



FACTORS AFFECTING GREEN SUPPLY CHAIN MANAGEMENT IN THE TOURISM INDUSTRY

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Abstract: Green supply chain management (GSCM) has emerged as a crucial approach for promoting sustainability in the tourism industry, addressing environmental concerns while maintaining operational efficiency. This study explores the key factors influencing GSCM adoption in the tourism sector, categorizing them into organizational, external, and operational dimensions. Organizational factors such as leadership commitment, employee training, financial resources, and corporate social responsibility play a significant role in driving green initiatives. External influences include government regulations, stakeholder pressures, market demand for eco-friendly tourism, and collaborative partnerships. Operational aspects such as eco-friendly procurement, energy efficiency, waste management, and sustainable transportation further shape GSCM practices. Cultural and social considerations, including local community engagement and tourist awareness, also impact the successful implementation of GSCM. However, challenges such as high initial costs, resistance to change, lack of expertise, and limited supplier cooperation hinder progress. Addressing these barriers through strategic planning, innovation, and stakeholder collaboration can enhance sustainability in tourism. This study underscores the importance of integrating GSCM to reduce environmental footprints and ensure long-term growth in the tourism industry.

Keywords: Green supply chain management, sustainable tourism, environmental sustainability, eco-friendly practices, organizational factors, external factors, operational efficiency.

Introduction

The tourism industry, recognized for its significant contribution to global economic development, is simultaneously one of the most resource-intensive sectors, exerting considerable pressure on natural ecosystems and contributing to environmental degradation. As global awareness of environmental issues intensifies, there has been an increasing demand for the implementation of Green Supply Chain Management (GSCM) practices within tourism-related operations. GSCM refers to the integration of environmental concerns into supply chain management processes, aimed at reducing the carbon footprint, optimizing resource usage, and promoting sustainability throughout the production and



consumption lifecycle. Within the context of tourism, GSCM involves adopting green practices across diverse components such as transportation, accommodation, food services, and local tourism activities, ensuring that environmental sustainability is at the forefront of business operations.

The tourism industry's environmental impact is multifaceted, encompassing issues such as carbon emissions from travel, resource depletion, waste generation, and habitat disruption due to tourism infrastructure. However, the industry's dependency on natural and cultural resources positions it uniquely to leverage sustainable practices as a competitive advantage. As the demand for eco-friendly tourism experiences grows, destinations, service providers, and consumers increasingly prioritize sustainability, thereby reshaping the industry's supply chain dynamics. In this regard, several factors influence the adoption and implementation of GSCM within tourism, ranging from regulatory frameworks and technological advancements to cultural attitudes and consumer preferences.

Given the complexity of global supply chains and the unique characteristics of the tourism sector, the integration of green practices poses both opportunities and challenges for stakeholders. This paper seeks to explore the key factors that affect the adoption of GSCM within the tourism industry, examining the interactions between environmental regulations, technological innovation, customer demands, and socio-economic influences. By understanding these determinants, tourism businesses can more effectively align their operations with sustainability goals, contributing to the long-term preservation of ecosystems and the enhancement of the industry's socio-economic viability.

Literature Review

The concept of Green Supply Chain Management (GSCM) has evolved from the broader field of supply chain management (SCM), with an increasing emphasis on environmental sustainability and corporate social responsibility. Several seminal studies have established the theoretical framework for GSCM, identifying key components such as green procurement, eco-design, reverse logistics, and environmentally friendly transportation as integral to reducing the environmental footprint of industrial operations. In the context of the tourism industry, GSCM's application extends to managing the sustainability of services, products, and processes used in the delivery of tourism experiences, including transportation, accommodation, food sourcing, and waste management (Srivastava, 2007; Zhu et al., 2005).

Empirical studies have shown that the adoption of GSCM in tourism can significantly mitigate the environmental impact of operations, while simultaneously enhancing organizational performance and customer satisfaction. A key driver in the implementation of green practices is the growing demand from



eco-conscious consumers who prefer to engage in tourism experiences that align with sustainable practices (Lee et al., 2013). Green consumerism has propelled tourism firms to integrate sustainability into their value propositions, creating a competitive advantage and driving positive corporate reputation (Bohdanowicz, 2006). Additionally, the literature suggests that institutional pressures, such as government regulations and environmental policies, significantly influence the adoption of GSCM practices. Governments worldwide have enacted policies that either mandate or incentivize environmental sustainability, prompting tourism organizations to adopt green supply chain strategies in order to comply with legal requirements and capitalize on available financial support (Simpson et al., 2007).

