Impact of Green Practices on Behavioral Intentions of Tourists: A Study in Sri Lankan Hotels

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Abstract

At present, tourists are more concerned of the environment than the past and it has become a trend across the world. The hotel industry gradually came to aware of these environmental friendly trends and therefore, is implementing green practices in hotels across the world. In Sri Lanka, more hotels are engaging in green practices but there is no systematic study done to understand whether it is really beneficial for the hotels relative to the additional expenses incurring to convert the hotels to be green. The problem of this study is to address this gap. So, this study aimed at investigating the impact of green practices on behavioral intentions of tourists. This study was a positivistic research that used a survey method to collect the data based on a convenient sample of tourists who had visited and stayed in green hotels. The data were analyzed using structural equation model.The finding of the research shows that green practices of hotels are significantly influencing behavioral intentions of tourists. Further, the research measured the magnitude of different indicators which are contributing to green practice construct. The highest contribution to green practices is generating from water savings. In addition, energy savings and recycling are also contributing relatively much. Organic foods and reduce wastage seems to be relatively little lower but provides satisfactory positive contribution. This study applied multivariate analysis to theorize the relationship between green practices of hotels and behavioral intentions of the tourists by developing a

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structural equation model. This new knowledge will be useful for academics who are engaging in research on green hotel concept. In addition, it will be immensely helpful for hoteliers to understand the advantages of green practices which are already being implemented and for those who are planning to be green in future.

Keywords: Green practices, Behavioral Intentions, Tourism in Sri Lanka, Go Green

1. Introduction

Green practices are drawing attention of the world tourism industry since recent past. Hotel industry has identified this environmental friendly trend and hotels across the world are increasingly implementing green practices. Concerns for the environment is becoming a universal phenomenon because people are more aware about "ozone depletion" (Sivasakthivel & Reddy, 2011), and "global warming" (Hansen et al., 2000) and many other environmental issues. Therefore, consumers' preferences are evolving fast. Lien et al. (2010) have stated that concept of green consumption has become a more concerning issue for environmental protection among many countries in recent years. Recent research done by the Athens Laboratory of Research in Marketing found that more than 92% of consumers has a positive attitude towards the companies that are sensitive on environmental matters (Papadopoulos et al., as cited in Han et al., 2009).

With widespread information flows all around the world people are becoming more aware of the damage caused on the environment by regular business activities and tourists are also more concerned about environment protection when they travel. As a result, more and more guests are looking for hotels which are following good practices to protect environment. For example, in a survey, 71 per cent of consumers has stated that they plan to make more eco-friendly choices in the next 12 months (Tripadvisor, as cited in Rahman et al., 2015). Mensah, (2006) has found that hotels are increasingly focusing on green management as they cause to

environmental degradation through the construction of buildings, waste disposal, and water usage. According to the Lee et al. (2010) green management is rapidly becoming a strategic tool that can enhance a hotels' competitive advantage.

When selecting an environmental friendly hotel, travelers consider environmental friendly practices such as recycling bins, energy saving bulbs, using recycled paper for promotional materials, changing sheets only when requested and use sensors (Watkins, as cited in Millar & Baloglu, 2008). The Green Hotel Association defines environmental friendly practices of "green hotel" as saving water and energy, using eco-friendly purchasing policies, and reducing emission, waste disposals to protect the natural environment and reduce operational costs (Green hotels Association 2016).

It is evident on above mentioned information about wide usage and popularity of go green concepts. However, with their expecting growth it is important to study the green practices and their influences on tourists' behaviors on selecting green hotels as well as recommending green hotels to potential visitors. There are some research have been done in different kinds of green practices. But still there is a need for a study to unveil the effect of these practices.

