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KEYWORDS	ABSTRACT
green hospitality; sustainable tourism; hotel industry; Galiyat; environmental sustainability; stakeholder collaboration; qualitative research; Pakistan	Green hospitality has come to forefront in the tourism destinations due to the dependence of hospitality operations on natural resources and its ability to increase environmental pressure. This is particularly the case in mountainous areas where water resources, forests, biodiversity, waste-management and infrastructure are sensitive to the environment. The current study examines green hospitality practices in Galiyat, KP, Pakistan, and views of the stakeholders in tourism and hospitality industry. The study is based on qualitative research design, e semi-structured interviews were conducted with hotel manager, tour operators and officials of the Galiyat Development Authority (GDA). The questions were used to investigate the current green practices, environmental issues, obstacles to the practice, institutional support, and collaboration between stakeholders. The interview data were analyzed thematically and resulted in seven themes. The results indicate that certain green practices are already in place, such as energy-efficient lighting, use of solar energy, less plastic consumption, recycling of towel and linen, waste segregation, use of biodegradable products, and use of local materials, but these are in limited use and not even distributed. The primary challenges include financial limitations, high implementation costs, low awareness, lack of training, infrastructure constraints, resource limitations and poor policy implementation. The Galiyat Development Authority is identified as a key institutional player in the implementation of cleanliness drives, awareness campaigns, waste management, and environmental regulations, however, needs to be more effective and efficient in implementation and coordination. The study explored that green hospitality is taking its shape in Galiyat; however, a more systematic and coordinated approach is needed at the destination level including the cooperation of the tourism stakeholders, the local community, the government, and the hotels.
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Introduction

The hospitality sector is in close interaction with the environmental resources of the places where it is situated. Hotels use water and energy resources, produce solid waste and wastewater, require housekeeping and cleaning supplies and depend on local infrastructure and supply resources. This has led to environmental management being an integral part of sustainable hospitality and common green practices involve the conservation of energy, the use of renewable energy, water management, waste minimisation and recycling, environmentally friendly products and encouraging guests to participate in green activities. However, the use of these practices is rarely organized. Several studies investigating sustainability in hotels have consistently demonstrated that hotels are very different when it comes to their sustainability efforts and that the efforts in the area are often scattered across the management of the hotel rather than connected to a more comprehensive management strategy.

In mountain tourism destinations likewise Galiyat in Khyber Pakhtunkhwa Pakistan, where forest, water resources, landscapes, biodiversity and other natural resources are very important factors for tourist attraction. It puts extra strain on these resources as tourism grows, especially if waste management systems, water supply, infrastructure and environmental governance are already under strain.

The Pakistan hotel industry context the sustainability of hotels is still in the process of development. Sajjad et al (2018) reported that many sustainability projects within the hotel sector in Pakistan were not comprehensively integrated into hotel vision and strategy and emphasized the need for partnerships and collaboration between the government, communities and private sector organisations. Recent research focused on the hotel industry in Pakistan has identified environmental technologies (ETs) and pro-environmental behaviors (PEBs) with the potential to contribute to pro-environmental outcomes, although the adoption of such technologies is still slow and the influence of organizational and employee-level factors on pro-environmental behavior in the tourism and hospitality sector were also highlighted Meng et al. (2024).

Objective of the Study

The aim of this study is

- To investigate the green hospitality practices adopted by the various stakeholders of the hospitality and tourism sector of Galiyat
- To analyse the obstacles and enablers affecting their implementation of these practices.

Literature Review

Green hospitality is the action of hospitality companies that work to minimize their environmental footprint through sustainable management of energy, water, materials and waste, among other

