b>273</b>	<b>100</b>
Health and medical care services	Yes	245	89.7
	No	28	10.3
	<b>Total</b>	<b>273</b>	<b>100</b>
Security and Safety	Yes	273	100.0
	<b>Total</b>	<b>273</b>	<b>100</b>
Sustainable Management at tourist spot	No	273	100.0
	<b>Total</b>	<b>273</b>	<b>100</b>
Parking without disturbing natural sites	No	273	100.0
	<b>Total</b>	<b>273</b>	<b>100</b>
Natural Attraction of the Area	Yes	273	100.0
	<b>Total</b>	<b>273</b>	<b>100</b>
Affordability in prices	Yes	252	92.3
	No	21	7.7
	<b>Total</b>	<b>273</b>	<b>100</b>



Hygienic Sanitation	Yes	249	91.2
	No	24	8.8
	<b>Total</b>	<b>273</b>	<b>100</b>
Overall stay	Yes	256	93.8
	No	17	6.2
	<b>Total</b>	<b>273</b>	<b>100</b>

**Source:** Field Survey, September, 2021

### Conclusion

This study explores the perception of tourists towards the Sustainable tourism and green hospitality management in Gilgit Baltistan region during the field survey. The analysis of data responded by the tourists disclosed that majority of the tourists during field survey were businessmen, master or above degree holders, belong to Punjab province and belong to the age group of 36 – 45. About the management and arrangement of the tour towards the study area, the results showed following highest responses; family members final GB as destination, visit GB to take pleasure in nature, travel with family, tour is managed through private tour guides, reach the region by road, arrange private bookings of vehicles, stay less than a week and prefer hotels for accommodation.

Regarding familiarity of tourists with the terms, the results explained that majority of them are familiar with sustainable tourism term but not sure about green management in hospitality. The tourists in the region also don't prefer accommodation with green management and sustainably certified hotel or tour operator is not concerned. All of the tourists prioritize local and organic food during stay in Gilgit Baltistan. The tourists value using and purchasing local products of the region too. According to the majority, waste materials are not properly disposed and recycled in the study area. The conservation of

water during the tour is not focused by the tourists according to the responses. The tourists are willing to pay more for sustainable services but not for green management.

Responses of the tourists in accordance with sustainable tourism practices and green hospitality measures revealed that majority observed; frequently disturbance to the nature during tour, the environment is getting degraded frequently, wildlife is never get disturbed, the enhancement in private transport is frequent, due to unavailability of parking area, vehicles are always parked at natural places, spread of solid waste becomes frequent, the involvement of locals are always increasing in services, tourism activities are providing opportunity of income improvement to the locals, renewable energy source are rarely used, there is no reduction or elimination of plastic products, eco-conscious practices are never observed at both tourists' destinations and place of accommodations, the historical heritage of the community is getting promoted, national parks are not properly conserved, the activities of tourism in the rural areas of the region are encouraging.

As far as satisfaction of tourists are concerned in the region, the highest number of respondents responded that; sustainable and green accommodation are not satisfactory, availability of local transport to the destinations is discouraging, satisfied with pure food and

water, entertainment and shopping opportunities are satisfactory, there is no issue of security and safety to the tourists, managements at tourists' spot are unsustainable, natural attraction of the region is gratified, prices are affordable and

overall stay is satisfactory. Hence sustainable tourism and green management in hospitality is a genuine issue in the study which is needed to cope to ensure development of tourism in sustainable way.

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