It can be found in world tourism literature that researchers are finding that green practices of hotels affecting to tourists' decisions and selections. Han et al. (2009) have found that hotel customers' environmental friendly attitudes positively affect their expressed intention to act after visiting hotels. The same research has found that environmental friendly attitudes positively affect hotel guests' intentions to visit a green hotel, to spread positive word-of-mouth, and to pay more. Therefore, it is expected that green practices of hotel industry affects to the behavior intentions of tourists. In Sri Lankan context there are many hotels which have been using environmental friendly practices in their operations in line with world trend. But in Sri Lanka not much scientific research has been done in this sphere.

Although, Miththapala et al. (2013) conducted a study on "Environmentally friendly Sustainable Operations (ESO) of Sri Lankan hotels", the study did not focus on identification of the relationship between hotel's environmental friendly practices and tourists' behavior intentions in Sri Lanka.

In Sri Lanka some researches have concentrated on different angles of the phenomena. For example, Hewawasam, and Abeysekara, (2010) have found that inability of consuming and unawareness of green consumption can be considered as two main factors or restrictions of green consumption in Sri Lanka. That research was mainly focused on green consumption pattern of the airline passengers of Sri Lanka. Those studies have provided findings based on the behavior patterns of the Sri Lankan consumers but they did not much focus on how environmental friendly practices of hotels affect to tourists' behavioral intentions.

Moramudali, and Manawadu (2018) shows that for success in green practices the management support and staff engagement are needed. That implies the fact that merits of the green practices must be understood by the managers and staff. In order to do that research output is on green practices is essential. Above mentioned authors explains that the lack of awareness and higher cost involving in renovation to achieve this conversion are challenges faced by hotels. So if managers can identify advantages of 'go green' these managers would have confidence in applying the green concepts.

In the light of the available research publications it is obvious that no research has been investigated the impact on hotels' green practices and tourists' behavior intentions based on multivariate conceptual framework in Sri Lanka. Further, in terms of widely available research publications in Sri Lanka not any research has been conducted to explain the mathematical relationship between green practices and behavioral intentions. Therefore, a theoretical gap was there in literature to understand this phenomenon. Further, more hotels in Sri Lanka are introducing green practices but it is not evident whether there is a real return is obtaining by

those innovations. That was the empirical gap addressed by this research.

Based on the above discussion this research mainly aimed at investigating whether green practices adopted by Sri Lankan hotels have an impact on behavioral intentions of tourists who visited and stayed at green hotels. In addition, sub objectives were established to see how different kinds of green practices contribute to make up the green practice construct;

Main objective;
  i. To find out whether green practices adopted by Sri Lankan hotels have an impact on behavioral intentions of tourists

Sub objectives;

  ii. To measure the contribution made by organic food serving to green practice construct

  iii. To measure the contribution made by energy saving practices to green practice construct

  iv. To measure the contribution made by recycling practices to green practice construct

  v. To measure the contribution made by water saving practices to green practice construct

  vi. To measure the contribution made by reduce wastage practices to green practice construct

2. Literature Review

Slevitch et al., (2013) citing an explanation of Maslow (1943) has elaborated that green attributes represent the self-actualization need. The meaning of this is that humans need to do something better to the environment to be beneficial for the society. Therefore, people inclined towards the greenness and the hotels fulfill that need seems to be providing customer satisfaction better. Any green hotels market their green attributes (non-chemical

based amenities, environmental cleaning, or availability of organic foods) to the public (Han et al., 2009). Another research done by Lee et al., (2010) has stated that organic food is a good example to illustrate selfish altruism as a major motive for green consumerism. There are number of studies which have considered energy saving practices as a key factor of green practices. Green Hotel Association considered energy saving practices as a key practice of environmental friendly hotel (Green Hotel Association, as cited in Han et al., 2009). Karavasilis et al., (2015) examined, saving resources and energy, as green practices a hotel must adopted. In recent research, Assaker, G., (2020) has identified energy-efficient light bulbs as an environment practice.

