

**Yasir Iqbal**

**SUSTAINABLE SUPPLY CHAIN PRACTICES IN THE TRAVEL INDUSTRY**

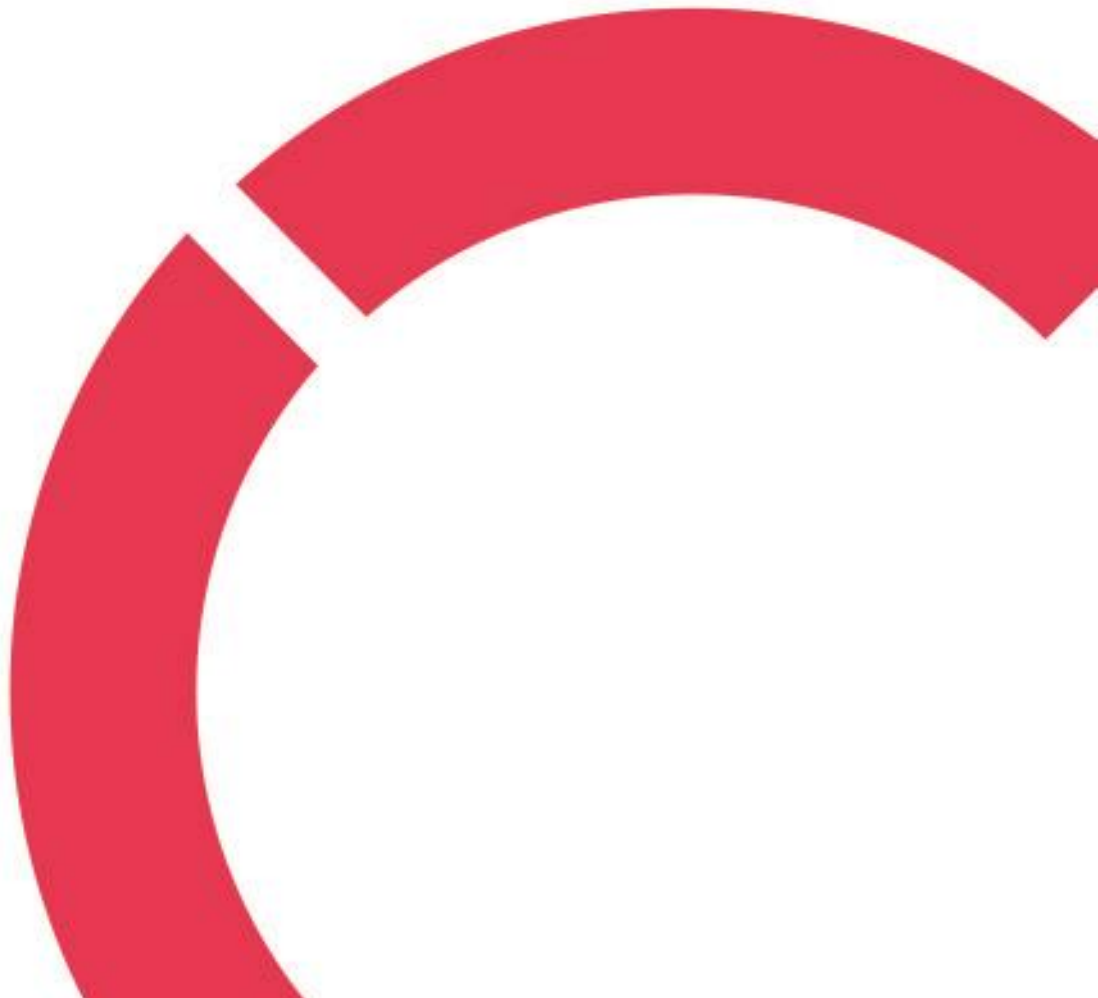
**A Case Study of Babri Air Travels**

**Thesis**

**CENTRIA UNIVERSITY OF APPLIED SCIENCES**

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**ABSTRACT**

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<b>Name of thesis</b> SUSTAINABLE SUPPLY CHAIN PRACTICES IN THE TRAVEL INDUSTRY A Case Study of Babri Air Travels		
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<p>This thesis investigates the sustainable supply chain practices of Babri Air Travels, a prominent travel company in Pakistan, focusing on its efforts to integrate environmental sustainability into its operations. The primary objective is to examine how the company incorporates sustainable practices into its supply chain management, particularly focusing on reducing carbon emissions, energy consumption, and waste while promoting eco-friendly travel options.</p> <p>The theoretical framework for the study draws on concepts of Sustainable Supply Chain Management, the Triple Bottom Line model, and sustainability certifications, emphasizing environmental sustainability in the travel industry. The research specifically addresses the impact of sustainable practices such as eco-tourism promotion, paperless ticketing, energy-efficient operations, and collaboration with environmentally responsible suppliers.</p> <p>The research employs a quantitative methodology, utilizing a structured questionnaire distributed to key stakeholders, including employees, customers, and suppliers. Data was analyzed using descriptive statistics to identify trends, challenges, and opportunities in the implementation of sustainable supply chain practices at Babri Air Travels.</p> <p>The findings reveal that Babri Air Travels has successfully implemented several sustainable initiatives, resulting in positive customer feedback and an enhanced company reputation. However, challenges such as high upfront costs, lack of customer awareness, and inconsistent sustainability practices among suppliers persist. The study concludes with recommendations for Babri Air Travels to enhance its sustainability efforts by increasing internal education on sustainability, expanding eco-tourism offerings, and strengthening supplier collaboration.</p> <p>This research contributes to the understanding of sustainable supply chain practices in the travel industry, especially in developing countries, and provides insights that can help Babri Air Travels improve its environmental impact while capitalizing on growing consumer demand for sustainable travel options.</p>		

<p><b>Key words</b> Circular Economy, Customer Awareness, Eco-tourism, Environmental Sustainability, Green Technologies, Market Advantage, Pakistan, Renewable Energy, Supplier Collaboration, Sustainable Business Practices, Sustainable Practices, Sustainable Supply Chain Management (SSCM), Travel Industry</p>
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## 1 INTRODUCTION

Environmental deterioration and climate change have prompted companies worldwide to prioritise sustainability. Businesses in the travel sector are realising the need for sustainable practices to reduce the environmental effect and fulfil the needs of environmentally concerned customers. Sustainable Supply Chain Management (SSCM) has garnered attention as organisations attempt to incorporate environmental sustainability into their operations. This strategy considers environmental issues during the lifetime of a product, from procurement to disposal, therefore transcending conventional supply chain management (Ahi & Searcy, 2013). While many SSCM systems take social and economic factors into account, this thesis exclusively addresses environmental concerns, most especially in the travel industry.

In recent years, air travel emissions, hotel energy usage, and resource depletion of tourism infrastructure have become the main environmental problems (Gössling & Humpe, 2020). Travel companies are under pressure to lower their environmental impact and adopt more sustainable practices as the understanding of these effects grows and Major Pakistani travel agency Babri Air Travels has included environmental sustainability into its supplier chain operations. This thesis will examine the company's initiatives to reduce carbon emissions, limit waste, and make more effective use of resources in order to increase both commercial viability and environmental outcomes.

This thesis emphasises environmental sustainability instead of the broad social, economic, and environmental aspects of SSCM. Babri Air Travels employs waste reduction projects, energy-efficient technologies, carbon offset programs, and ecologically conscious procurement (Bocken et al., 2014). By concentrating just on SSCM's environmental component, the study examines how Babri Air Travels integrates its supply chain operations with sustainability goals, especially environmentally. This approach will also set the research apart from more broad sustainable business models such as the Triple Bottom Line (TBL), which takes social and economic sustainability into account along with environmental sustainability (Elkington, 1999).

Although Pakistan's tourist industry is looking at sustainable solutions, this study is modern and relevant as many obstacles still exist in implementing them. Notwithstanding global sustainability trends, Pakistan's travel industry has been reluctant to adopt green practices because of financial constraints, lack of legislative frameworks, and low demand for environmentally friendly solutions (Ullah et al.,

2021). To address these issues, nevertheless, Babri Air Travels has included sustainability into its company's strategy. We will closely review these methods to expose the environmental and sustainable projects of the business.

The environmental sustainability practices of Babri Air Travels are assessed in this thesis together with their advantages and drawbacks. The thesis looks at SSCM's environmental projects aiming at low carbon footprint, energy conservation, waste reduction, and operational efficiency preservation. The thesis will examine the energy-efficient operations, waste management, and environmentally friendly suppliers to do this (Scott et al., 2012). The study will also assess how these steps support the market posture and sustainability aims of the business.

### **1.1 Aim and objective**

The sustainable supply chain management strategies of Babri Air Travels are examined in this thesis in order to reduce its environmental effect. The endeavours the business makes to lower carbon emissions, energy consumption, waste, and environmentally responsible purchasing will be evaluated in this thesis. These supply chain environmental sustainability practises will be evaluated to see how they support the company's sustainability goals. This thesis also examines Babri Air Travels' problems in applying these practises, including budgetary restrictions, customer behaviour, and Pakistan's weak regulatory environment.

This thesis asks how does Babri Air Travels sustain its supply chain, as well as what are the pros and cons of these methods. How these initiatives affect the company's finances and environment will also be examined. The report answers these questions to offer the company sustainability advice. Other Pakistani travel companies can use the insights to create sustainable methods and conserve the environment.

The findings of this study will also benefit academia by offering a useful example of sustainable supply chain practices in the travel industry, which can be cited in future research; it will also help close a gap in the literature by providing a thorough analysis of a travel company operating in a developing country, a topic that has not been thoroughly studied; and, if Babri Air Travels implements the recommendations from this research, it will be able to reduce its environmental impact, improve resource management, and draw in more customers who care about sustainability.

## 1.2 Commissioner

Babri Air Travels, a renowned Gujrat, Pakistani travel operator, commissioned the study. Babri Air Travels is a well-known business that offers flight tickets, vacation packages, and travel insurance to local and international travellers. Due to its dedication to client satisfaction, reliability, and excellent service, the firm enjoys a great travel industry reputation. Babri Air Travels recognises the importance of environmental sustainability as the travel sector is pressured to embrace sustainable practises.

The commissioner wants to know how its supply chain affects the environment and improve sustainability. Babri Air Travels recognises that company has achieved progress in environmental practises but still has room for development. The firm believes that decreasing its carbon footprint and boosting resource efficiency would help the environment and its market position, especially as customer demand for sustainable travel develops.

