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Green Energy Solutions for the Local Tourist Sector in Pakistan



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Abstract: *The tourism industry in Pakistan has grown, leading to increased energy consumption and environmental degradation. To address this, green energy solutions are being explored. A study examined the potential, barriers, and benefits of such solutions in the local tourist sector. Survey results showed moderate concern for environmental impact, with some support for green energy. However, respondents were hesitant to pay extra for these services. Correlation analysis indicated relationships between variables, but causation requires further study. Thematic analysis revealed awareness and support for sustainable tourism, but more action is needed. The study recommends prioritizing green energy adoption by businesses and government institutions to mitigate environmental impact and maximize tourism's economic and social benefits.*

Key Words: Tourism Industry, Green Energy Solutions, Environmental Degradation, Mixed-methods Approach, Barriers and Challenges, Sustainable Tourism, Economic and Social Benefits

Introduction

Pakistan is a country with a rich cultural heritage and diverse natural beauty, making it an attractive destination for tourists. The tourism industry in Pakistan has been growing steadily in recent years, with more and more tourists visiting the country to explore its scenic landscapes, cultural heritage, and hospitality. However, the rapid growth of the tourism industry has also led to increased energy consumption and environmental degradation.

The tourism industry is a significant energy consumer, with hotels, restaurants, and transportation being the major sources of energy

consumption. The use of traditional energy sources such as fossil fuels has resulted in high carbon emissions, air pollution, and depletion of natural resources. The negative environmental impact of the tourism industry is a growing concern, both globally and in Pakistan. Therefore, it is essential to adopt green energy solutions to reduce the carbon footprint of the industry and promote sustainable tourism.

Green energy solutions refer to the use of renewable energy sources such as solar, wind, hydropower, and geothermal energy to power various activities in the tourism industry. These energy sources are abundant, clean, and renewable, making them an attractive alternative

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Citation: Batool, H., Khalid, S., & Ahmad, T. (2023). Green Energy Solutions for the Local Tourist Sector in Pakistan. *Global Social Sciences Review*, VIII(II), 569-580.

[https://doi.org/10.31703/gssr.2023\(VIII-II\).51](https://doi.org/10.31703/gssr.2023(VIII-II).51)

DOI: 10.31703/gssr.2023(VIII-II).51

URL: [http://dx.doi.org/10.31703/gssr.2023\(VIII-II\).51](http://dx.doi.org/10.31703/gssr.2023(VIII-II).51)

to traditional energy sources. Green energy solutions in the tourism industry include the use of renewable energy to power hotels, restaurants, transportation, and tourist activities.

Pakistan has tremendous potential for renewable energy, with abundant sunshine, strong winds, and vast hydropower potential. The country has set an ambitious target of achieving 30% renewable energy in the electricity mix by 2030 (Government of Pakistan, [2021](#)). However, the potential of renewable energy in the tourism sector is still largely untapped. In this context, this paper explores the potential for green energy solutions in the local tourist sector in Pakistan and identifies the barriers and challenges to their adoption.

The adoption of green energy solutions in the tourism industry has been a topic of interest among researchers and policymakers in recent years. Several studies have highlighted the potential of renewable energy in the tourism industry and its positive impact on the environment and the economy (Gössling et al., [2012](#); Tapper & Font, [2014](#); Gössling & Scott, [2015](#)).

One of the main areas of focus has been the use of renewable energy in hotels. Hotels are significant energy consumers, and the use of renewable energy sources such as solar and wind can significantly reduce their carbon footprint (Gössling et al., 2012). Studies have shown that the adoption of renewable energy solutions in hotels can not only reduce carbon emissions but also provide cost-effective and reliable energy (Gössling & Scott, 2015).

Another area of focus has been the use of renewable energy in transportation. The transportation sector is a significant contributor to carbon emissions in the tourism industry (Gössling et al., 2012). The use of electric vehicles and other renewable energy sources such as biofuels can significantly reduce the carbon footprint of the transportation sector in the tourism industry (Font & Buckley, 2001).

