

PARTICIPATION AND INVESTMENT OF PRIVATE SECTOR ON GREEN SUPPLY CHAIN PERFORMANCE OF TOURISM INDUSTRY

Mastaneh Shakouri Lasaki¹, Shahram Gilaninia²

¹M.A. Student of Business Management, Islamic Azad University, Electronic Branch, Tehran, Iran

²Associate Professor Department of Industrial Management, Islamic Azad University, Rasht Branch, Rasht, Iran (Corresponding Author)

Abstract

The tourism industry is a good option for more growth and development in country. In many countries by providing subsidies and tax breaks granted to the tourism industry, encouraging the private sector to invest in this part. public necessity with rapid change and growing global is caused that country do reasonable and proportionate measures in condition of Inclusive and competitive, including the development of industrial strategy, especially the tourism industry, because arenas worldwide transition come out from a reactive mode and establish the foundation for a society wealthy with favorable growth and inclusive development. Operating and developing tourism, undoubtedly require the participation and cooperation of the private sector. Nevertheless it is clear that the private sector in its participation seek to achieve the purpose of profitability.

Keywords: Tourism, Private Sector, Green Supply Chain Performance

1. Introduction

public necessity with rapid change and growing global is caused that country do reasonable and proportionate measures in condition of inclusive and competitive, including the development of industrial strategy, especially the tourism industry, because arenas worldwide transition come out from a reactive mode and establish the foundation for a society wealthy with favorable growth and inclusive development (Samadian & et al, 2009: 105). Highly competitive environment of industry makes that firms in the field of tourism to seek new ways to improve their competitive advantage. Effective supply chain management of tourism is one of the strategies that firms in the field of tourism can be used to increase their competitive advantage (Ramazania & Heidarinaie Kohan, 2011: 126). On the other hand sustainable development was one of the key issues to ensure the survival of the tourism industry and requires the commitment and participation of all stakeholders. So companies with a competitive pressure on the one hand, for coordination and cooperation through the supply chain, in order to obtain or improve agility face with flexibility and proper functioning and on the other growing concern about the environmental problems, companies will lead towards green supply chain management strategies (sustainable) in this industry (Ramazania & Heidarinaie Kohan, 2011: 126). In various industries, the need assessment and selection of technologies to reduce the environmental impact is developing for productive activities. Today, more customers are willing to biocompatible products. On the other hand pressure groups of nature lovers, a sponsor public and international organization for environmental issues and energy efficiency is caused an increasing interest to issues related to environmental management and energy (Chiniforosh & Sheikhzadeh, 2010: 26).

In the past and conventional perspective, supply chain management including guidance all sectors of the supply chain as integrated and coordinated in order to improve performance to

promote productivity and more profits and supply chain managers are looking for faster delivery of goods and services, reduce costs and increase the quality. But improving the environmental performance of the supply chain and the importance of social costs and environmental degradation were not considered. By pressing government regulations for obtaining environmental standards on the one hand, and growing customer demand for green products supply (without harmful effects on the environment) stable concept of green supply chain and its management (Hosseini & et al, 2014: 162). The most famous definition of supply chain management is as follows: "a set of approaches that use to integrate suppliers, manufacturers, warehouses and stores because the right amount of goods, in the right place at the right time product and distribute (Simchi-Levi & et al, 2000: 53). In fact, advances in the field of environmental management and the growing acceptance of responsibility is related to the impact of its production in overseas factories by manufacturers, the logic of green supply chain management, operational concept related to the production, acquisition or strategic advantages of environmental performance. The best definition for a green supply chain management, definition of by Zsidisin & Siferd (2001) (quoting Ramezani and Heidarnia kohan, 2011) that calling it "a set of policies of supply chain management that all the activities and links it is to respond to concerns related to environmental issues and contains sectors such as design, production, distribution, use, reuse and waste of the firm's products and services". Green supply chain managers in leading companies through the creation of environmental compliance and satisfaction throughout the supply chain trying to obtain benefit in green logistics and improved their environmental performance throughout the supply chain as a strategic weapon to gain sustainable competitive advantages and its objectives establish on three important issues: green design (product), green manufacturing (process) and recycling products (Imani & Ahmadi, 2009: 14). Green supply chain management in the tourism industry overall strategy of within an organization that its aims is to reduce the environmental impact of the life cycle of products and services (Gilaninia et al., 2011). Today, ensure sustainable development of any country depends on the preservation and efficient use of limited resources and irreplaceable in country and various measures taken by the government to deal with this issue including green rules and principles such as the use of environmentally friendly raw materials in industrial centers and production, reduce the use of fossil energy resources and oil, recovery paper and reuse of waste in companies and organizations in the public and private sectors (Hossini & et al, 2014: 162).

