
THE ROLE OF SUSTAINABLE PURCHASING PRACTICES IN ACHIEVING SUSTAINABILITY AND SOCIAL RESPONSIBILITY FOR HOTELS

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ABSTRACT

A growing global interest in sustainable purchasing result from the potential social and environmental impact of purchasing decisions, especially in the hotel industry. Hotels that adopt sustainable purchasing techniques and practices may not achieve sustainability and social responsibility because they misuse them, Therefore, the study aimed to Examine the correlation between sustainable purchasing practices & sustainability and social responsibility. The study used questionnaires for hotel managers and heads of departments in five-star hotels (chain & independent) located in the governorates of Luxor and Red Sea. 270 questionnaire forms were distributed to the participants. After examining the questionnaires, it was discovered that 29 of the questionnaires were unsuitable for analysis. As a result, there were 241 valid responses, resulting in a response rate of 89.26%. The Statistical Package for the Social Sciences (SPSS v.25) software was used to analyze the collected data. The result revealed that there is a significant and positive effect between the three dimensions of sustainable purchasing practices (Economic practices, environmental practices, and Social practices) and the three dimensions of sustainability (Economy, environment, and Social).

KEYWORDS: Sustainability, Sustainable Purchasing, Economic Practices, Environmental Practices, Social Practices. Social Responsibility.

INTRODUCTION

Traditionally, purchasing is perceived as purchasing goods and services and managing transactions (Monczkaetal, 2016). Purchasing refers to the decision to purchase the needed product from the determined supplier for a convinced price and the realization of the purchase (Sevim, & Şengül, 2022). Traditional purchasing mainly focuses on three criteria: cost, quality, and delivery (Mensah & Ameyaw, 2012 & Prier et al, 2016). Purchasing is a process of getting the goods and services needed by the organization (Pressey, A et al, 2007). The main function of the purchasing department was to respond to purchasing orders of other departments and acquire products and services with the lowest cost (Gadde & Hakansson, 1994).

Purchasing in the hospitality industry can be described as obtaining the right product, at the right place, at the right time This statement sounds extremely simple, but when it is applied to the 1000 to 2000 items a hotel purchases, it presents a great challenge for the purchasing manager. The hotel purchase function supports virtually every department within the property, whether purchasing chemicals for the housekeeper or stewarding office, supplies for marketing, computer supplies for accounting, or food and beverage products for the restaurant service (Salam & Yaqub, 2023). Old-style purchasing has focused on value-for-money considerations only whilst sustainable purchasing involves achieving value for money on a whole-life basis by considering the economic, environmental and social issues associated with the goods and services bought, to reduce possible adverse effects (Mensah & Ameyaw, 2012).

Sustainable purchasing is well known as responsible or green purchasing; environmentally preferable purchasing; or responsible procurement (Nikotina, 2015). Sustainable purchasing is a process whereby organizations meet their needs for goods, services, works and utilities in a way that achieves value for money on a whole-life basis in terms of generating benefits not only to the organization, but also to society and the economy, whilst minimizing damage to the environment (Defra, 2006). Sustainable purchasing is used interchangeably with the terms such as “green procurement” and “sustainable procurement”. In corporate green management, GP directs its focus of controlling pollution to preventing pollution (Min & Galle, 1997). Adopting sustainable practices frequently leads to outcomes that address many facets of sustainability at the same time.

Reducing energy and water use during meal preparation, as well as changing food portion sizes, are examples of economic and environmental sustainability initiatives (Maynard, 2020). These practices often do not achieve sustainability, Thus the role of sustainable purchasing techniques and practices in achieving sustainability and social responsibility is highly recommended (Odeny et al., 2020; Khan et al., 2022; Al-aomar and Hussain, 2017, Galeazzo et al., 2021).

REVIEW OF LITERATURE SUSTAINABLE PURCHASING PRACTICES

Sustainable purchasing practices need the procuring process to be green and sustainable. The first green practice includes ensuring that the procured green logo products are recyclable and contain environmentally friendly raw materials, for example, meat made without hormones or antibiotics, certified organic coffee, eco-friendly and lighter-weight packaging, and shopping bags (Duque-Urbe et al., 2019; Zailani et al., 2012). The second practice relates to socially conscious purchasing, such taking into account how things purchased may affect human rights. (Baliga et al., 2019; Prasad et al., 2018). The most crucial recommended practice is to base your supplier selection process on a code of conduct (Ciccullo et al., 2020; Warasthe et al., 2020) This leads to transparency in purchasing and strengthens procurement centers and regional producers (Narimissa et al., 2020; Ciccullo et al., 2020).