According to Miththapala et al., (2013) some Sri Lankan hotels are doing water management through dual flush toilets, low flow showers and taps, reusing 100 percent of waste water, rain water harvesting, and purifying sea water for usage. The term "green" denotes to "actions that reduce the impact on the environment, such as reduce wastage, environmental friendly purchasing, or recycling" (Wolfe & Shanklin, 2001). Miththapala et al., (2013) show that some Sri Lankan hotels are doing recycling practices by generating bio diesel through waste, sewage treatment plants, and biogas. Further, that same research shows that some Sri Lankan hotels are doing waste management as; solid waste segregation, recycling flexi banners into bags with multi-dimensional usage, creating compost through organic waste and, linen and towel reuse. As discussed in above literature review a study done by Oliver, as cited in Han et al. (2009) describes behavioral intentions as "a stated likelihood to engage in a behavior". Green attitudes are associated with tourists' intentions to visit an environmental friendly hotel, to spread positive word-of-mouth about environmental friendly hotel, and to pay more for it (Han et al., 2009; Han et al., 2011). At present a large number of customers show increased environmental awareness and prefer green firms and their products (Manaktola & Jauhari, 2007). As a consequence of that world tourism industry seems to follow this global trend. Hotels across the globe are increasingly embracing green practices. This is in response to rise

in green consumerism (Han et al., 2009). The researchers Lee et al. (2010) investigated how environmental friendly hotels can affect customers' behavioral intentions (i.e. intention to revisit, intention to spread positive recommendations to others and willingness to pay a premium).

The travel and tourism industry is one of the world's largest industries with a total (direct and indirect) global economic contribution of almost 9.25 trillion U.S. dollars in 2019 (Lock, 2020).World Tourism Industry has shown continuous growth in past few decades and it has borne considerable economic weight. According to the UNWTO (2015) tourism Industry becomes one of the largest and fastest-growing economic sectors in the world. Further, according to UNWTO (2019), export earnings generated by tourism have grown to USD 1.7 trillion. The same source also reveals that international tourist arrivals grew 5% in 2018 to reach the 1.4 billion mark and it became one of the largest and fastest-growing economic sectors in 2019.

Environmental friendly consumption trend in Tourism Industry
People are becoming more aware of the damage caused on the environment by business activities. In the present days consumers are increasingly concerned about environmental issues, such as global warming, ozone depletion and habitat destruction (Lee et al., 2010). The same study stated that many individuals now realize that their purchasing decisions directly influence the environment. Brown, and Kalafatis et al.(1999) as cited in Han et al., (2009) have identified that consumers have recognized the importance of protecting the environment. Based on recent researches it is considered that tourists in the young adult stages will represent a significant future tourist market segment with environmentally consciousness and having changing preferences (Miththapala et al., 2013).

Environmental efforts in the lodging industry
The hotel industry has recognized the situation of consumers' environment friendly trend and they are adopting green practices

across the world. Green Hotels Association, as cited in Lee et al. (2010) has stated that Green hotels are environmentally friendly hotels that save water, save energy and reduce solid wastage while saving money. And also the governments in many countries advocate environmental protection in the hotel sectors. According to Miller and Baloglu (2011) hoteliers have started integrating sustainable practices into their daily operations. Hotels go the extra mile in integrating environmentally friendly practices to develop credibility in consumers' minds (Rahman et al., 2015). Many studies have shown that marketers use "Green Practices" to differentiate themselves. Green management is rapidly becoming a strategic tool of hotel operators that can enhance a hotels' competitive advantage (Lee et al., 2010). According to Manaktola and Jauhari (2007), it has found that if two firms offer similar service levels, the firm that is environmentally friendly would score over the other firm which is not environmentally friendly. Marketing hotels' environmentally friendly practices can be an effective strategy for hotels which are looking to change its position and achieve competitiveness in the lodging industry (Manaktola & Jauhari, 2007).