the main economic activity revolves around this industry and effective feedback on the domestic economy and international include construction - structural investments (hotels, roads, airports, dock building, manufacture of transport vehicles, aircraft, ships, recreational boats, cars, trains, cars, preparing the ski resorts, beaches, etc.), construction of temporary deployment environments convoys and groups of tourists, equipment industries of restaurants, food industry, restoration and maintenance of monuments, investments related to information and notification (computer-internet sites, publications such as books, newspapers, brochures, maps, travel guide - tourism - etc.) , spending telecommunications and posts (buy SIM cards, phone expenses, post), residential facilities (like camping and tents), sports equipment (skis, scuba diving, swimming), body protection equipment (kinds of sunscreens, gels and other drugs), massive revenues from the banking system to move money and massive revenues insurance and providing other international instruments that tourists in their countries of origin or country of residence spend to prepare for the trip, etc. (ibid.).

2. Importance and Necessity of Research

The tourism industry is a great advantage that if it can achieve its rightful place can lead to economic growth, improve employment, social welfare and other cases. Evidence of such an

increase in holidays, income, life expectancy, development of the airline industry and the railway and expansion of global relevance it promises to tourism and its further expansion (Hashemi Soleymani, 2009). By technological revolution and tourism, the era of tradition evolved and tourist and the modern age emerged. Development and progression technology in the 21st century will lead to release more human time. Development of private sector investment is one of the things that can be seen faintly in the tourism industry of Iran and for the prosperity of this sector of the industry should be special attention to the private sector. Investor as the engine of growth and economic development of all countries has great importance (Darikvand, 2013). Gilaninia et al. (2011) highlighted the importance of supply chain partners (Gupta & et al, 2015). Meanwhile green supply chain is new debate that is considered by the friends of environment and several regulations in this field have been established from friends that various industries must do its work in accordance with environmental chains. Today, ensuring the sustainable development of any country depends on maintaining the optimal use of limited resources and irreplaceable in that country and various measures taken by the government to deal with this issue (Hosseini & et al, 2014).

3. Background of Research

Burgin & Hardiman (2015) "Effects of non-consumptive wildlife-oriented tourism on marine species and prospects for their sustainable management" concluded that if nature tourism for species that are at center of focus electronically happens, cause less environmental destruction and the number of unique species. As a result of the budget to better understand the effects and therefore it is necessary to pay them. To complete the funding for research and required monitoring, additional costs will be incorporated costs to those involved in marine wildlife tourism.

Curtin (2013) "Lessons from Scotland: British wildlife tourism demand, product development and destination management" results show that that wildlife tourism market is independent that combines wildlife watching interesting with other traditional holiday activities such as walking and looking at the scenery is very interesting. At the same time the importance of reserves that can be found in nature as wildlife focal attractions, suggest the need for a strategic approach is to the development of wildlife distention of its management in order to obtain potential economic benefits while the disturbance of species and their habitats should be avoided.

Sekhar (2003) "Local people's attitudes towards conservation and wildlife tourism around Sariska Tiger Reserve, in this study examines benefits of tourism and public support of Sri Lanka's Tiger. Results of respondents indicate that two-thirds of respondents have a positive view to tourism and support for the conservation of protected areas. The relationship between profits obtained by local people from tourism wildlife and other resources shows support for protected area. Some of the main problems include uneven distribution of tourism benefits, the lack of involvement of local people in tourism and development.

Catlin et al (2011) revisiting Duffus and Dearden's wildlife tourism framework, review findings to assess the contemporary value. It is claimed that framework is a useful tool in predicting and managing change in tourism system of wildlife. According to the model's ability combine theoretical perspectives with scientific results based on the literature and believe that continue and refine this model is to forever.

Shani & Pizam (2010) in study "The role of animal-based attractions in ecological sustainability: Current issues and controversies", the results showed that the opposition with animal-based attractions is very intense and must accept right understand and image about it by management and regional associations.

