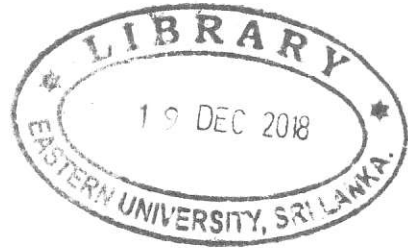


**SUSTAINABLE ATTITUDE AND PERFORMANCE OF
EMPLOYEES IN HOTEL FIRMS WITH SPECIAL REFERENCE
TO PASIKKUDA IN BATTICALOA DISTRICT**



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ABSTRACT

Hotel sector has significant impacts on the economy, society and environment. To transform hotel firms towards sustainability, hotel employees' perceptions and performance on sustainability needs to be understood and evaluated, which has not be fully explored by existing studies. This study holistically examines the hotel employees' attitude towards and performance on various aspects of sustainability (e.g. the economic, social and environmental aspects) in order to identify the relationship between employee sustainable attitude and employee sustainable performance and impact of sustainable attitude on sustainable performance. Conceptualization framework was developed based on literature review. Data were collected from 150 employees of 6 hotels in the study area by using questionnaire.

Findings of this study show that the employees perceive sustainability is importance. Correlation analysis indicates there is a strong positive significant relationship between social and environmental dimensions of employee sustainable attitude and employee sustainable performance, and there is moderate positive relationship between economic dimension of employee sustainable attitude and employee sustainable performance. Regression analysis revealed dimensions of employee sustainable attitude has positive impact on employee sustainable performance. According to the regression analysis it is found that the only 24.9% of variance in employee sustainable performance can be explained by the economic dimension of employee sustainable attitude, only 22.6% of variance in employee sustainable performance can be explained by the social dimension of employee sustainable attitude and only 17.5% of variance in employee sustainable performance can be explained by the environmental dimension of employee sustainable attitude.

Keywords: Sustainability; Pasikkuda; Hotel industry; Hotel firms; Sustainable attitude; Sustainable performance

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