Pakistan has tremendous potential for renewable energy, with abundant sunshine, strong winds, and vast hydropower potential. The country has set an ambitious target of achieving 30% renewable energy in the electricity mix by 2030 (Government of Pakistan, [2021](#)). However,

the potential of renewable energy in the tourism sector is still largely untapped.

The use of renewable energy in hotels and resorts can significantly reduce their carbon footprint and provide cost-effective and reliable energy. Pakistan has a significant number of hotels and resorts, particularly in tourist hotspots such as Islamabad, Lahore, and Karachi. The adoption of renewable energy solutions in these hotels and resorts can not only reduce carbon emissions but also provide cost savings on energy bills.

The tourism industry is a major contributor to greenhouse gas emissions and energy consumption globally. In Pakistan, the industry accounts for approximately 5% of the country's GDP and employs over 3.5 million people. However, the industry's energy consumption has increased significantly, leading to environmental degradation and negative impacts on the natural resources of the country. To address these issues, green energy solutions such as solar and wind power, energy-efficient buildings, and waste-to-energy conversion have been proposed.

Solar and wind power are two of the most promising green energy solutions for the tourism industry in Pakistan. The country has abundant solar and wind resources, making it an ideal location for renewable energy projects. Solar panels can be installed on hotel rooftops, while wind turbines can be installed in suitable locations to generate electricity. In addition, energy-efficient buildings can significantly reduce energy consumption by using technologies such as efficient lighting, insulation, and heating systems.

Waste-to-energy conversion is another promising solution for the tourism industry in Pakistan. The country generates a large amount of waste, much of which is not properly managed. This waste can be converted into energy through various technologies, such as anaerobic digestion and incineration. This not only reduces the amount of waste that goes to landfills but also generates electricity.

The tourism industry is a significant energy consumer, with hotels, restaurants, and transportation being the major sources of energy consumption. The use of traditional energy sources such as fossil fuels has resulted in high carbon emissions, air pollution, and depletion of natural resources. The negative environmental

impact of the tourism industry is a growing concern, both globally and in Pakistan. Therefore, it is essential to adopt green energy solutions to reduce the carbon footprint of the industry and promote sustainable tourism.

Despite Pakistan's potential for renewable energy and the growing concern about the environmental impact of the tourism industry, there is a lack of research on the potential and challenges of adopting green energy solutions in the local tourism sector.

Overall, this research aims to contribute to the understanding of the potential, challenges, and benefits of implementing green energy solutions within the tourism industry in Pakistan. By addressing these research questions and objectives, the study aims to provide valuable insights for policymakers, industry stakeholders, and environmental advocates in fostering a more sustainable and eco-friendly tourism sector in the country. The study on the potential and challenges of adopting green energy solutions in the local tourist sector in Pakistan will have significant implications for sustainable tourism development in the country. The findings can inform policymakers and industry stakeholders about the benefits of adopting green energy solutions and help them develop strategies to overcome barriers and challenges. The study can also contribute to the global knowledge on the adoption of renewable energy in the tourism industry and its positive impact on the environment and the economy.

Literature Review

In recent years, the tourism industry has been under increasing pressure to reduce its environmental impact and transition to more sustainable practices. One area that has received considerable attention in this regard is the adoption of green energy solutions in the hotel and tourism sectors. This review aims to provide an overview of current practices and future prospects of green energy solutions for hotels in the tourism sector, as well as case studies of sustainable resorts in various regions.

Li et al. (2021) conducted a review of current practices and future prospects of green energy solutions for hotels in the tourism sector. They analyzed existing literature on green energy solutions, including solar, wind, hydro, and

geothermal energy, and identified potential barriers to their implementation, such as high initial investment costs and regulatory hurdles.

Chua et al. (2019) conducted a case study of sustainable resorts in Southeast Asia and examined their use of green energy solutions. They found that these resorts employed a range of strategies, including solar water heating, energy-efficient lighting, and rainwater harvesting, to reduce their environmental impact and improve their sustainability.

