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 about the environment than in the past, and it has become a trend across the world. The hotel industry already understands these environmentally-friendly trends and, therefore, is implementing green practices in hotels worldwide. 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 cost that has to be incurred in converting the hotels to be green. The major objective of this study is to address this gap. Therefore, this study aimed at investigating the impact of green practices on the behavioral intentions of tourists. This study is 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 a structural equation model. The finding of the research shows that the green practices of hotels have a significant influence on the behavioral intentions of tourists. Further, the research measured the magnitude of different indicators that contribute to the green practice construct. The highest contribution to green practices is generated from water saving. In addition, energy-saving and recycling are also contributing towards this effect considerably. The contribution of organic foods and reduced wastage seems to be comparatively lower but provides a satisfactory positive contribution. This study applied multivariate analysis to theorize the relationship between the green practices of hotels and the behavioral intentions of the tourists by developing a structural equation model. This new knowledge will be useful for academic research on the green hotel concept. In addition, it will be immensely helpful for hoteliers to understand the advantages of green practices already being implemented and also for

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those that plan to be green in the future.

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1. Introduction

Green practices are drawing the increasing attention of the world tourism industry in the recent past. The hotel industry has identified these environmentally-friendly trends, and hotels worldwide are increasingly implementing green practices. Concerns for the environment are becoming a universal phenomenon because people are more aware of "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 the concept of green consumption has become a more prominent issue in ensuring 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 have a positive attitude towards companies sensitive to environmental matters (Papadopoulos et al., as cited in Han et al., 2009).

Easy and instant access to information has made people around the world aware of the damage caused to the environment by regular business activities. Tourists, too, are more concerned about environmental protection when they travel. As a result, more and more guests are looking for hotels that follow good practices towards protecting the environment. For example, in a survey, 71 percent of consumers have 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 contribute to environmental degradation through the construction of buildings, waste disposal, and water usage. According to Lee et al. (2010), green management is rapidly becoming a strategic tool that can enhance the competitive advantage of hotels.

When selecting an environmentally friendly hotel, travelers consider environmentally friendly practices such as recycling bins, energy-saving bulbs, using recycled paper for promotional materials, changing sheets only when requested, and using sensors (Watkins, as cited in Millar &

Baloglu, 2008). The Green Hotel Association defines environmentally 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).

Above mentioned information shows the wide usage and popularity of go green concepts in the hotel industry. Considering the wider acceptance of this concept, it is important to study the green practices and their influences on tourists' behaviors in selecting green hotels as well as recommending green hotels to potential visitors. Some studies have been done in relation to different kinds of green practices. Nevertheless, there is a need for a study that would unveil the effect of these practices.

Literature on the world tourism industry states that the green practices of hotels have an impact on tourists' decisions and selections. Han et al. (2009) have found that environmentally friendly attitudes of hotel customers positively affect their expressed intention to act after visiting hotels. The same research has found that environmentally friendly attitudes positively affect hotel guests' intentions to visit a green hotel, spread positive word-of-mouth, and pay more. Therefore, it is expected that green practices of the hotel industry affect the behavior intentions of tourists. In the Sri Lankan context, many hotels have been using environmentally friendly practices in their operations in line with the world trend. Nevertheless, 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 the identification of the relationship between hotel's environmentally friendly practices and tourists' behavior intentions in Sri Lanka.

In Sri Lanka, some researchers have concentrated on different angles of the phenomena. For example, Hewawasam, and Abeysekara, (2010) have found that the inability to consume and unawareness of green consumption are the main factors that restrict green consumption in Sri Lanka. The said research mainly focused on the 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 focus much on how environmentally friendly practices of hotels affect the tourists' behavioral intentions.

Moramudali, and Manawadu (2018) show that for success in green practices the management support and staff engagement are needed. This implies the fact that the merits of green practices must be understood by the managers and staff. In order to implement these activities, research on green practices is essential. Above mentioned authors explain that the lack of awareness and higher cost involved in renovation to achieve this conversion are the major challenges hotels face. Therefore, if managers can identify the advantages of 'go green,' they would have confidence in applying the green concepts.

