

**Green Human Resource Practices: A Pathway to Green Competitive Advantage.
A case of the hotel industry in Gilgit-Baltistan, Pakistan**

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The hospitality and tourism industries in Gilgit-Baltistan are considered extremely important to the economic development of the region. This region is known for its natural beauty and extensive tourism potential. In recent years, environmental awareness has grown in the region's tourism and hospitality sector to adopt sustainable practices to gain a competitive advantage. Competition is considered the main source of success or failure of a company and achieving competitive advantages and goals requires a special approach. Green Competition Advantage, first introduced and recognized as a management concept in 2011, is one of these strategies. Therefore, this study aims to examine the relationship between GHRMP and GCA in the booming hotel sector in Gilgit-Baltistan. GHRMP mainly consists of initiatives that balance environmental factors with various HR functions, which can give GB hotels a green competitive advantage. This study aims to examine the theoretical framework of GHRMP as a way to achieve a green competitive advantage in the thriving hotel industry of Gilgit-Baltistan. By integrating environmental aspects into various green HR functions, the hotels operating in Gilgit-Baltistan can improve their environmental performance, which will help them stand out from the competition and this will also help protect the natural environment. According to the results, it is necessary to put GHRMP and GCA adaptation into practice to be competitive in the long term in the face of environmental challenges around the world. Gilgit-Baltistan's hotel and tourism sectors are essential to the country's economic growth. The area is gifted with a great deal of natural beauty, including high mountains like K2, glaciers, cold deserts, forests, rivers, stunning lakes, and an abundance of incredible wildlife. It also boasts a rich cultural legacy that draws visitors from all over the world [1]. This massive influx of tourists also creates various challenges and the entire region of GB could be at risk of environmental degradation [2]. Hotels are the central pillar of the accommodation sector and their various operations require significant amounts of energy and water, resulting in environmental degradation [3]. This theoretical article attempts to use the Resource-Based View (RBV) as the underpinning theory which provides a lens through which we can examine how the unique resources of hotels contribute to its green competitive advantage. Therefore, this study will examine the nexus between GHRMP and GCA in the hotel industry of Gilgit-Baltistan. The main objective of this study is to examine the theoretical framework of GHRMPs as a path to GCA and to provide recommendations for the implementation of Green Initiatives in Gilgit-Baltistan's Hoteling Sector.

In summary, the hotel industry in Gilgit-Baltistan relies heavily on GHRMP as a primary source of Green Competitive Advantage. Hotels can cultivate a sustainable culture, set themselves apart from competitors, and help preserve the area's natural resources by incorporating environmental concerns into HR operations.

Источники и литература

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