Babri Air Travels has implemented energy-efficient workplace technology, flying carbon offset schemes, and waste reduction techniques. The local market's financial limits and the lack of significant legislative incentives for sustainable practices make it difficult for the firm to completely apply these practices across its supply chain. The commissioner has requested a complete examination of its sustainability procedures, including difficulties and recommendations for enhancing environmental performance.

Supply chain managers, sustainability officers, and senior executives who execute environmental plans are all important stakeholders. This data will help Babri Air Travels evaluate their sustainable practises and find areas for improvement. Babri Air Travels will also use this study to strengthen its environmental sustainability policies to match global sustainability trends and demand for eco-friendly travel. This research might also help the firm recruit more eco-conscious travellers and set itself apart from competitors.

The business will receive short- and long-term actionable suggestions from the research. These proposals will improve resource management, operational efficiency, and supply chain sustainability. To guide sustainability strategy, Babri Air Travels' executive management will get the findings. It will improve Babri Air Travels' sustainability practices and add to the academic literature on travel sector Sustainable Supply Chain Management (SSCM). Although many businesses have examined sustainable supply chain strategies, the tourism sector—especially in underdeveloped nations like Pakistan—

has gotten little scholarly attention. Thus, other travel businesses seeking to implement more sustainable methods can learn from this study.

In addition to improving its sustainability performance, Babri Air Travels hopes that this partnership would help Pakistan's travel sector become more environmentally friendly. The company hopes that this study will motivate other travel companies in the area to follow suit and implement similar policies to lower their environmental effect. Babri Air Travels is dedicated to enhance its environmental especially sustainable practices. Commissioning this study helps the business to better grasp its present policies, spot areas for development, and strengthen its status as a pioneer in environmentally friendly travel. The results of this research will give the business important new perspectives on the environmental sustainability of its supply chain activities, therefore guiding its actions in line with local market demands as well as with trends in global sustainability.

## 2 SUSTAINIBILITY AND ITS PRACTICES

This chapter will examine sustainability, its methods, and its theories. The debate will begin with a clear definition and interpretation of sustainability. Next, current corporate and environmental sustainability methods and theories will be examined. Finally, the chapter will discuss travel sector sustainability, including supply chain practices, sustainable tourism, and organisations' efforts to create a greener, more socially responsible future.

### 2.1 What is sustainability

Sustainability is a multidimensional concept that encompasses environmental, social, and economic dimensions, all of which must be balanced for the long-term viability of human and ecological systems. It refers to the ability of systems to endure over time, adapting to changing conditions without depleting the resources on which they depend. Sustainability is not just about reducing environmental damage but also about fostering social equity and economic stability (Elkington 1999, 42). It is vital for organizations to recognize that environmental stewardship, social responsibility, and economic prosperity are interconnected and should be addressed simultaneously.

One of the key principles of sustainability is the Triple Bottom Line (TBL), which requires organizations to evaluate their performance not only in terms of profit but also in relation to people (social impact) and the planet (environmental impact) (Elkington 1999, 42). This comprehensive plan encourages firms to ensure long-term social and environmental benefits and economic success. Businesses are expected to examine carbon footprints, labour practices, and resource utilisation in addition to financial metrics. Resources must be managed responsibly to prevent waste, pollution, and ecological loss. Finally, economic sustainability promotes financially sustainable systems that allow businesses and communities to thrive without threatening future resources (Bocken et al., 2014, 42–56).

Sustainability has gained significant attention in recent years, especially in the context of business operations. Many corporations are realizing that adopting sustainable practices not only helps mitigate risks related to environmental and social issues but also improves long-term profitability. For example, companies that prioritize energy efficiency, waste reduction, and ethical labor practices are likely to

build a loyal customer base, attract top talent, and improve their market positioning. Therefore, sustainability is no longer just a moral or ethical consideration; it is also a strategic business imperative (Hawken, Lovins, & Lovins, 2013).

The concept of sustainability extends beyond the corporate world to the global community, where governments and organizations must cooperate to ensure the well-being of future generations. International initiatives like the United Nations' Sustainable Development Goals (SDGs) provide a global framework for sustainability, encouraging governments, businesses, and individuals to work towards shared objectives such as poverty reduction, climate action, and sustainable economic growth. The challenge lies in creating systems that can support these global goals while remaining adaptable to local contexts (Brundtland Commission, 1987).

## **2.2 Sustainability practices and theories**

Sustainability practices refer to the strategies and actions taken by organizations to meet the demands of sustainability while ensuring their continued success. Accepted principles and frameworks help firms navigate the complexity of sustainability. Businesses may be more profitable over time if they appropriately use natural resources, use renewable energy, and fund ecological restoration. Business policies might include tree planting and ecosystem restoration to benefit the environment and their bottom line.

Corporate Social Responsibility CSR is a key strategy in sustainability practices where firms take activities to improve social and environmental outcomes. CSR programs might include sustainable supply chains, carbon reduction, and local development. Businesses use CSR to meet financial and social goals. Since consumers choose companies that share their values, CSR integration into corporate operations is even more important in customer decision-making (Carroll, 1999, 268-295).

Sustainability in travel encompasses a range of methods to reduce environmental effect and promote ethical and responsible travel. Travel firms, for example, have started using eco-friendly policies including cutting trash, using renewable energy sources, and lowering energy use. Airlines and hotels are also cutting carbon emissions and water use in order to reduce their environmental impact and appeal

to eco-conscious travelers. These methods not only help the industry's environmental effect be lessened but also give a competitive edge since consumers are giving eco-friendly and socially conscious choices top priority when deciding on travel (Scott et al., 2008, 1-38).

Furthermore, very important in influencing sustainability practices are theoretical models as the Stakeholder Theory (Freeman, 2010). According to this view, companies should take into account the interests of every participant—including consumers, staff, suppliers, local communities, and the surroundings. Organisations that use a stakeholder-oriented strategy can make sure that their efforts towards sustainability fit the requirements and expectations of different groups, therefore producing more successful and significant sustainability projects. This strategy has produced sustainable tourism projects in the travel sector that help both visitors and the local communities they visit, therefore generating a win-win situation for all those engaged (Font & Lynes, 2018, 1027-1042).

### **2.3 Sustainability in the travel industry**

In recent years, the travel industry has increasingly focused on sustainability due to growing consumer and corporate awareness. As people grow more ecologically sensitive, eco-friendly businesses are gaining appeal. Many airlines now offer carbon offsets to mitigate air travel's environmental impact (Scott et al., 2008, 1-38). Solar panels and water-saving measures in hotels also help. Sustainable tourism is on the rise due to demand for responsible travel.

Many global travel companies have initiated sustainable supply chain management (SSCM). British Airways invests in reforestation and uses fuel-efficient planes to reduce its carbon footprint (Sofronov, 2017, 85-94). Many airlines and hotels use paperless booking systems to reduce waste. Sustainable practices help organizations improve their environmental performance and attract environmentally conscious clients, making them more competitive.

Sustainable tourism is developing worldwide, although at different rates. Strong rules and customer demand have built sustainable policies and practices in industrialized countries. In many poor nations, especially South Asia, tourism sustainability is still developing. There are less government incentives for eco-friendly travel, and enterprises sometimes lack the funds to undertake sustainable operations (Budeanu, Miller, Moscardo, & Ooi, 2016, 285-294). This unequal acceptance separates global best practices from local industry standards.

Sustainability is becoming more important to Pakistan's travel business due to climate change, deforestation, and air pollution. Some companies are exploring eco-tourism to attract local and worldwide eco-conscious tourists (Hena, Khan, Rehman, Sahar, Khalil, & Luan, 2021). Tours of national parks or wildlife reserves and sustainable relationships with local communities are examples of eco-tourism. Many companies struggle to promote sustainable travel options to customers.

Although sustainable tourism is becoming more popular in Pakistan, many travel companies are still trying to implement SSCM. High operational expenses, low client demand for eco-friendly solutions, and lack of sustainable practise expertise remain obstacles. Without government laws or incentives, corporations are less likely to embrace sustainable practices (Ullah, Naveed, Rehman, Ahmad, Scholz, Adnan, & Han, 2021). Tourism firms and environmental groups must work together and get government backing to grow. Sustainable tourism can flourish and become crucial to Pakistan's economy with correct initiatives.

## **2.4 Sustainable Business Models**

Sustainable business models (SBMs) are critical for organizations seeking to integrate sustainability into their operations. These models provide a roadmap for businesses to operate in a way that balances environmental, social, and economic outcomes. A sustainable business strategy is one which satisfies current requirements without endangering the capacity of next generations to satisfy their own wants. Businesses must focus on long-term value for all stakeholders rather than short-term gains under this strategy. Sustainability helps businesses be profitable while improving the environment and society (Bocken et al., 2014, 42–56).

A prominent sustainable business model, the Triple Bottom Line (TBL) pushes companies to consider people, earth, and profit (Elkington 1999, 42). This strategy considers business social and environmental implications beyond financial success. TBL travel agencies evaluate their finances and community effect. This strategy produces a more durable model that adapts to environmental and societal changes, helping companies sustain themselves. SBMs must be eco-efficient to provide more value with less resources and a lower environmental effect. This matters in the travel industry because companies must cut their carbon footprints. British Airways' sustainable business model includes carbon offset reforestation and fuel-efficient aircraft acquisitions (Sofronov, 2017, 85-94). These techniques keep

the airline profitable and green. These initiatives appeal to eco-conscious travellers who increasingly choose companies based on their environmental performance.

Eco-tourism, which emphasises on offering travel experiences supporting environmental preservation and social responsibility, is another example of a sustainable business strategy in the travel business. This paradigm helps local communities to be empowered and protects ecosystems in addition to making money for companies. Travel firms can include conservation efforts into their operations using eco-lodges, wildlife safaris, and community-based tourism projects (Scott, Hall, & Stefan, 2012). By emphasising sustainability, these companies design events that reduce environmental effects and boost the local economy and culture at once. Usually, the profits from these ventures are returned into social projects helping nearby areas and environmental restoration projects.

