

The Impact of Planned Behavior on the Intention to Visit Green Hotels: Evidence from the Inbound Tourists visiting the Cultural Triangle

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The theory of planned behavior (TPB) is widely used in the field of tourism to predict and explain the tourists' behavior in different contexts. There is a growing trend that tourists prefer to deal with organizations that are less harmful to the natural environment. Also, over the past years, specific efforts within the hospitality industry have given to the idea of gaining competitive advantage through image building done with conservation and sustainability initiatives. The study explained the viability of the extended theory of planned behavior (TPB) together with the variable of past behavior to examine the intentions of individuals to visit green hotels in the Cultural Triangle of Sri Lanka. Accordingly, the study focused on identifying the impact of attitude, subjective norms, perceived behavioral control, and frequency of past behavior on the intention of an inbound tourist to visit a green hotel. A sample of 150 inbound tourists was selected using convenience sampling technique and questionnaire survey was administered to collect primary data. The findings revealed that attitudes, subjective norms, perceived behavioral control, and frequency of past behavior, positively impact on the intention of tourists to visit a green hotel. Additionally, the effect of frequency of past activity on intention to visit a green hotel was partly mediated the TPB variables. The results indicated that the adjusted TPB can be used to understand the behavioral intention of visiting a green hotel.

Keywords: Green hotels, theory of planned behavior, attitude, subjective norms, behavioral intention, past behavior