

The impact of sustainable hotel practices towards guest satisfaction and re-visitation intention of classified hotels in Passikudah area

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Abstract

The hotel sector was identified as an industry of which activities consist of a more impact on the environment. The increasing awareness and demand for environmental concern lead the hotels to implement sustainable practices to be competitive among other hotels in the long run. Still, there was no research conducted by anyone in the Passikudah area about this topic. So, this study has identified that particular gap and set guidelines for this. Hence, the purpose of this study was to investigate the impact of sustainable hotel practices towards guest satisfaction and revisitation intention of classified hotels. The quantitative approach was employed, and the data were collected through a self-administered questionnaire from 55 departure tourists of classified hotels. Convenience sampling technique was used to draw the sample. Both descriptive and inferential statistics were utilized to analyze data using SPSS software. Hypotheses were tested using multiple regression analysis. The result of regression analysis reveals that the waste management and energy management were positively and significantly impacted on the guest satisfaction whereas water conservation was not shown a significant impact on guest satisfaction. The energy management was positively and significantly impacted on revisitation intention though the waste management, and water conservation were not indicated a significant impact on the revisitation intention. Moreover, Guest satisfaction has a significant impact on the revisitation intention, and it acts as a mediator between sustainable hotel practices and revisitation intention. The results of the study conclude and recommend that if the hotels implement sustainable hotel practices in terms of waste management, water conservation, and energy management, the business operations can be enhanced effectively, which may eventually lead to a satisfied and loyal customer.

Keywords: *Energy management, guest satisfaction, re- visitation intention, water conservation, waste management*