Sustainable purchasing practices ensure companies are aware of eco-friendly procedures. This guarantees that companies acquire eco-friendly goods and equipment that minimizes waste. (Carter et al., 1998). The activity of making environmentally friendly purchases and developing reliable relationships with suppliers is known as "green purchasing practices" (Yang et al., 2022). Organizations in different nations and different businesses have opposing sustainable purchasing practices (Zhu et al., 2008; Brammer and Walker., 2011; Giménez and Tachizawa., 2012; Hollos et al., 2012). Adopting sustainable methods often leads to outcomes that concurrently address the many sustainability characteristics. For example, reducing the amount of energy and water used in meal preparation and modifying portion sizes can be examples of sustainable practices for the economy and environment (Maynard, 2020). Furthermore, the gift of food,

raw or cooked, given that it is in an excellent hygienic and sanitary state, may be examined from a social and environmental sustainability viewpoint.

SUSTAINABILITY

Sustainability is described as 'progress that satisfies the requirements of the present without compromising the ability of future generations to satisfy their demands'. (Butlin., 1989). The notion and practice of sustainability are vague, with various individuals understanding it differently. That, even though the idea has grown in popularity, some people are still skeptical about its feasibility. People in the developing world may be concerned that sustainable development is a philosophy pushed by affluent industrialized nations to put stricter requirements and more limits on aid to underdeveloped countries (Mitcham., 1995). In business, sustainability involves meeting the demands of the current company and stakeholders such as consumers, employees, and communities while not compromising the needs of future stakeholders. To attain this aim, the business must focus on three components of sustainability: economic, environmental, and social sustainability, which enable the firm to satisfy stakeholder requirements both now and, in the future (Dyllick & Hockerts, 2002).

Goldstein et al., (2012) mentioned that sustainability challenges are intertwined with all aspects of the hospitality sector, requiring the alignment of environmental, social, and economic elements to encourage responsible business practices throughout time. However, in fact, such alignment may be challenging, and at best, corporations may have to make a difficult choice between adopting broad sustainability goals and programs. In other words, four aspects influence corporate sustainability. These elements include economic growth, environmental policy, social justice, and equality (Christofi et al., 2012).

SOCIAL RESPONSIBILITY

HUMAN RIGHTS

Companies have to provide safe, optimistic, and healthy working circumstances for all employees through appropriate workplace management (Das., 2017; Köksal., et al, 2017; Li., et al, 2019) They should consider the labor in terms of job responsibility, ethical behavior, employment stability, flextime and reducing the necessity of overtime work, salary, funds, award, medical benefits, work–family balance, well-being systems, and empowerment (Delai & Takahashi., 2013).

HUMANITARIAN ACTIVITIES

SC partners should be encouraged to contribute to philanthropic activities by companies. These voluntary activities comprise donations, contributing to local charities and events, and presenting employment for vulnerable individuals to promote sustainability (Wang & Dai., 2018; Li et al., 2019; Song., 2019). Employing low-income businesses in SC operations, minimizing the negative impact on the communities around SC operations, and supporting charitable endeavors and local welfare programs are all recommendations for hotels (Thong & Wong., 2018).

BEHAVIOR PRACTICES

Hotels must consider the consequences of their behaviours, such as breaking regulations that lead to penalties from governments. This kind of performance can damage the image of the company (Wu, Zhang & Lu., 2018). furthermore, hotels must monitor vendor behaviours, such as being environmentally aware and cooperating in return handling (Mitra & Datta, 2014). understand and promote sustainability procedures, hotels can encourage critical thinking through their practices (Duque-Uribe, Sarache & Gutiérrez., 2019).

FAIRNESS

In a sustainable business climate, corporations strive for policies that combat corruption and promote fair trade. They are free to select their suppliers, reject supplier bribes, and offer goods and services to customers (Li, et al., 2019). Sourcing from fair trade certified suppliers, guaranteeing the lowest price to suppliers (Ciccullo et al., 2020).

