"GREEN (ENVIRONMENTAL) COMPETENCE ON GREEN PERFORMANCE OF EMPLOYEES IN HOTELS: SPECIAL REFERENCE TO TRINCOMALEE DISTRICT"

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ABSTRACT

Recently, green human resource management acts for environmental protection and the role of green consumer behavior are often highlight in human resource management. Green human resource management contributes to integrate environmental consumer behaviour literature with traditional skills and competencies literature to help firms to select the right individuals to achieve their environmental goals. Hence, this study contributes to find out the impacts of effective green competencies on green performance in hotels. Using Robert's competencies framework and hypothesis testing, this paper empirically examines the influence of individual green competencies on green performance. This conceptual model of this study is tested by using a sample size of 150 employees working in hotels in Trincomalee district.

In this survey two variable are analysed under the independent variable as effective green competencies (environmental concern, green purchase intention, environmental knowledge and green purchase attitude) and the dependent variable as green performance (green purchase behaviour). Univariate, bivariate and regression analysis were used to find out empirical results. There is a higher level of effective green competence was found to be positively correlated with green performance in hotels. The result shown that effective green competence significantly and positively impact on green performance in hotels in Trincomalee district. Based on the results, it was confirmed that, there is an impact of green competence on employee performance. Further, this study analysed the level of natural, acquired, effective green competence and green performance among the employees of hotel in Trincomalee district. Study recommend that further enhance effective green competence should endeavour to extent more effective green competence on green performance. Hence, effective green competence is one of the key factor to enhance the green performance in hotel sector.

Keywords: Trincomalee; Green HRM, effective green competencies, green performance, hotels.

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