Impact of Green Attributes on Revisiting Intentions of Tourists in Sri Lankan Hotels: The Mediating Effect of Overall Satisfaction

J.A.S.C. Jayasinghe
Senior Lecturer, Department of Marketing, University of Colombo, Sri Lanka
sarathj@mkt.cmb.ac.lk

W.M.T.K. Weerasekara
Department of International Marketing, Adamjee Lukmanjee Exports (Pvt) Ltd

ABSTRACT

In the Sri Lankan context, the publicly available research has not addressed precisely the relationship between green attributes and revisiting intentions so far. Therefore, this research mainly aimed to study the impact of Sri Lankan hotels' green attributes on tourists' revisiting intention. Besides how these said attributes affect overall satisfaction, and mediation role of tourists' overall satisfaction on revisiting intention was also investigated. The present research is a positivistic study, and a survey was conducted based on a convenience sample selected from foreign and local tourists who had experience in hotels offered green attributes. The data were analyzed by two path models using AMOS 23. Findings show that some of the green attributes positively impact revisiting intentions, and some of the green attributes positively impact overall satisfaction. Furthermore, the overall satisfaction mediates the relationship between organic foods and revisiting, and also the relationship between water-saving attributes and revisiting intentions. These findings will help academics understand the theoretical relationships and for hoteliers to launch innovative and profitable green practices.

Keywords: *Green Attributes, Overall Satisfaction, Revisiting Intentions, Sri Lankan Hotels*

1. INTRODUCTION:

Tourism plays a significant role in export diversification for emerging and advanced economies and is considered the world's third-largest export category after chemicals and fuels. The industry is helping to build better lives for millions of individuals and communities in the world. The travel and tourism industry was contributing to GDP (direct and indirect) of 8,811.0 billion and was expected to grow by 3.6% to US$ 9,126.7 billion in 2019 (World Travel & Tourism Council, 2019). Growth in the tourism industry creates more and better jobs while encouraging innovation and entrepreneurship. Sustainably managing tourism is beneficial for the world economy and both emerging and advanced economies (UNWTO, 2019). Sri Lankan tourism industry was continually proliferating until 2019 reaching 1,913,702 arrivals and generating a foreign exchange of Rs. 646,362.3 million, according to the annual Statistical Report of Sri Lankan Tourism Development Authority (2020).

However, people are becoming well aware of the damage caused to the environment by regular business activities, and tourists are also more concerned about environmental protection when they travel. As a result, more and more guests are looking for hotels following practices to protect the environment. Ecological pollution, ozone depletion, climate change, and high consumption of resources are commonly known environmental problems worldwide. This opinion has been well described by González-Rodríguez et al. (2020) citing a report of the United Nations World Tourism Organization (UNWTO, 2008). According to Han et al. (2009), green management in the hotel industry has played a critical role in marketing and operational planning. The same research has recommended that green hotels establish their environmental commitment in their facilities and make known their concerns for the environment. For example, conforming to environmental regulations, saving energy, saving water, and recycling are some of such commitments expected by society's wellbeing.

Planning, developing, and promoting products or services to satisfy consumers without harming the environment and wasting resources is the main focus of green marketing in the way described by Papadopoulos et al. (2009). According to Rahman, Park, and Chi (2015), hotels are also marketing their green image through various advertising media and corporate social responsibility activities. Lee et al. (2010) also described that green hotel image becomes an influential tool for attracting and retaining more guests.

Going green is a demanding trend in today's society (Xu & Jeong, 2019). Kim et al. (2015) defined green practices as a value-added business strategy used in hospitality operations that added benefits to the hotels that use environmentally friendly initiatives. Even though some of the global literature discussed the viewpoints mentioned above concerning other countries, in the Sri Lankan context, the publicly available research has not addressed extensively the relationship between green attributes and revisiting intentions so far. In light of that, in Sri Lanka, academics have a theoretical gap to be investigated with adequate research to understand theoretical relationships.

Further, Sri Lankan hotels implement different green attributes into their service offers, consumable items, and infrastructure developments due to the background mentioned above. Converting a traditional hotel into a green hotel requires a large amount of fund allocation. So it is reasonable in hoteliers' viewpoint to know whether there is an actual benefit due to applying green attributes into their daily offers. Besides, they need to know how much contribution generating from each type of attribute to the hotel's income. It is the empirical gap addressed by this present research.

Therefore, this research mainly aimed to understand the impact of green attributes on revisiting intentions. Besides, how green attributes affect visitors' overall satisfaction is also studied. Then how satisfaction mediates the relationship between green attributes and revisiting intentions is also addressed.