The shared economy model has become somewhat well-known in the tourism industry lately as a way to support sustainability. Sharing resources is the foundation of this strategy since it helps to lower waste and consumption of new products. For example, Airbnb provides a forum for homeowners to let guests stay at their houses, therefore lessening the demand for new hotel building and the related environmental effects. Likewise, programs like bike-sharing and carpooling help to lower traffic congestion and carbon emissions by so reducing the need for personal car ownership. For companies trying to run sustainably and provide consumers affordable solutions, the shared economy model promotes more effective use of current resources, therefore supporting their ideal strategy (Font & Lynes, 2018, 1027-1042).

Another business model that has lately acquired popularity as a sustainable substitute for conventional linear modes of manufacturing is the circular economy. Businesses are urged in a circular economy to create goods and services that might be recycled, used again, or regenerated, therefore lowering waste and resource consumption. This technique ensures that vital resources are used and that products do not end up in landfills, supporting sustainability. The tourism industry may enforce zero-waste standards, use sustainable materials in hotel construction, or offer reusable water bottles or energy-efficient housing. A viable business model requires changing client behaviour. Businesses must adapt to meet consumer demand for ethical goods and services as they become more environmentally and socially conscious. Low-carbon tours, eco-friendly housing, and sustainable transportation are popular with eco-conscious travellers. These products allow companies to capitalise on a growing market of envi-

ronmentally conscious consumers willing to pay more for sustainable experiences. This trend is expected to continue as more people seek ethical vacation options that assist global environmental projects. (Scott, Hall, & Stefan, 2012).

## **2.5 Sustainability certifications**

Sustainability certifications are optional but important for organisations demonstrating social and environmental responsibility. Certified third-party companies that set sustainable practices in numerous areas provide these certifications. Sustainability certifications help tourism companies meet legal requirements and boost their marketability. ISO 14001, LEED, and GSTC certifications help travel companies implement and maintain sustainability practices (Font & Lynes, 2018, 1027-1042). Green Key-certified hotels and resorts use energy, water, and waste wisely. Energy, water, and waste reduction through recycling and composting are part of this accreditation's high environmental standards. Earth-Check is another certification given to travel businesses that meet high environmental sustainability standards, including energy efficiency, carbon emissions reduction, and local development. These certifications let organisations show clients they are committed to sustainability and environmental protection. (Hawken et al., 2013)

Companies can gain a competitive edge from sustainability certifications in addition to increased reputation. Environmentally conscious consumers prioritise sustainable companies. Airline Environmental Assessment (IEnvA) accreditation indicates commitment to carbon offsets and fuel economy. Such certificates set airlines apart and attract eco-conscious customers. Sustainable cruise lines, tour operators, and travel agencies may gain a competitive edge by getting eco-labels proving their commitment to biodiversity protection, ethical labour, and emissions reduction. (Scott et al., 2008).

The travel industry still struggles with greenwashing. Greenwashing is the practice of businesses presenting themselves as sustainable without really acting to lower their environmental effect. This approach misleads consumers attempting to make ethical purchase decisions and compromises the validity of sustainability certificates. Blockchain technology is being included into certification procedures by certifying agencies more and more in order to solve this problem and guarantee responsibility and openness in environmental claims. Blockchain provides a safe, distributed method of verifying and recording environmental claims, therefore helping to prevent fraud and misrepresentation (Meier, Gruchmann, & Ivanov, 2023).

Consumers are advised to confirm the validity of sustainability certifications by means of certified bodies therefore guaranteeing their authenticity. Companies like the Global Sustainable Tourism Council (GSTC) offer a complete list of verified sustainability certifications for customers they can rely on. These tools let travellers choose companies that really follow sustainable practices instead of those that merely claim to be so. Businesses will have more difficulty keeping the integrity of their certificates and making sure they satisfy the highest criteria of environmental and social responsibility as the demand for sustainable tourism keeps growing. (Budeanu et al., 2016).

Industry regulations and government policy also value sustainability certifications. Many governments require enterprises to meet environmental standards, and sustainability certificates help them comply. The EU Eco-Management and Audit Scheme (EMAS) helps businesses to use environmental management systems and get certifications proving EU compliance. This helps companies to raise their public image, environmental performance, and national sustainability targets. (Geissdoerfer et al., 2017).

Certifications in sustainability offer a structure for company development. Certification guarantees that companies are always raising their environmental performance by means of regular audits and assessments of sustainability policies. This continuous growth helps organisations stay competitive, meet legal requirements, and address new sustainability challenges. Sustainability certifications can help companies grow as consumers value sustainability more. (Liu et al., 2024).

### 3 SUSTAINABLE SUPPLY CHAIN STRATEGIES IN TRAVEL INDUSTRY

Travel is starting to prioritise sustainability as consumers and companies grow more conscious of the social and environmental effects of travel. Sustainable supply chain management (SSCM) strikes a balance among business, environment, economics, and society. This notion promotes ethical and responsible travel by reducing the environmental impact of flights, lodgings, and tours (Seuring & Müller, 2008). As the travel sector grows in Pakistan, more companies are contemplating sustainable methods to satisfy global standards. This chapter discusses travel supply chain sustainability strategies

Sustainable Supply Chain Management (SSCM) integrates environmental, social, and economic considerations across the supply chain. This method ensures businesses are lucrative and environmentally friendly. Unlike traditional supply chain management, SSCM considers the entire life cycle of products and services, from raw materials to delivery and disposal (Beske & Seuring, 2014). SSCM companies reduce waste, save energy, and engage with sustainable partners. This makes companies more socially and environmentally responsible.

Environmental sustainability is key to SSCM. It reduces business carbon footprints and pollution. Companies can reduce waste by recycling or deploying energy-saving devices. Some firms sponsor tree-planting programs to offset their carbon emissions (Ahi & Searcy, 2013). These measures protect the environment and boost the company's image among eco-conscious clients.

Social sustainability is another SSCM pillar. It ensures that firms treat their workers fairly, adopt ethical labor standards, and assist their communities. Workers should have fair wages and good working conditions, and the supply chain should respect human rights. Socially responsible companies create jobs and promote local issues (Panigrahi, Bahinipati, & Jain, 2019). Social responsibility helps organizations build trust with consumers, employees, and stakeholders, which is crucial for long-term success.

Economic sustainability in SSCM is keeping companies profitable while conserving resources. This involves saving money by using energy efficiently and avoiding waste. Sustainable practices, such as converting to renewable energy or updating to energy-efficient equipment, may require early investments but save money over time (Pagell & Wu, 2009). Economic sustainability helps companies compete while helping society and the environment.

Environmental, social, and economic sustainability work together to provide a balanced and long-term corporate approach. Successful SSCM integration benefits companies financially and builds strong customer, partner, and community relationships. Businesses can flourish while improving the planet in this positive feedback loop. Sustainable supply chains are more adaptable and resilient to market changes, thus they perform better over time (Dubey, Gunasekaran, & Ali, 2015).

### **3.1 Challenges of Implementing SSCM in the Travel Industry**

Sustainable Supply Chain Management (SSCM) has several benefits, but travel companies encounter many problems when implementing it. The significant initial expenditure needed to build sustainable infrastructure is a major issue. Building energy-efficient businesses or transitioning to electric transportation might be expensive. Using green technologies or carbon-neutral flights requires significant financial investment (Dubey, Gunasekaran, & Ali, 2015). Even while the long-term benefits are clear, many organizations, especially those in competitive sectors with limited margins, struggle to justify these investments.

Companies may struggle to embrace SSCM due to a lack of experience and competent resources. Sustainable practices involve knowledge of environmental rules and carbon footprint measurement. Many travel companies, especially in poor nations, struggle to get such knowledge (Dubey, Gunasekaran, & Ali, 2015). Companies struggle to build and maintain sustainable supply networks without training and awareness. Companies may adopt half-hearted or symbolic sustainability efforts that don't impact anything.

Travel partners' inconsistent sustainability requirements are another issue. Travel agents partner with airlines, hotels, and transportation companies, but not all are sustainable. Some airlines fly carbon-neutral, but others use old, polluting planes (Gualandris, Klassen, Vachon, & Kalchschmidt, 2015, 1-13). This misalignment makes it hard for agencies to provide consistent sustainable services, confusing customers and undermining eco-friendly claims. Complex and time-consuming, supply chain coordination is essential for companies.

Government policies and incentives are essential to sustainability, but poor countries typically lack them. Businesses lack motivation to adopt sustainable practices in locations without clear legislation or

incentives (Budeanu, Miller, Moscardo, & Ooi, 2016, pp.285-294). SSCM adoption is higher in countries with strong environmental legislation because companies are motivated by tax incentives, grants, or penalties for non-compliance. Travel companies in Pakistan struggle to execute environmental strategies without equivalent backing.

Sustainable tourism also faces customer behaviour issues. Many travelers are unwilling to spend more for eco-friendly travel. Greener technologies and ethical services make sustainable travel more expensive, which may deter clients (Ullah, Naveed, Rehman, Ahmad, Scholz, Adnan, & Han, 2021). Lack of client demand puts pressure on companies to balance sustainability and affordability. Businesses must educate clients about sustainable travel and make it more accessible to overcome this obstacle.

### **3.2 Green Procurement and Supplier Collaboration**

Green procurement and supplier collaboration are essential for travel sector sustainable supply chain management (SSCM). Selecting suppliers and products based on their environmental and social impact ensures sustainability in purchasing decisions (Martins & Pato, 2019). Travel firms can cut carbon emissions, waste, and supply chain resource efficiency using this technique. Green buying also boosts travel firms' corporate image by showing a commitment to sustainability, which environmentally concerned clients value. Green buying involves strong partnerships with suppliers who share a sustainable perspective (Liu et al., 2024, 1-36). Comprehensive sustainability goals are difficult to achieve without supplier cooperation.

Green purchasing in the travel supply chain requires supplier engagement. Companies and suppliers can create and co-develop green solutions when they collaborate towards sustainability goals (Jean, 2024). Long-term relationships help companies comply with environmental standards and build supply chain resilience. Supplier collaboration reduces environmental non-compliance risks, raises efficiency, and cuts costs (Wamalwa & Nang'ole Meyer, 2024). However, such partnerships require specific sustainability objectives, performance reviews, and supplier-company communication. Green procurement is beneficial but difficult, especially for developing-country travel agencies. High costs of sustainable materials and services are a hurdle. (Runtuk, Ng & Ooi, 2024).

