*Journal of Tourism & Hospitality Research*
*Islamic Azad University, Garmsar Branch*
*Vol.9, No 1, March 2022, Pp. 65-82*

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

***Ali Eslaminejad***
*Ph.D. Student in Sports Management, Faculty of Humanities, Physical Education Group, Islamic Azad University, Shahroud Branch, Shahrood, Iran.*
***Seyed Mostafa Taybi Sani****
*Department of Physical Education, Faculty of Science, Islamic Azad University, Shahrood Branch, Shahrood, Iran.*
***Bagher Morsal***
*Department of Physical Education, Faculty of Science, Islamic Azad University, Shahrood Branch, Shahrood, Iran.*

**Abstract**

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. 140 managers and sports experts in the country responded to a questionnaire extracted from the qualitative section (systematic exploratory) including 15 variables and 59 items on a 5- 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 sport industry is important (with coefficients of 0.54, 0.88 and 0.63, respectively). The effect of green shopping on green consumption and green recycling was significant with coefficients of 0.67 and 0.43. Green consumption and green recovery variables had significant effects on the consequences of the green tourism supply chain with coefficients of 0.88 and 0.62. 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.

**Keywords:** Green tourism, Sports industry, Sports tourism, Supply chain management**.**

*Corresponding author:* tayebisani@gmail.com
*Received: 20/08/2022* *Accepted: 26 /09/2022*

## 1. Introduction

Today, tourism businesses have found that for their survival in an environment where diversity, number and, responsibility are very high, they should be able to adapt themselves to future changes. Customer needs are continually evolving and the life cycle of tourism products becomes shorter. Therefore, tourism supply chain management should respond to the diverse needs of the market. The point of view of tourism supply chain management is based on the fact that competition rather than being among firms should be formed between supply chains (Hosseini, 2019). Gaining competitive advantage in tourism requires systematic coordination of service providers. In this regard, attention to the supply chain as a whole can be supervised by the management of suppliers, producers, and tourism service providers to compete between suppliers, products, city, and service delivery. Monitoring means that interactions (cooperation and competition) between the providers in a tourism supply chain and several tourism supply chains suggest that organization pros, and business owners in the tourism industry are no longer independent entities but a supply Meanwhile tourism supply chain using its potential for tourism development has an effective role in reducing unemployment, improving income distribution, increasing government revenues, decreasing the price of services, increasing the occupancy rate of hotels, allocating resource development program, and finally, increasing competitiveness of products and services. The ultimate goal of a tourism supply chain is tourist satisfaction or general satisfaction. Tourist satisfaction is the degree to which tourists pay attention to tourism products and services and can be studied from two dimensions. The new dimension is the overall satisfaction of tourists from tourism products and the other is the satisfaction level of individual service characteristics that they have received. However, tourists usually look at a mix of service elements as a mixture of different service elements; therefore, the service characteristics of a tourism product or service are their dependence on each other and their necessity (Khajui, 2020).

## 2. Literature review

Over the years, supply chain management has become something beyond an important field of research into a specific industry. By adapting the field of research and theories; it is involved in engineering, sales, marketing, strategic management, logistics, issues, and economics. In other worse, dies, the green supply chain is a complex and applied process. Production with minimum loss and hurts of life has become one of the serious goals of industry, which has the led to the formation of green supply chain concepts as a concept that hastened synthetic elements of environmental thought of the world and upstream and downstream parts of

managerial society. In the current world, green supply chain in leading companies is striving to benefit from green logistics and improve their environmental performance in the whole supply chain as a strategic fit to gain sustainable competitive advantage and establish its goals based on three main themes and main axis of green design (crop), green production (process) and product recycling. In the green supply chain, each member provides scientific and technical support to other components to achieve environmental goals (Dayee et al., 2015). Many organizations and industries have developed the culture of observing environmental issues within themselves and through social tools such as holding conferences and seminars, fans of their organization have informed their organization of environmental issues in society and target market. Therefore, the effectiveness of various factors and variables on the optimality of human the supply chain into environmental issues creates a unique competitive advantage. On the other hand, as most of public euphoria organizations are committed to these issues, but there are mutually official organizations that are not interested in this issue. In fact, the most important in the supply chain is to increase the green concept with a focus on environmental protection, but what is actually the supply chain structuring beyond the environmental concerns. In other words, and supply chain management is not only the lack of environmental concerns in the supply about chain, but also about productivity and increased profit (Gholami and Nazeri, 2018). Gholami and Nazeri (2018) showed that there was a significant relationship between green supply chain practices and organizational performance. Little research has been devoted to the study of supply chain of sport. Yektayar (2018) stated the added that the most important indicators were customer satisfaction, financial support and service delivery capacity and the least important indicators for managers were supplier evaluation. The optimal implementation of supply chain management at horse-riding club increases productivity, customer classification and satisfaction, service improvement, efficiency and effectiveness, increased turnover and agility. Molayand et al. (2018) reported that there is a significant relationship between supply chain agility and company performance. Poor at and Dayemi (2016) show that eyeing a higher level of supply chain management practices has a positive effect on improving organizational performance and competitive advantage of positive sports products. Jamshidi et al. (2016) reported in the analysis of the manufacturing industry of Iran sports apparel industry using transport model that the intensity of all five forces is greater than average. Also, the suppliers bargaining power and the threat of replacement of alternative products have more weight and have a significant difference in the average value. Zarandi Yusefi et al. (2016) reported that there is a meaningful

