EMPLOYEE GREEN BEHAVIOR OF HOTEL INDUSTRY IN POLONNARUWA

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ABSTRACT

Today environment is being affected due to the intense completion globalization in business world and also businesses are starting to minimize their negative impact toward environment. The "Going Green" is becoming a widely known modern trend among all the business cause business to turn their major attention to environment. Employee green behavior can be explained as the best way to contribute all employees to conserve sustainable environment. It has been identified as must in even HR concept, because of employee green behavior is benefit to both company and society. Sustainable environment play vital role in hotel industry due to the sustainability of environment and attractive nature and it is directly affected to the existence of hotel industry. In this situation, hotel industry have to sustain their employee green behavior in a high level than other industries. Hence, all the employees in hotel industry are responsible for behavior in environmental friendly. In this context, this research was carried out to identify the level of employee green behavior of hotel in Polonnaruwa. And to find out whether there is any difference of level of EGB based on the gender, age, education level of employees.

The study was carried out with five variable as working sustainably, avoiding harm, conserving, influencing others and taking initiative. The employees of two selected hotels in Polonnaruwa were concerned as population of this research and 200 sample was selected from the population by using convenience sampling method. Structured questionnaire were used to collect data from the selected samples. SPSS software was used to analyze the data and descriptive statistics, independent sample T test and, ANVO test were used as data analyze tools, while presenting the result by using percentage, and tables.

Findings of this study, revered that employee green behavior of hotel in Polonnaruwa is high level. As well as all there is no significant differences in level of employee green behavior by gender and age level of employees and level of employee green behavior is significantly varying by education levels of employees.

Key words: employee green behavior, working sustainably, avoiding harm, conserving, influencing others, taking initiative

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