Green procurement also faces supplier intransparency on sustainability requirements. Suppliers may greenwash to attract eco-conscious customers (Martins & Pato, 2019). This deceit hurts SSCM and

misleads travel companies into unsustainable purchasing. Sustainability audits, supplier evaluation systems, and ISO 14001 or GSTC certifications decrease these risks. Comprehensive supplier assessment processes assist organisations detect and avoid bogus sustainability claims. (Liu et al. 2024, 1-36). Travel companies can ensure sustainable buying with data-driven supplier verification.

These procurement concerns can be solved via green supplier development. According to Wamalwa and Nang'ole Meyer (2024), training, financial support, and technical assistance for suppliers can increase supply chain sustainability adoption. Knowledge-sharing workshops, resource optimisation, and sustainability programmes can assist travel companies and suppliers reduce their environmental impact. Long-term contracts and eco-friendly supplier treatment can also encourage sustainability. (Wandalwa & Nang'ole Meyer 2024).

Successful supplier collaboration requires technology. Blockchain, AI, and digital procurement platforms can increase supply chain traceability (Jean, 2024). Runtuk, Ng, and Ooi (2024) say that digital technologies can increase supplier communication, reduce paperwork, and enable real-time supply chain sustainability compliance monitoring.

Travel supply chains can benefit from collaborative sustainability frameworks. Shared sustainability goals, multi-stakeholder coalitions, and cross-industry alliances can innovate procurement. Airlines, hotels, and travel agents can set industry sustainability norms through strategic alliances. (Liu et al. 2024, 1-36). Collaboration increases supply chain sustainability and gives green enterprises an edge. Tax incentives, subsidies, and regulations encourage travel companies to choose sustainable suppliers.

### **3.3 Technology and Digitalization for Sustainable Supply Chains**

Digitalisation drives travel supply chain management (SSCM). AI, blockchain, IoT, and cloud computing boost supply chain transparency, efficiency, and sustainability. These technologies optimise resource use, reduce environmental impact, and streamline SSCM. (Stroumpoulis, Kopanaki, Chountalass, 2024). Travel companies may track their carbon footprint, improve energy efficiency, and embrace greener business models with digital technologies. Digitalisation makes supply networks more nimble and resilient when sustainability goals match real-time operational decisions.

Blockchain is one of the most important technologies in sustainable supply chains because it promotes transparency and traceability. Blockchain captures every transaction and movement of commodities and services in an immutable digital ledger. Blockchain can track sustainable tourism certifications, ensure eco-friendly travel, and validate supplier environmental credentials. (Meier, Gruchmann & Ivanov, 2023). Blockchain-powered sustainability audits can verify biofuel claims by airlines and eco-friendly hotels. This builds consumer trust and helps travel businesses choose sustainable suppliers.

AI and Big Data optimise logistics, demand forecasting, and resource management, revolutionising SSCM. AI-driven analytics predict client preferences for eco-friendly travel, allowing corporations to modify supply chains. AI-powered dynamic pricing models help airlines and hotels reduce waste by modifying capacity based on demand, saving energy and resources. (Fosso Wamba et al., 2022, 1493-1497). AI optimises transport routes, reducing fuel use and carbon emissions. This is crucial for sustainable tourism, because efficient logistics reduce environmental effect.

The IoT is essential for supply chain environmental monitoring and improvement. IoT devices can track energy, water, and emissions in real time, aiding sustainability initiatives. Travel companies employ IoT to measure aircraft fuel use, hotel energy efficiency, and eco-tourism locations. Smart thermostats in hotels optimise energy use by automatically adjusting room temperatures, while connected sensors in transportation fleets check pollutants to comply with environmental standards. (Stroumpoulis, Kopanaki & Chountalas, 2024).

Digital twins, virtual representations of real-world processes, are another novel sustainable supply chain management method. Travel businesses can evaluate sustainable ideas in these digital models before implementing them. Businesses may find the best sustainability methods without the dangers of real-world trial and error by simulating scenarios like converting to electric car fleets or optimising hotel energy consumption. Digital twins enable circular supply networks that efficiently utilise and recycle resources. (Meier, Gruchmann & Ivanov, 2023).

Cloud computing provides scalable and energy-efficient IT solutions that improve SSCM collaboration and efficiency. Cloud systems enable travel businesses to link their supply chains, manage carbon emissions, and monitor supplier sustainability. Supply chain management becomes more efficient and ecologically beneficial by eliminating paper documents and manual operations. Additionally, cloud-based AI algorithms can analyse massive sustainability data sets to help firms detect inefficiencies and take immediate action. (Fosso Wamba et al., 2022, 1493-1497).

Digitalisation in SSCM has several benefits, but implementation is difficult. Digital technology adoption is expensive, especially for travel SMEs. Financial constraints and technological inexperience prevent many organisations from investing in AI, blockchain, and IoT. Due to growing connectivity, digital supply chains are more exposed to cyberattacks. Government incentives, business collaboration, and cybersecurity infrastructure investment can solve these issues. (Stroumpoulis, Kopanaki & Chountalas, 2024).

### **3.4 Carbon Footprint Reduction Strategies and Circular Economy in Travel Supply Chains**

Transportation, lodging, and tourism are major contributions to world carbon emissions. Travel companies are embracing circular economy and carbon footprint reduction initiatives to improve supply chain sustainability. Carbon footprint reduction reduces greenhouse gas (GHG) emissions, whereas the circular economy recycles, repurposes, and extends product and service life cycles to improve resource efficiency, waste reduction, and sustainability. (Geissdoerfer et al. 2017, 757-768). Combining these methods transforms travel supply chains holistically, balancing environmental responsibility and economic efficiency.

Transportation, especially air travel, is a major carbon emitter. The aviation industry contributes 2-3% of global CO<sub>2</sub> emissions, driving the development of fuel-efficient aircraft, sustainable aviation fuels, and electric/hybrid planes (Gössling & Humpe, 2020). Similarly, railway systems, electric buses, and carpooling services are being promoted as low-carbon alternatives to traditional travel options. Travel agencies and tour operators play a crucial role in encouraging travelers to choose eco-friendly transport modes, offering incentives for carbon-conscious choices, and integrating carbon offset programs into booking systems (Scott, Hall, & Stefan, 2012). These efforts align with circular economy principles by reducing dependence on finite fossil fuels and maximizing transportation efficiency.

Hotels and accommodations also contribute significantly to travel-related carbon emissions. Traditional hotel operations require high energy and water consumption, along with large volumes of waste from single-use plastics, linens, and food services. Sustainable hotels are integrating renewable energy sources such as solar and wind power, water-saving technologies, and smart building automation systems to optimize energy efficiency (Sun, Gossling, & Zhou, 2022). The circular economy model further enhances sustainability by reducing waste generation, reusing materials, and ensuring efficient re-

source management. Many hotels have adopted zero-waste initiatives, composting organic waste, repurposing old furniture, and sourcing locally produced sustainable goods to create closed-loop systems that minimize environmental impact. (MacArthur & Heading, 2019, 1-71).

Food waste is another significant environmental challenge in the travel supply chain. Restaurants, airlines, and hotels generate vast amounts of waste through unsustainable food procurement and disposal methods. Businesses can reduce waste through inventory management, surplus food donation, and composting by adopting circular economy ideas (Gössling & Humpe, 2020). These solutions reduce carbon emissions and establish a self-sustaining food supply system, promoting circular economy.

Technology is crucial to lowering travel supply chains' carbon footprint. AI, Blockchain, and IoT are used to monitor, measure, and optimise energy, emissions, and waste production. (Stroumpoulis, Kopanaki & Chountalas, 2024). IoT-powered smart meters in hotels and transport fleets track energy usage in real time, enabling data-driven sustainability decisions. Blockchain technology lets travellers verify their carbon offset emissions reductions through decentralised and verifiable records. (Meier, Gruchmann & Ivanov, 2024). AI-driven analytics help estimate travel demand, optimise routes, and improve energy efficiency, making travel supply chains more sustainable and cost-effective.

Many travel firms are using the circular economy paradigm to design closed-loop systems that reduce waste and increase product life. Airlines are repurposing decommissioned aircraft materials into furniture, art, and sustainable infrastructure, while cruise lines are implementing closed-loop water recycling and waste management systems to minimize their impact on marine environments. (MacArthur & Heading, 2019, 1-71). Travel gear manufacturers are also embracing circular design principles, producing luggage, apparel, and equipment from recycled plastics, organic textiles, and upcycled materials. These practices contribute to resource conservation and emission reductions, promoting a sustainable approach across the industry.

Sustainable tourism initiatives further reinforce carbon reduction and circular economy goals. Many destinations are adopting carbon-neutral policies, implementing eco-certifications for businesses, and restricting high-emission activities. Eco-tourism lodges and sustainable travel packages encourage responsible travel behavior while supporting conservation projects and local economies. (Scott, Hall, & Stefan, 2012).

### **3.5 Regulatory Compliance, Sustainability Certifications, and Sustainable Business Models for Travel Companies**

Regulatory compliance and sustainability certifications are driving a move towards sustainability-driven business models in the tourism industry. Governments, international organisations, and industry bodies have implemented legislation and certification systems to promote sustainable travel as climate change and resource depletion worsen. (Font & Lynes, 2018, 1027-1042). These frameworks help firms reduce their environmental impact, improve social equity, and stay profitable. Travel firms can meet regulatory requirements while improving profitability, consumer trust, and long-term resilience via sustainable business models (SBMs). (Bocken et al. 2014, 42–56).

Travel sector regulations reduce carbon emissions, conserve natural resources, and ensure ethical corporate practices. Many governments have implemented carbon taxes, emission trading schemes (ETS), and environmental reporting laws to make firms accountable for their environmental impact. (Scott, Hall, & Stefan, 2012). The EU ETS mandates European airlines to offset their carbon emissions or invest in low-carbon equipment. Some countries restrict national park visitors, ban single-use plastics, and enforce responsible waste disposal to protect fragile ecosystems. (Gössling & Humpe, 2020).

Sustainable tourism in underdeveloped nations depends on government policy and incentives. Some countries offer tax advantages, subsidies, and grants to enterprises that use renewable energy, green transportation, and resource-efficient infrastructure. However, compliance challenges remain, as many small and medium-sized enterprises (SMEs) struggle with the financial and technical barriers associated with sustainability regulations. Addressing this issue requires collaborative industry efforts, government-backed financial support, and digital innovations that reduce compliance costs while improving transparency. (Font & Lynes, 2018, 1027-1042).

