

The Impact of Physical Environmental Attributes of an Eco-Hotel on Guest Loyalty with Special Reference to Eco Lodges in Dambulla

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Sri Lankan tourism sector has been identified as one of the key sectors propelling the country's economic growth. The ultimate goal of the tourism is to gain more & more income and profits to the country and provide high contribution to the GDP. The nature based tourism is an emerging trend in the present global context. Therefore, the demand for Eco and nature based accommodations is increasing rapidly. In this respect, this study attempted to explore the impact of Physical Environmental Attributes of an Eco Hotel/Lodge on Guest Loyalty with Special reference to Eco Lodges in Dambulla. Research questions developed as to find out the existing Physical Environmental Attributes of an Eco Hotel and what is the impact of Physical Environmental Attributes on Guest Loyalty. To answer the research questions, objectives has been developed as to identify the existing Physical Environmental Attributes of an Eco Hotel and to identify the impact of Physical Environmental Attributes on Guest Loyalty. Research is mostly based on primary data and researcher used judgmental sampling technique for the study. Data was collected from 200 guests visit to Eco Lodges in Dambulla by using Structured Questionnaire. In order to achieve the objectives researcher used Descriptive analysis and Multiple Linear Regression Analysis. According to the analysis, there is a significant impact on Guest Loyalty by the Physical Environmental Attributes of an Eco Hotel. Finally, it is recommended that if the Physical Environmental Attributes can be developed and maintained in a creative and innovative manner, the customer attraction and Loyalty will be increased.

Keywords: Eco hotel, Eco lodge, Physical environmental attributes, Guest loyalty