difference between the barriers of competitiveness (intra - sectoral, internal – multi-sectional, foreign) with foreign goods in the manufacturing sector of the Iranian sports industry. Forsati Juibari (2017) stated that the basic infrastructure of the value chain of sport entrepreneurship has a direct impact on the activities of support and executive activity. Also, the activity of the entrepreneurial value chain directly affected the executive activities of the sport entrepreneurship value chain. Sports et al. (2020) suggested that green supply chain management significantly reduced processes, product development, stakeholders ' participation, and partners, and decreased limitations. Liu et al. (2019) reported that the role of corporate social responsibility in the supply chain is dependent on public oversight and support, community, culture, and marketing and media space by systematically reviewing sustainable supply chain studies. Ghadim et al. (2019) showed that in all three parts of the past, existing problems and future challenges showed that institutions, processes, industries, laws and foundations of economic, social and environmental have attracted the attention of researchers. Singh and Verma (2018) proposed for inventory management in the supply chain that assets act as an input and interest as an output in the supply chain. Bae (2017) suggested that the environmental potential of the environment and environmental strategies of Korean exporters to manage the green supply chain has significant impact. Peng et al. (2016) presented a report on the impact of mediating role of business process management capabilities and supply chain in the impact of information technology on firm performance. Our results indicate that only integrated integration of information and information capabilities with the ability of the company to optimize the business processes and improve supply chain management can improve the company performance. Shibin et al. (2016) reported in the review of enablers and obstacles to managing flexible green supply chain management that the relationship between factors and obstacles is complex and each has a central role. The existence of contradictory relations between different organizations in the tourism industry is a common phenomenon, but tourism supply chain management offers a new perspective which represents a set of methods and solutions that the center of attention is the effective department of tourism supply chain operations in a destination to cover the needs of tourists and achieve the objectives of the tourism supply chain members. Since the formation of the tourism supply chain is subject to specific models and approaches, in this study, by identifying and introducing the existing models in this field and also the assessment of the tourism supply chain, the appropriate pattern has been introduced and therefore, the policymakers and people policy making the prospects of tourism, tour operators, travel agencies, accommodation

services, entertainment, entertainment and attractions, tourism transport channels (air, land, rail, and marine), tourism distribution channels and finally all the members of the supply chain in micro and macro level will help its implementation (Soleiman, 2022). In the tourism industry, as well as all industries, due to the variety and variety of needs, demands, and expectations of you, risks, and various organizational entities work. Each of these organizations by offering a variety of products and services meet some of the needs of tourists. Therefore, providing satisfaction for tourists to strengthen the tourism industry depends on the efforts and plans of all entities involved and in this regard, the success and failure of this, our institutions are greatly affected by the performance and efficiency of other institutions as an integrated set. Accordingly, in the modern teachings of the tourism industry, coordination, and inter-organizational interaction in a timely and correct organizational institution as a key factors in gaining the sustainable competitive advantage mentioned above- mentioned institutions and consequently the development of the tourism industry. This issue is now considered by researchers under the title of tourism supply chain management (Hamidian, 2022). The review of the literature shows that so far, valid research within the country has not specifically studied the supply chain of green tourism in the sports industry. Accordingly, the purpose of this study is to investigate the green supply chain in the sports tourism industry. Therefore, in this research, the researcher sought to answer the following questions: what are the components and comprehensive dimensions for analyzing the management system and developing the green tourism supply chain? How is systematic aggregation and modeling of them? And does the conceptual model test (in a software environment and based on questionnaire data) have significant relationships and favorable fitting? Designing a green tourism supply chain management model in the sports industry. It can be seen in Figure 1.

