



**ASSESSING THE IMPACT OF SUSTAINABLE BUSINESS PRACTICES ON
TOURIST PERCEPTION IN SMALL AND MEDIUM SCALE HOTELS**

With Special Reference to Kandy, Rathnapura and Negombo

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ABSTRACT

Sustainable development is widely accepted among tourism organizations as the sustainable business practices are an emerging topic in small and medium scale hotels. Despite of its important role, both Organizations and tourists are suffering different kinds of barriers when adopting sustainable business practices into small and medium scale hotels. The main objective of this study is to identify the sustainable business practices in small and medium scale hotels within Rathnapura, Kandy and Negombo areas and secondary objective is to identify the tourist perception on the sustainable business practices in small and medium scale hotels. Sample consisted of one hundred and twenty tourists and fifteen small and medium scale hotels have chosen. The primary data were gathered through the structured survey and questionnaire method has been adopted. Descriptive statistics and Correlation coefficient analysis used to analysis the data. Findings exposed the hotels in Rathnapura, Kandy, Negombo area aware about the sustainability issues in hospitality. Further, majority stated the use of comprehensive sustainability strategies and implementation of programs. Further, results revealed the strong positive relationship between tourist perception and the sustainable business practices in the small and medium scale hotels. As recommendations, the promotion of sustainable business practices and adopting green-marketing techniques in hospitality sector had been highlighted.

Keywords: Sustainable development, Sustainable business practices, Tourism, Tourist perception, Small and medium scale hotels