

# **Exploring the Impact of Green Practices in Sri Lankan Hotels on Customers' Visiting Intention**

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Going green is no more a new concept to the industries due to the artificiality world is facing. As consumers have become sensitive to the organizations' green practices in their buying behaviours, the hospitality industry, as one of the booming industries in Sri Lanka, is also adapting green practices to be competitive and sustain in the business environment. Therefore, this study's main objective is to examine the relationship between green practices and visiting intention of customers' in the Sri Lanka hotel sector. For the study purpose, 11 practices suitable for Sri Lankan hotels were evaluated under five aspects of green practices identified through literature. A quantitative study was designed where the people who have visited a hotel were selected as the population. 220 responses were collected through an online questionnaire, and multiple regression analysis was used in SPSS to test the hypothesis. The analysis revealed significant relationships between organic food practices, wastage reduction practices, recycling practices, water-saving practices at hotels, and customers' visiting intention where energy-saving practices do not show any significant relationship with customers' visiting intention. Furthermore, these research study's findings indicated that adaptation and sustainability of green practices across hotels in Sri Lanka can positively influence customers' visiting intention as there are not many hotels that implement green practices in Sri Lanka.

**Keywords:** *Customers' Visiting Intentions, Energy Saving Practices, Organic Food Practices, Sustainability*