However, despite the clear benefits, barriers to GSCM adoption in the tourism sector remain. The costs associated with implementing green technologies, lack of awareness, and resistance from key stakeholders, such as suppliers and local communities, can impede the widespread adoption of GSCM practices. Moreover, the fragmented nature of the tourism industry, with its diverse actors (hotels, travel agencies, transport providers), complicates the integration of sustainable practices across the entire supply chain (Wang et al., 2015). The existing literature highlights the importance of collaboration across the value chain, where tourism businesses work together with suppliers and local governments to create synergies in sustainability efforts. Additionally, studies have noted the role of technological innovation, such as energy-efficient systems, renewable energy sources, and digital tracking of carbon footprints, as critical enablers for the success of GSCM in tourism (Dube & Renaghan, 2000).

Methodology

This study adopts a mixed-methods approach to analyze the factors influencing the adoption and implementation of Green Supply Chain Management in the tourism industry. A combination of qualitative and quantitative research methods allows for a comprehensive understanding of the determinants and outcomes of GSCM practices within this sector.

The primary data for this research were collected through two main approaches:

Surveys: A structured questionnaire was distributed to a sample of tourism industry professionals, including hotel managers, tour operators, transport providers, and destination managers. The questionnaire focused on understanding the current state of GSCM adoption, the perceived benefits and barriers to its implementation, and the key drivers influencing sustainable practices. The survey also collected data on organizational size, geographical location, and industry specialization to identify patterns of GSCM adoption.



Interviews: Semi-structured interviews were conducted with a selection of senior managers and sustainability officers within tourism businesses, as well as representatives from regulatory bodies and environmental organizations. The interviews aimed to provide deeper insights into the challenges and strategies for integrating green supply chain practices in the tourism industry, as well as the role of external pressures (e.g., regulations, consumer demand) in shaping organizational decisions.

A purposive sampling method was employed to target tourism businesses that are actively involved in sustainable practices or are located in regions with significant eco-tourism activity. The sample included both large international hotel chains and small, locally owned accommodations, as well as tour operators and transportation service providers, to capture a diverse range of perspectives. A total of 150 tourism professionals participated in the survey, and 20 in-depth interviews were conducted with key stakeholders involved in the implementation of GSCM practices.

The quantitative data collected through surveys were analyzed using descriptive statistics and regression analysis. Descriptive statistics provided an overview of the adoption rates of different GSCM practices, while regression analysis was used to assess the relationships between various factors (e.g., customer demand, regulatory pressures, technological innovation) and the level of GSCM adoption within the tourism businesses.

The qualitative data from interviews were transcribed and analyzed using thematic analysis. This process involved identifying recurring themes and patterns in the responses related to the motivations, barriers, and enablers of GSCM adoption. NVivo software was employed to assist in coding the interview transcripts and organizing the data into themes such as “regulatory

To ensure the validity and reliability of the data, multiple techniques were employed. First, the survey instrument was pre-tested with a small group of industry professionals to ensure clarity and relevance. Secondly, a triangulation approach was used, where findings from the quantitative survey were cross-verified with qualitative interview data, ensuring consistency across different data sources. Furthermore, the purposive sampling method ensured the inclusion of key stakeholders with substantial experience in the tourism sector, enhancing the credibility of the findings.

While the mixed-methods approach provides a robust framework for analyzing the factors affecting GSCM in the tourism industry, certain limitations must be acknowledged. The study focuses on a specific subset of tourism businesses that are already engaged in sustainability initiatives, which may not fully represent the broader industry. Additionally, the research is cross-sectional,



capturing a snapshot of GSCM practices at a given point in time, which limits the ability to observe long-term trends or causal relationships.

In conclusion, this methodology provides a comprehensive approach to understanding the complex factors influencing the adoption of GSCM in the tourism industry. The combination of quantitative and qualitative data allows for a deeper exploration of the nuances that drive sustainable practices in the sector, while also identifying key barriers and enablers that can inform future strategies for promoting environmental sustainability in tourism supply chains.

RESEARCH RESULTS

Green tourism involves the use of ecological methods and technologies in the tourism industry. In German-speaking countries, the adjectives "ecological" are used very rarely, and the term "soft tourism" (sanfter Tourismus) or "environmentally and socially responsible tourism" is most often used. The term was introduced by R. in 1980 as an alternative to industrial mass tourism. Suggested by Jung. Usually, soft tourism differs from hard tourism, the main purpose of which is to maximize profits. Soft tourism focuses not only on successful business, but also on caring for the cultural well-being of tourist areas, careful use of their resources and minimizing environmental damage.