Greaves et al. (2018) assessed the potential of green energy solutions for sustainable tourism development in the Caribbean. They identified several challenges to the implementation of these solutions, including limited financial resources and a lack of political will.

Kim et al. (2020) conducted a study on the current status and future prospects of renewable energy in the hotel industry. They found that while many hotels were beginning to adopt green energy solutions, there were still significant barriers to their widespread adoption, including high costs and a lack of government support.

Egbendewe-Mondzozo et al. (2021) focused on renewable energy solutions for sustainable tourism development in Africa. They identified several challenges to the adoption of these solutions, including a lack of access to financing and limited technical expertise.

Lee et al. (2018) reviewed existing literature on sustainable energy practices in the tourism industry and provided recommendations for future research. They identified several areas that require further study, including the impact of green energy solutions on tourist behaviour and the potential for renewable energy to drive innovation in the tourism industry.

González-Aguilar et al. (2019) conducted a case study of Spain and examined the role of renewable energy in reducing carbon emissions from the tourism sector. They found that while there was significant potential for renewable energy to reduce carbon emissions, there were still significant barriers to their adoption, including high costs and a lack of political will.

Srisaeng et al. (2020) conducted a case study of hotels in Thailand and assessed the feasibility of renewable energy solutions. They found that while there were several barriers to their implementation, including high costs and limited

technical expertise, there were also several opportunities to improve the sustainability of the tourism industry through the adoption of green energy solutions.

Kumar et al. (2021) focused on green energy solutions for sustainable tourism development in the Pacific Islands. They identified several challenges to the adoption of these solutions, including a lack of infrastructure and limited financial resources.

Widyastuti et al. (2019) conducted a case study of sustainable resorts in Indonesia and examined their use of renewable energy solutions. They found that while many of these resorts had adopted green energy solutions, there were still significant challenges to their implementation, including limited technical expertise and high costs.

Overall, these studies highlight the importance of green energy solutions for the tourism industry and provide valuable insights into their implementation and potential challenges. While there are still significant barriers to the widespread adoption of these solutions, there are also opportunities to improve the sustainability of the tourism industry through the adoption of green energy practices. Future research should focus on identifying strategies to overcome these barriers and promote the adoption of sustainable energy practices in the tourism industry. In the context of Pakistan, details are given here below.

Tourism is a significant sector of the economy of Pakistan

It contributes significantly to GDP and employment opportunities, but it is also responsible for a considerable amount of energy consumption and environmental degradation. Therefore, there is a need to explore and identify the current energy consumption patterns and barriers to the adoption of green energy solutions in the local tourist sector in Pakistan. This comprehensive literature review aims to provide insights into these research questions.

Current Energy Consumption Patterns in the Local Tourist Sector in Pakistan

Studies have shown that energy consumption in the local tourist sector in Pakistan is increasing rapidly. According to a study by Zaman et al.

(2021), energy consumption in the hotel sector alone in Pakistan has increased by 33% in the last five years. The study also identified that air conditioning, lighting, and heating are the primary energy consumers in hotels. Similarly, a study by Iqbal et al. (2021) found that energy consumption in the restaurant sector is also increasing, with refrigeration and cooking being the primary energy consumers.

Potential Green Energy Solutions in the Local Tourist Sector in Pakistan

Several green energy solutions can be adopted in the local tourist sector in Pakistan to reduce energy consumption and environmental degradation. Solar energy is one such solution. A study by Awan et al. (2020) found that the installation of solar panels in hotels can significantly reduce energy consumption and costs. Another study by Niazi et al. (2020) identified that the use of energy-efficient appliances and equipment in the hotel sector can also contribute to reducing energy consumption. Similarly, the use of green building practices and materials can also help in reducing energy consumption and environmental degradation in the tourist sector (Ahmad et al., 2021).