2. LITERATURE REVIEW:

2.1. Advantages of Implementing Green Attributes:

González-Rodríguez et al. (2020) found that some cognitive processes might affect customers' willingness to pay more for staying in hotels concerned about the environment. Based on a study in the UK and upscale European hotels, Assaker (2020) has stated that green practices and service quality influence revisiting intentions. When reviewing global literature, several factors contributing to tourists' behavioral intention in the hotel industry can be found. For example, Oliver (1997), as cited in Han et al. (2009), has found that tourists' favorable attitudes toward eco-friendly hotels influence them to stay at environmentally friendly hotels. Lien et al. (2010) have stated that the concept of green consumption has become a more concerning topic among many countries in recent years.

Not only large hotels in the world but also hotels of all sizes are becoming part of the green hotel trend. For instance, Rahman et al. (2015) found that all sizes of hotels are adopting green practices across the world, and green practices have become customary in the lodging industry. Lien et al. (2010) have also stated that the concept of green consumption has become a more concerning topic among many countries in recent years.

2.2. Overall Satisfaction of Visitors:

Oliver (1997) defines customer satisfaction as a "pleasurable fulfillment response towards a good, service, benefit, or reward." Huang et al. (2015) have researched marathon tourism and ah found that tourist satisfaction has a direct influence on revisiting intention. Further, satisfaction mediates the relationship between image congruence and revisiting intention. Recently, Researchers' attention to green practices in the lodgings industry has been grown. Meril et al. (2019) researched intending to explore how guests perceive "green hotel" practices and examine the relationship between guest perceptions of green hotel practices and guests' behavioral intentions. The survey was conducted in a seaside hotel awarded with the Legambiente Turismo eco-label, located in Italy. The research findings suggest that hotels green practices positively influence guest overall satisfaction and loyalty. Further, they identified that guests are more willing to revisit a green hotel and recommend it through positive word of mouth.

The literature on green hotel practices and tourists' behavioral intention suggested that hoteliers are required to make a substantial effort in developing and promoting their sustainability plans and activities to face growing competition. Recent research demonstrated a positive influence of "green" practices on hotels' brand equity, satisfaction, and positive word of mouth (Moise, Gil & Ruiz, 2018). The results highlight the importance of adopting "green" practices in hotels. Researchers identified a positive impact of environmentally sustainable practices on brand equity dimensions (awareness, associations, perceived quality, and loyalty), hotel guest satisfaction, and positive word of mouth.

New research conducted in Sri Lanka examined the effects of green or eco–friendly certificates and awards on consumers' perceived value within the hotel industry. The result showed that Green certificates and green awards positively affect consumers' perceived value. The Sri Lankan context's empirical findings demonstrated a positive relationship between consumers'

perceived value and satisfaction, intention to revisit, and intention to pay a green premium (Lee et al., 2019).

Several studies focus on the relationship between green hotel practices and guest satisfaction. Yu, Li and Jai (2017) identified that guests have both positive and negative associations with hotels' green practices. Furthermore, this study found that compared with basic green practices, advanced green practices such as energy-saving practices, water-saving, purchasing and education, and innovation significantly influence guests' overall satisfaction. Data collected from TripAdvisor green reviews of the top ten green hotels in the USA.

2.3. Revisiting Intentions of Hotel:

Another research was done by Prendergast and Man (n.d), as cited in Han et al. (2009) has stated that firms' image affects the customers' behavioral intentions. Researchers have identified a positive correlation between an overall green image of an organization and behavioral intention (Manrai et al., as cited in Lee et al., 2010). Huang et al. (2015), based on research on marathon tourism, has found that demographic as well a behavioral characteristics impact revisiting intentions.

### 2.4. Green Attributes as a Differentiating Strategy:

Miththapala et al. (2013) stated that companies would face challenges in differentiating themselves by looking beyond traditional environmental strategies to appeal to a rapidly growing market of socially and environmentally aware travelers in a few decades. Therefore, many kinds of research testify that environmental friendly effort in the lodging industry has increased. Robinot & Giannelloni (2010) found that the environmental attributes were treated as basic, but not as differentiating criteria of the service offer. So it is clear that environment attributes were integral parts of service offer.

According to Han et al. (2009), marketers actively present the hotel's specific green attributes to the public using multiple information sources. The same study found that to increase organizations' market share, a green hotel should actively make positioning efforts in the ecologically conscious market. It is evident that consumers are looking for more and more green attributes. Further, they have found that consumers are keen on searching for eco-friendly hotels over conventional hotels. According to Robinot and Giannelloni (2010), many customers know that their chosen hotel actively contributes to conserving its environment.

Another study has found that consumers have a positive attitude towards companies that are sensitive to environmental matters.

