

References

- Akama, J. (1996). Western environmental values and nature-based tourism in Kenya. *Tourism Management* 17(8), 567.
- Babu, V., & Munjal, S. (2015). Oachira Panthrandu Vilakku: A study of a culturally embedded festival aligned with economic benefits. *Worldwide Hospitality and Tourism Themes*, 7 (4), 403-416.
- Bâc, D. (2013). *Turismul i durabilă. Realităi. Provocări Oportunităi. Bucharest. Economic Press.*
- Bâc, D. P. (2012). The Emergence of Sustainable Tourism –A Literature Review. *Quaestus Multidisciplinary Research Journal*, 137.
- Baker, C. (2005). Sustainable Hotel. London: Prince of Wales Business Leadership Forum.
- Ballantine, L. J., & Eagles, P. F. (1994). Defining Canadian Eco tourists. *Journal of Sustainable Tourism* 2 (1), 1-7.
- Bansal, P. & Roth, K. (2000). Why companies go green: a model of ecological responsiveness, *Academy Management of Journal*, 41 (5), 556-567.
- Brown, B. R. (1993). Rural Community Satisfaction and Attachment in Mass Consumer Society. *Rural Sociology*, 58, 387-403.
- Canter, L. (1996). *Environmental Impact Assessment*. New York: McGraw Hill.
- Centre for Responsible Travel. (2012). *The Case for Responsible Travel: Trends and Statistics*. Retrieved from [http://www.responsibletravel.org/news/Fact_sheets/Crest_RTI_TrendStats_print_1_4%20\(3\).pdf](http://www.responsibletravel.org/news/Fact_sheets/Crest_RTI_TrendStats_print_1_4%20(3).pdf)
- Chan, W., & Lam, J. (2002). Prediction of pollution emission through electricity consumption by hotels in Hong Kong. *International Journal of Hospitality Management*, 21, 381- 391.
- Chan, W., & Wong, K. (2006). Motivations for ISO 14001 in the Hotel Industry. *Tourism Management* 27, 481-489.

- Cheney, J., & Barnett, S. (2001). The greening of accommodation: stakeholder perspective of environmental programmes in New Zealand, Hotels and Luxury Lodges. *The Journal of Corporate Citizenship*, 115-120.
- Chong, W., Wong, K., & Lo, J. (2009). Hong Kong Hotels' Sewage: Environmental Cost and Saving Technique. *Journal of Hospitality & Tourism Research*, 33 (2), 329-346.
- Cohen, E. (1979). A phenomenology of tourist experiences. *Journal of Service Management*, 24(1), 179-201.
- Csapó, J. (2012). The Role and Importance of Cultural Tourism in Modern Tourism Industry. *Strategies for Tourism Industry – Micro and Macro Perspectives*, 201-202.
- Davies, J. (2008). The ecological footprint, sustainability and productivity. *Management Services*, 52 (4),35.
- De Geus, A. (1998). Planning as learning. *Harvard Business Review*, 66 (2), 70-74.
- Dilys, R., & Urquhart, P. (2001). Pro-Poor Tourism: Harnessing the World's Largest Industry for the World's Poor. World Summit on Sustainable Development (pp. 1-2). London: International Institute for Environmental Development.
- Dodds, R., & Joppe, M. (2001). Promoting urban green tourism: The development of the other map of Toronto. *Journal of Vacation Marketing*, 7(3), 261-267.
- Durieu, X. (2003). How Europe's retail sector helps promote sustainable production. *Industry and Environment*, 26 (1), 7-9.
- Elkington, J. (1997). *Cannibals With Forks: The Triple Bottom Line of 21st Century Business*, Capstone. Oxford.
- Felstead, M. L. (2000). Master Plan for Community-Based Eco-tourism in Ulgan Bay, Palawan, Republic of the Philippines. Puerto Princesa City (PPC), Philippines: UNESCO-UNDPPPC.
- Figge, F., & Hahn, T. (2004). Sustainable value – added measuring corporate contributions to sustainability beyond eco-efficiency. *Ecological Economics*, (48),173-187.
- Font, X., & Tribe, J. (2001). Promoting Green Tourism: the Future of Environmental Awards. *International Journal of Tourism Research*, (3), 9-21.

