

A REVIEW OF THE ROLE OF GREEN SUPPLY CHAIN ON PERFORMANCE OF TOURISM ENTERPRISES

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Abstract

Green supply chain management perspective is as comprehensive view that involves all flow from suppliers to manufacturers and ultimately to consumers. A significant part of the environmental impact of tourism is done in the supply chain. Due to the formation of a class of consumers who are demand of green goods and services, build the capacity of green on tourism businesses is inevitable. This paper reviews the literature on tourism green supply chain and presents a model about the effects of green supply chain on the performance of the tourism industry.

Keywords: Green Supply Chain, Tourism, Performance

1. Introduction

By increasing concerns of climate change and consequently government pressure and demand of green consumer to the issue of sustainable development, has increased the demand for good practices to improve environmental performance in all industries. Tourism industry is not exempt from this issue, thus should proceed to avoid environmental pollution. Tourism service providers are facing complex distribution channels that greener marketing strategies can be implemented with regard to the choice of partner in it. Therefore, any serious effort to improve stability is need to serious action on the selection of suppliers and in other words the entire supply chain (Bayat & Lashkari, 2012).

Tourism supply chain can be defined as a network of organizations active in the field of tourism. They do a range of different activities, from support for goods / services of tourism (such as air services and accommodation) to final product distribution and marketing of tourism in a particular destination and include a wide range of participants in both the public and private sectors (Zhang & et al,2009).

Advances in the field of environmental management and the growing acceptance of responsibility related to impact of company production in overseas factories by manufacturers forms green supply chain management logic. Green supply chain management is a set of policies about supply chain management that all its activities and communications is to respond to concerns related to environmental issues and encompasses areas including design, manufacturing, distribution, use, reuse and waste of the firm's products and services (Ramzanian & Heidarniay Kohan,2011).

2. Green Supply Chain and Tourism

Green supply chain management¹ from the perspective of product life cycle includes all stages from raw materials, product design and manufacture, product sales and transportation, product use and product recycling. Using supply chain management and green technology, enterprises can reduce the negative environmental impact and achieve to optimal use of resources and energy (Niknejad, 2011).

In addition to the environmental concerns of the industries, consumers are also looking to strict rules to protect the environment. These rules will force factories to consider the issue of environmental protection in their management practices (Rao & Holt, 2005; Yang & et al, 2008; Paulraj, 2009; Azevedo & et al, 2011). In general, there is not a comprehensive policy for environmental measures of industries and this issue is due to limited understanding of GSCM among industries. Although should not be ignored the dimensions of GSCM that are suppliers of competitive advantages.

The tourism industry is an industry that its final produces is service. Planning, legislation, management, implementation and monitoring of this process requires special attention, including environmental concerns that is one of the principles of sustainable development of local communities and the development of sustainable tourism (Ashouria, 2014). The distribution network in tourism instead of moving product, attempting to guide the customer to the product and is the presence reason of intermediaries in difficulty and costly direct communication between the customer and the provider of the product (Gilanini & et al, 2013). Tourism service providers are facing complex distribution channels that greener marketing strategies can be implemented with regard to the choice of partner in it and in meantime tourist agencies (tour operators) play an important role. Select distribution can include things such as decision-making the type of channels, intermediaries, exit, transit, storage and management channels (Zeithaml & et al, 2006).

3. Importance and Necessity of Research

Subject of being green or ecological of industrial activities has risen over other periods. Nowadays particular attention to the environment as sustainable development has greatly increased. With the increasing awareness about environmental measures, industries are required to implement the measures related to the environmental protection for strengthen of green image of their company in line with the global trend to environmental protection (Taleghani, Gilaninia & Matloub Talab, 2013).

In this regard, industries are trying to use standards and additional requirements in their activities such as the extraction of raw materials and the flow of industrial wastewater because prevent environmental degradation and pollution. Due to the increasing importance of this issue for all businesses (Sarkis & et al, 2011; Vachon & Klassen, 2006) can use of green supply chain management (GSCM) as a philosophy in management of the industries to integrate all components of the supply chain (Narasimahn & Carter, 1998; Vijayvargy & Agarwal, 2013).

The use of GSCM for the tourism industry of traditional tissues is important economically. In tourism, satisfaction after the experience is emotional state of tourists in his/her mind, is not based on the characteristics because the experience and emotions is effective in it, and acts as an intermediary between performance and satisfaction. In fact, Bojanic (1996) found a strong positive correlation between perceived value and satisfaction in the field of tourism.

¹ GSCM

4. Background of Research

Large & Thomsen (2011) have identified indicators green supply chain management and have presented the five components of green management capabilities, green supply, green purchasing, environmental commitment, environmental assessment of providers.

