

## **FACTORS AFFECTING EMPLOYEE TURNOVER INTENTION IN SRI LANKA'S HOTEL INDUSTRY WITH REFERENCE TO EXECUTIVE-LEVEL EMPLOYEES IN THE WESTERN PROVINCE**

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This study investigates the factors influencing employee turnover intention among executive-level employees in Sri Lanka's hotel industry, with a particular focus on the Western Province. The study aims to identify key determinants of turnover and assess their impact on employees' decisions to leave the industry.

A structured online questionnaire was designed and distributed to a randomly selected sample of 127 executive and senior-level employees. The sample comprised respondents with diverse demographic characteristics, including gender, age, education level, and length of service. Data were analyzed using SPSS 25.0, employing correlation and regression techniques to examine the relationship between job characteristics, work environment, human resource management practices, and job stress on turnover intention.

The findings indicate that multiple factors contribute significantly to turnover intention among executive-level employees. These factors have a direct influence on employees' decisions to leave, emphasizing the need for proactive retention strategies. The study underscores the importance of fostering a positive work environment, implementing effective human resource management practices, and mitigating job-related stress to reduce turnover rates in the hotel industry.

***Keywords:*** *Job Characteristics, Job Stress, Human Resources Management Practices, Turnover Intention, Work Environment*

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