- Freeman, R. (2012), Stakeholder Theory of Modern Cooperation, Retrieved from <http://businessethics.qwriting.qc.cuny.edu/files/2012/01/Freeman.pdf>
- Freeman, R., and Reed, D., (1983) Stockholders and Stakeholders: A New Perspective on Corporate Governance Freeman, *California Management Review* 25, 3;
- Furqan, A., Mat Som, A. P., & Hussin, R. (2010). Promoting Green Tourism for Future Sustainability. *Theoretical and empirical researches in Urban Management*, 8(7), 64-70.
- Green Directory. (2015). Jetwing Green Directory. Retrieved from: <http://www.jetwinghotels.com/about-jetwing-hotels/download-center.html>
- GTBS. (2015, December 2). Green Tourism Business Scheme (GTBS). Retrieved from <http://www.green-tourism.com/business/step-by-step-guide-to-joining/>
- Hemingway, C.A. & MacLagan, P.W. (2004), Managers personal values as drivers of corporate social responsibility, *Journal of Business Ethics*, 50 (1), 33-44.
- Hennayake, S. K. (2008). Environmental Impact Assessment in Sri Lanka. *Economic Review: June / July*, 56-60.
- Hofstede, G. (1997). *Cultures and Organizations: Software of the mind*. New York: McGraw Hill.
- Holbrook, B. M., & Hirschman, E. C. (1982). The experiential aspects of consumption: Consumer fantasies, feelings and fun. *Journal of Consumer Research*, 9, 132-140.
- Honey, M. (2008). *Ecotourism and Sustainable Development, Who Owns Paradise?* (2nd ed). USA: Island Press.
- Hostager, T.J., Neil, T.C., Decker, R.L. & Lorentz, R.D. (1998), Seeing environmental opportunities: effects of entrepreneurial ability, efficacy, motivation and desirability, *Journal of Organizational Change Management*, 11 (1), 11-25.
- Hunter, C., (2002). "Aspects of the Sustainable Tourism Debate from a Natural Resources Perspective" in Sustainable tourism – a global perspective. In Harris, R., Griffin, T. & Williams, P. Oxford: Butterworth- Heinemann, 2002.
- ICOMOS Charter for Cultural Tourism. (1999). International Cultural Tourism Charter: Retrieved from http://www.icomos.org/charters/tourism_e.pdf

- JEEP. (2015). Jetwing Eternal Earth Programme. Retrieved from <http://www.jetwingeternalearthprogramme.com/>
- Jetwing Hotels. (2015). Retrieved from <http://www.jetwinghotels.com>
- Jetwing Naturalist. (2015). Retrieved from <http://naturalists.jetwinghotels.com>
- Kasim, A., & Scarlat, C. (2007). Business Environmental Responsibility in the Hospitality Industry. *Management*, (2),5.
- Kim, W. C., & Mauborgne, R. (2005). *Blue Ocean Strategy*. Boston: Harvard Business School Press.
- Kirk, D. (1995). Environmental Management in Hotels. *International Journal of Contemporary Hospitality Management*, (6) 3-8.
- Kirk, D. (1998). Attitudes to Environmental Management Held by a Group of Hotel Managers in Edinburgh. *International Journal of Hospitality Management*, (17) 33-47.
- Kitnuntaviwat, V. (2008). Residents' attitudes, perceptions and support for sustainable tourism development. *Tourism and Hospitality Planning and Development*, 5(1), 45-60.
- Knollenberg, W. (2011). Stakeholders' attitudes towards sustainable tourism development in coastal communities. *A Thesis presented to the Faculty in Sustainable Tourism*, The Graduate School East Carolina University.
- Lambert, E., Hunter, C., Pierce, G., & MacLeod, C. (2010). Sustainable Whale-Watching Tourism and Climate Change: Towards a Framework of Resilience. *Journal of Sustainable Tourism*, 409-427.
- Laroche, M., Bergeron, J., & Barbaro-Forleo, G. (2001). Targeting consumers who are willing to pay more for environmentally friendly products. *Journal of Consumer Marketing*, 8 (6) 503-52.
- Lee, Y. (2015). Creating memorable experiences in a reuse heritage site. *Annals of Tourism Research*, 155
- Linnenluecke , M. K., & Griffiths, A. (2010). Corporate Sustainability and Organizational Culture. *Journal of World Business*, 45, 357-366.
- Lo, M. C., Ramayah, T., Songon, P., & Nair, V. (2013). Attitude of Communities toward Rural Tourism Development. *Life Science Journal*, 10(10), 313.