3. CONCEPTUALIZATION:

Figure 1: Conceptual model
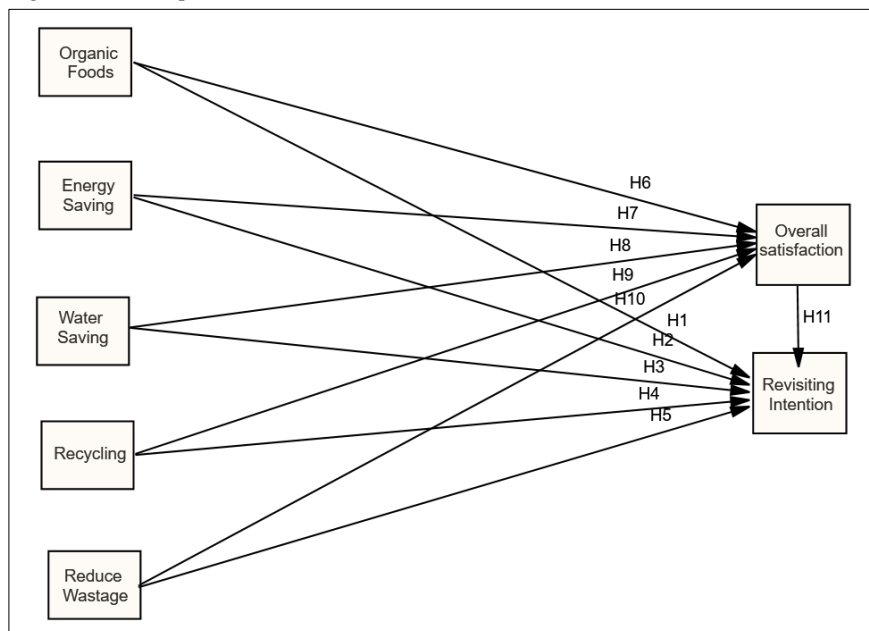
3.1. Development of Hypotheses:

Maslow (1954) introduces self-actualization needs and has given an appropriate model to understand green attributes. These involve the best one can be. Being eco-conscious gives people to realize that they do something better to benefit society's wellbeing. Other needs like physiological, safety, social, and esteem need are dealing with core-facilitating attributes, as explained by Selvich (2013). According to him, they are within the individual's ego-utilitarian dimensions. Thereby hotels that are providing green attributes are catering to the self-actualization needs of tourists.

Green attributes such as amenities without a chemical base, a clean environment, and serving organic foods to the visitors can be used as green attributes to market the hotel (Han et al., 2009). Lee et al. (2010) have described that organic food is another attribute of green consumerism. Further, they have found that organic food sales revenue is growing fast because consumers consider health advantages and nutrition. Applying these finding to the Sri Lankan context, the first hypothesis of the study proposes that;

- H_1: Provision of organic food has a positive impact on tourists' revisiting intentions in the Sri Lankan hotel industry.

Energy-saving practices were highlighted in many studies as necessary in green practices. Han et al. (2009) have cited that the Green Hotel Association has considered energy-saving practices critical in hotels with environment-friendly hotels.

Miththapala et al. (2013) described, based on EU SWITCH-Asia information, that Sri Lankan hotels practice some green concepts. Some of them used energy practices by generating biodiesel through waste, replacing incandescent bulbs, introducing heat recovery systems, and generating electricity through wave energy.

When selecting green practices, different choices are suggested by scholars. Research done by Karavasilis et al. (2015) discussed resources and energy savings as such alternatives for green practices. Energy-efficient light bulbs are also recognized as acceptable practices for protecting the environment (Assaker, 2020). These research findings provide the background for the hypothesis, which proposes;

– H_2: Energy-saving attribute has a positive impact on tourists' revisiting intentions in the Sri Lankan hotel industry.

Sri Lankan hotels are implementing different environment-friendly activities, as stated by Miththapala et al. (2013). For example, executing water management through dual flush toilets, using low flow taps and showers, wastewater reuse systems, rainwater harvesting, and seawater purification projects have been mentioned. Therefore, a hypothesis can be proposed as;

– H_3: Water saving attribute positively impacts tourists' revisiting intentions in the Sri Lankan hotel industry.

The term "green" is denoted by "actions that reduce the impact on the environment, such as reduce wastage, environmentally friendly purchasing, or recycling" (Wolfe & Shanklin, 2001). Miththapala et al. (2013) expressed that some Sri Lankan hotels perform recycling by "generating biodiesel through waste, sewage treatment plants, and biogas." Recycling bins in the lobby was identified by the Assaker (2020) as an environmental practice. Based on these findings, a hypothesis can be proposed as;

– H_4: Recycling attributes positively impact tourists' revisiting intentions in the Sri Lankan hotel industry.