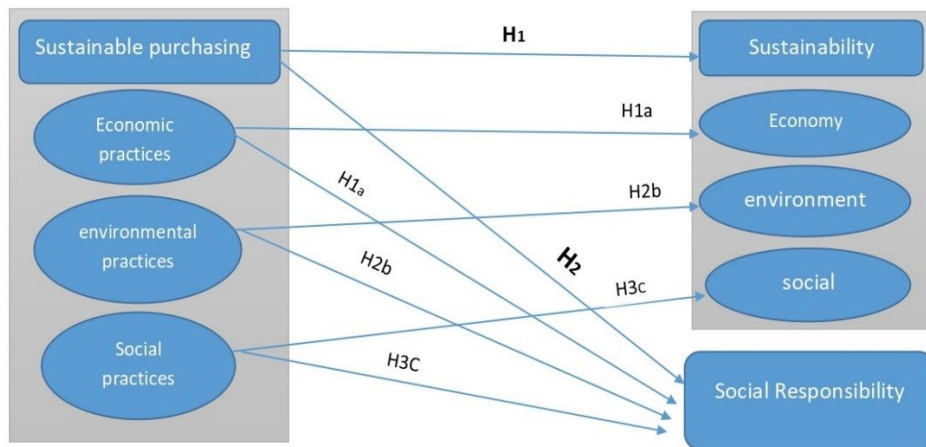


Figure 1. hypotheses framework of the study

THE HYPOTHESES

H1: sustainable purchasing techniques and practices (Economic practices, environmental practices, and social practices) have a significant positive influence on sustainability.

H2: Economic practices have a significant positive influence on the economy.

H3: environmental practices have a significant positive influence on the environment

H4: Social practices have a significant positive influence on social aspects.

H5: sustainable purchasing techniques and practices (Economic practices, environmental practices, and social practices) have a significant positive influence on social responsibility.

METHODOLOGY

To test the hypotheses against the proposed model, a survey was conducted. Data were collected via a questionnaire for heads of departments in five-star hotels located in the governorates of Red Sea and Luxor. The appropriate sample size for this study is **249** participants but the researcher distributed **270**. After examining the questionnaires, it was discovered that 29 of the questionnaires were unsuitable for analysis. As a result, there were **241** valid responses, resulting in a response rate of 89.26%. the researcher utilized the descriptive statistical approach and depended on the Statistical Package for the Social Sciences (SPSS v.25) software.

QUESTIONNAIRE INSTRUMENT

To measure the constructs in the proposed model, a questionnaire was adapted from validated previous research studies. It includes several topics, which are as follows: (1) the topic of sustainable purchasing practices, which includes: A) Economic Practices, B) Environmental Practices, and C) Social Practices, it was revised from previous research (yusof & Jamaludin, 2020; Odeny *et al.*, 2020; Hassan *et al.*, 2022). (2) sustainability in hotels, which includes: A) Economy, B) Environment, and C) Social scale was revised from previous research (Nwokorie & obiora., 2018; Arora *et al.*, 2020). (3) Social Responsibility scale was revised from previous research (Nwokorie & obiora, 2018; Abdou *et al*, 2022).

RESULTS

Table. (1) Personal Data

		Frequency	Percentage %	Rank
Gender	Male	212	88	1
	female	29	12	2
	Total	241	100.0	-
Education level	Secondary or Technical institute	21	8.7	2
	Bachelor's degree	202	83.8	1
	Others	18	7.5	3
	Total	241	100.0	-
Education field	Tourism and hotel management field	23	9.5	2
	Others	218	90.5	1
	Total	241	100.0	-
Work experience	Less than 5 years	61	25.3	2
	From 5 to 10 years	148	61.4	1
	More than 10 years	32	13.3	3
	Total	241	100.0	-
Department	Front Office	58	24.1	1
	Purchasing	44	18.3	3
	Housekeeping & laundry	26	10.8	5
	Food & Beverage	30	12.4	4
	Engineering	46	19.1	2
	Human ResourceS	23	9.5	6
	Others	14	5.8	7
	Total	241	100.0	-
Job position	Manager	36	14.9	3
	Assistant Manager	86	35.7	2
	Supervisor	119	49.4	1
	Total	241	100.0	-

HYPOTHESIS 1: SUSTAINABLE PURCHASING PRACTICES (ECONOMIC PRACTICES, ENVIRONMENTAL PRACTICES AND SOCIAL PRACTICES) HAVE A SIGNIFICANT POSITIVE INFLUENCE ON SUSTAINABILITY.

