

**SUSTAINABLE ORIENTATION AND SUSTAINABLE
INNOVATION INITIATIVES IN HOTEL INDUSTRY
IN KANDY DISTRICT**

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ABSTRACT

Sustainable Orientation and Sustainable Innovation Initiatives in Hotel Industry in Kandy District

The past several decades have seen a growing awareness amongst hoteliers and investors regarding the environmental and social impacts of hotel development and operations to the extent where sustainability issues have permeated nearly every aspect of the hotel industry.

This research was conducted in order to identify the relationship and current degree of sustainable orientation and sustainable innovation initiative in hotel industry. Sustainable orientation was assessed on three main dimensions: Ecological orientation, Economical orientation and societal orientation. Sustainable innovation initiatives were assessed based on firm level and industry level sustainable new products and services that hotels introduced during the period from year 2011 to 2013. Data were collected from top level management of all 27 hotels registered in the Kandy district through self designed structured questionnaires based on the past literature. Mann-Whitney test and Spearman's' correlation was utilized for the data analyzing .The research was identified that there is high positive relationship between sustainable orientation and sustainable innovation initiatives. As well as the level of sustainable orientation and sustainable innovation initiatives differ significantly from classified and unclassified hotel categories.

Key words – * Sustainable orientation, sustainable innovation initiatives, hotel industry