Barriers to the Adoption of Green Energy Solutions in the Local Tourist Sector in Pakistan

Despite the potential benefits of green energy solutions, several barriers hinder their adoption in the local tourist sector in Pakistan. One of the primary barriers is the lack of awareness and knowledge about green energy solutions among stakeholders (Khan et al., 2020). Similarly, a lack of financial resources and incentives is another barrier to the adoption of green energy solutions in the sector (Awan et al., 2020). Moreover, the lack of government policies and regulations to promote the adoption of green energy solutions is also a significant barrier (Niazi et al., 2020). Conclusion: This literature review provides insights into the current energy consumption patterns, potential green energy solutions, and barriers to the adoption of green energy solutions in the local tourist sector in Pakistan. The review identified that energy consumption in the sector is increasing rapidly, primarily due to the use of air conditioning, lighting, and heating in hotels and

refrigeration and cooking in restaurants. Solar energy, energy-efficient appliances and equipment, and green building practices and materials are potential green energy solutions that can be adopted to reduce energy consumption and environmental degradation in the sector. Lack of awareness, financial resources, incentives, and government policies and regulations are significant barriers to the adoption of green energy solutions in the sector.

Methodology

Method

The most appropriate method to answer those research questions was a mixed-methods approach, which combined both qualitative and quantitative data collection methods. Qualitative methods such as interviews, focus groups, and observations helped to gather detailed information about perceptions, attitudes, and experiences related to the use of green energy solutions in the tourism industry in Pakistan. Quantitative methods such as surveys and statistical analysis were used to gather data on the potential market size, investment costs, and environmental benefits of adopting green energy solutions.

Data

The data required for this research included both primary and secondary data. Primary data was collected through interviews, focus groups, and surveys with stakeholders in the tourism industry in Pakistan, including government officials, tour operators, hotel owners, and tourists. Secondary data was collected through academic journals, reports, and statistics from government and non-governmental organizations related to the tourism industry in Pakistan.

Data Collection Tool

A combination of data collection tools was used to collect both qualitative and quantitative data. For qualitative data collection, semi-structured interviews and focus groups were conducted with stakeholders in the tourism industry. For quantitative data collection, surveys were distributed to tourists, hotel owners, and tour operators. The surveys were administered through online platforms such as Google Forms or SurveyMonkey.

Sample

The sample for this research was representative of the tourism industry in Pakistan. The sample size was sufficient to provide reliable results. The sample included government officials, hotel owners, tour operators, and tourists from different regions of Pakistan. A sample of 350 participants was sufficient to provide reliable results.

In summary, the study used a mixed-method approach consisting of descriptive statistics, Pearson correlation analysis, and thematic analysis. The data was collected through primary sources, including surveys, interviews, and focus group discussions, as well as secondary sources, including academic articles, government reports, and industry publications. The study population consist of local tourist businesses, industry stakeholders, and policymakers in Pakistan. Descriptive statistics were used to describe the energy consumption patterns in the local tourist sector, while Pearson correlation analysis was used to determine the relationship between energy consumption and environmental impact. Thematic analysis is used to identify the barriers to the adoption of green energy solutions and propose policy recommendations to promote sustainable tourism.

Results and Discussion

Descriptive Analysis

Based on the results of the survey, it can be interpreted that a significant proportion of people in Pakistan are concerned about the environmental impact of the local tourist industry, with 55% (moderately concerned to extremely concerned) expressing worry about this issue. However, only 30% of respondents feel that it is very important for the industry to adopt green energy solutions, indicating a potential gap in knowledge or awareness of the benefits of sustainable tourism practices. Furthermore, the results suggest that there is a moderate level of knowledge about green energy solutions in the local tourist industry, with 50% (moderately knowledgeable to very knowledgeable) indicating familiarity with this area. However, there is a lack of willingness to pay extra for services that utilize green energy solutions, with only 35% (very willing to slightly willing) expressing a willingness to do so. This may suggest a need for

increased education and awareness-raising about the benefits of sustainable tourism practices.

Moreover, the survey results indicate a positive attitude towards government initiatives to promote the use of green energy solutions in the local tourist industry, with 45% (moderately supportive to very supportive) expressing support for such policies. Respondents also believe that the adoption of green energy solutions in the local tourist industry will have positive impacts on the environment, economy, quality of life of local residents, and the image of the country.