Minhaj & et al (2011) evaluated drivers of green supply chain management with an innovative approach and using interpretation structural equations (ISM). They offered the conceptual model consisting of environmental legislation, management commitment, push customers, competitors, pressure of suppliers, pressure of stakeholders, green innovation, economic profits, reducing costs, new market opportunities, the green image of organization, green design and green purchasing as the drivers to implement green supply chain management.

Kotzab & et al (2011) identified 34 index of green supply chain in the field of retail and placed these indicators in eight categories of environmental management systems, energy use, attention to the inputs, products, packaging, transportation, consumption and waste.

Lin (2013) studied research about using fuzzy DEMATEL to evaluate the green chain management practices. In this study, he studied factors affecting implementation of green supply chain management in the form of the eight criteria of three main ways GSCM, namely style, performance and external pressures. The results of his study showed that green purchasing, participating supplier / customer, restoration and reuse of used products, and laws are independent variables and environmental performance, economic performance, green design and shareholder pressure are dependent variables.

Ramzaniy & Hedarniy Kohan (2011) studied research with title "Factors affecting green supply chain management in the tourism industry: Case study travel agencies in Tehran". They after reviewing the theoretical foundations by providing an analytical model has been determined potential factors affecting a firm's strategic decision-making process regarding the adoption of environmental considerations in relationships with different members of the supply chain. To investigate the potential factors specified in the act and determining other effective factors and also to determine the relative importance of each of these factors in tourism industry and especially from the perspective of Iranian travel agencies, has been designed a questionnaire based on an analytical model and was basis of semi-open interviews with fifteen travel agency in Tehran. The results showed that according to the Iranian travel agencies, adopt green supply chain management is not associated with significant internal benefits, but external pressures can be considered an effective factor for trend to environmental strategies. In addition, some of the organizational factors and strategic myopia limit the implementation of this strategy.

Imani & Ahmadi (2011) in research with title "Green supply chain management of new strategy to achieve competitive advantage" states that green supply chain management is considered successful strategies to gain competitive advantage in manufacturing companies in recent years. Green supply chain will lead to faster delivery of goods and services, reduce latency, lower costs and increase quality and by creation of added value for customers because the supply of green products will lead to competitive advantage.

So with respect to content stated, proposed model of research is expressed as following.

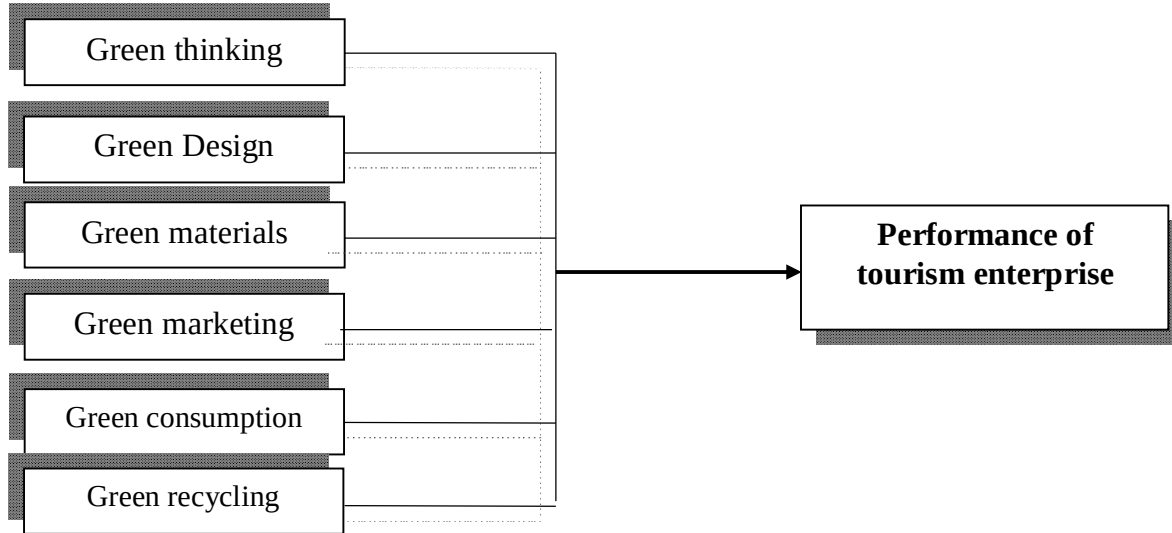


Figure (1) conceptual model of research based on theoretical studies and interviews with experts (Author)

5. Discussion and Conclusion

By increasing concerns of climate change and consequently government pressure and demand of green consumer to the issue of sustainable development, has increased the demand for good practices to improve environmental performance in all industries. Advances in the field of environmental management and the growing acceptance of responsibility related to impact of company production in overseas factories by manufacturers forms green supply chain management logic. Business management in the tourism industry requires that green supply chain perspective be considered not only to improve efficiency, profitability and competitive advantage, but also to ensure sustainability. In this paper discussed the role of green supply chain in the tourism industry and finally is done proposed model.

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