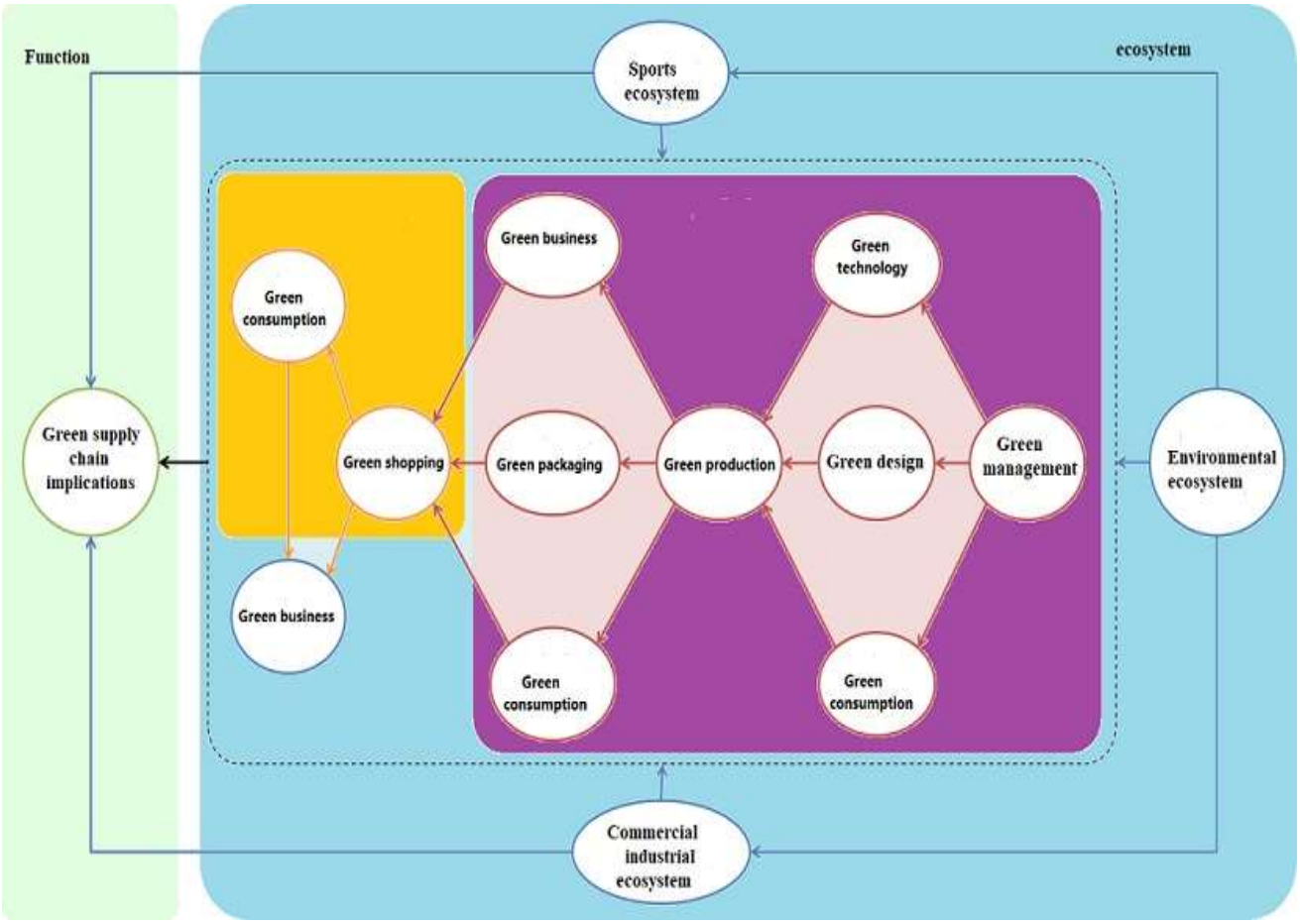


**Figure 1.** Conceptual model of the research (Resear, 2021)

## 3. Research Method

The research method is descriptive – correlational in terms of type, applied in terms of purpose, and survey in terms of the data collection method. The primary conceptual model extracted from the qualitative part of the research (systematic exploratory) is shown in figure 1. The results of the library study and interview after the conceptual coding and determination of the frequency of repetition and emphasis in the study were identified in 15 dimensions including biological ecosystem, tourism ecosystem, green