As stated in Miththapala et al. (2013), some hotels in Sri Lanka are doing waste management. According to him, "solid waste segregation, recycling flexi banners into bags with multidimensional usage, creating compost through organic waste and, linen and towel reuse"

are some of such waste management methods. Karavasilis et al. (2015) examined reducing waste and pollution as green practices a hotel must be adopted. Towel reuse policies, linen reuse policies were identified as an environmental practice by Assaker (2020). The following hypothesis can be proposed based on the above studies.

- H_5: Reduce wastage attribute positively impacts tourists' revisiting intentions in the Sri Lankan hotel industry.

Slevitch et al. (2013) found that customer satisfaction was influenced by green attributes in the lodging industry. However, the impact happened similarly to facilitating attributes, but for core attributes, it was different. Su et al. (2015) found that customer satisfaction mediates the relationship between behavioral intentions and CSR. Jalilvand et al. (2014), using a SEM model, have found that perceived value and perceived quality affect tourists' satisfaction, and then this satisfaction affects loyalty. These findings provide evidence for the mediation role of customer satisfaction. Therefore, we can expect that tourists' satisfaction mediates the relationship between green attributes and revisiting intention. In order to test the mediation effects following hypothesis were formulated;

- H_6: Provision of organic food positively impacts tourists' overall satisfaction in the Sri Lankan hotel industry.
- H_7: Energy saving attribute positively impacts tourists' overall satisfaction in the Sri Lankan hotel industry.
- H_8: The water-saving attribute positively impacts tourists' overall satisfaction in the Sri Lankan hotel industry.
- H_9: Recycling attributes positively impact tourists' overall satisfaction in the Sri Lankan hotel industry.
- H_{10}: Reduce wastage attribute positively impacts tourists' overall satisfaction in the Sri Lankan hotel industry.
- H_{11}: Overall Satisfaction positively impacts tourists' revisiting intention in the Sri Lankan hotel industry.
- H_{12}: Relationship between organic foods and revisiting intention is mediated by overall satisfaction
- H_{13}: Relationship between energy-saving practice and revisiting intention is mediated by overall satisfaction
- H_{14}: Relationship between water-saving practice and revisiting intention is mediated by overall satisfaction

- H_{15}: Relationship between recycling practice foods and revisiting intention is mediated by overall satisfaction

- H_{16}: Relationship between reduce wastage practice and revisiting intention is mediated by overall satisfaction

4. METHOD:

Before the questionnaire was developed, a pilot study was conducted using ten respondents who had experience in staying at green hotels. Consequently, several green practices used by Sri Lankan hotels were identified. After the literature review, a structured questionnaire was developed by the researchers. The population of the study was the tourists covering both foreign and local who had stayed at hotels that had adopted green attributes. A sampling frame for this kind of population is unavailable, and therefore, the convenience sampling method was applied, and 106 questionnaires were collected. The sample consisted of 47 foreigners and 56 locals who had visited hotels having green attributes added to their offers. Further, those tourists had visited different parts of the island. The scale developed for this purpose was a five-point Likert scale, labeling as 1 being very poor and 7 being excellent.

The data collected were analyzed using path analysis with the help of SPSS and AMOS 23. Two path models were developed for the analysis of the data. In the first model, the impact of five green attributes to the revisiting intention was studied. By the second model, while measuring the direct impact of green attributes on revisiting intention, green attributes' indirect impact through overall satisfaction was also studied. For testing the mediation effects, primarily, the method that Baron and Kenny (1986) recommended was followed. The mediation effect was re-tested using the bootstrapping method recommended by Preacher and Hayes (2008).

5. DATA ANALYSIS AND RESULTS:

5.1. Reliability:

The test-retest method was used to measure the reliability by administering the questionnaire to a small sample of the same respondents repeatedly after a three-week break. The results were almost the same. The internal consistency was checked by using Cronbach's Alpha, and it was 0.888. Since the value was higher than .7, the reliability was considered high.

5.2. Validity:

The variables for the scales were selected carefully based on the literature review and the pilot study; therefore, the face validity, content validity, and construct validity were already established. Besides, the questionnaire was examined by two experts in the field to confirm the face validity. This approach has been recommended by Sekaran (2006).

5.3. Results:

Figure 1 shows the first path model developed to understand the independent variable's impact under the green attributes to tourists' revisiting intention. The model fit was tested by squared multiple correlation coefficient is given in table 1 below. The value was 0.7, and it confirmed the goodness of fit of the model to the data. Accordingly, the model explains the 67% of variations in revisit intention.

