

## البحث الثامن – بحث فردي

<b>Enabling hotel circularity via Industry 4.0 innovations for enhanced hotel performance: Insights from Saudi Arabia and Egypt</b>	عنوان البحث
تمكين الإقتصاد الدائري الفندقي hotel circularity عبر ابتكارات جيل الصناعة الرابع لتحسين أداء الفندق: حالات عملية من جمهورية مصر العربية والمملكة العربية السعودية	
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<p><b>Abstract</b></p> <p><b>Purpose-</b> This research assesses the present condition of Circular Economy (CE) practices in green hotels situated in two leading Middle Eastern nations, Saudi Arabia and Egypt. Furthermore, it investigates the crucial impact of Industry 4.0 innovations in facilitating the relationship between the adoption of CE initiatives and Hotel Performance (HP).</p> <p><b>Design/methodology/approach-</b>Data from 59 green hotels in Saudi Arabia and 76 in Egypt were collected online, resulting in 400 complete forms, providing a diverse sample size suitable for PLS-SEM analysis.</p> <p><b>Findings-</b> The results demonstrate a notable correlation between CE strategies, including redesign, production, reuse, and recovery in hotels, and HP. Additionally, the impact of Industry 4.0 performance on the relationship between CE and HP is facilitated by four distinct CE loops.</p> <p><b>Practical implications-</b> This study offers practical insights into implementing CE practices in the hotel industry, aiding policymakers and establishments in enhancing sustainability and performance. Key stakeholders can use these findings to develop strategies that integrate CE initiatives, improve operational outcomes, and align marketing efforts with sustainable practices.</p> <p><b>Originality/value-</b> This study is groundbreaking in its exploration of the relationship between CE and the transition to Industry 4.0 in the MENA region, analyzing the specific CE practices that contribute to high HP. The tested model expands on the <i>Natural Resource-Based View</i> and <i>stakeholder theory</i> by incorporating the critical role of Industry 4.0 innovations in the CE-HP nexus.</p> <p><b>Keywords:</b> Hotel Circularity, Circular Economy, Industry 4.0 Performance, Green Hotels, MENA Region</p>	