

WATER MANAGEMENT STRATEGIES ADOPTED BY STAR-GRADED HOTELS IN CENTRAL PROVINCE, SRI LANKA

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Abstract: This research endeavors to investigate the water management strategies employed by star-graded hotels situated within Central Province, Sri Lanka, with a specific focus on the maintenance of a reliable and sustainable water supply. A qualitative research approach was used, and data collection encompassed 15 in-depth interviews conducted with executive-level managers representing a purposively selected cohort of 15 distinguished hotels in the region. Four thematic domains were identified during this investigation: The results revealed that, water is recognized as an indispensable business resource by the hotels, with an explicit emphasis placed on its strategic significance in the context of their operations. Measures are implemented to manage the potential risk of water scarcity, aligning organizational practices with the principles of sustainable water resource management. Enhancing water use efficiency and fostering a culture of water conservation emerges as a central theme within the hotel industry. This signifies a commitment to environmental responsibility and resource efficiency. Corporate water stewardship is gaining prominence as hotels increasingly advocate for sustainable water supply practices within the purview of their local communities. The implications derived from these findings highlighted the necessity of adopting a comprehensive and integrative approach to water management within the hotel sector. Such an approach extends beyond operational efficiency to encompass broader dimensions of environmental sustainability and active community engagement. In conclusion, this research makes a substantive contribution by providing valuable insights into the water management strategies employed by star-graded hotels, casting light on their evolving role as conscientious custodians of this indispensable resource. The significance of this study resides in its potential to inform and influence hotel management practices, shape policy development, and inform sustainability initiatives, all within the broader context of water resource management in Central Province, Sri Lanka.

Keywords: Conservation; Environment responsibility; Resource management; Sustainability; Water usage