Table 1: Squared Multiple Correlation of the Model 1 (before the mediator is entered)

	Estimate
Revisiting Intention	.670

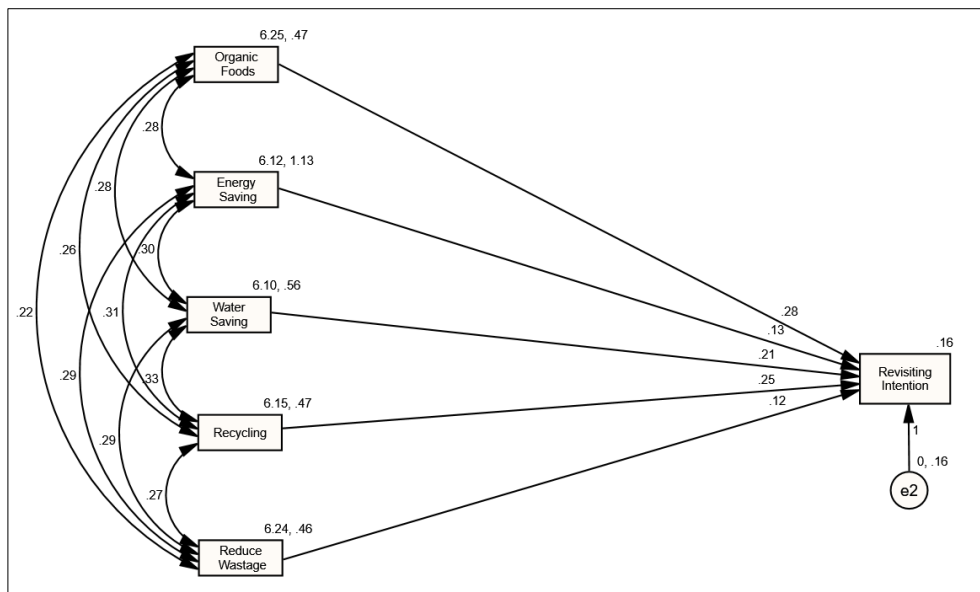*Figure 2: Estimates before the mediator is entered - Model*

Table 2 shows the regression coefficients and their significance levels. The path organic food to revisiting intention is significant at 0.001, and all other paths except reduce wastage to

revisiting intention are significant at 0.01 level. Organic food has the highest impact, and recycling and water savings also contributing relatively higher. Accordingly, depending on the information depicted in table 2, the first four hypotheses are statistically significant.

Table 2: Regression loadings and significance before the mediator is entered

	Paths		Estimate	S.E.	C.R.	P	Significance
Revisiting Intention	<---	Reduce Wastage	0.118	0.076	1.561	0.119	Not significant
Revisiting Intention	<---	Recycling	0.247	0.084	2.948	0.003	Significant at 0.01
Revisiting Intention	<---	Organic Foods	0.281	0.073	3.834	***	Significant at 0.001
Revisiting Intention	<---	Energy Savings	0.133	0.043	3.133	0.002	Significant at 0.01
Revisiting Intention	<---	Water Savings	0.208	0.074	2.793	0.005	Significant at 0.01

5.4. Testing the Mediation Effects:

According to the information given in table 1, organic foods, energy savings, water savings, and recycling paths are significant and having direct effects on revisiting intention. Therefore, these paths are satisfying the first condition of Baron and Kenny (1986) for testing the mediation.

Figure 2 is the second model developed using AMOS to test the mediation effect of overall satisfaction to the relationship between green attributes and revisiting intention. The goodness of fit of the model was checked using Squared Multiple Correlations as depicted in table 3.

Table 3: Squared Multiple Correlations (Bootstrap Results)

Parameter	Estimate	Lower	Upper	P
Overall Satisfaction	.608	.478	.683	.008
Revisiting Intention	.756	.670	.806	.008

Table 4 indicates the results after the bootstrapping was done. The results obtained before the bootstrapping was done confirmed by the bootstrapping with confidence levels and probability values. Accordingly, this model shows a good fit to the data, and the model explains 76% of the variation of revisiting intention. Further, 61% of the variation of overall satisfaction is also explained by the model.