management, green technology, green design, green material, green production, green business, green packaging, green marketing, green purchase, green consumption, green recycling, and chain consequences. The dimensions were also identified in five aspects of environment, ecosystem, tourism, sports, and functions. The variables and relationships between them in the model are the results of systematic coding in the qualitative part of this research. The general pattern of analysis in this research is based on functional structural analysis. The population of the study consisted of all managers, consultants, and sports experts in Tehran province. Select all centers, it was considered as a comprehensive system. The sample size was selected to be sufficient to test the model in a smart environment of Smart PLS. The basis for determining sample size is based on 10 to 20 times the number of questions related to the variable containing the number of the main questions in the model (Davari and Rezazadeh, 2016). Therefore, the green chain outcomes variable (7 questions) was considered as the basis 20 times, and the number of samples was estimated at 140 individuals (20 x 7 = 140). The statistical sample was selected by purposeful sampling method from people who had suitable education and job experience. Among 165 questionnaires distributed (e- mail, email, person in the international sports exhibition) 151 questionnaires were obtained, among which 140 questionnaires were fully answered and analyzed. The research tool consisted of a questionnaire from the qualitative part of the research (systematic exploratory: a theoretical study of 53 sources and 17 interviews). The questionnaire consisted of 15 variables in 59 items with a 5-point Likert scale (very low to very high) and validated. The content validity of the research was assessed and confirmed by 12 experts, including 6 sports management professors and 6 managers and sport tourism experts. The reliability of the questionnaire was confirmed in the pilot study (Cronbach's alpha= 0.85). The reliability of the questionnaire was confirmed by Cronbach's alpha and composite reliability. The construct validity was confirmed based on factor analysis of variables and the overall fit of the model in software (in the findings section).

According to the skewness and kurtosis test for normality of research data, skewness and kurtosis of research variables are outside of 2 and -2, so the data distribution is abnormal. Also, Kolmogorov - Simonov tests showed that most of the variables have abnormal distribution. According to the complex structure of the model, the main abnormal distribution of variables and the pre-assumption of the researcher for analyzing the data were used by Smart PLS software. In general, the analysis using the Smart PLS modeling method consists of three parts: measurement model, structural model, and general model relationships. The variables of the model are classified into

two categories of latent and explicit variables, which latent variable has been used at different levels. The part of the measurement model includes questions (indicators) for each dimension it and the relationships between questions and dimensions are analyzed in this section. The structural model section contains all the proposed structures in the main model of the study and the correlation between the structures and their relationships in this section is focused on and considered. In the general model section, which includes both measurement and structural models, by its fitting, an investigation of fit is completed in a model. So, in order to evaluate and fit the three parts of measurement, structural and general models are discussed.

## 4. Results

### *4.1. Questionnaire scales of the research model*

To measure the goodness of fit of the measurement model, index reliability, convergent validity, and divergent validity were used. The reliability of the index for measurement of internal reliability, includes three criteria, factor analysis, Cronbach's alpha (a), and composite reliability. Therefore, in this paper, the performance of the proposed method is investigated. The average variance extracted (AVE) [1] as a criterion for convergent validity is equal to and above 0.5. The divergent validity of the measurement model is obtained from a matrix whose homes contain the values of the correlation coefficients between constructs and the square values of each construct (table 1). Composite reliability (CR) is superior to Cronbach's alpha (a=0.7). After measuring the validity and reliability of the measurement model, the structural model is studied through the relationships between the latent variables. These criteria include significant coefficient (t - values), determination coefficient ($R^2$), and prediction power coefficient ($Q^2$). The optimum value for the coefficient of significance (t - values) is more than 0.96 for the determination coefficient ($R^2$) more than 0.67 for $R^2$ More than 0.35.

[1] - average variance extracted

**Table 1.** Descriptive statistics of research model questionnaire

| Variable | Scale deviation | Average | Variable | Scale deviation | Average |
|---|---|---|---|---|---|
| Environmental ecosystem | 0.45 | 4.10 | Green trade | 0.48 | 4.33 |
| Tourism Ecosystem | 0/44 | 4.04 | Green packing | 0.47 | 4.15 |
| Sports Ecosystem | 0.45 | 4.11 | Green marketing | 0.51 | 3.94 |
| Green management | 0.48 | 4.08 | Green shopping | 0.45 | 4.23 |
| Green technology | 0.47 | 4.06 | Green consumption | 0.46 | 4.16 |
| Green design | 0.45 | 4.09 | Green recycling | 0.39 | 4.08 |
| Green materials | 0.49 | 4.19 | The consequences of the chain | 0.44 | 3.81 |
| Green production | 0/45 | 3.83 | | | |

*4.2. Description of model fit indices*

According to table 2, the main components of the proposed model have a desirable level and therefore the model has a good fit. The overall fit of the model: the general criterion of GOF is the overall fit index of the model. The values obtained by this formula can be divided into three levels of 0.1, 0.25 and 0.36 in the three weak, medium, and strong levels. In order to explain to the components of the above formula, it must be acknowledged that $\overline{communalities}$ the sign is the common average of each structure. Considering that the mentioned criterion is equal to 0.49, then the overall fit of the model is confirmed as "very strong".