In other study Knight (2010) with title “The ready-to-view wild monkey: the convenience principle in Japanese wildlife tourism” The problem of visit is time-intensive, as well as food supply of animals is caused that tourists face with problem when viewing these animals. Research of Rodger et al (2009) “Wildlife tourism, science and actor network theory”, results show that the role of network theory represents a strong description of the role and position of science in wildlife of tourism while at the same time represent more attention to the relative strength of scientists and norms as well as the basic elements of analysis is also included. Okello & Yerian (2009) in research “Tourist satisfaction in relation to attractions and implications for conservation in the protected areas of the Northern Circuit, Tanzania”, results show that is examined tourist satisfaction and its relationship with tourist attractions and infrastructure in six protected areas in the northern circuit of Tanzania tourism. Reynolds & Braithwaite (2001) in study with title” towards a conceptual framework for wildlife” believed that value of protection, animal welfare, visitor satisfaction, and fans are often in conflict in wildlife tourism and trade. While whole range of existing factors experience most dependent impact on the environment and quality. Sustainable tourism depends on good encourage also discussed mechanisms. Sinha (2001) in study with title” wildlife tourism: a geographical perspective” The results show that reptiles and amphibians is caused different activities for the tourists that note to watch turtles laying eggs when resting, watching the biological activity of Komodo (Indonesia), see snakes or crocodiles with tourism boats including places like Bharatpur in India, Indonesia Komodo Island, Black River in Jamaica, Kakadu National Park in Australia, Brazil, Akumal in Mexico, South Africa and Sri Lanka. Masoudi & et al (2011) A study entitled “Assessing recreational opportunities in Miankaleh Wildlife Refuge, the following results were obtained; rated in selective activities in the region respectively include see the bird, swimming, photography and filming of nature, see Sight , equestrian, rowing , fishing, recreation, research, camping, observation of cultural heritage, biking and hunting.

4. Research Analytical Model

According to content expressed and previous research about the effects of patterns and practices of participation and investment of private sector on green supply chain performance of tourism industry, therefore the present study proposes the following model:

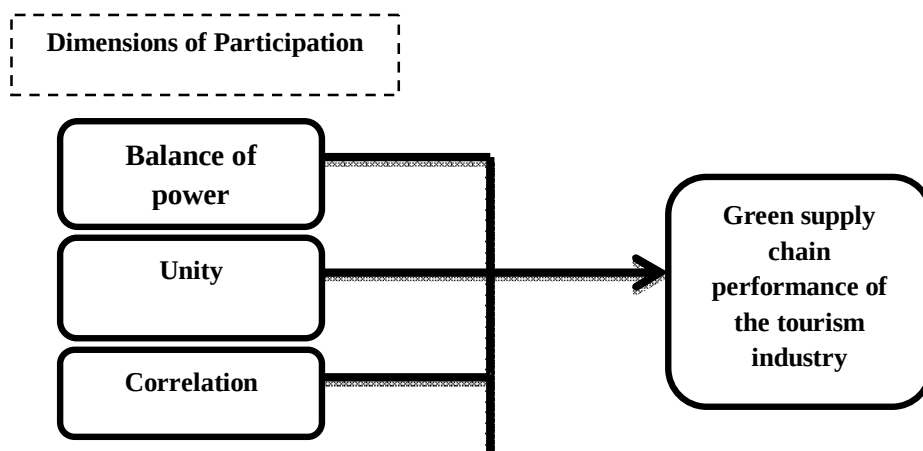


Figure 1: Research analytical model

Green Chain:

Green supply chain management is a combination of natural considerations in supply chain management. The purpose of the green supply chain is delete or minimizing negative environmental impacts (air pollution, water and land) and waste of resources (energy and materials) from raw material extraction to final use and waste products. In general, "considering environmental issues in supply chain management, including product design, selection and sourcing of materials, manufacturing process, the final product delivered to the customer and product management after use and its useful life" is defined chain management green supply. Hence performance measurement in the supply chain is process to analyze performance management, to reduce costs, reduce risk and the possibility of continuous improvement in value creation and operation.

Balance of power

It refers to as a system to a society composed of many nations that all the main actors maintain their identity and independence through the process of balancing.

Unity:

It is said to Integration, support and participation.

Correlation:

It is a balance and harmony between ideas, beliefs and common values with environments of following factors in building and strengthening human population.

5. Discussion and Conclusion

The tourism industry is a good option that have more growth and development because of the potential climatic. In many countries by providing subsidies and tax breaks granted to the tourism industry, encouraging the private sector to invest in this part. Because government collecting taxes from other parts that tourists spend, recycle the subsidies paid. In third world countries, including Iran, the bulk of investments is in the public sector and this type of investment cannot be explained by the pattern of investment behavior. Even the arguably the state's role in different economic sectors creates competition between the private sector and the public sector and government rather than provide a basis for private investment, acts as an alternative to the private sector. Government with the power of higher investment and attract different rents from economic body and removed private competitors appropriated management of industries and big factories. As a result, the private sectors are marginalized and manage a small industry. Operating and developing tourism, undoubtedly require the participation and cooperation of the private sector. Nevertheless it is clear that the private sector in its participation seek to achieve the purpose of profitability. Investment associated with market analysis. Tourism industry revenue comes from tourist's entry to a region and tourist's entry to an area dependent on factors such as price, safety, entertainment and welfare diverse, quality of provided services, transportation (especially railways), economic and social conditions and more.

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