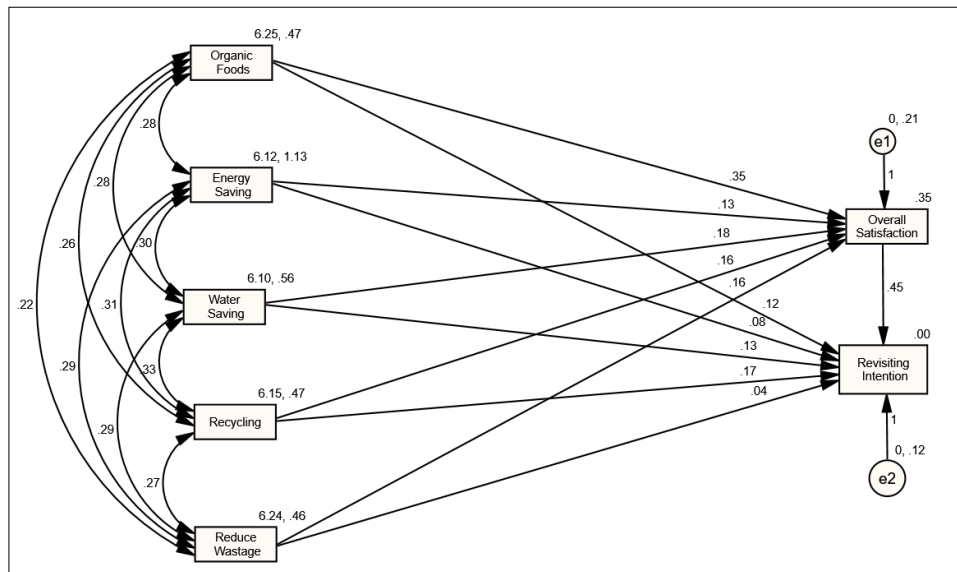*Figure 3: Estimates after the mediator is entered - Model 2*

Table 4: Regression Loadings and Significance (before bootstrapping)

Label	DV		IV	Estimate	S.E.	C.R.	P	Significance
Path-1	Overall Satisfaction	<---	Organic Foods	0.35	0.082	4.254	***	Significant at 0.001 level
Path-2	Overall Satisfaction	<---	Energy Savings	0.129	0.048	2.687	0.007	Significant at 0.01 level
Path-3	Overall Satisfaction	<---	Water Savings	0.177	0.084	2.121	0.034	Significant at 0.05 level
Path-4	Overall Satisfaction	<---	Recycling	0.16	0.094	1.697	0.09	Not significant at 0.05 level
Path-5	Overall Satisfaction	<---	Reduce Wastage	0.162	0.085	1.903	0.057	Not significant at 0.05 level
Path-16	Revisiting Intention	<---	Reduce Wastage	0.045	0.066	0.674	0.5	Not significant at 0.05 level
Path-17	Revisiting Intention	<---	Recycling	0.174	0.073	2.389	0.017	Significant at 0.05 level
Path-18	Revisiting Intention	<---	Organic Foods	0.122	0.068	1.787	0.074	Not significant at 0.05 level
Path-19	Revisiting Intention	<---	Energy Savings	0.075	0.038	1.982	0.047	Significant at 0.05 level
Path-20	Revisiting Intention	<---	Water Savings	0.127	0.065	1.948	0.051	Not significant at 0.05 level
Path-21	Revisiting Intention	<---	Overall Satisfaction	0.453	0.075	6.077	***	Significant at 0.001 level

As depicted in table 4, path 1 to 5 shows the regression coefficients' contribution to overall satisfaction. According to the p values, it is evident that recycling and reduce wastage paths are not significant. The path organic foods to overall satisfaction are highly significant, and among these three independent variables, organic foods' contribution is higher. All three variables are positively influencing the overall satisfaction. Accordingly, organic foods, energy savings, and water savings paths satisfy the second condition of Baron and Kenny (1986) for testing the mediation.

Path 21, which shows the positive impact of overall satisfaction to revisiting intention, is also statistically significant, and it satisfies the third condition of Baron and Kenny (1986) for mediation testing. Therefore, the mediation effect of overall satisfaction to the relationship between Green attributes and overall satisfaction can be identified by examining the information given in table 6.

Table 5: Application of Bootstrapping to test the mediation effects and their Significance

DV	Organic Foods	Energy Savings	Water Savings	Recycling	Reduce Wastage	Overall Satisfaction
Revisiting Intention (before the mediator is entered and before the bootstrap done-from table 2)	0.281***	0.133**	0.208**	0.247**	0.118	……
Revisiting Intention (after mediation-from table 5) -Direct Effects	0.122	0.075*	0.127	0.174*	0.045	0.453***
Revisiting Intention (after mediation) -Direct Effects (after bootstrapping)	0.122	0.075*	0.127	0.174*	0.045	0.453***
Two tailed significance for -Direct Effects (after bootstrapping)	0.100	0.041	0.058	0.018	0.511	0.000
Revisiting Intention (after mediation) -Indirect Effects	0.159**	0.058**	0.080*	0.072	0.073	0.000
Two tailed significance for - Indirect Effects (after bootstrapping)	.001	.009	.034	.105	.061	……

*** Significant at 0.001; ** Significant at 0.01; * Significant at 0.05

5.5. Mediating effect of overall satisfaction on the impact of organic foods on revisiting intention:

The direct effect of organic foods on revisiting intention before the mediator is entered into the model was 0.281, and it has been reduced to 0.122. It has become not significant after the mediation variable entered the model. Therefore, it can be concluded that H_{12} is accepted and the relationship between organic foods and revisiting intention is mediated by overall satisfaction, and the type of mediation is full mediation.