Tourists' response to hotels' environmentally friendly practices
Hashim, et al., (2013) have identified Green practices as a global trend. As a result, more and more guests are looking for hotels which are following environmental friendly operations in their regular business activities because the environmental issues in tourism industry such as wastage in the usage of energy, water, air quality and waste will affect the global environment. A study which was done by the International Hotels Environment Initiative found that 90% of hotel guests would prefer to stay in a hotel that cares about the environment (Mensah, 2006). Further, many studies have found that customers' green attitudes are, in general, considerably associated with their intentions to visit a environmental friendly hotel, to spread positive word-of-mouth about environmental friendly hotel, and to pay more for it (Han et al., 2009; Han et al., 2011). Many researchers have identified that the behavioral intention can be considered as a critical factor in explaining customer behavior. Behavioral intention is an individual's strong intention to perform a

certain behavior. (Ajzen, 1991). According to the researchers Lien et al. (2010), green consumption cognition, green subjective norm and green perceived behavioral control of consumers have significant positive impacts on consumption of restaurants.

Many behavioral outcomes are highlighted in the literature and they include complaining behavior, word of mouth, recommending to friends and repurchase intention (Lee et al., 2000). Further, they explained that environmental friendly image of hotels can contribute to create positive behavioral intentions in hotel guests. In addition, they have found that one in every three travelers to be concerned about "green attributes" or "green washing". A consumer trend for green hotels and green practices is a help to develop a great marketing strategy and differentiate themselves in the market place. Some studies have tried to identify consumer response to green practices. A study done by Lee et al. (2010) has found that hotels' "green" practices impact on tourists' behavior intentions. According to Millar et al. (2011), green certification was the most powerful aspect on overall preference for both leisure and business travelers. Also researchers have found that marketers of green destination should get consumer support through promoting the positive image of green practices.

Green practices in Sri Lankan Hotels

The Green Hotel Association (2020) defines that "Green Hotels are properties whose management is eager to institute programs that save water and energy and reduce solid waste-and help Save Our Planet". A study done by Biyagamage and Jayawardena, (2013) has found that Sri Lanka can secure higher prices but in return, it will require better services, higher standards and environmentally-friendly sustainable operations (ESO) in hotels and other tourist establishments. Further, this research suggested that, if Sri Lanka continuously develops sustainable tourism, the country will receive more tourists who are really focused on environmental aspects. However, they have not studied how tourists will respond to hotel's environmental friendly practices.

According to Miththapala et al. (2013) 352 hotels are registered with European Union's SWITCH-Asia Greening Sri Lankan Hotels Project. This programme aims to enhance the environmental performance of Sri Lankan hotels through improvement of energy, water and waste management systems and reduced cost of operations. And also, they have mentioned that many large Sri Lankan hotel companies such as Aitken Spence Hotel Holdings are world famous for their leadership in setting standards in sustainable development. And also the government has taken many initiatives to maintain green practices in hotel industry such as Environment Act, No 47 of 1980 and Tourism Act, No. 38 of 2005.

Annual Statistical Report (2019) of Sri Lankan Tourism Development Authority highlights that Sri Lanka tourism has reached to 1,913,702 arrivals in 2019, making foreign exchanged earning of Rs. 646,362.3 million. This Statistical Report has provided evidence that Sri Lankan tourism industry has shown continuous growth. Publications by authorities, journal articles and other sources indicate that more and more Sri Lankan hotels engage with environmental friendly operations.

Conceptual Model
Based on the all aforesaid information and pilot study described under methodology section two sets of observed variables could be identified. Consequently, two latent constructs were identified for this study as 'Green Practices' and 'Behavioral Intentions'. Accordingly, a conceptual model is developed as depicted in figure 1. This research aimed at investigating the impact of green practices adopted by hotels on behavioral intentions of both foreign and local tourists in Sri Lanka. Therefore, the main research hypothesis is developed as;

> H1: There is a positive impact of green practices of hotels in Sri Lanka on behavioral intentions of tourists

The sub hypotheses have been developed as flowing;

> H2: Organic food serving is contributing positively to make up the green practice construct

H3: Energy saving practices is contributing positively to make up the green practice construct

H4: Recycling practices is contributing positively to make up the green practice construct

H5: Water saving practices is contributing positively to make up the green practice construct

H6: Reduce wastage practices is contributing positively to make up the green practice construct

