

**ADOPTION OF GREEN MARKETING BY THE HOTELS IN SRI LANKA  
(A CASE OF COLOMBO DISTRICT)**

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Every industry in today's world is highly concerned about the environment and its sustainability. Hotel sector has also begun to implement green and sustainability concepts. Research information, which shows the level of using green marketing concepts applied by the hotels in Sri Lanka is lacking. This study investigated the adoption of green marketing concepts by the hotels in the Colombo District. The specific objectives were to identify the level of adoption of green marketing, to assess the green practices carried out in hotels as a marketing tool and to determine the impact of hotel characteristics on the level of adoption. The study made use of primary data collected using a structured questionnaire Through having telephone and face to face interviews. The respondents were the marketing managers of the respective hotels. A total of 36 registered hotels in Colombo District were included in the study. The reason for this selection was to study the unique methods of adopting green marketing in the most urbanized district in Sri Lanka. Data were analyzed using both qualitative and quantitative methods including cluster and multiple linear regression analysis. 83.3% of the sample responded to the survey. Results indicated that majority (56.7%) have less adopted the concepts of green marketing. Analysis of the highly adopted hotels showed similarities in large number of rooms, room price (high) and percentage of foreign customers (high). It was also found that, out of the 35 identified green practices, only nine were mostly adopted. Results of regression analysis showed that, level of adoption to green marketing was significantly affected by the room price, assets of the hotel advertised (both financial and non financial) and the sum of modes of advertising. Therefore, the level of adoption of green marketing is still in its infancy, stage particularly among small hotels within the context and needs further improvement.

**Keywords:** Adoption level, Colombo district, Green marketing, Hotels, Sustainability