



**THE IMPACT OF PHYSICAL ENVIRONMENTAL
ATTRIBUTES OF AN ECO HOTEL ON GUEST
LOYALTY
SPECIAL REFERENCE TO ECO LODGES IN
DAMBULLA**

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ABSTRACT

Sri Lankan tourism sector has been identified as one of the key sectors propelling the country's economic growth. The ultimate goal of the tourism is to gain more & more income and profits to the country and provide high contribution to the GDP. The nature based tourism is an emerging trend in the present global context. Therefore, the demand for Eco and nature based accommodations is increasing day by day. In this respect, this study attempted to explore the impact of Physical Environmental Attributes of an Eco Hotel/Lodge on Guest Loyalty with Special reference to Eco Lodges in Dambulla. In order to fill the research gaps identified by the researcher in the Sri Lankan context. In order to conduct the study, Researcher set research questions as what are the existing Physical Environmental Attributes of an Eco Hotel and what is the impact of Physical Environmental Attributes on Guest Loyalty. To answer the research questions, the researcher set the objectives as To identify the existing Physical Environmental Attributes of an Eco Hotel and To identify the impact of Physical Environmental Attributes on Guest Loyalty. Research is mostly based on primary data and researcher used judgmental sampling technique for the study. Data was collected from 200 guests visit to Eco Lodges in Dambulla by using Structured Questionnaire. Then after, in order to achieve the objectives researcher used Descriptive analysis and Multiple Linear Regression Analysis. By these analysis Researcher found that there is a significant impact on Guest Loyalty by the Physical Environmental Attributes of an Eco Hotel. Finally, according to the findings of the study it can recommend that if the Physical Environmental Attributes can be developed and maintained in a creative and innovative manner. The customer attraction and Loyalty will be increased.

Key words: Eco Hotel, Eco Lodge, Physical Environmental Attributes, Guest Loyalty