Figure 1: Conceptual Model
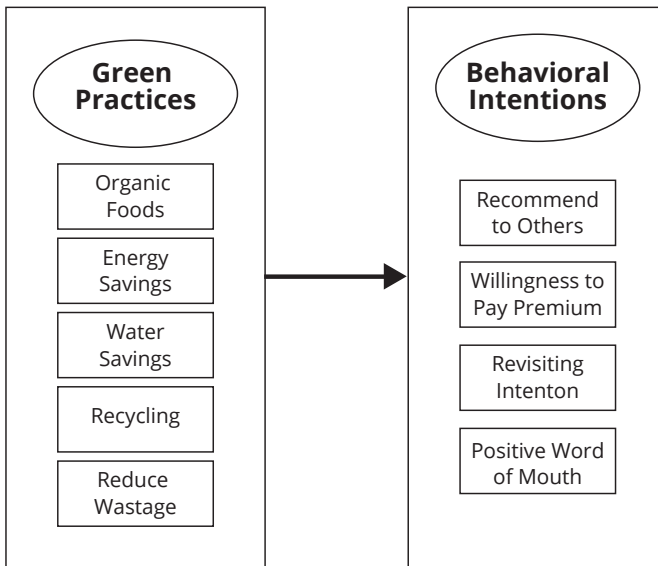
Source: Developed by authors based on studies of Slevitch et al. (2013), Han et al. (2009) and Hashim et al. (2013)

3. Methodology

A pilot study was designed to understand clearly the research setting, and clarify important variables to be studied in the present research. This pilot study was done using 10 respondents who stayed at environmentally friendly hotels. From this study it was identified that 80% of respondents were aware of hotels' green practices and 90% of them are willing to stay at green hotels. However, only 2 respondents knew about all green practices of hotels which

were provided in the questionnaire. Other respondents did not even know these green practices are actually used in hotels. The main reason behind this was hotels had not mentioned about the green practices which they carryout. For an example 8 respondents did not know that their foods were organic and about the hotel's composting practices. To obtain further information 2 respondents were interviewed and it was found that they were satisfied with green hotels and they recommend these hotels to their relatives, spread positive word of mouth and revisit. But 40% of respondents did not like to pay premium.

This was a positivistic research and the research strategy was a survey. A questionnaire was developed after a pilot study and a substantial literature review in order to collect the data. Further, the questionnaire was refined after careful perusal by two academic experts of the hospitality and tourism area. The sampling units were the tourists covering both local and foreign who had visited and stayed in hotels which use green practices. For this purpose there was no sampling frame available and therefore, based on the convenience sampling method tourists were contacted. The initial sample size was 200 respondents but received only 106 questionnaires. The data collected were analyzed by using a structural equation model (SEM) with help of SPSS and AMOS 23.

In the present study the latent variable of 'green practices' is operationalized by using five observed variables. These indicator variables were adopted based on the study done by Slevitch et al. (2013), Han et al. (2009) and Hashim et al. (2013). Accordingly, present research measured green practices by using 'organic food serving, energy saving practices, recycling practices, water saving practices, and wastage reduce practices' on five-point Likert scale, labeling as 1 being very poor and 7 being excellent. Further, based on Han et al., (2009) the other latent variable 'behavior intentions' were measured using four observed variables named as 'recommend to others, willingness to pay premium, revisiting intentions, and positive word of mouth' on five-point Likert scale labeling as 1 being very poor and 7 being excellent.

4. Data Analysis

The data were collected and analyzed using both SPSS and AMOS 23. Table 1 shows the profile of the respondents studied.

