



**THE IMPACT OF PLANNED BEHAVIOR ON THE
INTENTION TO VISIT GREEN HOTELS;
EVIDENCE FROM INBOUND TOURISTS IN
GREEN HOTELS IN THE CULTURAL
TRIANGLE.**

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ABSTRACT

The study herein describes the use of the extended theory of planned behavior (TPB), together with the additional variable of past behavior, to investigate the intentions of individuals to visit green hotels in The Cultural Triangle of Sri Lanka. The aims of the present study were threefold: (i) To identify whether attitude, subjective norms, perceived behavioral control, and frequency of past behavior, has an impact on the intention of a customer to visit a green hotel. (ii) To investigate whether there is an impact of the frequency of past behavior on the intention to visit a green hotel. (iii) To explore the mediating role of the variables of the TPB on the relationship between past behavior and intention to visit a green hotel. Data collected from 150 questionnaire surveys confirmed the hypotheses of the present study and the findings of the current literature on this wider topic. The findings reveal that attitude, subjective norms, perceived behavioral control, and frequency of past behavior, all positively affect the intention of a customer to visit a green hotel. In addition, the influence of the frequency of past behavior on the intention to visit a green hotel was partially mediated by the variables of the TPB. The findings show that the modified TPB may be used to understand behavioral intention in the context of visiting a green hotel. Some wider implications were also derived, both from a theoretical point of view and from a practical one, for managers in the hospitality industry.

Key words: Green hotels, theory of planned behavior, attitude, subjective norms, behavioral intention, past behavior.