

Drivers and Barriers to Sustainable Food Practices in Green Hotels in Egypt: A Quantitative Assessment

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ABSTRACT

The hospitality sector plays a vital role in advancing global sustainability, particularly through its impact on food production and consumption. As Egypt's tourism industry expands, the environmental footprint of hotel food operations has drawn increased attention. This quantitative study investigates the key drivers and barriers influencing the adoption of sustainable food practices in Green Star Certified Hotels (GSHs) in Hurghada and El Gouna two major Red Sea resort cities. Data was collected from 108 hotel managers and sustainability coordinators using structured questionnaires. The findings reveal that brand positioning, guest expectations, and cost-efficiency are the primary drivers of sustainability adoption. In contrast, significant barriers include financial constraints, limited access to sustainable suppliers, and inadequate infrastructure, especially in food waste management. Correlation and regression analyses confirm strong relationships between the perceived drivers and actual practice implementation. Furthermore, international hotel affiliations demonstrate higher sustainability adoption rates than locally owned establishments. The study recommends enhancing local supply chain partnerships and investing in staff training to address implementation challenges. These actions are essential for aligning hotel operations with international environmental objectives, particularly Sustainable Development Goal 12. The research contributes empirical insights from a developing country context, supporting practical strategies for more sustainable food systems in the hospitality sector.

Keywords: Sustainability, Green hotels, Consumption, Production, Egypt.