Table 1: Socio-demographic Profile of Respondents

Profile	Profile Categories	Frequency	Percentage
Gender			
	Male	51	48%
	Female	55	52%
Age (years)			
	29 or less	44	45%
	30-39	27	28%
	40-49	15	15%
	50 or more	12	12%
Education			
	High School or less	9	8%
	Associate Degree	12	11%
	University Degree	47	44%
	Master's Degree	30	28%
	Doctoral Degree	6	6%
	Other	2	2%
Annual expenses on hotels per year (US $)	500 or less	21	25%
	501-1500	21	25%
	1501-2500	15	18%
	2501-3500	4	5%
	3501-4500	1	1%
	4501-5500	8	10%
	5501 and more	13	16%
Country			
	Sri Lankan	56	53%
	Foreigners	50	47%

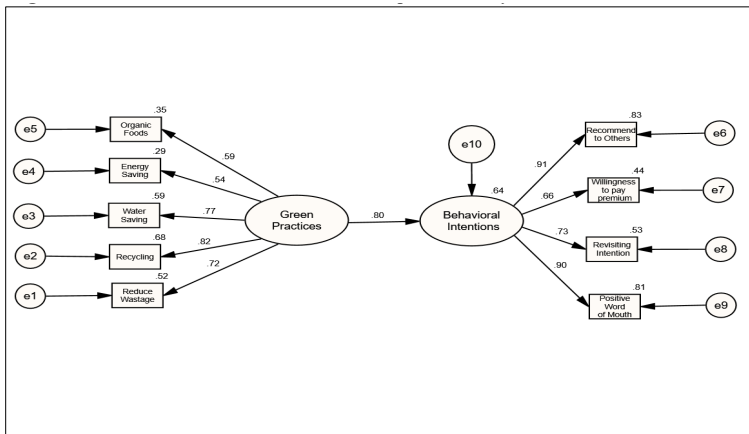*Source: Authors' survey data, 2017*

Results

Figure 2: Output of Structural Equation Analysis
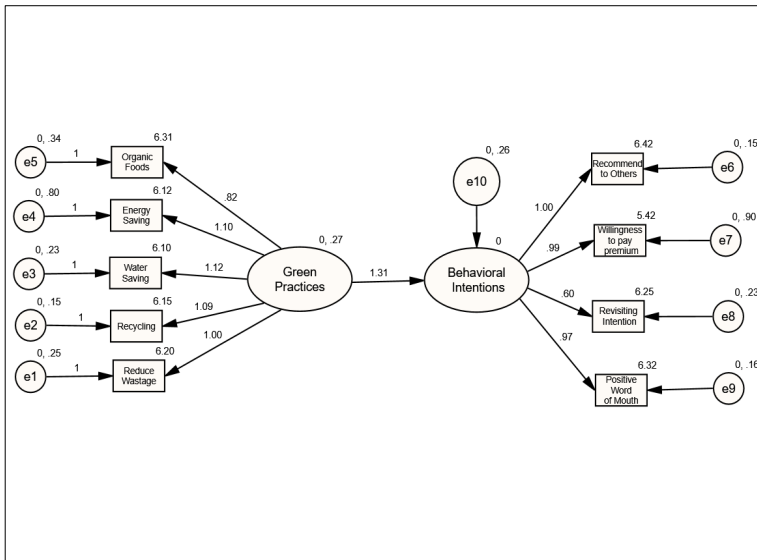
Source: Compiled by authors, 2019

Figure 3: Standardized values of Structural Equation Analysis

Source: Compiled by authors, 2019

Reliability analysis

Table 2: Composite Reliability

Construct	CR
Green practices	0.858
Organic foods	
Energy Savings	
Water savings	
Recycling	
Reduce wastage	
Behavioral Intentions	0.880
Recommended to others	
Willingness to pay premium	
Revisiting intention	
Positive word of mouth	

Source: Compiled by authors, 2019

The reliability was tested using the CR (Composite Reliability) as given in the table 2. The values for both constructs are above 0.7 and therefore, the reliability of the structural equation model is very high.

Validity

Since all these items in the questionnaire were used in previous studies, face validity, construct validity and content validity are already justified. However, the questionnaire was examined by two experts in the area to justify the validity before the data collection. Further, the convergent validity is checked using AVE (Average Variance Extracted). The values are given in table 3 and they are well above the recommendedmvalue of 0.05 and therefore, the convergent validity is very good.

