

## **SUSTAINABLE BUSINESS PRACTICES: SPECIAL EMPHASIS ON TOURISM**

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### **ABSTRACT**

Adopting sustainable business practices has become a global trend, as well as in Sri Lanka. It is critical to have a business strategy that represents the organization's economic, environmental and social commitments. In this regard, it is critical to move away from the traditional business model and toward a new model based on sustainable business practices. The increased demand for natural resources and raw materials has resulted in significant price rises. Finding alternatives and examining waste output has proven to be an excellent cost-cutting exercise for many companies, especially the hotel sector in Sri Lanka, which could also benefit from cleaner production technologies to improve efficiency and sustainability.

Key words: Sustainable Development, Tourism, Business Practices, Environment, Management