

## **Impact of Sustainable Tourism Practices of Hotels on Local Guest Satisfaction Special Reference to Galle Area**

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The tourism industry in Sri Lanka is experiencing rapid growth and remains one of the country's primary sources of foreign income. As the industry has expanded, new forms of alternative tourism—such as ecotourism, green tourism, sustainable tourism, and responsible tourism—have emerged. These tourism modalities enable visitors to explore the country while benefiting local communities and minimizing environmental impact. Sustainable tourism, in particular, is gaining increasing popularity in Sri Lanka. While researchers from various countries have conducted extensive studies on sustainable tourism in their respective regions, there is a noticeable lack of research on sustainable tourism practices in Sri Lanka. This research gap has created a significant knowledge void. The current study aims to address this gap by examining the impact of sustainable tourism activities implemented by hotels on visitor satisfaction. The methodology section of this study details the population, sample, sampling method, data collection techniques, and data analysis processes. Statistical analyses, including descriptive statistics, mean values, correlations, and reliability analysis, will be performed using SPSS software. The primary objective of this study is to explore the relationship between sustainable tourism practices such as waste management and energy conservation measures and customer satisfaction in tourist hotels located in the Galle region.

**Keywords:** *Energy Saving Practices, Financial Benefits Among Local People, Guest Satisfaction, Sustainable Tourism Practices, Waste Management.*