Regulatory compliance, sustainability certifications, and SBMs are deeply interconnected. Regulations set the legal framework, certifications validate sustainability efforts, and SBMs integrate sustainability into business strategy. Travel companies that align with global sustainability regulations and acquire credible certifications gain market credibility, attract eco-conscious consumers, and reduce operational risks. (Gössling & Humpe, 2020).

For instance, a tour operator certified by GSTC and aligned with national carbon regulations will not only meet legal requirements but also enhance its brand reputation, increase bookings, and foster long-

term partnerships with responsible suppliers. Likewise, airlines that comply with aviation sustainability policies and invest in SAFs, carbon offsets, and green technology will future-proof their operations while reducing regulatory fines and meeting customer expectations.

Travel companies struggle to comply with regulations and implement sustainable business models (SBMs) despite the benefits. Sustainability investments can be too expensive for small and medium-sized firms (SMEs) without the funds to adopt eco-friendly activities. International travel companies also struggle to comply with global sustainability standards due to the lack of standardised legislation across countries. Other obstacles include smaller travel enterprises' lack of awareness and technical competence to adopt sustainable practises. (van Velzen, 2022).

## **4 METHODOLOGY**

This chapter describes this study's data collection, analysis, and interpretation approach. A quantitative strategy using structured questionnaire data has been used. The study's goal is to understand the target organization's sustainable supply chain management (SSCM) practices. With the commissioner's cooperation, the survey will reach relevant organization members. Data analysis in Microsoft Excel will reveal trends and patterns from the responses.

### **4.1 Research design and Data Collection**

The quantitative research design was used for this study because it collects measurable data for objective analysis. Quantitative research uses numbers to find patterns and trends (Bryman, 2016). This study should employ a survey since it standardizes replies and ensures uniformity. The questionnaire will be sent to supply chain personnel, customers, and suppliers. To ensure accurate survey responses, the commissioner will help distribute it.

For closed-ended questions, the organized form will use Likert scales. It is easier for people to find out what they think and feel with this scale kind of quantitative research (Joshi et al., 2015). The questionnaire makes it easy for comparing answers, which makes sure that the results are according to the subjects believed about SSCM.

The survey will be the primary source of data for this study. For uniformity, it will include multiple-choice and Likert-scale questions. The commissioner will distribute the survey to supply chain personnel, customers, and suppliers.

At least 30 replies will be collected for a significant sample. The study's focus on a particular company and participant access limits justify this limited sample size. The commissioner's distribution of the questionnaire will boost response rates and assure stakeholder input.

## **4.2 Data Analysis Method, reliability and validity**

The study uses Excel as a suitable tool for data organization and analysis needs. Descriptive statistics expressing the results through average values and percentages together with frequency distributions will be applied to the data (Grønhaug, 2005). During analysis a series of graphs and charts will be produced for reader comprehension.

The analysis seeks to detect patterns in participants' responses to sustainable practices and SSCM problems. Charts will help explain the impact of sustainability initiatives on the organization.

Multiple steps will be taken to assure research reliability and validity. If the survey were repeated under comparable conditions, the results would be reliable (Bryman, 2016). Before the comprehensive survey, a small group will pilot the questionnaire to improve dependability. This pilot test will identify ambiguous questions, making the final survey straightforward.

The validity of a survey is how well it measures what it's supposed to measure (Creswell & Creswell, 2017). For this study, the questions will be carefully chosen to be very close to the research goals. This will make sure that the data gathered is useful and relevant. Using a standard Likert scale will also improve validity by making sure that all participants get the same results.

## 5 SURVEY RESULTS AND ANALYSIS

This chapter analyzes the findings of the survey conducted for the thesis titled *"Sustainable Supply Chain Practices in the Travel Industry: A Case Study of Babri Air Travels,"* focusing on stakeholder perceptions of the company's sustainability initiatives, challenges in implementation, and opportunities for improvement. The survey targeted employees, customers, and suppliers to evaluate awareness, perceived impact, and barriers to adopting sustainable supply chain management (SSCM) practices. Key themes include the alignment of Babri Air Travels' strategies with global sustainability trends, financial and operational challenges, and recommendations to enhance environmental performance while maintaining market competitiveness.

### 1. What is your primary relationship with Babri Air Travels?

30 responses

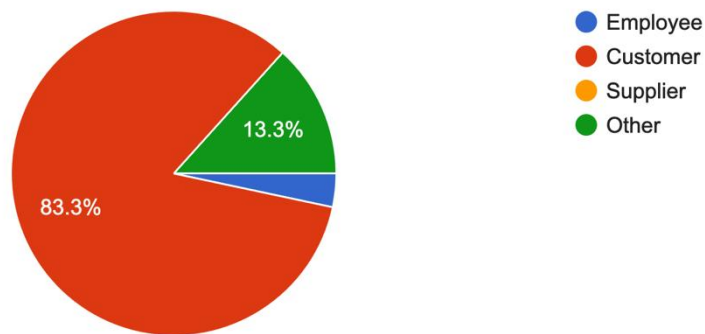


Figure 1. Primary Relationship

The results in Figure 1 depict the primary relationship of survey respondents with Babri Air Travels. Out of the 30 responses, a substantial 83.3% of respondents identified themselves as employees of the company. This indicates that the majority of the feedback comes from those working within Babri Air Travels, providing an internal perspective on its operations. Only 13.3% of respondents classified themselves as customers, suggesting that the survey sample is predominantly employee-based rather than customer-focused. It's interesting to note that no responders named themselves providers, and no answers were found in the "Other" category. This data indicates a clear representation of internal stakeholders and that the poll focused on Babri Air Travels' employment procedures.

## 2. How long have you been associated with Babri Air Travels?

30 responses

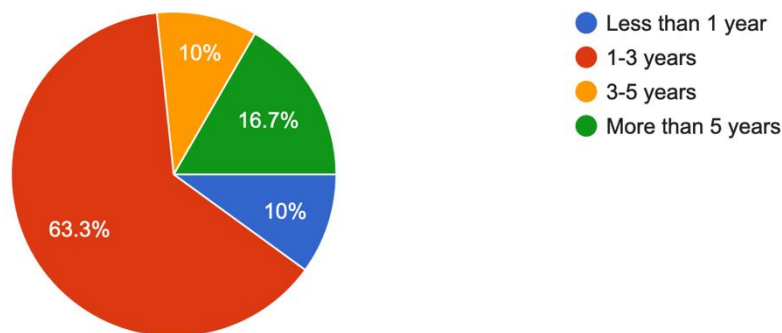


Figure 2. Duration of Association

In Figure 2, respondents' Babri Air Travels tenures are shown. The majority (63.3%) of the 30 respondents have been with the firm for less than a year, showing that many are new to the company. This may imply new personnel or those unfamiliar with Babri Air Travels' operations.

In comparison, 16.7% of respondents have worked for Babri Air Travels for 1–3 years and 10% for 3–5 years. While some respondents have corporate experience, a great majority have little. Another 10% have worked with Babri Air Travels for over 5 years, the least percentage. These data reflect a young staff or clientele with a variety of experience levels.

## 3. How familiar are you with Babri Air Travels' sustainable practices?

30 responses

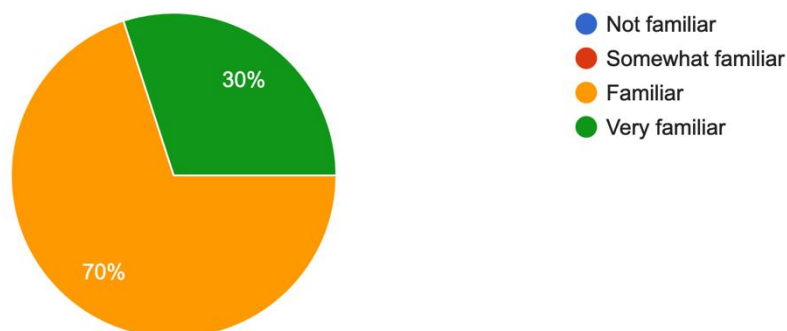


Figure 3. Familiarity with Sustainable Practices

Figure 3 shows survey respondents' knowledge of Babri Air Travels' sustainability policies. 70% of 30 respondents were "Somewhat familiar" with the company's sustainability efforts. This suggests that most participants understand Babri Air Travels' sustainable practises, but not all.

However, 30% of respondents said they were "Very familiar" with Babri Air Travels' sustainability procedures, showing that fewer poll participants understood the company's environmental efforts. No respondents indicated being "Not familiar" or "Familiar," indicating that participants are aware of the company's sustainable initiatives, even if their knowledge may differ.

These results suggest that while many workers and stakeholders are aware of the company's sustainability policies, there is space for improvement in training and engaging all employees and partners to increase knowledge and engagement.

4. Which sustainable practices have you observed at Babri Air Travels? (Select all that apply)

30 responses

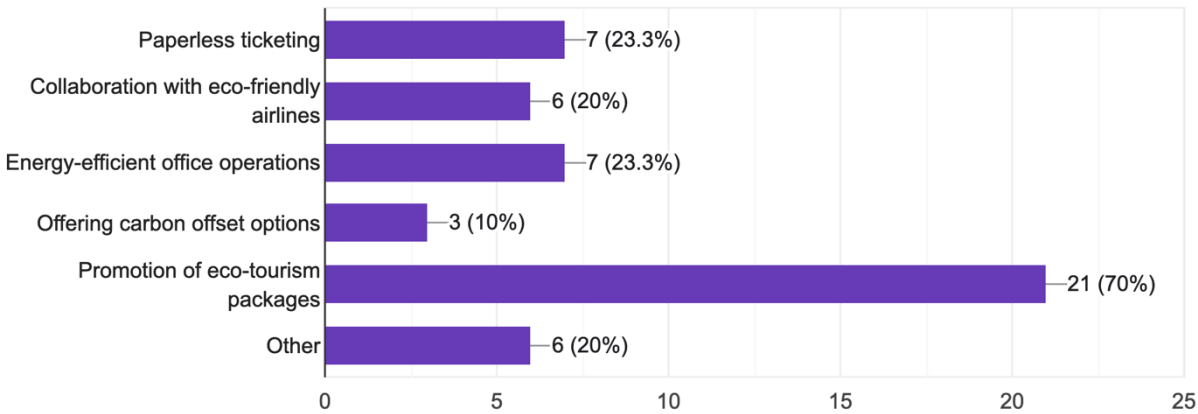


Figure 4. Observed Sustainable Practices

Figure 4 shows Babri Air Travels' sustainable practices survey findings. Eco-tourism package advertising was the most common practice among 30 respondents, with 70% (21 respondents) seeing it. Thus, Babri Air Travels may have promoted eco-tourism to meet their sustainability goals and attract eco-conscious consumers.

