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RESEARCH ARTICLE

ANALYSIS OF SUPPLY CHAIN SOCIAL SUSTAINABILITY IN HOTEL INDUSTRY

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Abstract

Social sustainability is a beneficial approach to tracking and comprehending the effects of business on representatives, value chain employees, consumers, and nearby networks. Organizations that promote social sustainability value their relationships with people, networks, and communities. Social responsibility has proven to be critical for their core business operations, and they understand how their activities affect people. Collaboration has a human cost. A socially responsible organisation would value the safety and security of its employees in a specific industry. It will not jeopardise the health and safety of its employees by requiring them to work in an unsafe structure. This study focuses on the social sustainability in the hotel industry. According to the study's findings, many employees do not receive their pay cheques on time. Some hotels should ensure that their employees work in a secure environment. People have also agreed that they are capable of being socially sustainable. They have stated that social sustainability in the industry is extremely important to their company. Proper working conditions, as well as providing employees with health insurance, will motivate and encourage them. As social sustainability is important in all industries because it aids in long-term development, having social sustainability in the hotel supply chain can help the organisation reach great heights, as there is a saying that "treat employees well; they are the ones who get you the business."

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Introduction:-

Supply chain management (SCM) is the management of the upstream and downstream movement of goods and services, and it encompasses all processes that convert raw materials into finished goods. A company's supply-side operations must be vigorously streamlined in order to maximise customer loyalty and gain a competitive market advantage. SCM reflects a manufacturer-led initiative to design and integrate supply chains that are as efficient and cost-effective as possible. Supply chains include everything from manufacturing to the information systems used to guide such endeavours. Sustainability of the supply chain is a problem that affects a company's supply chain or logistics network in terms of financial, risk, and waste costs. There is a growing need to incorporate environmentally sustainable decisions into supply chain management. Sustainability in the supply chain is increasingly seen as critical to achieving profitability among high-level executives, and it has displaced monetary cost, value, and speed as the dominant topics of debate among purchasing and supply professionals. A sustainable supply chain seizes opportunities for value creation and gives early adopters and process innovators significant competitive advantages.

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When it comes to sustainability, the hospitality industry has shifted its focus and taken a strong stance. The industry is working to promote responsible business and tourism, from better managing energy and water consumption to eliminating single-use plastics and food waste. Companies have begun scrutinising their sustainability practises in order to accurately measure their impact and provide transparency to investors, customers, and employees, progressing from symbolic initiatives to those that actually combat climate change. Companies are using technology to uncover their true environmental impact and quantify less-tangible indirect emissions that are harming the planet.

Literature Review:-

Young Hoon Kim, Nelson Barber & Dae-Kwan Kim (2019) states that one of the most frequently discussed trends in the hotel industry is sustainability. An extensive and thorough review of previous literature yielded 128 articles focusing on industry sustainability: management, energy conservation, and education. The studies were divided into seven categories, making it possible to identify trends. Researchers reviewed the articles to identify the most prominent contributors to academic research and the publications that prominently feature research on hotel sustainability topics. The balanced scorecard classified research into five categories, identifying the most influential research on sustainability in the hotel industry. The current study highlights literature gaps, highlighting areas where research is lacking and allowing future researchers to fill in the gaps with future studies.

Shahla Asadiet al (2020) defines that consumers, governments, and society in general are increasingly concerned about the depletion of natural resources and pollution of the environment, there is a growing recognition of the importance of green innovation in achieving sustainable development. Hotels are blamed for a significant portion of the environmental pollution caused by the tourism industry. However, few studies have looked into the effects of green innovation on long-term performance in the hotel industry. As a result, the current study sought to investigate the factors influencing green innovation adoption and its potential effects on hotel industry performance. The inspection of 183 Malaysian hotels was used to collect data. The partial least squares method was used to analyse the data. The two factors of environmental and economic performance were determined to have the greatest influence, positively and significantly influencing green innovation procedures. The current study's findings have significant implications for hospitality research because they demonstrate the significance and potential of green innovation in promoting sustainable performance in the hotel industry. The proposed model and identified green innovation influencing factors can help policymakers and hotel managers understand the factors that lead to the adoption of these practises in the hotel industry.

Jones, P., Hillier, D. and Comfort, D. (2014)The findings show that, while the information publicly provided by the leading hotel chains on their sustainability commitments and achievements varies significantly, it covers a wide range of environmental, social, and economic issues. More critically, the authors contend that these commitments are motivated more by the pursuit of efficiency gains, that they are couched within existing business models centred on continued growth, and that as a result, the global hotel industry is currently pursuing a "weak" rather than a "strong" model of sustainability.