$$GOF = \sqrt{\overline{communalities} \times \overline{R^2}} = \sqrt{0.41 \times 0.59} = 0.49$$

**(Eq. 1).**

**Table 2.** Summary of the fit indices of the model

| Variable | Shared mean | Power factor | Coefficient Of determination | Combinatorial reliability | Cronbach 'S alpha | Average variance |
|---|---|---|---|---|---|---|
| Bioscience | 0.61 | 0.31 | - | 0.74 | 0.80 | 0.53 |
| Tourism ecosystem | 0.50 | 0.29 | - | 0.77 | 0.74 | 0.55 |
| Sports Ecosystem | 0.51 | 0.35 | - | 0.88 | 0.83 | 0.62 |
| Green management | 0.66 | 0.33 | 0.45 | 0.86 | 0.81 | 0.57 |
| Green technology | 0.54 | 0.37 | 0.41 | 0.89 | 0.79 | 0. 51 |
| Green design | 0.59 | 0.39 | 0.33 | 0.82 | 0.70 | 0.70 |
| Green materials | 0.74 | 0.38 | 0.42 | 0.73 | 0.92 | 0.58 |
| Green production | 0.64 | 0.42 | 0.56 | 0.76 | 0.87 | 0.61 |
| Green trade | 0.70 | - | 0.52 | 0.84 | 0.75 | 0.65 |
| Green packing | 0.70 | 0.45 | 0.38 | 0.78 | 0.73 | 0.67 |
| Green marketing | 0.82 | 0.52 | 0.32 | 0.78 | 0.82 | 0.63 |
| Green shopping | 0.57 | 0.41 | 0.57 | 0.80 | 0.75 | 0.60 |
| Green consumption | 0.58 | 0.53 | 0.45 | 0. 85 | 0.72 | 0.68 |
| Green recycling | 0.61 | 0.49 | 0/58 | 0.82 | 0.75 | 0.61 |
| The consequences of the chain | 0.57 | 0.38 | 0/73 | 0.77 | 0.78 | 0.64 |

*4.3. Significance level of main hypotheses of the research model*

Based on path analysis, it was found that the environmental ecosystem green management, and up sports ecosystem have positive and significant effects on a green management, respectively. The green management variable had a positive and significant effect on green technology, green design, and green materials and explained 0.55, 0.47, and 0.53 percent of these variables, respectively. Green technology, green design, and materials have a positive

and significant effect on green production (with coefficients of 0.82, 0.72, and 0.40). Green production variable with coefficients of 0.72, 0.59, and 0.56 has a positive and significant effect on green business, green packaging, and green marketing, respectively. In addition, variables of green business, green packaging, g, and green marketing have a positive and significant effect on green purchasing (with coefficients of 0.75, 0.81, and 0.65). The effect of the green purchasing variable on green consumption and green recycling was significant (0.67 and 0.43). Also, the green consumption variable with a coefficient of 0.40 had a positive and significant effect on green recycling. Green consumption and green recycling have a positive and significant effect on green tourism supply chain outcomes, respectively, and explain 0.88 and 0.62 percent of the consequences of green tourism supply chain directly and significantly (Table 3).

**Table 3.** Path coefficients and significance level of main hypotheses of the research model

| **Path** | **Significance (statistics t)** | **Path factor** | **Result** |
|---|---|---|---|
| Environmental ecosystem green management | 0.54 | 2.61 | Acceptance of the hypotheses |
| Tourism ecosystem - green management | 0.88 | 8.33 | Acceptance of the hypotheses |
| Athletic ecosystem - green management | 0.63 | 11.7 | Acceptance of the hypotheses |
| Green management - green technology | 0.55 | 15.50 | Acceptance of the hypotheses |
| Green management - green design | 0.47 | 12.25 | Acceptance of the hypotheses |
| Green management - green materials | 0.53 | 14.24 | Acceptance of the hypothesis |
| Green technology - green production | 0.82 | 5.06 | Acceptance of the hypothesis |
| Green design - green production | 0.72 | 2.22 | Acceptance of the hypothesis |
| Green stuff - green production | 0.40 | 7.77 | Acceptance of the hypothesis |
| Green production - green commerce | 0.72 | 27.24 | Acceptance of the hypotheses |
| Green production - green packaging | 0.59 | 13.86 | Acceptance of the hypothesis |
| Green production - green marketing strategy | 0.56 | 13.53 | Acceptance of the hypotheses |
| Green trading - green shopping | 0.75 | 6.20 | Acceptance of the hypothesis |
| Green packing- green shopping | 0.81 | 5.51 | Acceptance of the hypothesis |
| Green marketing - green shopping | 0.64 | 12.29 | Acceptance of the hypothesis |
| Green shopping - green consumption | 0.67 | 21.46 | Acceptance of the hypothesis |
| Green shopping - green recycling | 0.43 | 9.16 | Acceptance of the hypotheses |
| Green consumption - green recycling | 0.40 | 8.82 | Acceptance of the hypothesis |
| Green consumption supply chain | 0.88 | 5.86 | Acceptance of the hypothesis |
| Green recycling - -supply chain | 0.62 | 14.93 | Acceptance of the hypotheses |