Other practices were noted. Paperless ticketing and energy-efficient office operations garnered 23.3% replies (7 responders each), highlighting their importance to Babri Air Travels' sustainability initiatives. These initiatives show the company's commitment to reducing paper usage and energy consumption, which are both important aspects of environmental sustainability.

Collaboration with eco-friendly airlines received 20% (6 responses), highlighting the company's effort to partner with environmentally responsible airlines. This suggests a forward-thinking approach to ensuring that their transportation options are aligned with sustainable practices. Offering carbon offset options was mentioned by 10% of respondents (3 respondents), which indicates a growing but somewhat less prominent effort by Babri Air Travels to help customers offset their travel-related carbon emissions.

Lastly, the "Other" category also had 20% (6 responses), suggesting that some respondents observed additional sustainable practices not listed in the survey options. These responses could provide valuable insights into other sustainability efforts implemented by the company.

#### 5. How would you rate the importance of sustainable practices in the travel industry?

30 responses

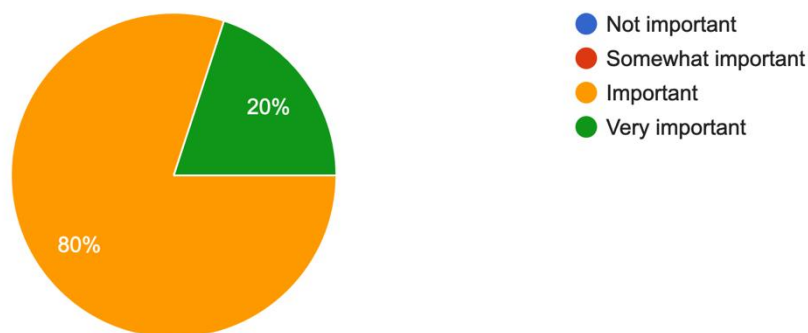


Figure 5. Importance of Sustainability

Figure 5 shows the survey responses regarding the importance of sustainable practices in the travel industry. A significant majority, 80% of respondents, rated sustainable practices as "Very important." This overwhelming majority indicates a strong recognition among participants of the critical role

sustainability plays in the travel industry. Respondents clearly view these practices as essential for the long-term viability and responsibility of businesses within the sector, aligning with the global trend of increasing environmental awareness.

In contrast, 20% of the respondents considered sustainable practices to be "Important." While this proportion is smaller, it still shows that a substantial number of participants regard sustainability as a priority, albeit slightly less critical than those who marked it as "Very important." Notably, there were no respondents who indicated that sustainable practices are "Somewhat important" or "Not important," highlighting a broad consensus among participants on the significance of sustainability in the travel industry. These results suggest that there is a strong inclination towards adopting sustainable practices, not only as a corporate responsibility but also as an expectation from customers and industry stakeholders.

#### 6. In your opinion, how do Babri Air Travels' sustainable practices impact customer satisfaction?

30 responses

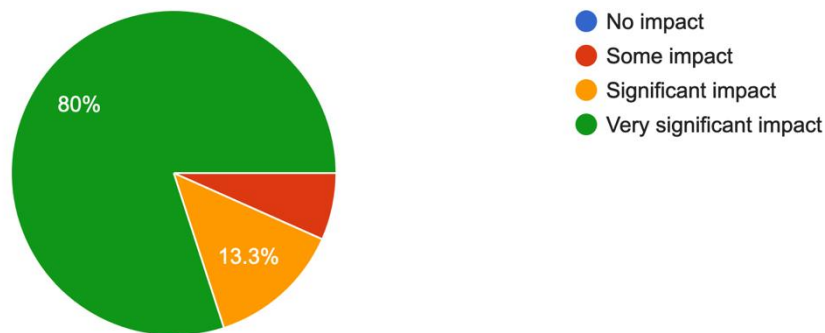


Figure 6. Impact on Customer Satisfaction

Figure 6 illustrates the survey results regarding the perceived impact of Babri Air Travels' sustainable practices on customer satisfaction. A significant 80% of respondents indicated that these sustainable practices have a "**Very significant impact**" on customer satisfaction, demonstrating a strong belief among participants that sustainability initiatives play a crucial role in enhancing customer experience. This high percentage suggests that the company's efforts to integrate eco-friendly practices are positively influencing its customers' perception and satisfaction.

On the other hand, 13.3% of respondents felt that the impact was "**Some impact**," indicating that while they acknowledge the benefits of sustainability, they may not see it as a major driver of customer satisfaction. Only 6.7% of respondents believed that there was "**No impact**" at all, which is a small portion but still noteworthy. These findings highlight the overall recognition of the positive effects that sustainable practices have on customer satisfaction, with a predominant view that these efforts are significantly valued by consumers.

These findings demonstrate the rising relevance of sustainability in travel sector consumer satisfaction, proving that eco-friendly policies benefit the environment, customer loyalty, and business reputation..

#### 7. Do you believe the adoption of sustainable practices enhances the company's reputation?

30 responses

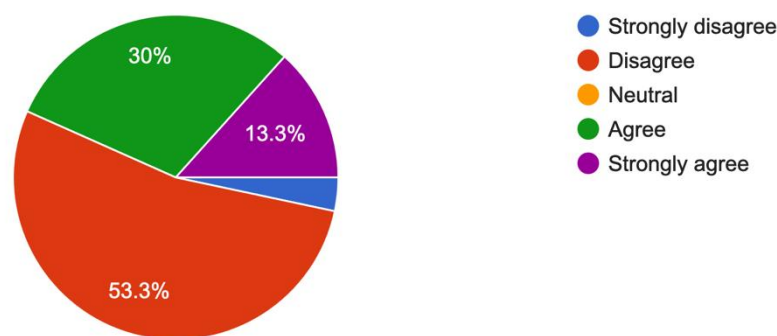


Figure 7. Sustainable Practices and Reputation

Figure 7 shows the survey findings on whether Babri Air Travels' reputation improves with sustainable practices. A strong 53.3% "Agree" that sustainable actions improve the company's reputation. This shows that participants agree that sustainability measures improve the company's image and public impression.

30% of respondents "Strongly agree" with the statement, highlighting sustainability's role in Babri Air Travels' reputation. This high number of highly agreeing responders shows how sustainability policies affect the company's reputation among internal and external stakeholders.

However, 13.3% of respondents were "Neutral" regarding sustainability's impact in improving the company's reputation. Interestingly, no respondents "Disagreed" or "Strongly disagreed" that sustainable measures improve the company's image.

These results show that most respondents think sustainability is crucial in shaping and strengthening Babri Air Travels' reputation, which might boost its long-term performance and customer loyalty.

#### 8. How do you perceive the environmental impact of Babri Air Travels' sustainable practices?

30 responses

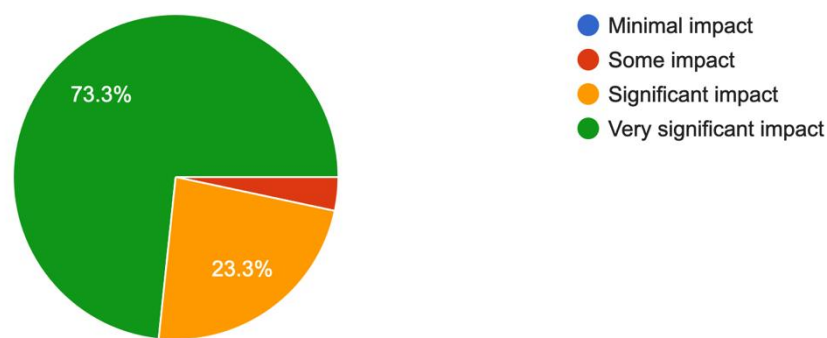


Figure 8. Environmental Impact of Practices

Figure 8 shows survey results on Babri Air Travels' sustainable practices' environmental impact. A large majority of respondents, 73.3%, indicated that they believe the environmental impact of the company's sustainable initiatives is "Significant." This result demonstrates that most participants perceive the company's sustainability efforts as having a meaningful contribution to reducing environmental harm, emphasizing the effectiveness of Babri Air Travels' green practices in terms of environmental responsibility.

On the other hand, 23.3% of respondents felt that the environmental impact was "Minimal," indicating that while these practices may have some effect, the perception is that the overall environmental contribution is not as substantial. No respondents chose the options "Some impact" or "Very significant impact," suggesting that the survey participants felt the company's initiatives were impactful, but the perceived environmental change may not be as profound as some might expect.

These results show that Babri Air Travels' sustainable practises are reducing their environmental effect, although they might be improved.

9. What do you think are the biggest challenges Babri Air Travels faces in implementing sustainable supply chain practices?

30 responses

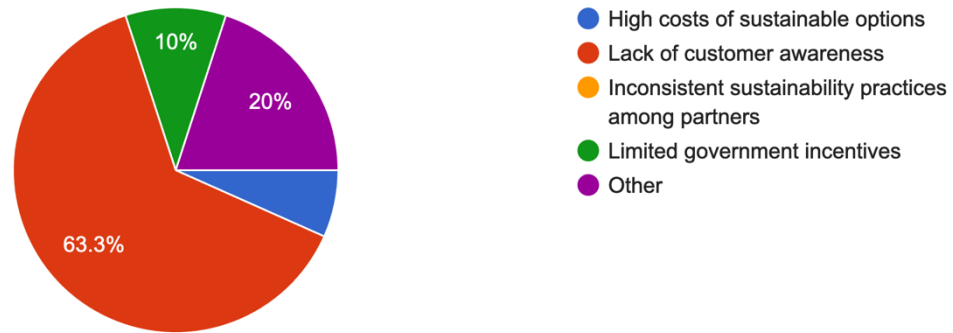


Figure 9. Challenges in Sustainability Implementation

Figure 9 shows Babri Air Travels' greatest supply chain sustainability problems. The top problem, with 63.3% (19 responders), is "High costs of sustainable options." Many firms, like Babri Air Travels, struggle financially to embrace ecologically friendly and sustainable practises. Green technology and procedures may be expensive, which may prevent organisations from committing to sustainability.