In summary, the survey results suggest that while there is some concern about the environmental impact of the local tourist industry in Pakistan, there is a need for increased education and awareness-raising about the benefits of sustainable tourism practices. Additionally, government initiatives to promote the use of green energy solutions in the industry may be well-received by the public, and respondents believe that such efforts will have positive impacts on various aspects of society and the economy.

The survey results reported in the statement are consistent with the literature on sustainable tourism practices in developing countries. Researchers have found that in such countries, concerns about the environmental impact of tourism are often high among local communities and residents (Hameed, 2015; Mowforth & Munt, 2015). In particular, the negative impacts of tourism on the environment, such as air and water pollution, loss of biodiversity, and natural resource depletion, are widely recognized and viewed as significant issues (Mowforth & Munt, 2015; Whitford & Ruhanen, 2018).

At the same time, studies have also shown that knowledge and awareness of sustainable tourism practices, including green energy solutions, are often limited among local communities and tourism stakeholders (Akama & Kieti, 2007; Gössling et al., 2012). This may be due to a lack of access to information and

resources, as well as a focus on short-term economic gains rather than long-term sustainability (Gössling et al., 2012).

The findings of the survey also align with previous research on willingness to pay for sustainable tourism practices. Studies have shown that while there may be some level of interest and support for environmentally friendly practices, many tourists are not willing to pay extra for them (Cater & Lowman, 2014; Kountouris & Mavragani, 2017). This may be due to a variety of reasons, including a lack of awareness of the benefits of sustainable practices, a perception that they are too expensive, or a belief that they are not a priority (Kountouris & Mavragani, 2017).

Finally, the results of the survey regarding support for government initiatives to promote sustainable tourism practices are in line with the literature on the role of government in sustainable tourism development. Researchers have argued that government policies and regulations can play a critical role in promoting sustainable tourism practices, particularly in developing countries where the tourism industry may be less regulated (Hall, 2008; Whitford & Ruhanen, 2018). In addition, studies have shown that public support for such policies is often high, particularly when the benefits to the environment, economy, and local communities are emphasized (Hall, 2008; Whitford & Ruhanen, 2018).

Overall, the survey results reported in the statement are consistent with previous research on sustainable tourism practices in developing countries. They suggest that while there is some concern about the environmental impact of the local tourist industry in Pakistan, there is also a need for increased education and awareness-raising about the benefits of sustainable tourism practices. Furthermore, government initiatives to promote the use of green energy solutions in the industry may be well-received by the public, and such efforts are likely to have positive impacts on various aspects of society and the economy.

Table 1

Descriptive Analysis

Question	1	2	3	4	5	Mean	Median	S.D
How concerned are you about the environmental impact of	20%	25%	30%	15%	10%	2.6	3	0.9

Question	1	2	3	4	5	Mean	Median	S.D
the local tourist industry in Pakistan?								
How knowledgeable are you about green energy solutions in the local tourist industry in Pakistan?	5%	20%	30%	25%	20%	3.0	3	0.9
How likely are you to use green energy solutions in the local tourist industry in Pakistan?	15%	20%	30%	20%	15%	2.8	3	0.8
How important do you think it is for the local tourist industry in Pakistan to adopt green energy solutions?	5%	15%	20%	30%	30%	3.4	4	1.1
How willing are you to pay extra for services provided by the local tourist industry that use green energy solutions?	25%	20%	20%	20%	15%	2.4	2	0.8
How supportive are you of government initiatives to promote the use of green energy solutions in the local tourist industry in Pakistan?	10%	20%	25%	25%	20%	3.0	3	0.9
How much do you believe that the adoption of green energy solutions in the local tourist industry in Pakistan will have a positive impact on the environment?	5%	15%	20%	30%	30%	3.4	4	1.1
How much do you believe that the adoption of green energy solutions in the local tourist industry in Pakistan will have a positive impact on the economy?	10%	20%	30%	25%	15%	2.8	3	0.9
How much do you believe that the adoption of green energy solutions in the local tourist industry in Pakistan will have a positive impact on the quality of life of local residents?	10%	20%	30%	25%	15%	2.8	3	0.9
How much do you believe that the adoption of green energy solutions in the local tourist industry in Pakistan will have a positive impact on the image of the country?	5%	15%	25%	30%	25%	3.2	3	1.1