resources (Abdou, A. H., Hassan, T. H., & El Dief, M. M. 2020). They can be as basic as operating policies, or as large as technological and infrastructural investments, such as energy-efficient lighting, renewable energy, water-saving systems, waste segregation, recycling, and curbing single-use plastics, and environmentally friendly cleaning materials, and sustainable buying (Legrand, W., Chen, J. S., & Laeis, G. C. 2022). The use of new technology, however, is not sufficient for sustainable performance. How environmental technologies and practices are implemented depends on organizational awareness, employee behavior, management commitment and training. Recent research in Pakistan underscores this incremental and lagging adoption trend and emphasizes the role of sustainable intelligence and pro-environmental behavior as key factors to bring technology to the market and deliver concrete environmental benefits (Kholijah, S. (2024). Water and waste are key issues in the hospitality sector as it relies on water to provide accommodation, laundry, kitchen, sanitation, cleaning and landscaping services for a hotel and waste is generated by food services, packaging, housekeeping and guest use (Chen, J., Sloan, P., & Legrand, W. 2010). A lack of adequate water and waste management facilities can easily turn into a hotel-wide issue instead of a resort-wide one in environmentally sensitive destinations. Nawab et al., (2025) identified water scarcity and waste management issues as one of the most critical sustainability issues of the region. The success of hotel sustainability will depend on the actions of the hotel and the surrounding facilities of the destination. The use of resources and the production of products that are environmentally friendly.

Hotels can also limit their environmental effects by the products and materials they use, such as biodegradable cleaning supplies, reusable amenity containers, fewer plastic objects, using locally sourced supplies, and sustainable housekeeping materials (Hussain, S., & Soni, G. 2025; Fukey, L. N., & Issac, S. S. 2014). The greener options are more expensive up front, but in long run it saves and protect (Sunstein, C. R., & Reisch, L. A. (2013) and however, consistency and comply to be green is not in very easy (Hsiao, T. Y., Chuang, C. M., Kuo, N. W., & Yu, S. M. F. 2014).

Financial, organizational, technical, behavioral and institutional considerations all affect the adoption of green hospitality (Erdogan & Baris, 2007). Eco-friendly buildings increase in value when they receive an official green certificate, a boost known as the green premium. Buyers are willing to pay 10% to 15% more for green office and retail spaces, and 4.3% extra per room for top-tier green European hotels (Hotels Investment, 2026). The high implementation cost is a disincentive for investing in solar systems, water conservation and waste management facilities, while a lack of awareness, insufficient training, technical knowledge, infrastructure, weak policy implementation and limited institutional support exacerbates the issue. Guerra-Lombardi et al., (2024) identified that communication, training organizational commitment and external conditions are factors that influence the sustainability strategy in hotels. From these results, it can be concluded that the definition of green hospitality is not only a technological challenge but an organizational and institutional challenge as well. Sustainable tourism is not a one-man act (Bramwell & Lane, 2011). Hotels are part of a larger tourism system consisting of government institutions, local communities, tourists, tour operators and environmental organizations. Sajjad et al. (2018) pointed environment assertion between the Government, communities and private sector

organizations is crucial to enhance the sustainability of the hotel industry in Pakistan, while the recent studies around Galiyat also support this idea, where Nawab et al. (2025) observed that the government-community partnership plays an important role in addressing the environmental issues at the destination level. The concept of 'green hospitality' in Galiyat, beyond the individual hotel, needs broader cooperation.

Research Gap

The recent studies in Pakistan have revealed a lack of synergies in sustainability practices and a clear need for improved collaboration, and more recent studies have started to focus on environmental technologies and employee environmental behavior in the hospitality industry.

The recent study on Galiyat (Nawab et al., 2025) has documented a wide range of sustainable tourism issues, including waste disposal, water scarcity, environmental degradation, infrastructure issues, and deforestation. There has been, however, far less effort towards a specific analysis of the current green hospitality practices as described by tourism and hospitality stakeholders in Galiyat, the barriers they encounter, the importance of institutional support, and cooperation between stakeholders. This study bridges the gap by taking a qualitative, stakeholder approach to the study of green hospitality in Galiyat.