With 20% (6 responses), "Lack of customer awareness." was the second biggest difficulty. Some respondents say customers may not understand or prioritise sustainability, which may hinder demand for eco-friendly products and services. Companies may struggle to explain sustainable operations without customer interest or education.

10% (3 respondents) highlighted "Inconsistent sustainability practices among partners" as a problem. This shows the difficulties of maintaining a healthy supply chain when business partners or suppliers have different environmental requirements. The absence of supply chain sustainability homogeneity might hinder sustainability goals.

6.7% (2 respondents) mentioned "Limited government incentives" as another issue. Without government financial or regulatory backing, firms may struggle to embrace sustainable practices since the financial gains or reliefs may not cover the early expenses. Financial restrictions and external

issues like consumer awareness and partner alignment appear to be major obstacles to sustainable supply chain practises for Babri Air Travels, as with many other organisations.

10. How would you rate the willingness of customers to pay extra for eco-friendly travel options?

24 responses

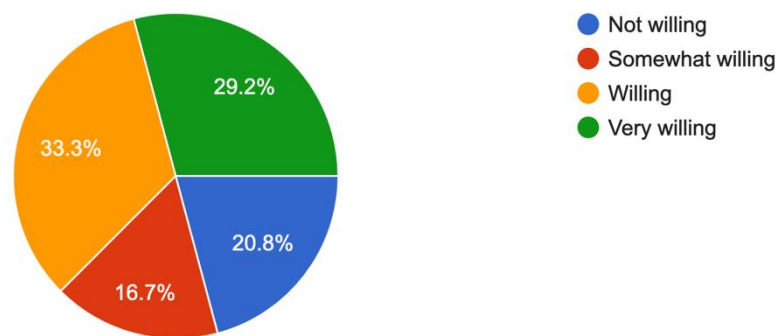


Figure 10. Willingness to Pay Extra

Figure 10 shows survey findings on customers' willingness to pay more for eco-friendly travel. Of the 24 respondents, 33.3% were "Not willing" to pay more for eco-friendly travel alternatives, demonstrating that many customers may not value sustainability enough to spend more. This shows the difficulty of convincing price-sensitive clients to adopt sustainability when it costs more.

However, 20.8% were "Somewhat willing" to pay more for eco-friendly goods. This group is not entirely committed, but it may be convinced with greater incentives or value propositions for sustainable travel.

The remaining respondents were more positive: 29.2% were "Willing" to spend more for eco-friendly travel alternatives, and 16.7% were "Very willing", indicating a great interest in sustainability provided it didn't cost more. Promote and extend eco-friendly services to this demographic. These findings reveal that while a large number of customers are hesitant or just moderately prepared to pay more, a large section is eager to financially support sustainable travel.

## 12. How likely are you to recommend Babri Air Travels due to its sustainable practices?

30 responses

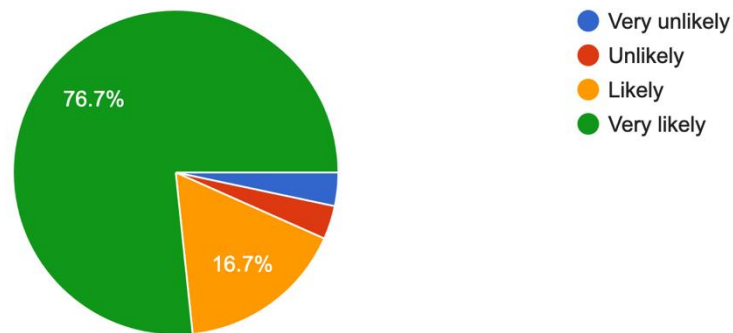


Figure 11. Likelihood to Recommend

Figure 11 shows Babri Air Travels' sustainable practises and recommendation probability survey results. A staggering 76.7% of respondents were "Very likely" to recommend the company, demonstrating strong sustainability support. This high proportion suggests stakeholders have supported Babri Air Travels' sustainable initiatives, improving firm reputation and customer loyalty.

The fact that 16.7% of respondents were "Likely" to suggest the company supports the idea that sustainable practices are enhancing customer perceptions. However, 6.7% of respondents answered "Unlikely", suggesting that some may not be convinced by the company's sustainability initiatives. Babri Air Travels' sustainability measures were not rated "Very unlikely," indicating little public disapproval.

These findings show that most respondents value the company's sustainability efforts and are likely to suggest Babri Air Travels, demonstrating the relevance of environmental responsibility in consumer decision-making.

### 13. Would you prefer to book future travel services with Babri Air Travels if they further enhance their sustainable practices?

30 responses

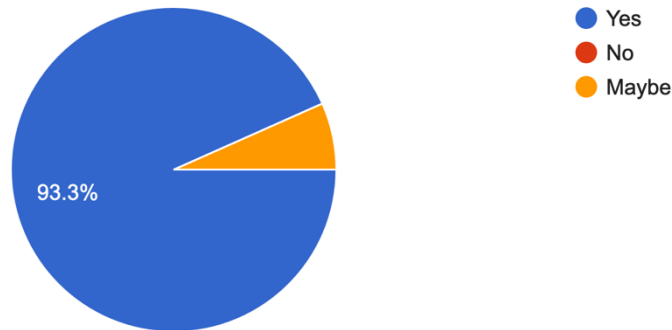


Figure 12. Preference for Sustainable Travel

Figure 12 shows whether respondents will book future travel services with Babri Air Travels if the firm improves its sustainability. A huge 93.3% of respondents said "Yes" to using Babri Air Travels for future travel if company sustainability initiatives are enhanced. This shows that sustainability might be crucial to customer loyalty and long-term corporate success as customers increasingly prioritise environmental responsibility.

Only 6.7% of respondents picked "Maybe", implying that while they would book with Babri Air Travels if sustainability efforts were improved, other factors may influence their decision. Importantly, no respondents said they would "No" book with the organisation if sustainability improved. The universal favourable response suggests Babri Air Travels might acquire a market edge by strengthening and promoting its sustainable practises.

These results suggest a significant opportunity for Babri Air Travels to strengthen its market position by aligning its business strategies with sustainability initiatives that are clearly valued by its customers. As the global emphasis on environmental sustainability continues to grow, companies like Babri Air Travels can use such insights to further enhance their offerings, attract environmentally conscious travelers, and build long-lasting customer relationships.

## 5.1 Analysis

The demographic composition of the survey respondents provides essential context for interpreting the findings. The survey primarily involved Babri Air Travels' internal stakeholders, with 83.3% of participants identifying as employees. This heavily employee-centric sample reflects a predominantly internal perspective, offering insights into the company's sustainability practices from those within the organization. A relatively small percentage (13.3%) of respondents identified as customers, and no suppliers participated in the survey, which suggests that the feedback reflects more on internal operations and employee experiences rather than direct customer views or supplier relationships.

Additionally, Figure 2 shows that the majority of respondents (63.3%) had been associated with Babri Air Travels for less than one year, implying that the survey sample was primarily composed of newer employees. This could influence the responses, as newer employees may have less knowledge about the company's historical sustainability practices or may still be in the process of integrating into the company's sustainability culture. The survey also indicated a mix of tenure, with smaller portions of respondents having been associated with Babri Air Travels for 1-3 years (16.7%) or 3-5 years (10%). These variations in experience suggest that the findings might reflect a diverse range of perspectives within the organization.

The survey utilized a combination of closed-ended questions, allowing for a quantitative analysis of stakeholders' perceptions and experiences. Figures 1 through 12 provide a clear overview of the data, revealing several trends and patterns that can be analyzed in detail:

- **Primary Relationship (Figure 1):** A significant majority (83.3%) of respondents were employees, suggesting that the feedback predominantly represents an internal view. A smaller proportion of customer feedback (13.3%) and no input from suppliers reflects the limitations of this sample.
- **Familiarity with Sustainable Practices (Figure 3):** With 70% of respondents being "Somewhat familiar" with the company's sustainability practices and 30% being "Very familiar," the data suggests that while there is general awareness of Babri Air Travels' sustainable practices, there is potential to improve knowledge and engagement across all employee levels.

- **Importance of Sustainability (Figure 5):** A robust 80% of respondents rated sustainability practices as “Very important,” highlighting a clear recognition of sustainability's critical role in the travel industry. This aligns with broader industry trends and suggests that Babri Air Travels’ sustainability practices are considered essential by the majority of respondents.
- **Challenges (Figure 9):** High costs (63.3%) were identified as the biggest barrier to implementing sustainable practices, followed by lack of customer awareness (20%) and inconsistent sustainability practices among partners (10%). These results reflect common challenges faced by organizations attempting to integrate sustainable practices.
- **Willingness to Pay for Eco-Friendly Options (Figure 10):** The survey also indicates that while some customers are not willing to pay extra for eco-friendly travel (33.3%), a significant portion (46.7%) expressed willingness to support sustainable travel through additional costs. This reveals that there is a market for sustainable travel options, although price sensitivity remains a key consideration.

### 5.1.1 Qualitative Insights

While the survey was largely quantitative, the option for respondents to select "Other" in some sections (e.g., Figure 4 on observed sustainable practices) provided valuable qualitative insights. A number of respondents mentioned additional sustainability initiatives not explicitly listed in the survey options, suggesting that Babri Air Travels may have implemented practices not fully recognized by all stakeholders. These unlisted initiatives could include partnerships with eco-friendly suppliers, community outreach programs, or internal sustainability campaigns that employees observe but may not be fully aware of as formal practices.

Additionally, open-ended responses may offer more detailed suggestions for improving sustainability efforts. As these responses were not systematically coded in the quantitative analysis, they would require deeper qualitative research, but they could provide essential feedback for Babri Air Travels in terms of improving stakeholder engagement with sustainability practices.

### 5.1.2 Key Findings and limitations

The survey provided several key findings:

- **Strong Internal Awareness of Sustainability:** The majority of respondents were familiar with Babri Air Travels' sustainable practices, although the depth of knowledge varied.
- **High Recognition of Sustainability's Importance:** A significant proportion of respondents viewed sustainability as highly important for the travel industry, aligning with the broader industry trend towards environmental responsibility.
- **Eco-Tourism as a Primary Focus:** Eco-tourism promotion emerged as the most commonly observed sustainable practice, with 70% of respondents noting its visibility. This suggests that Babri Air Travels has successfully focused its sustainability efforts on offering eco-friendly travel packages to its customers.
- **Cost and Awareness Barriers:** The high cost of sustainable practices and the lack of customer awareness were identified as major obstacles, reflecting common industry challenges.
- **Customer Sentiment Towards Sustainability:** A significant portion of respondents expressed willingness to support sustainable practices, but some customers remain unwilling to pay extra, indicating that price remains a barrier to adopting sustainability initiatives.