### *4.4. The final research model*

The findings indicate that the model has sufficient fit. The model is drawn based on the conceptual model in PLS (the hidden variable can be seen with an oval and the obvious variable with a rectangle). It has been changed in this way due to the large size of the model and the reduction (Figure 2).

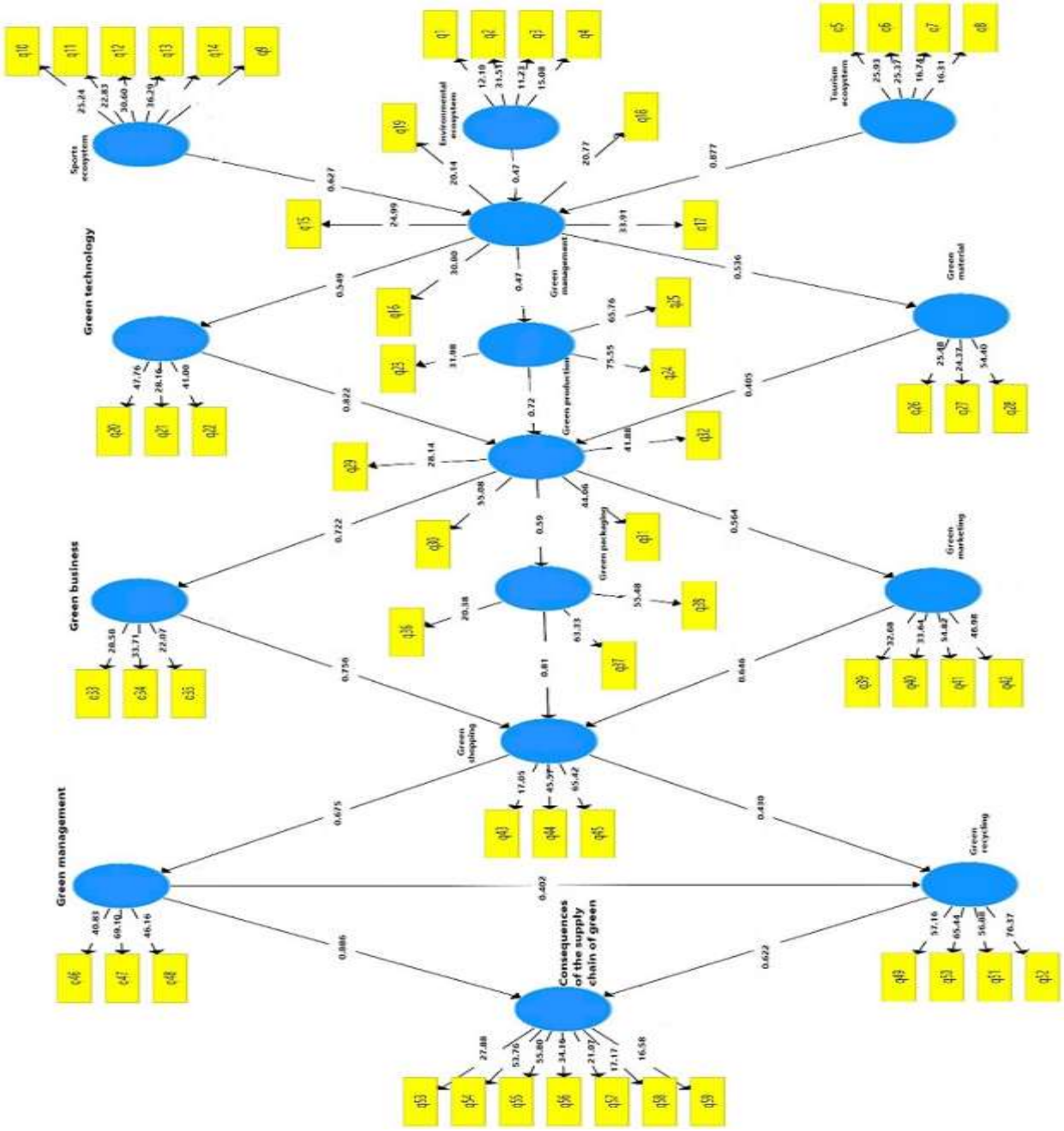


**Figure 2.** Green tourism supply chain management model in sports industry

## 5. Discussion and Conclusion

Considering that the analysis of the relationship between the variables of the model is indeed the exact and detailed analysis of the relationships between the conceptual levels, these two analyses coincide. Based on path analysis, it was found that the environmental ecosystem, tourism ecosystem, and sports ecosystem have a significant impact on green management. The importance of ecosystem function can be considered along with economic changes in the last decade and the theory of ecosystem development with a sustainable development approach. In this regard, the tour of tourism has resorted to a green management approach in an attempt to stabilize and play social responsibility. Indeed, the stimulus of green management and scientific growth can be considered as ecosystem and sustainable development. Green management in the supply chain of tourism today is one of the factors of competition among tours. Because both sourcing and outsourcing activities are effective in attracting stakeholder and stakeholder views (business studies report, 2011). Researchers have played the success of the green tourism supply chain on the role and benefits of social, environmental, economic, and sustainable development of the society (Alsayeb and Zayelati, 2009). Some evidence from other countries confirms the role of ecosystem factors in tourism supply chain management. Green management variables had a significant effect on green technology, green design, and green materials, respectively. Green technology, green design, and green materials had a significant effect on green production, respectively. The effect of management on production through technology, design, and green materials is significant. Management has a dominant role in the social economic system than other elements such as resources, structure, and other elements. Therefore, management is responsible for all of the interventions. It is also the first change in a system of management practices. For the supply chain of tourism, management for sustainable development, and implementation of green management principles, distinguishing supply, production, and distribution areas is important and different. Green management is a positive development that increases the insight of businesses toward economic activity in the form of a value flow and offers them greater and greater opportunities. The model consists of 15 variables in five aspects of sports ecosystem, tourism, and the environment. The general model is consistent with the previous predecessors such as Anvari and you (2012), Moazez and Azizi (2016), Yektayar (2019), and Poorat and Fahim (2015) in terms of concepts and relations. In general, based on research findings, it can be said that managing the green tourism supply chain in the sports industry is a systematic result of the impact of the