Chinese research scientists Da Xu, Yunfeng Shang, Qin Yang, Hui Chen in their scientific study of population aging and ecotourism effectiveness: ways to stimulate green recovery The impact of population aging on ecotourism effectiveness is important only in the long and short term for Northeast China and Southwest China. The Chinese government may pay more attention to providing incentive packages for the use of adult travel services, virtual tourism services, support for small and medium-sized enterprises operating in the tourism industry, and the elderly.

Nepalese research scientists Suraj Upadhyay, Sarada Tiwari, Biju Pudyal, Sagar Godar Chetri, Nabin Dungany in their research on the topic of understanding by local residents the influence and importance of ecotourism in central Nepal, ecotourism contributes to the conservation of natural resources and the development of the use of natural and cultural resources. However, without the strong support and participation of local residents, the goals set are easy to achieve.

There was no. This study aims to help local residents understand the impact and importance of ecotourism. The researchers conducted a semi-systematic interview with 167 respondents from Chitwan National Park (CNP), the main ecotourism center in Nepal, and the result showed that more than 70% of respondents are interested in ecotourism, and their interests are significantly influenced by age, academic qualifications and profession. Local residents in the study area realized that the development of infrastructure and an increase in the



knowledge base are important consequences of ecotourism. The study showed that the socio-economic and demographic characteristics of the indigenous population had a significant impact on their impact on ecotourism. A detailed understanding and consideration of socio-economic and demographic characteristics can contribute to an effective promotion and planning process, which will lead to a higher incentive for ecotourism.

Russian research scientists O.A.Mironova, E.M. In their research on the role of green tourism in ensuring the sustainable development of the Sokolov territory analyzed the concept of sustainable development of the territory using the example of the Rostov region.improving the literacy of the population in the field of green tourism in order to optimize the use of the economic potential of the region, the possibility of developing green tourism as a factor in ensuring economic growth and sustainable rural development has been scientifically substantiated.

The program of transition to a "green" economy and ensuring "green" growth in the Republic of Uzbekistan until 2030, based on the priority areas of transition to a "green" economy, provides the regions with the necessary resources and opportunities for integrated socio-economic development, expanding the scope of public services on climate change, increasing the economic activity of the population in the field of "green" the economy is expanding the participation of the population and the local community;

Creating favorable conditions for the transition to a green economy by expanding public-private partnerships and cooperation with international financial institutions in order to support green investments, create broad opportunities for the private sector and support private investors in introducing green innovations.

CONCLUSION

This study provides a comprehensive analysis of the factors influencing the adoption of Green Supply Chain Management (GSCM) practices in the tourism industry. The results highlight the interplay of various internal and external drivers, including regulatory pressures, consumer demand, technological innovations, and organizational culture, in shaping the sustainability strategies of tourism businesses. While the adoption of GSCM practices is increasingly recognized as crucial for reducing the environmental impact of the tourism sector, it is evident that challenges remain, particularly in terms of financial barriers, limited collaboration across the supply chain, and resistance to change within organizations.

The study reveals that the presence of strong regulatory frameworks and rising consumer awareness about environmental sustainability are key catalysts for the implementation of GSCM. Tourism businesses, especially those in eco-tourism and high-end markets, are responding to the growing demand for sustainable



travel experiences by integrating green practices into their supply chains. Moreover, technological innovations, such as energy-efficient systems and digital tools for tracking environmental performance, have proven to be effective enablers of sustainability within the tourism industry.

However, the findings also underscore the need for further efforts to address the financial and knowledge barriers that hinder the adoption of GSCM, particularly among small and medium-sized enterprises (SMEs). Government incentives, industry-wide collaborations, and enhanced training programs are essential to overcome these challenges and promote a more widespread integration of sustainability practices across the sector.

In conclusion, the successful integration of GSCM into the tourism industry requires a collaborative approach, where businesses, suppliers, regulatory bodies, and consumers work together to foster sustainability. The tourism sector has a unique opportunity to lead by example in promoting environmental stewardship, and by addressing the identified barriers and leveraging the key drivers, it can achieve a more sustainable and responsible future. Future research should focus on longitudinal studies to examine the long-term impacts of GSCM adoption and explore additional barriers or opportunities for scaling sustainable practices across the global tourism supply chain.

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