Angappa Gunasekran, Mani, and Rajath Agarwal (2016) claimed that rising nations have gained importance for both academics and professionals. Supply chain management studies take either a retailer or a producer perspective, focusing on corporate social responsibility issues affecting internal stakeholders. Thus, corporate social responsibility is critical because it is for the benefit of the people. According to Venkatesh Mani, Anaagappa Gunasekran, and Benjamin Hazen (2016), SCM is a manufacturer's effort to build and incorporate the most effective and cost-effective supply chains possible. Manufacturing supply chains, processing products, and the information systems used to direct such endeavours are all examples of supply chains. Although scholars and practitioners place a high priority on economic and environmental sustainability in supply chains, they pay less attention to social aspects. In addition, there has been a risk to the sustainability of the supply chain in many industries, and Ming Xu (2019) has created a framework to evaluate supply chain risk by measuring supply chain-wide risks, social risks, and environmental risks to form a metric, which will be useful to analyse and take appropriate actions so that business can flow smoothly. Many corporations are under pressure to implement social sustainability in order to ensure that business runs smoothly. V. Mani and Angappa Gunasekran conducted research. (2018) The purpose of this research is to develop a taxonomy of the social sustainability of business supply chain (SC) activities. The methodology includes two measures. Second, the taxonomy is built on the basis of a literature review. Second, using non-financial (sustainability) reports from a sample of 55 organisations, the empirical study defines common adoption practises. They used content analysis tools to find the most powerful terms in sustainability reports from various sectors, sizes, and geographical regions. The content review focuses on three distinct themes, including an overview of how

Portuguese businesses combine their supply chain and social sustainability operations. Businesses emphasise various aspects of social sustainability practises focused on specific industries in the upstream and downstream supply chains. The findings are significant because they provide unique insights into adoption practises to supply chain professionals who would not otherwise be aware of what constitutes the social sustainability of the supply chain in this region. Angappa Gunasekran, V. Mani (2018) According to this study, sustainability is gaining interest among academics and practitioners as a result of increased awareness of environmental and social concerns among stakeholders. However, there has been little research on the extent to which businesses have incorporated aspects of social sustainability into SCM management, reflecting a manufacturer initiative to build and integrate supply chains that are as reliable and economical as possible. Supply chains encompass everything from manufacturing to product distribution to the information systems that guide such endeavours.

Methodology:-

The descriptive research method was used for this study in order to understand the importance of social sustainability in hotel supply chain management. The convenience sampling method was used for this study, with samples collected from the owners, managers, and employees of various hotels in Udupi and Manipal. The study considers a sample size of 221 respondents. The questionnaire method was used to collect primary sources, and research papers, journals, and websites were used to collect secondary sources.

The study's objectives are as follows:

1. Comprehend the importance of social sustainability in hotel supply chain management.
2. Assess the influencing factors of social sustainability in order to identify improvements that can be made to improve overall social sustainability in supply chain management in the hotel industry.

This research is being conducted to better understand the role of social sustainability in supply chain management in the hotel industry. All necessary information is gathered from the owners and employees of various hotels in Udupi and Manipal in order to conduct the study. Country Hotels and Suites by Radisson, Sarah International, Valley View, Sharada International, and other small-scale hotels located within the Udupi-Manipal city limits will be targeted. The entire study will take about two months to complete.

Hypothesis:

Social sustainability in supply chain management can have an impact on how the hotel industry operates overall.

Results:-

Regression analysis has been carried out in order to test the hypothesis.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.226 ^a	.051	.047	.791

a. Predictors: (Constant), Rate based on the influencing factor [Are you able to be socially sustainable]

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7.349	1	7.349	11.752	.001 ^b
	Residual	136.950	219	.625		
	Total	144.299	220			

a. Dependent Variable: In the place where you work do you have social sustainability?
b. Predictors: (Constant), Rate based on the influencing factor [Are you able to be socially sustainable]

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.182	.124		9.535	.000
	Rate based on the	.167	.049	.226	3.428	.001

	influencing factor [Are you able to be socially sustainable]					
a. Dependent Variable: In the place where you work do you have social sustainability?						

Accept alternate hypothesis because significance value is less than 0.05 that is $0.001 < 0.05$. Therefore, from the test conducted it is found that social sustainability has an impact in supply chain of hotel industry.

Discussions and Analysis:-

According to the responses, many employees do not receive their pay cheques on time. Some hotels should ensure that their employees work in a secure environment. They must provide their employees with safe working conditions as well as health insurance. The majority of people agreed, stating that they were socially sustainable. They have stated that social sustainability in the industry is extremely important to their company. They all believe that the company looks out for its employees. Employees should receive their salaries on time, according to the responses received. Hotels must ensure that their employees work in a safe environment. Proper working conditions, as well as providing employees with health insurance, will motivate and encourage them.

Conclusion:-

The majority of respondents in this study have been working for more than 5 years, according to the study's findings. Many are employees, employers, or managers because this study is based on their social sustainability. Furthermore, it is known as a result of this study that many of the respondents have stated that they are experiencing social sustainability in their workplace. And the majority of people have stated that their companies care more about their employees; it is well known that the majority of them are able to meet their objectives.

Businesses have reported that doing business on credit works well for them, while others have reported that it does not and can harm relationships with suppliers. Furthermore, respondents stated that they receive timely payments, work in a completely safe environment, and receive benefits from their jobs such as tips or bonuses, as well as emergency leave other than sick leave. They have also stated that they receive food during working hours, and there has been a slight majority receiving cab services, though some have stated that their workplace does not provide cab services. When there will be a delay in receiving goods from the supplier, they have stated that they can produce goods on their own, and if they must search for the supplier, the majority have stated that they will look for suppliers in their immediate vicinity. Most of them also said that rules and regulations from the government will have an effect on supply chain costs. According to the respondents, supply chain delays will affect pricing, and bad weather, transportation-related issues, technical glitches, and poor supplier relations all play a role.

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