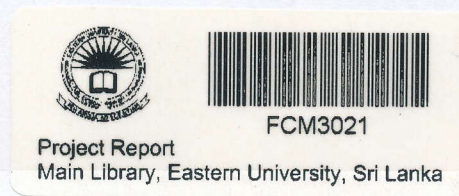


**IMPACT OF GREEN TRANSFORMATIONAL LEADERSHIP ON
GREEN WORK ENGAGEMENT IN THE HOTEL INDUSTRY IN
TRINCOMALEE**



By

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ABSTRACT

This study investigates the impact of green transformational leadership (GTL) on green work engagement (GWE) among employees in the hotel industry in Trincomalee, Sri Lanka. The primary objective is to examine how the four dimensions of GTL idealized influence, inspirational motivation, intellectual stimulation, and individualized consideration affect employees' engagement with environmentally sustainable practices at work. The study population comprised hotel employees in Trincomalee, with a sampling framework based on simple random sampling. A total of 250 employees from selected hotels were surveyed to ensure representative data. Primary data were collected through a structured questionnaire, which measured leadership behaviors and work engagement on a five-point Likert scale.

Data analysis was conducted using the Statistical Package for Social Sciences (SPSS), employing descriptive statistics, correlation analysis, and multiple regression techniques to test the hypothesized relationships. The findings reveal that green transformational leadership has a strong and statistically significant positive influence on green work engagement. Among the leadership dimensions, intellectual stimulation demonstrated the most substantial impact, followed by individualized consideration and inspirational motivation, while idealized influence showed a moderate effect.

The study contributes to leadership and sustainability literature by highlighting the critical role of green transformational leadership in fostering employee engagement with environmental initiatives in the hospitality sector. Practically, the findings suggest that hotel management should develop leadership capabilities that promote innovation, motivation, and personalized support to enhance green behaviors. This, in turn, can improve organizational sustainability, performance and competitiveness.

Future research is encouraged to explore longitudinal designs and incorporate qualitative methods to deepen understanding of the leadership-engagement relationship in diverse contexts.

Keywords: Green Transformational Leadership, Green Work Engagement, Hotel Industry, Sustainability, Leadership Dimensions, Trincomalee

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