In the light of the available research publications, it is evident that no research has investigated the impact on hotels' green practices and tourists' behavior intentions based on a multivariate conceptual framework in Sri Lanka. Further, in terms of widely available research publications in Sri Lanka, no research has been conducted to explain the mathematical relationship between green practices and behavioral intentions. Therefore, a theoretical gap existed in literature towards understanding this phenomenon. Further, more hotels in Sri Lanka are introducing green practices, but it is not evident whether there is a worthwhile return through those innovations. The above 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 the 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 making up the green practice construct;

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

Sub objectives;

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

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

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

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

V. To measure the contribution made by reducing 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 for the environment that would benefit society. Therefore, people are inclined towards greenness, and the hotels that fulfill the said need seem 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. A number of studies have considered energy-saving practices as a key factor of green practices. Green Hotel Association considered energy-saving practices as a key practice of environmentally friendly hotels (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 be adopted. In recent research, Assaker, G. (2020) has identified energy-efficient light bulbs as an environmentally friendly 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 wastewater. Further, they harvest rainwater and purify seawater for usage. The term "green" denotes "actions that reduce the impact on the environment, such as reduce wastage, environmentally friendly purchasing, or recycling" (Wolfe & Shanklin, 2001). Miththapala

et al. (2013) show that some Sri Lankan hotels are engaged in recycling practices by generating biodiesel through waste, sewage treatment plants, and biogas. Further, the 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, reusing linen and towel.

As discussed in the 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 environmentally friendly hotel, to spread positive word-of-mouth about an environmentally 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 the rise in green consumerism (Han et al., 2009). Lee et al. (2010) investigated how environmentally 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 US dollars in 2019 (Lock, 2020).

World Tourism Industry has shown continuous growth in the past few decades, and it has generated considerable economic weight. According to the UNWTO (2015) tourism industry has become 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 by 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 trends in Tourism Industry

People are becoming more aware of the damage caused to the environment

by business activities. At present, 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 category of the young adult will represent a significant future tourist market segment having environmental 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 trends, 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. The governments in many countries advocate environmental protection in the hotel sector. 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 aiming to change their 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 carrying out environmentally friendly operations in their regular business activities because of the environmental issues in the tourism industry, for e.g.,

wastage in the usage of energy, water, and air quality 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 an environmentally friendly hotel, to spread positive word-of-mouth about an environmentally friendly hotel, and to pay more for it (Han et al., 2009; Han et al., 2011). Many researchers have identified that 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 Lien et al. (2010), green consumption cognition, green subjective norm, and green perceived behavioral control of consumers have a significant positive impact on the 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 the environmentally friendly image of hotels could contribute to creating positive behavioral intentions in hotel guests. In addition, they have found that one in every three travelers to be concerned about "green attributes" or "greenwashing." A consumer trend for green hotels and green practices could help in developing a great marketing strategy and differentiate themselves in the marketplace. Some studies have tried to identify consumer responses to green practices. A study done by Lee et al. (2010) has found that hotels' "green" practices impact tourists' behavior intentions. According to Millar et al. (2011), green certification was the most powerful aspect of overall preference for both leisure and business travelers. Also, researchers have found that marketers of green destinations should get consumer support by promoting the positive image of green practices.

Green practices in Sri Lankan Hotels

According to the definition of The Green Hotel Association (2020), "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 showing higher concern towards environmental aspects. However, they have not studied how tourists respond to hotels' environmentally 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 at enhancing the environmental performance of Sri Lankan hotels through the 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. Further, the government has taken many initiatives to maintain green practices in the hotel industry for e.g., the introduction of 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 recorded 1,913,702 arrivals in 2019, generating foreign exchange earnings of Rs. 646,362.3 million. This Statistical Report has provided evidence that the 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 environmentally friendly operations.

