

ABSTRACT

Harmonizing Luxury and Sustainability: Potential of Developing Luxury Sustainable Tourism in Sri Lanka from Hoteliers' Perspective Sustainable Tourism emerged with the timely necessity to mitigate negative impacts of tourism development. The purpose of the study was to examine the managerial perception on sustainability tourism practices in luxury hotels and how they have compromised luxury and sustainability in their hotels. This study was conducted through qualitative approach. Out of 37 hotels that awarded National Sustainability Tourism Certification, 10 were used for the study through Purposive sampling technique, collecting data through in-depth interviews with semi-structured questions from the Naturalists and Engineers. The researcher also followed up an observation checklist. Data was analysed employing content analysis. Results indicate that the luxury hotels have been switching onto sustainable tourism recognizing sustainable tourism trend, increasing guests' awareness and purchasing behaviour towards sustainable products, cost effectiveness and Green marketing as perceived by managerial level staff. Sustainability Policy Documents, Sustainability officers, Environment Conservation & Tourist Information Centres and CSR projects are among the key actions that have been executed by the luxury hoteliers in different magnitudes. Results further demonstrate the current sustainability practices of luxury hotels in Sri Lanka under themes; Environmental, Economical and Socio Cultural. Findings amalgamates that the luxury hotels have focused on management of Air Quality, waste, water, Environment & Bio diversity conservation for enhancing Guest satisfaction, chemical pollution control, Zero plastic mission and. For Economic sustainability, they try to ensure cost effectiveness through energy conservation and enhancing self-sufficiency, benefit to the community and the employees from the hotel, guest Satisfaction for long term Customer Relationship management. The analysis evokes that there is a great potential to develop luxury sustainable tourism in Sri Lanka with regards to hotel sector. More Government support, a well- developed Sustainability Grading system for hotels, more actions for coastal & marine conservation, more renewable energy sources, a Green tax for tourists, Sustainable Tourism Fund, introducing and increasing awareness of sustainable tourism products are recommended to further sustainable hospitality management in Sri Lanka.

Keywords: harmonizing, luxury, sustainable tourism, hotels, Sri Lanka