To test **H1**, the researcher adopted the multiple regression test to test whether the three dimensions (Economic practices, environmental practices and Social practices) positively impact on sustainability. The results are presented as follows:

Table 2: Multiple regression coefficients for the influence of three dimensions on

Model	R ²	B	T	Sig.
(constant)	0.963	0.154	1.940	.000
Economic Practices		0.285	3.416	
Environmental Practices		0.692	9.126	
Social Practices		0.051	5.276	

a. Dependent Variable: Sustainability

H2: ECONOMIC PRACTICES HAVE A SIGNIFICANT POSITIVE INFLUENCE ON THE ECONOMY.

To test **H2**, the researcher adopted the Pearson's correlation coefficient and linear regression to test the impact of economic practices of sustainable purchasing practices on the economy of sustainability. The results presented as follows:

Table 3: Correlation between economic practices and the economy

Variables	Economy	
Economic practices	Pearson correlation (R)	.972**
	Sig. (2-tailed)	.000
	N	241

** . Correlation is significant at the 0.01 level (2-tailed).

Table 4: Linear regression coefficients for the effect of economic practices on the economy

Model	B	R ²	Std. Error	β	T	Sig.
(constant)	.261	.944	.067		3.898	.000
Economic Practices	.946		.015	.972	63.638	.000

a. Dependent Variable: Economy

From the above results, it can be found that economic practices of sustainable purchasing practices have a strong positive influence on the economy of sustainability. This means that the study's one objective, which was to demonstrate this relationship, has been achieved, which is to "Obj2: Examine the correlation between economic practices and economic dimension in sustainability".

H3: ENVIRONMENTAL PRACTICES HAVE A SIGNIFICANT POSITIVE INFLUENCE ON THE ENVIRONMENT.

To test H_{1B}, the researcher adopted the Pearson correlation coefficient and linear regression tests to test the impact of environmental practices of sustainable purchasing practices on the environment of sustainability. The results are presented as follows.

Table 5: Correlation between environmental practices and the environment of sustainability

Variables		Environment
Environmental Practices	Pearson correlation (R)	.939**
	Sig. (2-tailed)	.000
	N	241

** . Correlation is significant at the 0.01 level (2-tailed).

Table 6: Linear regression coefficients for the effect of environmental practices on the environment of Sustainability

Model	B	R ²	Std. Error	β	T	Sig.
(constant)	.102	.881	.102		1.016	.000
environmental practices	.951		.023	.939	42.071	.000

a. Dependent variable: Environment of sustainability

According to the above results, it can be found that environmental practices has a strong positive influence on the environment of sustainability. This means that the study's one objective, which was to demonstrate this relationship, has been achieved, which is to "Obj3: Examine the correlation between environmental practices and environmental dimension in sustainability".

H4: SOCIAL PRACTICES HAVE A SIGNIFICANT POSITIVE INFLUENCE ON SOCIAL.

To test H_{1C}, the researcher adopted the Pearson correlation coefficient and linear regression tests to test the impact of social practices of sustainable purchasing practices on the social impact of sustainability. The results presented as follows:

Table 7: Correlation between the social practices and the social of sustainability

Variables		Social
Social Practices	Pearson correlation (R)	.027**
	Sig. (2-tailed)	.687
	N	241

** . Correlation is significant at the 0.01 level (2-tailed).

Table 8: Linear regression coefficients for the effect of social practices on the social of sustainability

Model	B	R ²	Std. Error	β	T	Sig.
(constant)	4.320	.001	.184		23.542	.000
Social Practices	.022		.052	.027	0.416	.687

a. Dependent variable: The Social of Sustainability

HYPOTHESIS 5: SUSTAINABLE PURCHASING TECHNIQUES AND PRACTICES (ECONOMIC PRACTICES, ENVIRONMENTAL PRACTICES AND SOCIAL PRACTICES HAVE A SIGNIFICANT POSITIVE INFLUENCE ON SOCIAL RESPONSIBILITY.

