



**Uva Wellassa
University**

**A STUDY ON THE IMPACT OF THE GREEN
ATTITUDES OF GUESTS ON PREFERENCE FOR
THE BOUTIQUE HOTELS
(WITH SPECIAL REFERENCE TO GALLE DISTRICT)**

This dissertation is submitted as a partial fulfillment of the degree of Bachelor of
Business Management in Hospitality Tourism and Events Management

August, 2018

Name of the candidate :H.M.R.M.Herath

Index number :UWU/EX/14/0303

Department of Public Administration

ABSTRACT

Travel and tourism industry has a strong commitment on sustainable operations due to the growing demand from the market. Especially, accommodation sector is more profound on the sustainable practices and has a huge conceive on green practices in the operation. Currently, the boutique hotels are prominently adopting green practices in their operation and make a huge investment on this effort. Hence, this research was conducted to identify the impact of guests' attitude on green practices, when they select a hotel to stay during their travel. The objectives of this research are to identify the profile of the tourists who accommodate at boutique hotels, to identify the relationship and impact of green attitudes on preference for the boutique hotels. A sample of 148 foreign tourists who accommodated in boutique hotels in Galle district were selected using convenient sampling and a structured questionnaire was occupied for primary data collection. In order to achieve the objectives, the researcher conducted descriptive analysis, correlation analysis and multiple regression analysis. Findings indicated that green attitudes of guests on green practices significantly associated with the preference for the boutique hotels. According to the regression result, level of responsibility of business corporation was the most influential dimension on preference for the boutique hotels. It implies that guests' who have the attitude of "level of responsibility of business corporations" are mostly visiting boutique hotels, spread positive word of mouth and willing to pay premium for the green practices. It can be recommended that hoteliers can inform customers through websites, social media and travel agents about their green practices. Further, researcher recommends that hoteliers should develop effective strategies to promote their hotel image, increase retention period and revisit intention by using eco-friendly concepts.

Keywords: Green Practices, Boutique Hotels, Sustainability