Conceptual Model

Based on all the aforesaid information and pilot study described under the 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 the behavioral intentions of both foreign and local tourists in Sri Lanka. Therefore, the main research hypothesis is developed as;

H_1: There is a positive impact of green practices of hotels in Sri Lanka on the behavioral intentions of tourists

The sub hypotheses have been developed as flowing;

H_2: Organic food serving is contributing positively to make up the green practice construct

H_3: Energy saving practices are contributing positively to make up the green practice construct

H_4: Recycling practices are contributing positively to make up the green practice construct

H_5: Water saving practices are contributing positively to make up the green practice construct

H_6: Reduce wastage practices are contributing positively to make up the green practice construct

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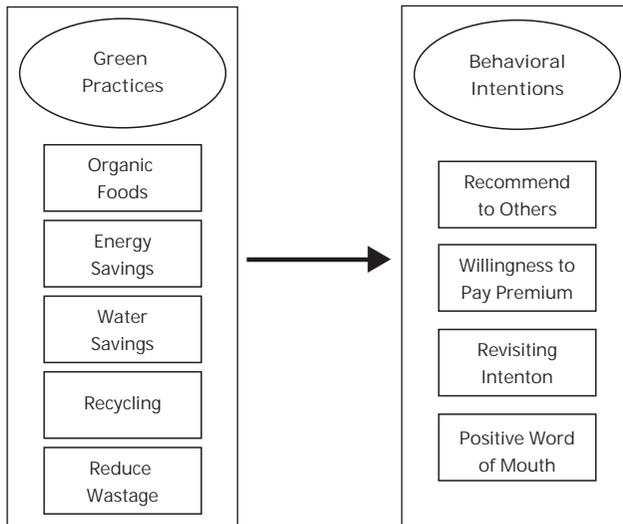
Source: Developed by authors based on studies of Slevitch et al. (2013), Han et al. (2009) and Hashim et al. (2013)

3. Methodology

A pilot study was designed to clearly understand 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 the green practices of hotels that were tested 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 they carry out. For 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 recommended these hotels to their relatives, spread positive word of mouth, and encouraged revisit. However, 40% of respondents did not like to pay a 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 in the hospitality and tourism area. The sampling units were both local and foreign travelers who had visited and stayed in hotels using 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 only 106 filled questionnaires were received. The data collected were analyzed by using a structural equation model (SEM) with the 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 a seven-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 seven-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
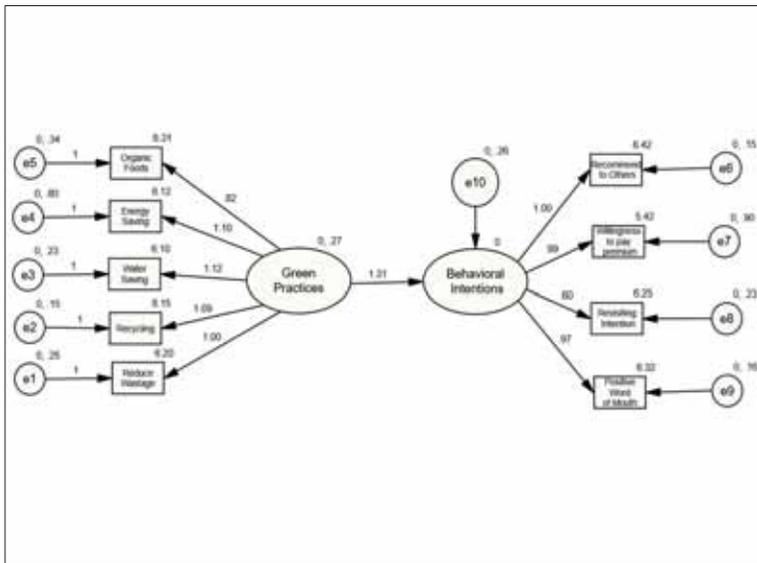
Source: Compiled by authors, 2019