The bootstrapping results are also depicted in table 6, and the indirect effect for organic foods is significant and greater than the direct effect. Since the direct effect is not significant after the mediation is entered, the previous result of acceptance of hypothesis 12 is confirmed with the full mediation effect by the bootstrapping results.

5.6. Mediating effect of overall satisfaction on the impact of energy savings on revisiting intention:

The direct effect of energy savings to revisiting intention before the mediator is entered into the model was 0.133, and it has been reduced to 0.075. However, it is still significant even though the mediator is entered. Therefore, based on the results so far obtained, it can be concluded that H_{13} is accepted, and the relationship between energy-saving attributes and revisiting intention is mediated by overall satisfaction. The type of mediation is partial mediation in this case.

The bootstrapping results have changed this hypothesis's partial mediation effect. The indirect effect becomes less than the direct effect of the energy-saving attribute. Further, the direct effect is still significant. Therefore, it is concluded that there is no mediation role of overall satisfaction to the relationship between energy-saving attributes and revisiting intention. Therefore, as the final decision, hypothesis 13 is rejected. There is no evidence that overall satisfaction mediates the relationship between energy-saving attributes and revisiting intention.

5.7. Mediating effect of overall satisfaction on the impact of water savings to revisiting intention:

The direct effect of water-saving to revisiting intention before the mediator is entered into the model was 0.208, and it has been reduced to 0.127. It has become not significant after the mediation variable entered the model. Therefore, it can be concluded that H_{14} is accepted, and the relationship between water-saving attributes and revisiting intention is mediated by overall satisfaction. The type of mediation was full mediation in this case. Further, after bootstrapping, as depicted in table 6, the indirect effect for the water savings attribute is significant and greater than the direct effect. Since the direct effect is not significant after the mediation is entered, the previous acceptance of hypothesis 14 is confirmed by bootstrapping. Also, the type of mediation effect is full mediation.

5.8. Mediating effect of overall satisfaction on the impact of recycling to revisiting intention:

Path 4, depicted in table 5, is not significant, and therefore it is not satisfying the second condition of Baron and Kenny (1986) for testing the mediation. Consequently, it can be

concluded that H_{15}, the relationship between recycling attribute and revisiting intention is mediated by overall satisfaction, is rejected.

5.9. Mediating effect of overall satisfaction on the impact of reduce wastage to revisiting intention:

Path 5, depicted in table 5, is not significant, and therefore it is not satisfying the second condition of Baron and Kenny (1986) for testing the mediation. Consequently, it can be concluded that H_{16}, the relationship between reduce wastage attribute and revisiting intention is mediated by overall satisfaction, is rejected.

The mediation effects were tested based on recommendations given by Baron & Kenny (1986). The mediation effect was rechecked using the bootstrapping method using AMOS 23, as Preacher and Hayes (2008) recommended. The relevant statistics regarding regression loadings and bias-corrected confidence levels obtained are depicted in table 6. The results confirm the findings with the significance levels for indirect effects.

Table 6: Summary of Hypothesis Testing

Hypotheses	Decision
H_1: Provision of organic food positively impacts tourists' revisiting intentions in the Sri Lankan hotel industry.	Supported
H_2: Energy saving attribute positively impacts tourists' revisiting intentions in the Sri Lankan hotel industry.	Supported
H_3: Water saving attribute positively impacts tourists' behavioral intentions in the Sri Lankan hotel industry.	Supported
H_4: Recycling attribute has a positive impact on revisiting intentions of tourists in the Sri Lankan hotel industry	Supported
H_5: Wastage reduce attribute has a positive impact on revisiting intentions of tourists in the Sri Lankan hotel industry	Not supported
H_6: Provision of organic food positively impacts tourists' overall satisfaction in the Sri Lankan hotel industry.	Supported
H_7: Energy saving attribute positively impacts tourists' overall satisfaction in the Sri Lankan hotel industry.	Supported
H_8: The water-saving attribute positively impacts tourists' overall satisfaction in the Sri Lankan hotel industry.	Supported

