

Financial Service, Internal Audit, Fraud Management, Organizational Status, Internal Audit Competence,

Tharaka A.B.S¹ and Munsinghe M.A.T.K²

^{1,2}*Department of Accountancy, University of Kelaniya*

¹*sachinitharaka111@gmail.com*, ²*amila@kln.ac.lk*

Abstract

Environmental issues are one of the most crucial global concerns the world has currently to address and which has become most critical recently. To respond to higher consumer awareness about the seriousness of environmental issues and the value of environmental protection, an increasing number of hotels are revising their operations by implementing eco-friendly practices. On the other hand, Sri Lanka is one of the fastest – growing tourists’ destinations in the world and tourism has traditionally been the third largest foreign exchange earner in Sri Lanka.

Thus considering the value of environmental protection and the importance of hotel industry as a top foreign exchange earner, this study problematizes the influence of hotel’s green practices on tourist’s perceived value, satisfaction and loyalty. Accordingly, the objective of this study to identify the influence and the relationship between ‘green’ initiatives and the tourists’ value perception, satisfaction and intentions to revisit the hotel and to spread positive word-of-mouth (WOM). A quantitative study will be constructed based on questionnaires. Data will be collected from a sample of foreign and local tourists who visited the selected hotels which were awarded National Sustainable Tourism Certification in 2019 by Sri Lanka Tourism Development Authority. Data will be analyzed by using correlation & coefficient analysis, multiple regression analysis and descriptive statistical analysis. The findings of this study will provide useful insights for managers for devising green marketing strategies for the hotel sector and encourage managers to pay more attention to environmental initiatives as an essential tool.

Key words: *Green practices, Perceived value, Satisfaction, Word-of-mouth (WOM), Revisit intention*