

## **An Inquiry to Achieve Social Sustainability from Boutique Hotels in Sri Lanka**

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Achieving social sustainability is a challenge while managing the internal and external pressure in a hotel. In Sri Lanka, a majority of the boutique hotels have not paid attention to the importance of social sustainability and to its impact of economic sustainability. There is no proper guiding mechanism to link the society toward the boutique hotels to drive to social sustainability in Sri Lanka as a win-win situation. This paper aims to develop a good practice framework for the boutique hotels in Sri Lanka to drive them toward achieving social sustainability and to explore the internal and external factors that should be considered to implement the initiatives to achieve social sustainability. This paper used case study methodology to implement the deductive approach. The author used qualitative data that were collected from the interviews from the senior management, employees, guests, and community leaders. Data contributed to developing the good guidance framework. The selected case is the only registered boutique hotel owned by an award-winning group. Research was carried over a period of one month and data were analysed using within data through coding. The findings revealed the internal and external elements that should be considered when it comes to successful implementation to achieve social sustainability. In addition, most applicable key elements to drive toward social sustainability were identified. In terms of drivers for social sustainability, equity, equal opportunities, ethics, and equal partners were identified. As elements for micro level processes, staff, structure, and culture were identified. To support all these elements starting from winning customers to risk management were identified as elements at macro level. All these identified elements were integrated to the proposed good practice framework. The paper suggests although boutique hotels implement activities to achieve social sustainability a well-placed framework should play a leading role in achieving social sustainability successfully while extending the benefits to the society.

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