Table 3: Average Variance Extracted

Construct	Number of Indicators	AVE
Green Practices	5	0.610883
Behavioral Intentions	4	0.8

Source: Compiled by authors, 2019

Model Fit of the SEM Analysis

The relevant values obtained from the SEM analysis are depicted in the table 4 to check the model fit of Structural Equation model.

Table 4: Goodness of Fit Indices

Criterion	CMIN	df	CMIN/df	CFI	RFI	PNFI	PCFI	IFI	TLI	RMSEA
Values	77.198	26	2.969	0.902	0.808	0.622	0.651	0.904	0.864	0.137

CMIN: χ2; df: degrees of freedom; CMIN/df: Normed fit index; CFI: comparative fit index; RFI: Relative fix index; PNFI: Parsimony normed index; IFI: Incremental fit index; TLI: Tucker-Lewis Index; RMSEA: root mean-square error of approximation

Source: Compiled by authors, 2019

The Estimated structural model was assessed based on accepted scrutinizing model fit indices. The χ2 of the model was 77.198 with 26 degrees of freedom making Normed Fit index = 2.969 which is within the acceptable region according to the criteria given by Holmes-Smith (2012), and Suki, (2017). With reference to the recommended values given by Suki, (2017), and Parry, S (2017) Comparative Fit Index is within the recommended levels. Parsimony Normed Index and Parsimony Comparative Fit Index are within the recommended levels according to the criteria given by Hair et al. (2010), and Suki, (2017). Further, with reference to the criteria set by Hair et al. (2010), Suki,(2017), and Holmes-Smith (2012), Root Mean Square Error ofmApproximation, Incremental Fit Index, Tucker-Lewis Index, and Relative Fix index are indicating a reasonable fit. Therefore, as indicated by all these values the postulated model of causal structure seems to fit these data well.

Table 5: Regression Weights and Squared Multiple Correlations of Each Path

Paths			Estimates	S.E.	C.R.	P	Standardized Regression Weights	Squared Multiple Correlations
Behavioral Intentions	<---	Green Practices	1.31	0.188	6.953	***	0.798	0.637
Reduce Wastage	<---	Green Practices	1				0.718	0.515
Recycling	<---	Green Practices	1.089	0.142	7.674	***	0.822	0.676
Water Saving	<---	Green Practices	1.118	0.154	7.241	***	0.768	0.59
Energy Saving	<---	Green Practices	1.102	0.216	5.112	***	0.536	0.288
Organic Foods	<---	Green Practices	0.822	0.146	5.622	***	0.591	0.349
Recommending to Others	<---	Behavioral Intentions	1				0.911	0.829
Willingness to pay Premium	<---	Behavioral Intentions	0.992	0.125	7.957	***	0.664	0.441
Revisiting Intention	<---	Behavioral Intentions	0.599	0.065	9.164	***	0.727	0.529
Positive Word of Mouth	<---	Behavioral Intentions	0.972	0.073	13.331	***	0.898	0.806

Source: Compiled by authors, 2019

5. Findings and Discussion

Based on the results depicted in table 5, the tested hypotheses and decisions are given below;

Table 6: Results of the Hypothesis Testing

Hypotheses	Decision
H_1: There is a positive impact of green practices of hotels in Sri Lanka on behavioral intentions of tourists	Supported
H_2: Organic food serving is contributing positively to make up the green practice construct	Supported
H_3: Energy saving practices is contributing positively to make up the green practice construct	Supported
H_4: Recycling practices is contributing positively to make up the green practice construct	Supported
H_5: Water saving practices is contributing positively to make up the green practice construct	Supported
H_6: Reduce wastage practices is contributing positively to make up the green practice construct	Not estimated

This research established six objectives and accordingly formulated six hypotheses. The 1st hypothesis is conform to the (1st) main objective and it is confirmed that there is a positive impact of green practices of hotels in Sri Lanka on behavioral intentions of tourists. With reference to the hypothesis mentioned in the regression loading of path 'Green Practices to Behavioral Intentions' (H_1) is 1.31 and it is significant with p value = 0.000. Statistically this means that the regression weight for path 'Green Practices' in the prediction of 'Behavioral Intentions' is significantly different from zero at the 0.001 level (two-tailed). Therefore, it can be concluded that the above mentioned hypothesis is supported. Further, the squared multiple correlation coefficient is 0.637 and it shows high association between these two latent constructs. In other words green practices explain 64% of variation in behavioral intentions of tourists.