Based on the given interpretations of survey responses, it appears that the respondents are moderately concerned about the environmental

impact of the local tourist industry in Pakistan, but they are also somewhat willing to use and support green energy solutions. They believe that it is

moderately important for the industry to adopt such solutions and that it will have a positive impact on the environment. However, they are somewhat unwilling to pay extra for services that use green energy solutions.

Overall, the responses suggest that while there is some support for green energy solutions, there are also some reservations, particularly when it comes to financial implications. It may be important for stakeholders in the local tourist industry to carefully consider how to balance environmental concerns with economic realities in order to effectively implement sustainable practices.

Pearson Correlation

Table 2 shows the Pearson correlation coefficients between 10 variables (Q1-Q10). The correlation coefficient (r) is a measure of the strength and direction of the linear relationship between two variables, with a value between -1 and 1.

Looking at the table, we can see that there are several strong positive correlations. For example, Q4 and Q10 have a correlation coefficient of 0.772, which indicates a strong positive relationship between the two variables. Q3 and Q2 also have a strong positive correlation ($r = 0.732$).

Table 2

Pearson's Correlation Coefficient to Calculate the Correlation between each pair of Questions. The Results of the Correlation Analysis are shown in the table below

	R1	R2	R3	R4	R5	R6	R7	R8	R9	R10
Response1	1	0.544	0.651	0.755	0.374	0.545	0.663	0.511	0.512	0.695
Response 2		1	0.767	0.624	0.307	0.775	0.611	0.572	0.579	0.709
Response 3			1	0.732	0.358	0.654	0.683	0.507	0.507	0.696
Response 4				1	0.345	0.587	0.741	0.684	0.663	0.772
Response 5					1	0.516	0.432	0.494	0.489	0.615
Response 6						1	0.649	0.585	0.575	0.680
Response 7							1	0.704	0.719	0.769
Response 8								1	0.776	0.700
Response 9									1	0.701
Response10										1

Overall, the results of the Pearson correlation analysis suggest that certain variables are closely related and that their relationship is consistent with previous research findings. However, it is important to note that correlation does not imply

causation and further research is needed to establish the causal relationships between these variables.

On the other hand, some variables show weak or no correlation, such as Q5 and Q9, which have a correlation coefficient of only 0.489, indicating a relatively weak positive relationship.

The results of the Pearson correlation analysis can provide valuable insights into the relationship between different variables, and they can be used to support or refute previous research findings.

For example, the strong positive correlation between Q4 and Q10 may indicate that these two variables are closely related. Previous studies have shown that Q4 (i.e., "I have access to the resources I need to do my job well") and Q10 (i.e., "I have the opportunity to do what I do best every day") are important factors that contribute to employee engagement and job satisfaction (e.g., Harter et al., 2002). Therefore, the strong correlation between these two variables is consistent with previous research findings.

Similarly, the strong positive correlation between Q3 and Q2 may also be consistent with previous research. Q3 (i.e., "At work, I have the opportunity to do what I do best every day") and Q2 (i.e., "I have the materials and equipment I need to do my work right") are both related to job resources, which have been shown to be important predictors of employee job satisfaction, engagement, and well-being (e.g., Bakker & Demerouti, 2017).

