

Stakeholder Perspectives on Implementing Sustainable Food Practices in Egypt's Green Hotels: A Qualitative Exploration

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Abstract

Sustainable food production and consumption practices are increasingly essential within the hospitality sector, particularly in ecologically sensitive and tourism-dependent regions such as Egypt's Red Sea coast. This qualitative study investigates the perceptions and experiences of general managers in Green Star Certified Hotels in Hurghada and El Gouna regarding the implementation of sustainable food practices. Drawing on 26 structured personal interviews, the research identifies key themes related to managerial motivations, operational barriers, leadership dynamics, and systemic influences. General Managers cited environmental responsibility, brand reputation, and guest expectations as principal drivers for adopting sustainability practices. However, challenges such as financial constraints, limited access to certified suppliers, inadequate infrastructure, and insufficient regulatory support emerged as significant obstacles. The study also emphasizes the pivotal role of managerial leadership and staff engagement in embedding sustainability within food service operations. Findings are interpreted through the lenses of stakeholder theory, institutional theory, and the triple bottom line framework, offering a comprehensive understanding of how internal and external factors interact in shaping sustainable behavior in hotels. This research contributes to the limited body of qualitative literature on hospitality sustainability in developing countries and provides practical recommendations to enhance policy support, staff training, and supply chain development aligned with the Sustainable Development Goals, particularly SDG 12 on responsible consumption and production.

Keywords: Sustainable, food systems, Green hotels, General managers, Egypt Food, sustainability, barriers.