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ABSTRACT

Tourism is identified that one of the world's fastest growing and most interest emerging industry in present context. As well as tourism is important source of economic growth and foreign exchange earnings and leading employment provider for many developing countries in the world. Ministry of tourism development and Christian religion affairs has launched "Sri Lanka tourism strategic plan 2017 to 2020" for next four years. Sri Lankan government implement that long term policy frame work of tourism strategic plan (TSP) for next four years towards the achieve it 2025 as well as achieving unites nations (UN) sustainable development goals also. Sri Lanka identified that tourism is the growing, emerging and potential sector in the economy. The case study applying green environment concept on four selected Malima hotels managed by the SLN (Sobar Island Resort, Golf Link hotel Trincomalee, Waligambay villas Matara and Port Hammenhill resort Jaffna). Identified two Objectives of this study are, to identify the existing green practices in selected four hotels in Malima hospitality service and to exploring the extended of applying green practices in daily operation of above four hotels. This case study is aim to identifies facts regarding how green environment concept applied to the existing operation to Malima hospitality services of above selected 04 no's of hotels through questionnaire among the hotel staff, management and visitors those who spending their vacation at that hotels and observations analyses. The sample framework will consist of by 157 persons including staff and officers of management of above four selected Malima hotels. The visitors those who were visited selected above 04 hotels spending at April vacation taken as a sample group. Months also selected by using the stratified random sampling method. According to previous records approximately 1650 visitors were visited during the each school vacation month. Finally findings of the research that two objectives achieve in selected above Malima hotels. Moreover, given recommendations based on findings to implement green environment concept to Malima hotels to enhance the standard and make a highly attractive green hotels in the local tourism market.