H_9: Recycling attributes positively impact tourists' overall satisfaction in the Sri Lankan hotel industry.	Not supported
H_{10}: Reduce wastage attribute positively impacts tourists' overall satisfaction in the Sri Lankan hotel industry.	Not supported
H_{11}: Overall Satisfaction has a positive impact on revisiting intention of tourists in the Sri Lankan hotel industry	Supported
H_{12}: Relationship between organic foods and revisiting intention is mediated by overall satisfaction	Supported Full mediation
H_{13}: Relationship between Energy-saving attribute and revisiting intention is mediated by overall satisfaction	Not supported
H_{14}: Relationship between water saving attribute and revisiting intention is mediated by overall satisfaction	Supported Full mediation
H_{15}: Relationship between recycling attribute and revisiting intention is mediated by overall satisfaction	Not supported
H_{16}: Relationship between reduce wastage attribute and revisiting intention is mediated by overall satisfaction	Not supported

6. FINDINGS AND DISCUSSION:

This research's primary purpose was to examine the impact of hotels' green attributes on tourists' revisiting intention in Sri Lanka. The sample included foreigners (47%) as well as the locals (50%). These tourists had experience in Sri Lankan hotels' green practices, reflecting a complete island-wide picture of the overall phenomenon.

Among the green attributes studied, four attributes showed an influence on revisiting intention, and organic foods were the most appealing. That means the greenness communicates to the tourists' minds mainly about organic foods that are very hygienic. This opinion was described by Lee et al. (2010), saying that consumers consider hygienic and nutrition value while they purchase. Han et al. also pointed out that organic foods can be offered as green attributes. So findings of this research are consistent with those of previous researchers.

According to the findings, energy saving is also having a significant positive effect on revisiting intention. This attribute has been suggested by Karavasilis et al. (2015) as an alternative green attribute, and these current findings confirm its applicability. Energy-saving can be done through different methods. For example, Assaker (2020) recognized that energy-saving bulbs to be used. The use of solar power and light sensors are other alternative methods used in Sri Lankan hotels.

The other significant green attribute that became significant in this research was water savings. Water is a natural resource, but wasting water is a concern for environmentalists in the present day. They are suggesting purifying the water and reuse. Rainwater harvesting is also a popular method of use in the country. Recently it is heard of developing seawater purification systems. Miththapala et al. (2013) elaborated on these concepts to be adopted in green practice.

The present research found that recycling impacts on revisiting intentions positively. In Sri Lanka, through the recycling process, hotels are doing different things. Generating biogas, sewage treatment plants, and generating biodiesel are some of them (Miththapala et al., 2013). Tourists are concerned about these kinds of recycling processes and like to revisit such green hotels.

The reduce wastage attribute is not supported by these findings. It is not easy to be observed by tourists about this attribute than other attributes. Most of the things are happening in inside as internal activities and cannot be visible to outsiders. Sometimes recycle bins are to be seen in familiar places, but the hypothesis has been rejected.

Among the hypotheses impacting green attributes to overall satisfaction, three were supported in this research. These green attributes were organic foods, energy savings, and water savings. However, Overall satisfaction is affecting revisiting intentions was very clear.

The mediation effects of overall satisfaction on organic foods' impact and by water-saving attributes separately on revisiting intentions were observed in this research. Overall satisfaction is not only green attributes but also includes different offers by the hotels. Therefore, even without a significant effect by energy savings, recycling, and waste reduction on overall satisfaction, revisiting intention was induced by overall satisfaction.

7. CONCLUSION AND RECOMMENDATIONS:

The current study bridged the theoretical gap that existed in the relationship between green attributes and revisiting intention. Further, the impact of green attributes on overall satisfaction was also revealed. The contribution by the overall satisfaction to revisiting intention was also estimated. Another significant finding of the study was the mediating role of overall satisfaction on the relationship between green attributes and revisiting intention. The findings also uncover the empirical gap that existed due to hoteliers' unawareness of precise

contribution by different green attributes. The present research investigated the magnitude of the contribution by each green attribute studied.

Based on these findings, some vital managerial implications can be identified. These findings will help hoteliers to allocate funds for greening projects. The initial cost of introducing the green attributes for their services must incur a huge amount of investments. So it is advisable to select what facilities and services they must introduce and foresee their return on investments. The current findings give the different contributions by each element, and therefore, hoteliers can carefully select what is most suitable for them. Therefore, hotels can compete with others with confidence, and long-range planning can be done using these insights to improve future service quality.

There are some future research issues emanating from these findings. A new research can be done to investigate where green practices are positioned when they are considered simultaneously with other determinants of overall satisfaction and revisiting, for example, hotel location, greenery surroundings, natural beauty, hospitality, and quality of food and beverages.

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