Figure 3: Standardized values of Structural Equation Analysis
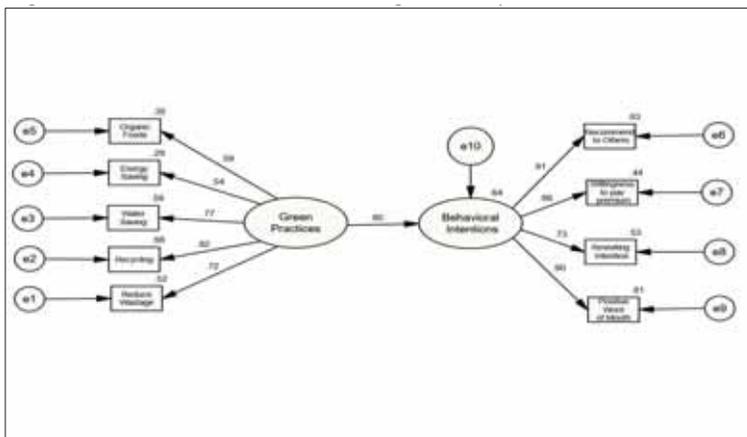
Source: Compiled by authors, 2019

Reliability analysis

Table 2: Composite Reliability

Construct	CR	Items
Green practices	0.858	5
Organic foods		
Energy Savings		
Water savings		
Recycling		
Reduce wastage		
Behavioral Intentions	0.880	4
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 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 recommended value of 0.05. Therefore, the convergent validity is at an acceptable level.

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 table 4 to check the model fit of the 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 CMIN/df = 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 (2020), 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 of Approximation, 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 the 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 are contributing positively to make up the green practice construct	Supported
H_4: Recycling practices are contributing positively to make up the green practice construct	Supported
H_5: Water saving practices are contributing positively to make up the green practice construct	Supported
H_6: Reduce wastage practices are contributing positively to make up the green practice construct	Not estimated

Source: Compiled by authors, 2019

This research established six objectives and accordingly formulated six hypotheses. The 1st hypothesis conforms to the (1st) main objective, and it is confirmed that there is a positive impact of green practices of hotels in Sri Lanka on the behavioral intentions of tourists. With reference to the hypothesis mentioned in the regression loading of the path 'Green Practices to Behavioral Intentions' (H_1) is 1.31, and it is significant with a 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 a high association between these two latent constructs. In other words, green practices explain 64% of the variation in the behavioral intentions of tourists.

It can be seen that 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 generated through water-saving practices (H_5). The contributions of energy savings practices (H_3) and recycling practices (H_4) are relatively higher. In addition, the contributions of organic foods (H_2) and reduced wastage (H_6) seem to be relatively little lower but provide satisfactory positive contributions.

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

The model parameter of the path 'reduce wastage' variable to 'green practices' construct is set at 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 measuring the latent construct of green practices.

The value of the model parameter of the path 'recommend to others' and the latent variable of 'behavioral intentions' is also set at 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 measuring the latent construct of behavioral intentions.

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, influences the 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, contributes 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 understanding 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. The 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 the Sri Lankan context, and the research provides results with a high significant level.

Further, in this study, the behavioral intention 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 the present study, which was done using structural equation modeling, also confirms the similar behavior of customers who visit green hotels in the Sri Lankan context.

6. Conclusion

The findings of this research will immensely help in filling the theoretical gap of whether there is an impact of green practices of hotels in Sri Lanka on the behavioral intentions of tourists. It will be helpful for academics who are interested in this area to conduct advanced studies. Further, the empirical gap that existed to know whether there is an advantage of using green practices spending huge expenses is also answered through these findings. Same time the green practices were measured by five observed variables, namely organic foods, energy savings, water savings, recycling, and reduce wastage. All these variables are positively contributing to building the green constructs. The magnitudes of the contribution of each observed variable and relevant variance explained by the observed variables have been estimated. These findings will also fill the gaps that

existed in Sri Lankan literature, and academics will benefit from the results. In addition, the empirical gaps are also filled by the findings, and hoteliers can design what type of green practices to be introduced in Sri Lankan hotels with much confidence.

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