

*Samantha Rathnayake, Jayasundara, D. S. K., Bamunusinghe, R., & Costa, C. (2019). Continuous Business Growth of ABC Hotel through Sustainable Business Practices: A Case Study Based on Leading Hospitality Service Provider, Certified Management Accountants of Sri Lanka National Management Accounting Conference 2019 and Commonwealth Accountants Conference Proceedings.*

**Continuous Business Growth of ABC Hotel through Sustainable Business Practices:  
A case study based on leading hospitality service provider**

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**Introduction**

ABC Hotel is the first step of a giant hospitality service provider in Sri Lanka, which is having a history of nearly four decades. The uniqueness of the hotel is the significant concern over utilizing clean energy which generates minimal negative impact to the environment. ABC Hotel able to achieve continuous business growth mainly through sustainable business practices, transformational leadership and service quality standards. Among the aforementioned sustainable business practices become pivotal to the success story of ABC Hotel. The sustainable moves mainly direct the organization towards utilizing clean energy, generate energy through waste recycling and also stand as an influencer to vibrant competitors in the industry.

**Justification of the Study**

The literature with relevant to the continuous business growth defined the concept as a combination of key attributes of age, size, evolution, revolution and industry growth rate (Greiner, 1988). In the context of ABC Hotel, the main contributor to the success been identified as sustainable business practices. Sustainability reveals the requirement of interdependency between economic, environmental and social factors to ensure the

existence and long term survival (Bansal, 2005). Balance approach on financial and non-financial aspects become the vital requirement in today's competitive corporate platform.

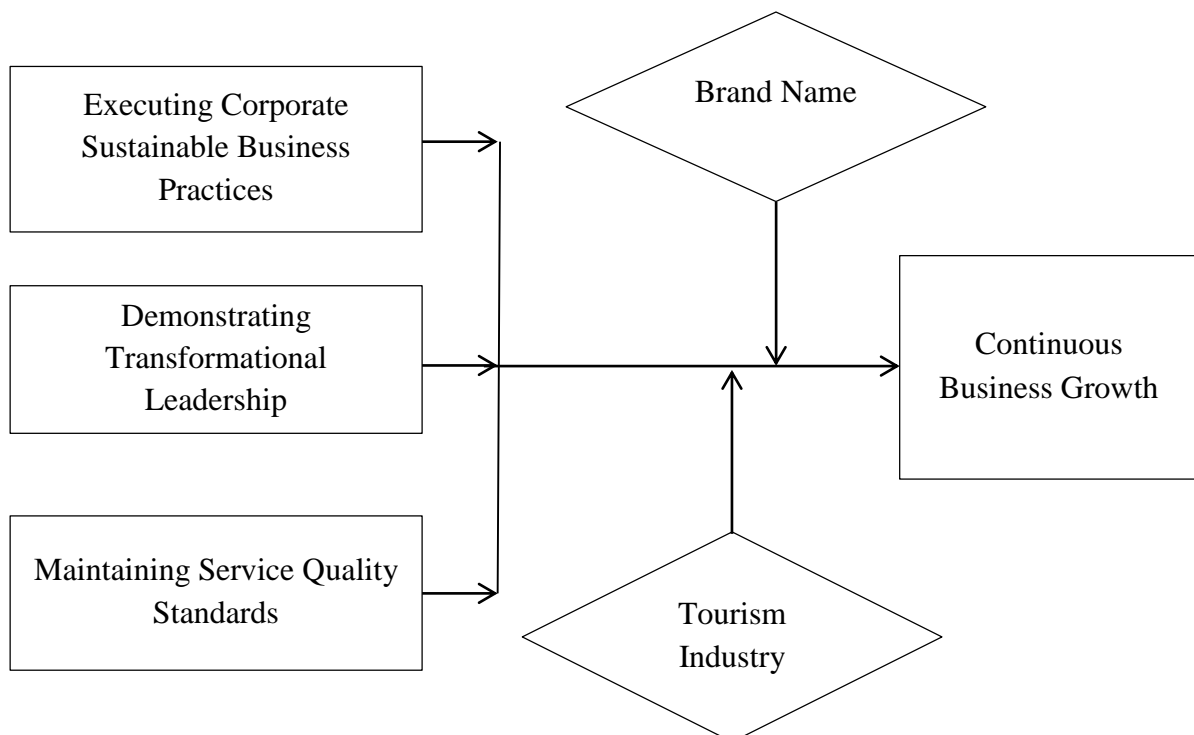
### Conceptualization and Objectives of the Study

The key objectives of this case study are:

- I. To explain how ABC Hotel was able to achieve continuous business growth.
- II. To explore the construct of corporate sustainable business practices at ABC Hotel.
- III. To explore whether the continuous business growth is influenced by sustainable business practices, transformational leadership and service quality standards.

Based on the initial overlook on the hotel and the secondary data been collected the frame work been developed as below which emphasize outcome, contributed drivers and moderators.

**Figure: Case Frame Work**



Source: Author

### Methodology

The qualitative data collection mechanisms been used to collect data from Primary and Secondary sources. Primary data been collected through ten (10) in-depth individual interviews with managerial staff and four (4) focus group discussions with operational staff. Secondary information been collected from ABC hotel's internal documents and publicly available documents.

### **Findings and Conclusions**

Introducing the vapour absorption chiller to energize the air condition system and solar panel installation to illuminate the hotel, emphasized the ABC's commitment on clean energy. During the period from the year 2014 to 2018 the renewable energy utilization increased from Gigajoules six thousand nine hundred to thirty thousand four hundred which contribute to continuously enhance the hotel revenue. ABC settle their operations on a zero plastic platform and initiated using glass water bottles which produce in their own bottling plant, the attempt lead to reduce the plastic recycling cost mark favourable effect on hotel's revenue. Biomass boiler been used to generate the hot water which lead to a cost saving of around thirteen million rupees, that also contributed to enhance corporate revenue and subsequently contributed to the continuous growth.

ABC hotel also generate revenue through recycling the waste which content polythene, plastic and glasses, initial stages it collected only two thousand kilograms which been increased to more than ten thousand kilograms along with time. Waste recycling income lead to uplift the other income category that also marks an impact on ABC revenue. Further the risk taking ability of the leadership expand their concern on the society which been evidence from its island wide program that implemented on an annual basis to recruit its own staff, that also holistically generate positive impact on corporate bottom line. The ABC's commitment over been comply with recognized service quality providers lead to enhance the overall hotel image and become a factor of differentiation to the hotel in the long run.

### **Recommendations**

Preserving the environment and enhancing the clean energy consumption could be recognized as a timely requirements of the Sri Lankan corporate context. Success story of ABC become an ideal source for another corporate to observe, how an organization could invest on sustainable practices and gain quantifiable and qualitative benefits from those

implementations. ABC story further enlighten how to manage stakeholders and gain their contribution to the corporate journey forward. .

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