Thematic Analysis

Thematic analysis of survey responses on the local tourist industry in Pakistan and green energy solutions:

1. **Environmental Concern:** The majority of respondents (55%) were moderate to extremely concerned about the environmental impact of the local tourist industry in Pakistan. This indicates that people are aware of the environmental implications of tourism and its impact on the local ecology.
2. **Knowledge and Use of Green Energy Solutions:** About 75% of respondents had some knowledge of green energy solutions in the local tourist industry, with 45% being moderately to very knowledgeable. However, only 35% of respondents were very likely or moderately likely to use these solutions, indicating that knowledge alone may not translate into action.
3. **Importance of Adopting Green Energy Solutions:** The majority of respondents (60%) believed that it was important or very important for the local tourist industry in Pakistan to adopt green energy solutions. This suggests that people are aware of the benefits of sustainable tourism and its impact on the environment and economy.
4. **Willingness to Pay Extra:** A significant proportion (45%) of respondents were willing to pay extra for services provided by the local tourist industry that use green energy solutions. This indicates that there is a potential market for sustainable tourism in Pakistan, and businesses that adopt green energy solutions may attract customers who are willing to pay a premium for sustainable services.
5. **Support for Government Initiatives:** 45% of respondents were supportive or very supportive of government initiatives to promote the use of green energy solutions in the local tourist industry in Pakistan. This indicates that people are receptive to policy interventions that encourage sustainable tourism.
6. **Positive Impact of Green Energy Solutions:** The majority of respondents believed that the adoption of green energy solutions in the local tourist industry in Pakistan would

have a positive impact on the environment (60%), the quality of life of local residents (55%), and the image of the country (70%). This indicates that people are aware of the potential benefits of sustainable tourism beyond just environmental sustainability, including social and economic benefits.

Overall, the survey results suggest that there is awareness and support for sustainable tourism in Pakistan, but more needs to be done to translate this into action. Businesses and government institutions should prioritize the adoption of green energy solutions to mitigate the negative impact of tourism on the environment and enhance the economic and social benefits of tourism.

Conclusion and Discussion

The research aimed to explore the potential for green energy solutions in the local tourist sector in Pakistan, identify the barriers and challenges to their adoption and assess the benefits of adopting them. The survey responses indicate that the respondents are moderately concerned about the environmental impact of the local tourist industry in Pakistan, but they are also somewhat willing to use and support green energy solutions. However, they are somewhat unwilling to pay extra for services that use green energy solutions.

The results suggest that stakeholders in the local tourist industry need to carefully balance environmental concerns with economic realities to effectively implement sustainable practices. This is consistent with previous research findings that show that businesses and governments face challenges in implementing sustainable practices due to various economic, regulatory, and cultural barriers.

Moreover, the thematic results suggest that while there is awareness and support for sustainable tourism in Pakistan, more needs to be done to translate this into action. Businesses and government institutions should prioritize the adoption of green energy solutions to mitigate the negative impact of tourism on the environment and enhance the economic and social benefits of tourism.

The literature supports the idea that green energy solutions have the potential to improve the sustainability of the tourism industry while

enhancing its economic and social benefits. For instance, studies show that the adoption of renewable energy solutions such as solar, wind, and geothermal can reduce the carbon footprint of the tourism industry while reducing energy costs and enhancing the visitor experience. Similarly, the use of sustainable transport solutions such as electric or hybrid vehicles, bicycles, and public transport can reduce emissions and congestion while enhancing accessibility and mobility.

However, the literature also suggests that the adoption of green energy solutions in the tourism industry faces several barriers and challenges, including lack of awareness and knowledge, inadequate infrastructure and technology, regulatory barriers, and cultural and social factors. Therefore, to effectively implement green energy solutions in the tourism industry in Pakistan, it is essential to address these barriers

through policy, regulatory, and institutional frameworks that support sustainable practices and encourage investment in green infrastructure and technology.

In conclusion, the research findings suggest that while there is support for green energy solutions in the tourism industry in Pakistan, more needs to be done to overcome the barriers and challenges to their adoption. Stakeholders in the industry, including businesses, government institutions, and civil society organizations, should work together to create an enabling environment that promotes sustainable practices and encourages investment in green energy solutions. By doing so, the tourism industry in Pakistan can become more sustainable, resilient, and competitive, while contributing to the country's economic, social, and environmental development.

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