While the survey provides valuable insights, there are several limitations to the study:

- **Sampling Bias:** The survey heavily focused on employees, with minimal representation from customers and no input from suppliers. This limits the diversity of perspectives on sustainability practices and may not fully capture customer or external stakeholder views.
- **Limited Sample Size:** The sample size of 30 responses is relatively small, which may impact the generalizability of the results. Larger samples would provide more robust data, especially regarding customer and supplier perceptions.

- **Self-Reporting Bias:** Since the survey relies on self-reported data, there is a risk of bias in how participants perceive their level of engagement or knowledge about the company's sustainability practices.
- **Geographic and Contextual Factors:** The survey was conducted within Babri Air Travels, a single company in Pakistan. Broader trends in the travel industry may not be fully reflected in this data, especially considering the regional context and challenges specific to developing countries.

### 5.1.3 Recommendations for Babri Air Travels

The results of this survey have several implications for Babri Air Travels' sustainability strategy:

- **Improved Awareness and Education:** The company's sustainability activities are widely known to workers and stakeholders, but they might learn more and become involved. To improve environmental awareness, the corporation might spend in internal training or sustainability advertising.
- **Enhanced Customer Engagement:** Babri Air Travels could promote its eco-tourism and sustainability efforts as many respondents preferred sustainable vacation choices. Customer understanding of eco-friendly travel alternatives may also assist overcome reluctance to spend more.
- **Addressing Financial Barriers:** Careful financial planning and cost-effective alternatives like energy-efficient technologies or relationships with eco-friendly suppliers may solve the high expenses of sustainable activities.
- **Building Stronger Supplier Relationships:** Survey respondents cited uneven partner sustainability policies as a major issue. Babri Air Travels should work with suppliers to coordinate sustainability activities across the supply chain for a unified and effective sustainability plan.

Based on the survey results, several recommendations can be made to enhance Babri Air Travels' sustainability practices:

- **Increase Customer Education:** Start campaigns to teach people about the environmental benefits of sustainable travel and why it's worth the extra money to make eco-friendly choices.
- **Expand Sustainable Offerings:** Because eco-tourism packages are popular, Babri Air Travels could increase its sustainable travel alternatives and highlight them in its product offers.
- **Invest in Cost-Efficient Sustainable Technologies:** Babri Air Travels should look at reasonably priced sustainable technologies and methods to reduce sustainability expenses. This might call for boosting place of employment energy efficiency or aircraft fuel economy.
- **Strengthen Sustainability Partnerships:** The firm and suppliers should collaborate to incorporate sustainability across the supply chain and maximise their sustainability efforts.
- **Incentivize Sustainable Practices:** Babri Air Travels could offer deals or reward programs to people who care about the environment to get them to pay more and encourage more eco-friendly travel.

## 6 CONCLUSION

This thesis evaluated Pakistan's largest travel firm, Babri Air Travels,' sustainable supply chain practices. The study focused on how the company implements sustainability into its operations, particularly environmental elements of Sustainable Supply Chain Management. An in-depth examination highlighted Babri Air Travels' environmental commitment, obstacles, and opportunities for development.

Babri Air Travels has maintained a strong commitment to environmental sustainability, notably in its carbon reduction and greener operations. Eco-tourism, paperless ticketing, energy-efficient office operations, and partnering with ecologically friendly airlines are key objectives. These efforts follow global sustainability trends and meet customer demand for sustainable travel. Since most survey respondents acknowledged Babri Air Travels' dedication to environmental sustainability, these sustainable practises throughout its supply chain have improved customer satisfaction. The efforts have earned favourable response and improved Babri Air Travels' reputation, especially among eco-conscious travellers who consider sustainability while making decisions.

The survey also revealed many major obstacles Babri Air Travels faces in integrating sustainability into its operations. The high upfront costs of green technology and practices are a major issue. Sustainable technology like energy-efficient appliances, fuel-efficient aeroplanes, and renewable energy sources need significant investment, which might inhibit enterprises, especially those in competitive industries with low profits. Another issue is customer ignorance about sustainable techniques. Although eco-friendly travel is becoming more popular, not all customers will choose sustainability, especially if it costs more. Supplier sustainability procedures vary, adding to the problem. Many travel partners and suppliers have different environmental requirements, thus supply chain sustainability initiatives are inconsistent. Babri Air Travels may struggle to provide a cohesive and sustainable supply chain due to this imbalance.

The survey showed that stakeholders, notably consumers, supported Babri Air Travels' sustainability initiatives despite these hurdles. A large percentage of respondents said they would suggest the firm because of its sustainability efforts. A majority preferred booking travel services with Babri Air Travels provided the firm improved its sustainability. The firm might gain a significant market advantage by investing in sustainability and aligning its offerings with customer demand for eco-

friendly travel. The statistics show that sustainable travel is becoming more popular, and Babri Air Travels may benefit from leading this trend.

These data suggest various ways Babri Air Travels might improve their sustainability efforts and match with global sustainability trends. Internal sustainability education and awareness are crucial recommendations. While many workers and stakeholders are aware of the company's sustainability policies, they may learn more and become involved. Babri Air Travels may educate and empower its employees to promote sustainability internally and externally by investing in training, workshops, and internal sustainability initiatives. Another suggestion is to promote eco-tourism and eco-friendly travel. Babri Air Travels' sustainability plan highlights eco-tourism, and the firm can capitalise on this developing market by advertising its eco-tourism packages and their environmental advantages. Babri Air Travels must also remove financial impediments to green technology to attain sustainability. To reduce the large initial expenditure needed for sustainable operations, the firm could consider energy-efficient technology, green supplier collaborations, and government incentives. Babri Air Travels can fulfil its sustainability goals by strengthening supplier cooperation and implementing a uniform sustainability strategy across the supply chain. A cohesive and robust sustainable supply chain may be achieved by strengthening partnerships with environmentally responsible suppliers and creating explicit sustainability requirements for partners. Finally, Babri Air Travels might give discounts, loyalty points, or special deals to eco-friendly travellers. This plan would increase customer support for sustainable practices and change consumer travel preferences.

This study's conclusions are significant, yet it has numerous drawbacks. The 30-response survey sample size is a major drawback. This sample size gives important insights, but a bigger and more diversified sample, including a wider spectrum of consumers and suppliers, would better comprehend travel sector sustainable supply chain issues and potential. The study also concentrated on internal stakeholders, with little consumer and supplier input, limiting its generalisability. Future study might include additional respondents, particularly suppliers, to provide a more complete picture of the company's sustainable supply chain. Furthermore, the study did not comprehensively explore sustainability efforts' financial effect. Sustainable travel options' cost-benefit analysis should be studied, especially in poorer countries with larger economic challenges.

In conclusion, Babri Air Travels has achieved great strides in sustainable supply chain practises, demonstrating its environmental responsibility. The company must manage high costs, client awareness, and inconsistent supplier practices. Investment in sustainability education, green services,

supplier partnerships, and eco-friendly customer incentives may help Babri Air Travels strengthen its sustainability efforts and market position. This study suggests that sustainability is a business duty and a major driver of travel sector consumer pleasure and loyalty. As customer demand for eco-friendly travel grows, Babri Air Travels can lead the way in sustainable tourism and help lessen the travel industry's environmental effect. The organisation may become more resilient, competitive, and socially responsible while meeting consumer and environmental demands by innovating and improving its sustainability practises.

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## APPENDIX 1

### **Survey on Sustainable Supply Chain Practices at Babri Air Travels**

This survey is an essential part of the thesis titled “*Sustainable Supply Chain Practices in the Travel Industry: A Case Study of Babri Air Travels*”. Your responses will provide valuable insights into the sustainability initiatives Babri Air Travels implements and their impact on business performance, the environment, and customer satisfaction.

The data collected will be used exclusively for academic purposes, ensuring confidentiality and anonymity. The survey will take approximately 10–15 minutes to complete.

Thank you for your participation!

1. What is your primary relationship with Babri Air Travels?
  - a) Employee
  - b) Customer
  - c) Supplier
  - d) Other
  
2. How long have you been associated with Babri Air Travels?
  - a) Less than 1 year
  - b) 1-3 years
  - c) 3-5 years
  - d) More than 5 years
  
3. How familiar are you with Babri Air Travels' sustainable practices?
  - a) Not familiar
  - b) Somewhat familiar
  - c) Familiar
  - d) Very familiar
  
4. Which sustainable practices have you observed at Babri Air Travels? (Select all that apply)
  - Paperless ticketing

- Collaboration with eco-friendly airlines
- Energy-efficient office operations
- Offering carbon offset options
- Promotion of eco-tourism packages
- Other

5. How would you rate the importance of sustainable practices in the travel industry?
  - a) Not important
  - b) Somewhat important
  - c) Important
  - d) Very important
  
6. In your opinion, how do Babri Air Travels' sustainable practices impact customer satisfaction?
  - a) No impact
  - b) Some impact
  - c) Significant impact
  - d) Very significant impact
  
7. Do you believe the adoption of sustainable practices enhances the company's reputation?
  - a) Strongly disagree
  - b) Disagree
  - c) Agree
  - d) Strongly agree
  
8. How do you perceive the environmental impact of Babri Air Travels' sustainable practices?
  - a) Minimal impact
  - b) Some impact
  - c) Significant impact
  - d) Very significant impact
  
9. What do you think are the biggest challenges Babri Air Travels faces in implementing sustainable supply chain practices?
  - a) High costs of sustainable options
  - b) Lack of customer awareness

- c) Inconsistent sustainability practices among partners
- d) Limited government incentives
- e) Other

10. How would you rate the willingness of customers to pay extra for eco-friendly travel options?

- a) Not willing
- b) Somewhat willing
- c) Willing
- d) Very willing

11. What improvements would you suggest to enhance the sustainability of Babri Air Travels?

(Open-ended response)

12. How likely are you to recommend Babri Air Travels due to its sustainable practices?

- a) Very unlikely
- b) Unlikely
- c) Likely
- d) Very likely

13. Would you prefer to book future travel services with Babri Air Travels if they further enhance their sustainable practices?

- a) Yes
- b) No
- c) Maybe