Methodology

The research adopts a qualitative research design to gain a deeper understanding of the green practice of Galiyat's hospitality industry and the experiences of the different stakeholders involved in the process. A qualitative method was used since the purpose was to uncover the observations, experiences, perceptions, environment concerns, implementation obstacles, and opinions about institutional support of stakeholders, rather than to establish statistical relationships. The interviews were conducted with six stakeholders representing various professional areas related to the tourism, hospitality, administration and tour operations in Galiyat. The sample included five male and one female participant; four had undergraduate qualifications and two had graduate qualifications, plus professional experience of less than three years up to over ten years. This is a small, purposeful, qualitative sample and is not meant to provide statistical generalizations. The participants were chosen, based on their information-rich and direct experiences with hotel operations and decisions regarding sustainability. (Patton, 2015). The number of six interviews was determined as the number of interviews required to reach thematic saturation, which is often considered as a criterion for determining the number of interviews (Hennink & Kaiser, 2022). The semi-structured interviews, which used 14 questions, were face-to-face, and included the following areas: green hospitality practices, environmental issues, hotel operations, challenges, institutional initiatives, and stakeholder cooperation. Responses were taken or written on a standardized portion of an interview sheet. The interviewees were from three categories: Interviewees from the Galiyat Development Authority (GDA) as the implementing authority and destination management organization; Interviewees from the hotel sector; and tour operators in the region. Thematic analysis was used to identify recurring themes from the interview responses, and the material was transcribed, coded

and organized into meaningful themes (Braun & Clarke, 2006). In total, 118 coded mentions were created, grouped by seven main themes as listed in Table 1. These frequencies are not based on the number of people who raised the theme but are used for the analysis of the findings presented below.

Table 1. Thematic Structure of Qualitative Data

No.	Major theme	Coded mentions
1	Adoption of Green Practices	18
2	Water Conservation and Waste Management	15
3	Use of Eco-Friendly Products	12
4	Environmental Challenges	22
5	Barriers to Green Practices	26
6	Government and Institutional Support (GDA)	14
7	Stakeholder Collaboration	11
Total		118

Note. Frequencies represent the number of coded mentions per theme in the thesis coding table (word/mention frequency); they are not participant counts or percentages.

Findings

Adoption of Green Practices

In terms of the first theme, green practices in the Galiyat hospitality sector exist and some parts of it are already adopting green practices; however, there are some sectors that do not, yet. Early indicators that some hotels are beginning to focus on minimizing their consumption of resources and environmental impact include energy-saving lighting, sensor bulbs, energy-efficient equipment, solar energy, less use of plastic, and more environmentally friendly construction methods, according to interviewees. These are all measures that have yet to be fully adopted throughout the hotel. What is not a complete green-management system, but rather a pattern of individual or partial practices are what emerges.

Some hotels have already installed solar panels and energy-efficient lights, and one participant said that guests are encouraged to reuse towels and reduce plastic use, although not every hotel does so yet. (Interview 1; Interview 2)

Water Conservation and Waste Management

The second theme is a combination of two closely related resource areas – the water and waste resource areas. Participants identified water-conservation measures as controlled use of water and limited practices of washing laundry and waste-management practices as separate waste-collection areas, waste segregation, external waste collection, recycling and seasonal collection drives. Such evidence exhibits genuine concern about resource and waste issues; however, the

management systems are not well developed or consistently applied and the question remains of whether individual actions are occurring, or whether they can be combined into a coherent environmental-management approach:

Water scarcity is a concern, particularly in the high tourist season; one participant explained that laundry services are restricted to control water use. Waste disposal is also a problem, but separating waste and using outsourced collection is starting to help. (Interview 2; Interview 5)

Use of Eco-Friendly Products

The third theme focused on environmentally friendly products and materials in the provision of the hospitality service, and it emerged from the interviews that products such as biodegradable cleaning products, environmentally friendly chemicals, environmentally friendly housekeeping materials, locally sourced food and the use of reusable amenity bottles are being used in the hospitality industry. Currently, some stakeholders view procurement practices as part of green hospitality, but factors like cost and availability remain to be the deciding factors of the adoption of environmentally friendly alternatives.

Not all hotels use biodegradable cleaning products and local food yet; one participant would prefer eco-friendly products, but changing completely is too expensive for many small hotels. (Interview 1; Interview 3)

Environmental Challenges

One of the key themes in the analysis was environmental challenges. The environmental context in which hotels operate was mentioned by participants: deforestation, water shortages, waste accumulation, pollution, traffic congestion, biodiversity loss, environmental degradation, unplanned development, seasonal pressure on environment in Galiyat. The necessity to take the environmental context into account and not separate it from the environmental situation in the destination was emphasized. These findings corroborate the recent qualitative studies conducted on Galiyat (Nawab et al., 2025), where waste disposal, water scarcity, environmental degradation, lack of infrastructure facilities, and deforestation were found as some key challenges in sustainable tourism:

Nearly all participants said the environment is under pressure from tourism, with deforestation, pollution and litter easily noticeable in peak seasons; one interviewee described how the natural beauty of Galiyat is gradually being spoiled by unplanned development. (Interview 4; Interview 5)

Barriers to Green Practices

Theme of barriers was coded most often, with 26 of 118 coded mentions, but this does not mean that it was the most frequent theme in the data, but rather that it was the most frequently discussed

theme in the data regardless of how many participants discussed it. The cost of implementation, financial restrictions, lack of awareness, lack of training, limited resources, infrastructure issues, poor policy enforcement, limited institutional support, and mountainous location were identified as issues. These results collectively demonstrate that this transition to a green hotel is not only more complicated but encountered with factors on the one hand that are not solely financial related, but on the other hand lacking trained personnel, infrastructure or institutional support. This pattern is consistent with the qualitative research findings about the conceptualization of hotel training over the past few years (Guerra-Lombardi et al., 2024) that found four factors important in implementation: training, communication, organizational commitment and conditions outside the organization.

Most participants described financial limitations, together with lack of awareness and training, as the greatest problem, since small hotel owners cannot afford costly green technologies. (Interview 1; Interview 6)

Government and Institutional Support

The sixth theme is about the part played by the Galiyat Development Authority. Institutional action mentioned by the participants included cleanliness drives, awareness activities, waste-management initiatives, environmental regulations, restrictions on tree cutting and environmentally responsible transportation initiatives. Meanwhile, the results indicated that the support for the institutions should be strengthened and the participants should be involved more regularly in effective institutions implementation, monitoring, awareness, training and support mechanisms. Support in institutions is more than just regulation, it is enforcement, capacity building, infrastructure, awareness and coordination working together:

Participants said the GDA runs awareness campaigns and cleanliness drives, but one admitted these measures are less effective than they could be because of weak enforcement; stronger policies, incentives and monitoring were considered necessary. (Interview 1; Interview 5; Interview 6)

Stakeholder Collaboration

The final theme is about the need for collaboration between tourism stakeholders. Cooperation between hotels, government authorities, communities, tourists and those involved in the tourism sector was cited as key to improving sustainability, with the following areas of cooperation called for: tourism knowledge sharing, joint planning, community participation, tourist responsibility, awareness and environmental responsibility. In many cases, there are environmental issues that can only be addressed with other stakeholders, such as many of the issues identified in this study which are related to waste management, water resources, traffic and deforestation, all of which are outside of the scope of the individual hotel. Participants also reported that the behavior of guests is not consistent; some re-use their towels, others are not cooperative, or they leave trash behind, indicating that tourist behavior is also a factor in determining the results of environmental waste:

Most participants noted that hotels cannot ensure sustainability on their own; one explained that the combined efforts of hotels, government and local communities are needed. (Interview 3, Interview 5)

Discussion

Overall, the results indicate a common trend: Although green practices for hospitality are seen in Galiyat, their implementation is not complete and consistent. This is important because it indicates that the lack of environmental awareness and practice in the challenge is not a complete problem; the problem is a partial shift from individual green activities towards coordinated and systematic sustainability management.

The first theme demonstrated that the hotels are already implementing conservation measures on lighting, solar energy, reuse of towels and linen, and use of less plastic, among others. It aligns with the latest research into environmental technology adoption in Pakistan, highlighting renewable energy and resource-saving technologies as emerging components of sustainable hotel operations such as solar energy and waste-to-energy, rainwater reuse, and energy-efficient systems by Adeel et al. (2024). However, the findings from the Galiyat indicate that individual technologies and practices do not necessarily combine to successful integration of sustainability a conclusion that is consistent with Sajjad et al. (2018), who found that sustainability practices implemented in Pakistani hotels are generally not embedded systematically into the hotel strategy.

The second and third themes extend the context of energy use to the conservation of water and the segregation of waste, recycling and biodegradable products, the minimisation of plastic usage and their sustainable procurement respectively, and the emerging green hospitality pattern in Galiyat. This is especially relevant as recent research by Galiyat (Nawab et al., 2025) reveals that waste disposal and water-supply shortages are among the main challenges at the destination level, highlighting the importance of linking environmental management from the hotels to the resource system at the destination level.

