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## **Exploring the impacts of internal marketing practices and employees' organisational commitment: special reference to hotel industry in Sri Lanka**

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**Mohamed Ismail Mujahid Hilal**

Faculty of Management and Commerce,  
South Eastern University of Sri Lanka,  
Oluvil, Sri Lanka  
Email: mujahidh@seu.ac.lk

**Abstract:** The major objective of this study is to explore the impact of internal marketing practices of hotel sectors in Sri Lanka on its employees' commitment towards the hotels. Reward, development, internal communication, and leadership were used as internal marketing components in this study. To meet the objective of the study, 244 employees of different categories in the hotel sectors were taken as a sample. SmartPLS3 was used to analyse the collected data. Findings reveal that the internal marketing model comprising rewards, development, leadership and internal communication is significantly influencing organisational commitment. However, when we analysed each variable, leadership and internal communication are significantly contributing to the commitment of employees in the hotel sector in Sri Lanka. Internal marketing components such as rewards and development are not supported to influence the employee's commitment in this study. As rewards and development are important components of internal marketing, it is recommended to the hoteliers to implement reward systems to the employees and provide training and development activities to the employees to increase the commitment of employees in the hotels in Sri Lanka.

**Keywords:** internal marketing; employees' commitment; hotel industry; Sri Lanka.

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**Biographical notes:** Mohamed Ismail Mujahid Hilal has been serving as a Senior Lecturer in Marketing Management at the Faculty of Management and Commerce, South Eastern University of Sri Lanka. He is the present Head of the Department of Marketing Management. He has many research publications in the areas of marketing and presented many papers in international conferences in many countries.