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## Exploring the Challenges of Adopting Green Practices in the Hotel Industry of Colombo, Sri Lanka.

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**Background:** Green practices are a major component of Sustainability, and the adoption of green practices in the hotel industry has become increasingly important due to the growing demand for environmentally friendly tourism. Due to various reasons, the hotel industry is currently facing various problems in adopting green practices. Accordingly, the study highlights the key challenges hindering the successful adoption of green practices in Colombo's hotel sector. The general objective of this study is to identify the main challenges to adopting green practices in Colombo's hotel industry.

**Objective:** The specific objectives are to explore current green practices in Colombo's hotel industry and to suggest strategies for overcoming the challenges of adopting green practices in the hotel industry.

**Methods:** This study is limited to the selected five-star hotels in Colombo, Sri Lanka. The study adapts the qualitative approach, utilising both primary and secondary data sources. Primary data was collected through semi-structured interviews with 20 respondents, including hotel managers, sustainability officers, maintenance staff and other relevant stakeholders. Participants were selected using purposive sampling, based on their direct involvement in environmental practices. The collected data were analysed using thematic analysis.

**Results:** The findings of the study revealed that five-star hotels in Colombo have implemented green practices such as energy-efficient systems, solar power, rainwater harvesting, and waste reduction initiatives. These measures aim to minimise the environmental impact of operations while promoting Sustainability within the hospitality sector. However, hotels face challenges such as the need for huge investments to implement and maintain green initiatives, limited environmental knowledge and training, a poor attitude towards environmental sustainability, space and location constraints, and inadequate government regulations, all of which hinder their successful adoption of green practices.

**Conclusion:** To overcome these challenges, the study suggests recommendations such as financial incentives, staff training, awareness programs, innovative space management and strengthening policy frameworks. This study offers valuable guidance on enhancing green practices in the hotel industry.

**Keywords:** Challenges, Colombo, Green practices, Hotel industry, Sustainability