- MacCannell, D. (1973). Staged authenticity: Arrangements of social space in tourist settings. *American Journal of Sociology*, 79(3), 589–603.
- MacCannell, D. (1992). *Empty Meeting Grounds: The Tourist Papers*. California: Psychology Press.
- MaKercher & Du Cros (2002). *Cultural Tourism: The Partnership between tourism and cultural heritage management*. Binghamton, NY: Haworth Press.
- Martin, J. (1992). *Cultures in Organizations: Three Perspectives*. New York: Oxford University Press.
- Menon, A. & Menon, A. (1997), Enviropreneurial marketing strategy: the emergence of corporate environmentalism as market strategy, *Journal of Marketing*, 61 (1), 51-67.
- Middleton, T., & Hawkins, R. (1998). *Sustainable tourism: A Marketing Perspective*. London: Oxford: Butterworth-Heinemann.
- Ministry of Economic Development. (2011-16). *Tourism Development Strategy*, Colombo.
- Mirvis, P., & Manga, J. (2010). *Integrating corporate citizenship: leading from the middle*. Cambridge: Cambridge University Press.
- Montabon , F., Sroufe , R., & Narasimhan, R. (2007). An Examination of Corporate Reporting, Environmental Management Practices and Firm Performance. *Journal of Operations Management*, 25, 998.
- Murphy, E. P. (1988a). Community Driven Planning. *Tourism Management* ,9 (2), 94-100.
- Murphy, P. E. (1985). *Tourism: A community Approach*. New York and London: Methuen.
- Muzambi, S., Zengeni, N., & Zengeni, D. M. (2013). Hoteliers' Perceptions of the Impacts of Green Tourism on Hotel Operating Costs in Zimbabwe: The Case of Selected Harare Hotels. *Australian Journal of Business and Management Research*, 2 (11),64-73.
- Nel, E., & Binns, T. (2001). Initiating developmental local government in South Africa. *Evolving local economic development policy Regional Studies* (35), 355.

- Paraschiv, D. M., Nemoianu, E. L., Langă, C. A., & Szabó, T. (2012). Eco innovation, responsible leadership and organizational change for corporate sustainability. *Amfiteatru Economic, XIV* (32).
- PATA Gold Awards. (2012). Heart Felt Commitment –Presentation for PATA Gold Award -2012. Retrieved from http://64.78.36.53/Comm/PATAGoldAwards/aw_GA-2012.pdf
- Pearce, P. L. (1994). Tourist- Resident Impact: Examples of emerging solutions. In W. F. Theobald (Eds), *Global Tourism: The next Decade* (pp. 103-123). Oxford: Butterworth Heinemann.
- Péres, F. (2010). ¿Que' significa y porque' es importante incorporar la Sostenibilidad en los Negocios? Desde la Facultad, 1-3.
- Pigram, J. J., & Wahab, S. (1997). Tourism and sustainability: Policy Considerations. In S. Wahab, & J. J. Pigram (Eds), *Tourism, Development and Growth: The challenges of Sustainability* (pp. 227-290). London and New York: Rutledge.
- Pine, J. B., & Gilmore, J. H. (1999). *The Experience Economy*. Boston: MA: Harvard Business School.
- Pless, N. (2007). Understanding Responsible Leadership: Role Identity and Motivational Drivers. *Journal of Business Ethics, 74*(4),437–456.
- Pless, N., & Maak, T. (2011). Responsible Leadership: Pathways to the Future. *Journal of Business Ethics, 98* (1), 3-13.
- Pociovalișteanu, D. M., & Niculescu, G. (2010). Sustainable Development through Eco-Cultural Tourism. *European Research Studies, XIII* (2), 150.
- PPT Partnership. (2004). Pro-Poor Tourism Info-Sheets. Retrieved from www.propoortourism.org.uk: <http://www.iztztg.hr/UserFiles/Pdf/sustainable/Pro-poor-tourism-info-sheets.pdf>
- Prakash, A. (2000), *Greening the Firm: The Politics of Corporate Environmentalism*, Cambridge University Press, Cambridge
- Richards, G. (1996). *Cultural Tourism in Europe*. Wallingford: CAB International.
- Richards, G. (1999). *Developing and Marketing Crafts Tourism*. Tilburg: Atlas.

