

**ASSESSING THE WASTE MANAGEMENT PRACTICES AMONG
GUESTHOUSES IN BATTICALOA DISTRICT**



By

THAYAAPARAN YAKSAALINEE

Reg No: EU/IS/2015/MS/02

Index No: MS 1752



A research report submitted to the Faculty of Commerce and Management, Eastern University, Sri Lanka, as partial fulfilment of the requirement for the Degree of Bachelor of Business Administration (BBA)

DEPARTMENT OF MANAGEMENT

FACULTY OF COMMERCE AND MANAGEMENT

EASTERN UNIVERSITY, SRI LANKA

**PROCESSED
MAIN LIBRARY, EUSL**

ABSTRACT

The hotel industry is one of the biggest earners of revenue in Sri Lanka's current economy. The increasing number of tourist arrivals increases the high amounts of energy and water consumption while generating higher amounts of waste. The hotel industry is considered as one of the high energy consumers and waste generators. To achieve sustainable growth in the hospitality industry it is want to adopt efficient waste management with their operations. This study is assessing the waste management practices among guesthouses in Batticaloa district. Hence, aims of this study to explore the nature of waste management practices among guesthouses, the determining factors and how its influencing waste management practices among guesthouses the possible benefits and challenges faced in implementing waste management practices among guesthouses and possible recommendations and suggestions for the waste management practices among guesthouses in Batticaloa district. To find out the adoption of waste management practices among the guesthouses the survey was carried out among 20 guesthouses in Batticaloa district who were interviewed using a semi-structured interview method. It is an inductive study where the qualitative approach was undertaken, 10 guesthouses in the Batticaloa region and 10 guesthouses in Kalkuda region. Because these two regions were tourism cites and most of the guesthouses are located in these 2 regions. Collected data were analysed using NVivo 10 through thematic analysis. According to the findings, government influence availability of buy-back or recycling centre, fulfilling needs, attract customers, self-intention, available of space and knowledge were the factors that influence the adoption of waste management practices among guesthouses in Batticaloa district. At the same time, the researcher found the benefits as well as the challenges faced by guesthouses during the implementation of waste management practices. Finally, the researcher recommended some strategies and mechanisms for the policymakers to enhance the waste management practices among guesthouses in Batticaloa district.

Keywords: Waste, Waste Management and Guesthouses.

TABLE OF CONTENTS

ACKNOWLEDGMENT	I
ABSTRACT	II
TABLE OF CONTENTS.....	III
LIST OF TABLES	VIII
LIST OF FIGURES.....	IX
LIST OF ABBREVIATIONS	X
Chapter-1 INTRODUCTION	1
1.1 Background of the Study.....	1
1.2 Problem Statement.....	3
1.3 Research Questions.....	4
1.4 Research Objectives.....	4
1.5 Significance of the Study	4
1.6 Scope of the Study	5
1.7 Research Structure	5
1.8 Chapter Summary	6
Chapter 2 LITERATURE REVIEW	7
2.1 Introduction	7
2.2 Waste Generation.....	7
2.3 Types and Sources of Waste.....	9
2.4 The Factor Influencing the Adoption of Waste Management Practices	13
2.5 Waste Management	15
2.5.1 Waste Management Practices	15
2.5.1.1 Prevention	16
2.5.1.3 Reuse	16
2.5.1.4 Recycling	17
2.5.1.5 Composting	18

5.2.1.6 Energy Recovery	18
5.2.1.7 Landfilling.....	18
2.5.2 Solid Waste Management Model.....	20
2.5.3 Waste Mapping	23
2.6 Benefits of Waste Management.....	25
2.7 Challenges in Implementing Waste Management Practices	26
2.8 Chapter Summary	28
Chapter-3 CONCEPTS AND DEFINITIONS.....	29
3.1 Introduction	29
3.2 Definitions of Keywords	29
3.2.1 Waste	29
3.2.2 Waste Management	29
3.2.3 Guesthouses	30
3.3 Chapter Summary	30
Chapter-4 RESEARCH METHODOLOGY.....	31
4.1 Introduction	31
4.2 Research Philosophy	31
4.3 Research Approach	33
4.4. Research Strategy	34
4.5 Methodological Choice	35
4.6 Time Horizon.....	35
4.7 Area Selection.....	36
4.8 Population of the Study	36
4.9 Sampling Technique	36
4.10 Sampling Framework and Sample Size	37
4.11 Sample Size	37
4.12 Method of Data Collection and Source.....	38

4.13 Data Collection Method	39
4.14 The Interview Guideline.....	40
4.14.1 Interview Guideline for Undergraduates & Academics	40
4.15 Unit of Data Analysis.....	42
4.16 Method of Data Analysis.....	43
4.16.1 Thematic Analysis.....	43
4.16.2 NVivo 10	45
4.17 Data Presentation	45
4.18 Ethical Consideration.....	46
4.19 Chapter Summary	47
Chapter-5 DATA PRESENTATION AND ANALYSIS	48
5.1 Introduction	48
5.2 Description of Respondents.....	48
5.3 Thematic Analysis	51
5.3.1 Objective 01:.....	51
5.3.1.1 Customers' Type	51
5.3.1.2 Facilities.....	52
5.3.1.3 Type of Solid Waste	53
5.3.1.4 Methods	54
5.3.2 Objective 02.....	56
5.3.2.1 Government Influence	57
5.3.2.2 Availability of Buy-Back or Recycling Centre.....	58
5.3.2.3 Fulfilling Needs.....	59
5.3.2.4 Attract Customers.....	60
5.3.2.5 Self-Intention	60
5.3.2.6 Available of Space.....	61
5.3.2.7 Knowledge	62

5.3.3 Objective 03:.....	64
5.3.3.1 Effective Waste Management	64
5.3.3.2 Ineffective Waste Management.....	66
5.3.4 Objective 04:.....	67
5.3.4.1 Benefits	68
5.3.4.2 Challenges	69
5.3.5 Objective 05:.....	71
5.3.5.1 Awareness	72
5.3.5.2 Improve the Collection	72
5.3.5.3 Alternative Products	73
5.4 Chapter Summary	76
Chapter-6 DISCUSSION.....	77
6.1 Chapter Introduction	77
6.2 Discussion of Respondents.....	77
6.3 Discussion of Research Information.....	78
6.3.1 Discussion for Objective One	78
6.3.2 Discussion for Objective Two	79
6.3.3 Discussion for Objective Three	81
6.3.4 Discussion for Objective Four	83
6.3.5 Discussion for Objective Five.....	84
6.4 Chapter Summary	85
Chapter-7 CONCLUSIONS AND RECOMMENDATIONS.....	86
7.1 Introduction	86
7.2 Conclusion of the Study.....	86
7.3 Recommendations.....	88
7.3.1 Awareness.....	88
7.3.2 Improve the Collection.....	89

7.3.3 Alternative Products.....	89
7.4 Implication.....	90
7.4.1 Managerial Implication	90
7.4.2 Knowledge Implications.....	90
7.5 Strengths and Limitations of the study	92
7.5.1 Strengths	92
7.5.2 Limitations	92
7.6 Directions for Future Researches.....	93
LIST OF REFERENCES.....	94
APPENDIX: Interview Guide Lines.....	107