

## EXECUTIVE SUMMARY

Global tourism industry been evolved and become modernized which also significantly influence the local hospitality segment; the tourism industry could be identified as prominent based on its key contribution to the Sri Lankan Gross Domestic Production. Irrespective of the critical political and economic era, founder of Jetwing registered the first step in the hospitality field under the name Jetwing Blue. More importantly the unique business approach considered by Jetwing Blue could be recognized as a timely factor which raises vital consideration over the environmental and societal aspects apart from the financial perspective. The divergent thinking pattern of the leadership able to dictates the corporate terms of the Jetwing Blue journey raising considerable concern over the innovation and high tech aspects. Jetwing Blue direct the walk based on predefined corporate values, which drive the company towards achievement while making vibrant development to the human resource. All the above commitment directs company towards its ultimate vision of becoming world class in everything they do.

Continuous business growth can be defined from multiple aspects based on the previously published literature by different authors. Following the preliminary studies done with regard to the Jetwing Blue, its identified that most influential attributes with regard to this context are corporate sustainable business practices, transformational leadership and service quality standards. The main literature with relevant to the continuous business growth been identified as streams of growth and dimensions of growth. Corporate sustainable business practices dictate through the main literature of triple bottom line concept, which raise concern towards profit, people and planet. The literature considered for the concept of transformational leadership is the main dimensions. Service quality standards driver extensively discussed using the SERVQUAL model.

The whole literature been extensively reviewed and construct a frame work including the outcome, key drivers and environmental moderator. Those respectively could be listed as continuous business growth, corporate sustainable business practices, transformational leadership and brand name. In order to gather information from the primary sources, ten in-depth interviews been conducted along with four focused group discussions. In addition the hotel visits lead to provide considerable insights about the culture and behaviour based on observations. The information from the primary sources been further strengthen by the secondary information sources used such as published periodicals and

internally generated documents. All the collected information been finely analysed using the qualitative techniques which given the phase to understand the influence that each drive would created upon the outcome

Time line of the case been developed including the key events, milestones and significant achievements which ultimately contributed to the outcome of continuous business growth. The differential corporate approach taken up with higher consideration towards the environment and society would allow the firm to gain continuous growth through along the period. These steps at Jetwing Blue won't be a reality in the absence of divergent thinking leaders who prioritised the transformational nature. More precisely with all the positive influences, Jetwing Blue able to maintain higher service quality towards its guests, which been proven from the recognition it gained responsible international and national authorities.

Corporate sustainable business practices been evidenced as the prime driver towards the continuous growth of the hotel. Jetwing blue strongly comply with the triple bottom line concept where the achievement been proven from all three aspects. The practices at Jetwing Blue finely directed by the leadership, who demonstrated a transformational type where it complied with main dimensions: idealized influence, inspirational motivation, individual consideration and intellectual stimulation. Service quality standards been proven by the energy management, waste management and the overall service related certifications gained by the corporate. The information been collected has finely linked with the pre discussed main concepts and models under the literature review.

Conclusion was made that Jetwing Blue able to gain continuous business growth through corporate sustainable business practices along with the influence of transformational leadership and service quality standards. Imposing sustainability performance indicators to employees, implementing a technology driven employee performance appraisal system and launching a loyalty program specifically to the corporate clients would identified as lessons learned. Jetwing Blue should continue its promotional focused towards attractive wedding venue and the sustainable practices been undertaken. Jetwing Blue will demonstrate the importance of using sustainable business practices, capitalized on national culture and value driven leadership, which counted as key lessons to other Sri Lankan corporates.