

# **SUSTAINABLE CHOICES IN HOSPITALITY: UNDERSTANDING CONSUMER RESPONSES TO SUSTAINABLE SUPPLY CHAIN MANAGEMENT PRACTICES IN HOTELS**

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This conceptual paper outlines a future study based on the literature review related to Sustainable Supply Chain Management (SSCM) practices and consumer purchasing decisions. As the entire society increasingly emphasizes on sustainability, organizations strive to achieve sustainability not only within their internal organization but also throughout their entire Supply chain (SC). SSCM practices can be prominently evident in the hotel industry as it is not just a manufacturing industry but also a mix of manufacturing and service. “Even though hotels practice sustainability in all three pillars (environmental, social, and economic) in their SC, an unresolved question persists: Are the customers concerned about all those when making the purchasing decisions if they do not perceive them as economically beneficial? Many studies have explored SSCM, but addressing this question, there is a need to study the interrelationship between SSCM practices and consumer purchasing decisions. The study aims to create a common understanding of consumer perception towards SSCM practices and proposes a developmental framework to analyze their impact on consumers’ purchasing decisions in the hotel industry. The framework is the result of synthesizing research, theory, and practice knowledge from a range of disciplines and approaches. The findings of the study can have some impressive results and provide actionable insights for the hotel industry regarding consumer behaviours towards SSCM. This may help companies enhance their SSCM practices and communication strategies, aligning more closely with consumer values and potentially increasing market share. Additionally, the study will contribute to extending existing theories in the field.

**Keywords:** Hotel industry, Purchasing decisions, Sustainable supply chain management