

# Green Practices: A Key to the Sustainability of Tourism and Hospitality Industry

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**Abstract**—Among all states of India Jammu & Kashmir has peak of attraction to tourists since centuries and the tourism and hospitality industry of the state had a very close relationship with its environment from the very inception of the said industry. It is, however, this environment which is continuously degrading at alarming rate. Meanwhile, since early 1990's, the world tourism organization has focused the implementation of sustainable indicators or green practices, as an essential part of planning and management processes at tourism destinations. The increased number of tourists causes negative impact on environment and thus lead to damage on physical and ecological features. So, need of hour is the sustainable development of the environment that promotes the protection of resources in the future which in turn leads to the sustainability of the tourism and hospitality industry. With respect to environmental protection the green concept means the sustainable industry which includes energy conservation, low pollution, recycling, waste management etc. that will cause less harm to the environment. According, to Wolfe and Shanklin [2001], the term “Green”, can alternatively be called “eco-friendly”, “environmentally responsible”, “environmentally friendly”, “sustainable” and “environmentally oriented. Green Practices are referred to action that diminish harmful impacts on the environment. The present paper discusses the need of Green Practices in tourism and hospitality industry and its importance with respect to sustainability of environment.

**Keywords:** *Environmental degradation, Sustainability, Tourism and hospitality industry, Green Practices.*