It can be seen that the both latent variables are highly loaded by observed variables. Further, all regression loadings are significant at

0.001 levels. The respective squared multiple correlations are also reasonably high except for energy savings and organic foods. These results prove that the measurement variables are very appropriate to measure the two constructs studied.

The highest contribution to green practices is generating from water saving practices (H_5). Energy savings practices (H_3) and recycling practices (H_4) are also contributing relatively much. In addition, organic foods (H_2) and reduce wastage (H_6) seems to be relatively little lower but provides satisfactory positive contribution.

In forming the construct 'behavioral intentions' the standardized regression loadings shows that 'recommending to others' is very high. 'Positive word of mouth' as well as 'revisiting' is also important components. 'Willingness to pay premium' gives good signal for hoteliers that it is also an important part of behavior intention and influenced by green practices of hotels.

The model parameter of the path 'reduce wastage' variable to 'green practices' construct is set to unity in order to measure the parameters of the SEM model. For this variable, the calculated standardized regression weight is .718. This value substantiates the fact that this variable 'reduce wastage' is contributing positively to measure the latent construct of green practices.

The value of the model parameter of the path 'recommend to others' and latent variable of 'behavioral intentions' is also set to unity in order to measure the parameters of the SEM model. For this variable, the calculated standardized regression weight is .911. It substantiates the fact that this variable 'recommend to others' is contributing positively to measure the latent construct of behavioral intentions.

The researchers Lee et al. (2010) investigated how to develop an image and branding of a green hotel. They found that the cognitive image, consisting of value and quality, influencing overall image of a green hotel. Further, the affective image is also seen as

affecting positively to the image. This overall image then, in turn, is contributing to favorable behavioral intentions. Further, Manrai et al. (1997) have identified that, there is a positive correlation between an overall green image of an organization and behavioral intentions. The present study applied a multidimensional approach to understand this phenomenon. The green practice was measured using five observed variables as organic food serving, energy saving practices, recycling practices, water saving practices, and wastage reduce practices. Application of structural equation modeling provides similar results that confirm the findings of the above mentioned authors that green practices impact the behavioral intentions of tourists. This finding is new to Sri Lankan context and the research provides results with high significant level.

Further, in this study the behavioral intension was measured by using four observed variables as recommend to others, willingness to pay premium, revisiting intentions, and positive word of mouth. The researchers Han et al. (2009) have found that hotel customers' environmental friendly attitudes positively affect hotel guests' intentions to visit a green hotel, to spread positive word-of-mouth, and to pay more. Therefore, it can be concluded that present study done using structural equation modeling also confirms the similar behavior of customers who visit green hotels in Sri Lankan context.

6. Conclusion
The findings of this research will be immensely useful for filling the theoretical gap of whether there is an impact of green practices of hotels in Sri Lanka on behavioral intentions of tourists. It will be helpful for academics who are interested in this area to conduct advance studies. Further, the empirical gap existed to know whether there is an advantage to use green practices spending huge expenses is also answered by this findings.

Same time the green practices were measured by five observed variables named organic foods, energy savings, water savings, recycling and reduce wastage. All these variables are positively contributing to build the green constructs. The magnitudes of each

observed variable's contribution and relevant variance explained by the observed variables have been estimated. These findings too will remove the gaps those were in Sri Lankan literature and the academics will be benefited by the results. In addition, the empirical gaps also removed by the findings and hoteliers with much confidence can design what type of green practices to be introduced in Sri Lankan hotels.

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