factors related to the ecosystem, tourism, environment, and customer environment. The application of the research model can be suggested in management, educational, and research approaches and suggested that the present model be used as an intellectual and analytical model in decision-making and planning for policymakers and managers of the sports industry area (to develop sustainable development in this industry). It is also used as information and a guide for business and management for entrepreneurs, managers, and market analysts of sports products. In addition, the results of this research and the model derived from it as knowledge and scientific background have been used for educational and research purposes by university professors, lecturers, researchers, students, and alumni. Also, according to the model framework, some basic strategies and considerations for the promotion of the green tourism supply chain in the sports industry of Iran are mentioned. Supply chain management, which is used for more than two decades in manufacturing industries, and it's a place in the tourism industry, can be used as a tool to integrate the nature of the industry. On the other hand, the growing trend in the tourism industry and signs of negative impacts on the environment have been the necessity of sustainability. Based on the results of the research model, appropriate solutions for the realization of green tourism supply chain management in the sports industry are as follows:

1. Creation of an information network for the sports industry is crucial to support the activities related to the tourism supply chain in the industry.

2. Education and cultural development of environmental principles, sustainable development, and social responsibility of production for green consumption among producers, distributors, and consumers of sports products should be the priority of this field.

3. Executive directors to promote green management practices in the sports industry should be compiled, referred to, monitored, and evaluated.

4. According to the extent of the scope of the sports industry, the rules and structures associated with the supply chain should be very flexible and not merely a set of routine and routine actions.

5. Tourism tours in the sports industry to use the benefits of green management in the tourism supply chain should work within the framework of laws and structures and have all legal licenses.

Therefore The root and main source of the green tourism supply chain of Supply chain management and sustainable development theory It takes environmental emphasis with bio-management today Environmental protection is one of the most important examples Customers, governments, industries, and competitors have become pressured International and global organizations are required to produce products and environmentally friendly services. Synergistic Compliance with environmental considerations and supply chain management. It provides an opportunity for organizations to improve productivity and quality and environmental performance through the continuous flow of information upgrades.

## References

Beirami, L. (2017). An MA degree in Gillan University in the influence of green marketing on the mouth- to-mouth promotion and loyalty in the swimming pools of Rasht.

Bae, H.S. (2017). The effect of environmental capabilities on environmental strategy and environmental performance of Korean exporters for the green supply chain management. The Asian Journal of Shipping and Logistics, 33(3), 167-176.