- Richards, G., & Wilson, J. (2006). Developing Creativity in Tourist Experiences: A Solution to the Serial Reproduction of Culture? *Tourism Management*, 27, 1209-1223.
- Rogerson, C. M. (2001). Tourism and Spatial Development Initiatives – The Case of the Maputo Development Corridor. *South African Geographical Journal* (83), 124.
- Russell, A., & Wallace, G. (2004). Irresponsible Ecotourism. *Anthropology Today* 20(3), 1-2.
- Samaranayaka, S. H., Lantra, N., & Jayawardena, C. (2013). Forty six years of organised tourism in Sri Lanka (1966-2012). *Worldwide Hospitality and Tourism Themes*, 5.
- Samdin, Z., Bakori, K. A., & Hassan, H. (2012). Factors Influencing Environmental Management Practices Among Hotels in Malaysia. *International Journal of Social, Behavioral, Educational, Economic, Business and Industrial Engineering* ,6(5), 889-891.
- Sasidharan, V., Sirakayab, E., & Kerstettera, D. (2002). Developing countries and tourism Eco labels. *Tourism Management*, 161–174.
- Scheyvens, R. (1999). Ecotourism and the empowerment of local communities. Pergamon: *Tourism Management*, 20, 246.
- Selänniemi , T. (2003). On Holiday in the Liminoid playground: Place, Time and Self in Tourism. In T. Bauer, & B. McKercher (Eds.), *Sex and Tourism: Journey of Romance, love and Lust* (pp. 19-31). Binghampton: Hawroth Hospitality Press.
- Shields, R. (1991). *Place on the Margin: Alternative Geographies of Modernity*. London & New York: Routledge.
- Sinclair, M. T. (1998). Tourism and economic development: a survey. *The Journal of Development studies*, 34(5), 1-51.
- Siti-Nabiha, A., Wahid, N. A., & Kamalul Ariffin, N. S. (2010). The Drivers and the Outcomes of Environmental Management Practices in the Hotel Industry: A Proposed Framework. *TEAM Journal of Hospitality and Tourism*, 7(1), 15.
- Sri Lanka Tourism Development Authority (2013). *Annual Statistical Report*: Colombo.
- Stohr, W. B. (1990). *Global challenge and local response*. London: United Nations Library.

- Svensson, G., & Wagner, B. (2011). A process directed towards sustainable business operations and a model for improving the GWP-footprint CO₂ on Earth. *Management of Environmental Quarterly*, 22(4), 451.
- Swarbrook, J. (1999). *Sustainable Tourism Management*. Sheffield, London: CABI Publishing.
- Tang, K., Robinson, D., Harvey M., (2011), Sustainability managers or rogue mid-managers? *Management Decision*, 49 (8), 1371 – 1394.
- Tiwari, S. (2015). Culture based development: empirical evidence from Shilpgram Fair, Rajasthan. *Worldwide Hospitality and Tourism Theme*, 7 (4), 393-396.
- Trudel, R., & Cotte, J. (2009). Does it pay to be good? *MIT Sloan Management Review*, 50 (2), 61-68.
- Tylor, E. B. (1871). *Primitive Culture: Research into the development of Mythology, Philosophy, Religion, Arts and Custom*. London: Bradbury, Evans and Co., Printers, Whitefriars.
- UNESCO. (2002). Universal Declaration on Cultural Diversity: Cultural Diversity Series No. 1. Paris: United Nations Educational, Scientific and Cultural Organization.
- UNWTO. (2010). United Nations World Tourism Organisations Annual Report: A Year of Recovery. Madrid. Spain: World Tourism Organisation Publications.
- UNWTO. (2012). Tourism and Intangible Cultural Heritage. Madrid: United Nations World Tourism Organisation.
- UNWTO. (2013). Sustainable Tourism for Development Guide Book. Madrid, Spain: UNWTO.
- UNWTO. (2015). Retrieved from:
<http://www.eunwto.org/doi/pdf/10.18111/9789284416899>
- WATC. (2003-2004). *Western Australia Tourism Commission*. Perth: WATC publications.
- WCED. (1987). Report of the World Commission on Environment and Development: Our Common Future. Oxford: University Press.

- Wight, P. (1994). Environmentally responsible marketing of tourism. In E. Cater, & G. Lowman (Eds.), *Ecotourism: a Sustainable Option?* (pp. 39-53). Chichester: Wiley.
- Wood, D.J. (1991), Corporate social performance revisited, *Academy of Management Review*, 16 (4), 691-718
- World Trade Organization (WTO). (1998). Annual Report 1998. In P. Zeithaml, & A. Zeithaml (Eds.), *Environmental Management: Revising the Marketing Perspective. Journal of Marketing*.(pp. 46-53). WTO Publications.
- Yoon, Y., Gursoy, D., & Chen, J. (2000). Validating a tourism development theory with structural equation modelling. *Tourism Management*, 22(4), 363-372.
- Yudelson, J. (2009). *Sustainable Retail Development: New Success Strategies*. New York.