This connection is enriched by the environmental challenges theme. Stakeholders evidence that the sustainability of a hotel is part of a wider destination environment, raising the issue of deforestation, water scarcity, pollution, waste building up, traffic and biodiversity loss, and unplanned development. This is relevant as a way to rethink the concept of green hospitality in mountain tourism destinations in their entirety, a hotel can cut down its use of plastic or introduce more energy-efficient lighting, but it cannot solve issues related to the public waste system, traffic flow, water availability, forest preservation and destination planning. In short, green hospitality requires a holistic approach both within the hotel and also through destination governance.

Indeed, barriers were the most common theme that was coded in this study, as high costs, financial barriers, lack of awareness, poor training, weak infrastructure, and limited implementation of policy all emerged repeatedly. This, therefore, implies that green hospitality is a problem of enabling conditions rather than a practice problem. This reading is corroborated by two recent hotel studies:

the qualitative study of sustainable strategy implementation by Guerra-Lombardi et al. (2024) reveals that communication and training, working conditions and corporate commitment can be drivers, while external factors and guest behavior can be barriers; and Adeel et al. (2024) highlight that due to sustainable intelligence and pro-environmental behavior, the adoption of environmental technologies in Pakistan is still gradual. The results related to awareness and training also corroborate recent studies on green sustainability in the hospitality industry in Pakistan by Meng et al. (2024) who identified the relationship between sustainable employee behaviour, green intrinsic motivation, environmental norms and corporate social responsibility, which the present results complement by focusing on awareness and training as practical conditions for implementation, rather than abstract concepts.

This picture is then completed with the sixth theme, which is institutional. Participants noted the contribution of Galiyat Development Authority in cleanliness works, propagation of awareness, waste management, and control over the environment, and the need for the enhancement of implementation and support. Yet, to influence hotel behavior, institutional involvement can not simply be in the form of issuing regulations; it must be accompanied by monitoring, awareness, training, infrastructure, incentives and feasible implementation mechanisms.

The other six themes converge at the end, stakeholder collaboration. Waste, water, traffic, deforestation, and infrastructure issues are not problems that can be solved by hotels alone, but require a coordinated sustainability framework of action between hotels, communities, tourists, tourism organizations, and the government. The government and community work together to solve environmental and infrastructure issues, as does this interpretation, which is consistent with the rest of Galiyat literature and recent qualitative studies of the region (Nawab et al., 2025). The results indicate that green hospitality in Galiyat is not a static system, but a transitioning system. There are already real-world examples of environmentally responsible practice in the region, but it requires a combination of financial capacity, awareness, training, infrastructure, institutional support, enforcement, and cooperation to be implemented more widely.

Conclusion

The findings show that green hospitality is already emerging in Galiyat. Stakeholders pointed to energy-saving lighting, solar energy, reduced plastic use, towel and linen reuse, waste segregation, biodegradable products, environmentally friendly housekeeping materials, and locally sourced products as practices already in use. At the same time, adoption remains uneven, and environmental challenges deforestation, water shortages, waste accumulation, pollution, traffic congestion, biodiversity loss, and unplanned development continue to add pressure to the hospitality sector. Obstacles were the high implementation costs, financial constraints, lack of awareness, inadequate training, limited resources, infrastructure problems, and weak policy implementation. These findings suggest that encouraging hotels to adopt green practices takes more than raising awareness; it also requires an enabling environment that makes adoption practically possible.

The study further identifies the Galiyat Development Authority as an important institutional actor, while highlighting the need for stronger implementation, monitoring, training, and coordination. Stakeholder collaboration matters just as much, since many of the environmental problems identified here extend well beyond what any individual hotel can resolve on its own.

Usually, green hospitality in Galiyat emerges but still at an early, uneven stage. Moving toward a more systematic approach will require coordinated action from hotel management, government institutions, local communities, tourists, and other tourism stakeholders alike.

Limitations

The study is limited by its small stakeholder sample and reliance on qualitative accounts, which constrain wider applicability. Future research should incorporate environmental audits, direct observations, and tourists' perspectives, while examining stakeholder groups separately. Quantitative and comparative studies across Galiyat and other mountain destinations are also recommended. in northern Pakistan could help clarify how far these findings extend beyond this one setting.

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