Deilami Diyanati, Z., Ghadim, M. (2016). Examining the relationship of supply chain with the value of manufacturing firms. Financial Accounting Knowledge, 3 (1), 47 - 47.

Doorasamy, M., Garbharran, H. (2015). The role of environmental management accounting as a tool to calculate environmental costs and identify their impact on a company's environmental performance. Asian journal of business and management, 3(1): 8-30. 22.

Dubey, R., Gunasekaran, A., Papadopoulos, T., & Childe, S.J. (2015). Green supply chain management enablers: Mixed methods research. Sustainable production and consumption, 1-53. 23.

Dawei, Z., Hamid. A.B.A., Chin T.A., & Leng. K.C. (2015). Green Supply Chain Management: 4 Literature Review. Sains Humanika, 5(2): 1521. 21.

Ghadim, P., Wang, C., & Lim, M.K. (2019). Sustainable supply chain modeling and analysis: Past debate, present problems, and future challenges. Resources, Conservation and Recycling, 140, 72-84.

Forsati Juibari, R. (2017) explanation of the entrepreneurial value chain of Tehran sports academies, MA thesis, Alzahra University (S).

Gholami, S., Nazeri, A. (2018). Management of green supply chain and organization performance; mediator role of ISO certification. Standard and Quality Management, 8 (spring), 5 - 20 (in Persian).
Hamidian, N. And Paydar, M.M. and Keshtali Aqayee Haji, M, (2022), Design of the Beauty of Medical Tourism Supply Chain, Seventh International Conference of Industrial Engineering and Systems, Mashhad, https://civilica.com/doc/1279401.
Habibi Saravi, Kh, Santee, M., Zamani, L. (2016). The effect of green marketing on the intention to buy the sport's customers of Sari. National Conference of the Scientific Association of Sports Management, Tehran.
Huang, X., Tan, B.L., & Ding, X. (2015). An exploratory survey of green supply chain management in Chinese manufacturing small and medium-sized enterprises: Pressures and drivers. Journal of Manufacturing Technology Management, 26(1), 80-103.
Liu, Y., Quan, B.T., Xu, Q., & Forrest, J.Y.L. (2019). Corporate social responsibility and decision analysis in a supply chain through government subsidy. Journal of cleaner production, 208, 436-447.
Moazez H., Azizi J, (2016) and the development of the Young Green Supply Chain Management Model in Sincere. Industrial management, period 8, number 2; 309 -332.
Mamic, I. (2005). Managing global supply chain: the sports footwear, apparel, and retail sectors. Journal of business ethics, 59 (1-2), 81-100.
Peng, J., Quan, J., Zhang, G., & Dubinsky, A.J. (2016). Mediation effect of business process and supply chain management capabilities on the impact of IT on firm performance: Evidence from Chinese firms. International journal of information management, 36(1), 89-96
Poor Haji P., Tabalvandan Poorsafar, E., bakery, Y. (2017). A mixed association of green marketing on the purchase decision of sports products (Study: Customers at Tehran Sports Product Supply Chain Management, Period 9, No. 3, Autumn 1396, p- 578.
Poor at, R and Dayemi, V. (2016). Investigating the impact of supply chain management on improving the performance of sports products through competitive advantage (Adidas sports products); Tehran, Iran, the Society for Development and the Promotion of Science and Fundamental techniques - The Scientific Association of Scientific and Architecture.
Soleiman, M., Amimi, M.T., Shirmohamadi, Y., Shah, A. (2022). Developing and explaining the entrepreneurial pattern of entrepreneurship in the COVIID 19 study: east and west Azerbaijan provinces. Geography and Regional Development 19 (1), 352 - 323. Do 10.22067 / yard. 2021. 71331.1050.

Shibin, K.T., Gunasekaran, A., Papadopoulos, T., Dubey, R., Singh, M., & Wamba, S.F. (2016). Enablers and barriers of flexible green supply chain management: A total interpretive structural modeling approach. Global Journal of Flexible Systems Management, 17(2), 171-188.

Singh, D., & Verma, A. (2018). Inventory Management in Supply Chain. Materials Today: Proceedings, 5(2), 3867-3872.

Reich, A.Y.U., Junior, O.C., Estorilio, C.C.A., & Rudek, M. (2020). Integrated product development process and green supply chain management: Contributions, limitations, and applications. Journal of Cleaner Production, 249, 119429.

Yektayar, M. (2019). Rating and Supply Chain Management Indicators in sport. Athletic Management Studies, 11 (54), 71 - 92.

Zarandi Y, Mohammed H, Sharifiyan, E., Cyrus. (2016). Barriers to the competitiveness of domestic goods with foreign samples in the manufacturing sector of the Iranian sports industry. Contemporary research in sport management, 6 (11).