

## عنوان مقاله:

Designing the Green Tourism Supply Chain Management Model in the Sport Industry

## محل انتشار:

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## خلاصه مقاله:

The objective of this research is to develop the green tourism supply chain management model for the sports industry. The research method is descriptive - correlational. ۱۴۰ managers and sports experts in the country responded to a questionnaire extracted from the qualitative section (systematic exploratory) including ۱۵ variables and ۵۹ items on a ۵- point Likert scale. SPSS, Smart PLS software was used for modeling. The results showed that the effect of three environmental, tourism, and sports ecosystems on ecological management in the sports industry is important (with coefficients of ۰.۵۴, ۰.۸۸, and ۰.۶۳, respectively). The effect of green shopping on green consumption and green recycling was significant with coefficients of ۰.۶۷ and ۰.۴۳. Green consumption and green recovery variables had significant effects on the consequences of the green tourism supply chain with coefficients of ۰.۸۸ and ۰.۶۲. In general, based on research findings, green tourism supply chain management in sport manufacturing firms is systematic and result from the impact of factors associated with the ecosystem, industry, and customer point of view.

## کلمات کلیدی:

green tourism, Sports industry, sports tourism, supply chain management

## لینک ثابت مقاله در پایگاه سیویلیکا:

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