

AN INVESTIGATION OF THE GREEN TOURISM BEST PRACTICE TO PROMOTE GREEN TOURISM AND HOSPITALITY WITH SPECIAL REFERENCE TO THE SRI LANKAN CONTEXT

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In recent ages, firms everywhere in the world have been into the 21st century corporate era, as the demands for transportation and leisure have become further expedient. At the same time, the increasing demand of recent tourism, travel and guests cannot be denied to be a influence of global warming issue. However, in most instances, the absence of the green tourism applications is criticized for their inability to address green tourism promotion and hospitality development. As a participant of the Earth, we have the concern and responsibility to encourage the preparation of low-carbon green trip. In all features of the tourism development, “green tourism” includes travelers, guesthouses, attractions, visitor managers, tour operators, travel agents and travel guides. This green tourism will guard the green environment with concepts of green consumption actions, so as to accomplish communal accountability, financial development and environmental sustainability of the realm. Particularly this research was conducted through qualitative research methodology and analysis were done based on the context study comprises with the study of environmental development, sustainable building site and design and sustainable construction. In this research, the perception of green tourism, by means of the triumph stories, will found a comprehensive management of the green tourism marketplace in Sri Lanka. Therefore, in order to shape a service industry and quality environment for our kids and work in the direction of a sustainable growth while wandering the world collective with the newest trends.

Keywords: *Green tourism; Green tourism market; Global warming; Low-carbon era; Leisure and tourism*