To test **H2**, the researcher adopted the multiple regression test to test whether the three dimensions (Economic practices, environmental practices and Social practices) positively influence on social responsibility. The results are presented as follows.

Table 9: Multiple regression coefficients for the influence of three dimensions on social responsibility

Model	R ²	B	T	Sig.
(Constant)	0.882	1.034	6.660	.000
Economic Practices		0.496	3.032	
Environmental Practices		0.542	3.648	
Social Practices		0.087	4.636	

a. Dependent Variable: Social responsibility

DISCUSSION

The purpose of this study is to examine the role of sustainable purchasing practices in achieving sustainability and social responsibility for hotels. A correlation and linear regression analysis have been performed to check the relationship between the research variables and estimate the impact of the

independent variable (sustainable purchasing practices) on the dependent variable (sustainability and social responsibility). The results of the correlation showed that there is a significant positive impact of Sustainable purchasing practices on sustainability and social responsibility, this finding came to agree with the studies of (Nwokorie & obiora., 2018; Abdou *et al.*, 2022; yusof & Jamaludin, 2020; Odeny *et al.*, 2020; Hassan *et al.*, 2022). Have confirmed that economic practices have a positive impact on economic of sustainability and social responsibility, environmental practices have a positive impact on environmental sustainability and social responsibility and social practices have a positive impact on social of sustainability and social responsibility for 5-star hotels. This means that the head of department in five-star hotels (independent and chain) have the awareness of the concept of sustainability and social responsibility for hotels.

CONCLUSION

The main two objectives of this study are to examine the correlation between sustainable purchasing techniques and practices, sustainability and social responsibility in five-star hotels (chain & independent) in the governorates of Luxor and Red Sea. The researcher analyzed the data to examine the role of hotels' sustainable purchasing techniques and practices in the purchasing process and how these practices affect sustainability and social responsibility. The researcher then uses correlation test to determine the relationship between the sustainable purchasing practices dimension and the sustainability dimension, social responsibility.

Several results were highlighted in the study regarding sustainable purchasing practices. The results revealed that economic practices in the purchasing process used by hotels, such as preferring to rent equipment instead of purchasing it to save costs, looking for an alternative product of the same quality but at a lower price and purchasing devices and equipment designed to reduce energy consumption came in the first three places; the environmental practices in purchasing process used by hotels, such as The hotel purchases organic vegetables and fruits, The hotel only purchases from suppliers selling environmentally friendly products, The hotel purchases products from environmentally certified sources came in the first

three places; the social practices in purchasing process used by hotels, such as the hotel supports the infrastructure of local market came in first place.

Additionally, the study found that the economic practices of sustainable purchasing practices have a strong positive influence on the economy of sustainability, found that the environmental practices have a strong positive influence on the environment of sustainability, and referred to that there is no statistical correlation between the social practices and the social of sustainability.

Also, the study found that the economic practices of sustainable purchasing practices have a strong positive influence on the social responsibility, environmental practices of sustainable purchasing practices have a strong positive influence on the social responsibility, and social practices of sustainable purchasing practices do not have an influence on social responsibility.

RECOMMENDATIONS

To achieve sustainability and social responsibility, the hotel should use the best economic practices during the purchasing process. Hotels should rent equipment instead of purchasing it to save costs.

- Hotels should look for an alternative product of the same quality but at a lower price.
- Hotels should purchase devices and equipment designed to reduce energy consumption.

To achieve sustainability and social responsibility, the hotel should use the best environmental practices during the purchasing process.

- Hotels should purchase organic vegetables and fruits.
- Hotels should only purchase from suppliers selling environmentally friendly product.
- Hotels should purchase product from environmentally certified sources.

Hotels should apply the following social practices to achieve the best of sustainability and social responsibility.

- Purchase products from projects run by working women.
- Contract with local suppliers.

- Ensure the safety and security of the suppliers' location.
- supports the infrastructure of the local market.

The government should offer incentives to hotels that are committed to sustainability and social responsibility practices.

The government should put legislation in place to prevent hotels from using practices that could harm the environment and society.

community members need to avoid booking hotels that do not follow sustainable and socially responsible practices.

RECOMMENDATIONS FOR FURTHER RESEARCH

It is recommended to study the role of social responsibility in hotels in achieving the welfare of communities and a health and safety for employees and conduct a study that compares five-star and four-star independent hotels.

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