Journal of Association of Arab Universities for Tourism and Hospitality (JAAUTH)
journal homepage: http://jaauth.journals.ekb.eg/

The impact of Eco innovation Policy on Organizational Reputation: Evidence from Hotels and Travel Agencies

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ARTICLE INFO

Keywords:

Eco-innovation; Organizational reputation; tourism; Hotels and Travel agencies.

(JAAUTH) Vol.26, No.1, (2024), pp.328 -346.

Abstract

Concern over environmental issues has become increasingly apparent on a global scale in recent years. Sustainable development is facilitated by the union of environmental impact management dedication and profitability. hotels and travel agencies, and this attitude is of interest to society and any attempt to understand eco-innovation can benefit considerably from several disciplines, including organizational change, and knowledge management which effects on performance of employees and reputation in tourism organizations. The aim of this study is to explore the impact of adopting eco-innovation on the organizational reputation for hotels and travel agencies in Egypt and to examine the relationship between them, because environmental concerns have been a major factor in this sector's growth, as seen by the rise in desire for outdoor recreation and engagement with the natural world. To achieve the study aims, a questionnaire was designed and will be distributed to 400 study samples from hotels and travel agencies. Likert scale will be used to measure the respondents' answers. The data will be collected from the questionnaire survey will be processed using the statistical package for social science (SPSS) for Windows V .22.0. Correlation and regression tests will be used as a form of explanatory research to expose the possible significance of these relationships.

1. Introduction

The discipline of strategic management was founded in the 1960s, and according to Janahi et al. (2021) a strategy is defined as identifying the fundamental long-term goals of an organization or establishment, adopting the appropriate courses of action, and allocating the resources required to achieve these goals. it's still confusing and difficult to understand what eco-innovation initiatives actually are in general (Shukla, 2019). First, according to Wang (2020), the term "eco" in "eco-innovation" refers to a traditional invention with a smaller environmental impact. As long as an innovation is more ecologically friendly than the appropriate alternative, it can be considered an eco-innovation (Almeida & Wasim, 2022).

Second, in keeping with previous research such as Alnaim et al., 2022 and Oduro et al., 2022, this study assumes that eco-innovation is an intersection of economic and

environmental innovation and that both aspects are relevant when considering eco-innovation strategy. The terms "eco" and "green" are also used interchangeably in this study.

Furthermore, the resource-based perspective forms the basis of the eco-innovation determinants. The conventional relationship between a company's capacity for eco-innovation and its internal knowledge base and resources and competencies is established (del Río et al., 2017). The evolutionary perspective, which has gained popularity recently, places more emphasis on innovation systems, the dynamic interactions between various actors, and the internal and external factors that impact the innovation process than does resource-based theory, which emphasizes the significance of a firm's internal resources. Numerous scholarly investigations have demonstrated the benefits of integrating external knowledge. It appears that eco-innovation endeavours necessitate a greater degree of external knowledge and information than technological innovations, as well as the capacity of employees to comprehend these endeavors (Jové Llopis & Segarra Blasco, 2018).

On the other hand, Boon and Salomonsen (2020) stated that when the term "reputation" is used in reference to the tourism and hotel sectors, the organizations are linked to negative connotations like inefficiency, bureaucracy, waste, incompetence, non-response to environmental and technical strategies, and rigidity. For this reason, it is difficult to believe that public entities would have any interest in enhancing and safeguarding their reputation (Bankins & Waterhouse, 2019). As a result, lodging facilities and travel companies ought to be mindful of their reputations and keep taking steps to safeguard, preserve, and enhance them. Researches from various nations and institutional contexts is beginning to show that the tourism and hotel industries are gradually treating reputation management as a matter of strategic importance as they have grown more aware of the importance of having a positive reputation (Etter et al., 2019). A few of the obvious actions that attest to the presumed significance of fostering a positive reputation are the definition of unique competencies, creation of communication strategies, cautious decision-making, employment of reputation-management consultants, and methodical use of media training and reputation measurement indices (Irfan et al., 2019).

As a result, hotels and travel agencies make up one of the most significant economic sectors in the world. They are also characterized by competition, which changes the opinions of their clientele. Therefore, in order to maintain client loyalty, these businesses must offer services that satisfy their clients and forge strong bonds with them. This is especially important if they hope to establish a distinctive reputation, which will help them achieve their objectives (Croucher et al., 2023).

Taking into account the aforementioned, the researchers plan to investigate the relationship between eco-innovation and organizational reputation in the tourism and hotel sectors, as well as to link eco-innovation activities with organizational reputation and measure the impact of eco-innovation policies on improving organizational reputation.

2. Literature review

2.1. Eco-innovation

Eco-innovation is the process by which an organization uses green technology or green management to improve or alter its production and operation activities in order to achieve the goals of reducing pollution in the environment, saving resources, reducing waste, and

improving the environment in accordance with the external environment and the organization's condition (2023).

Therefore, evolutionary economists believe that innovation emerges through a systematic process that refers to the interconnectedness of various actors and internal and external factors influencing the innovation process (Rodríguez-García et al., 2019; Hazarika & Zhang, 2019; Peyravi et al., 2023). Innovation usually results from a complicated interaction between supply and demand. Owing to the systemic character of innovation, it is worthwhile to investigate the various facets of the process, including its sources and repercussions. Fundamentally, in the case of eco-innovations, many dimensions of change may also be recognized, which collectively explain determinants of success or failure, just like in the case of any innovation. Thus, we will examine many aspects of innovations: design concerns initially, followed by user and product service viewpoints, and lastly, the function of governance.

2.1.1. Dimensions of Eco-innovation

In general, the research appears to recommend emphasizing eco-process, eco-product, and eco-organizational innovation activities when analyzing internal innovation (Kalmakova et al., 2021).

- **Eco-process innovation** generally refers to improving already-existing production methods or introducing fresh methods in order to have a smaller environmental impact. Ch'ng et al. (2021) state that innovation can be integrated into industrial processes through input substitution, output reclamation, and production optimization, or it can take the shape of additional solutions like smokestack scrubbers. Thus, eco-process innovation modifies the operational protocols and processes of an organization.
- **Eco innovation in product** reduces environmental concerns and has a favorable effect on expenses, sales of unique items, profit margins, brand value, and the company's reputation in the community. Environmental regulation has advanced with designs that consider social, economic, and environmental concerns (Larbi-Siaw et al., 2022 & Al-Hanakta et al., 2023).

Lastly, Tumelero et al. (2019) stated that an eco-organizational innovation is the modernization of the management procedures within the organization by implementing new eco-friendly business practices. Therefore, by easing the necessary modifications, reducing administrative and transaction costs, and improving worker satisfaction, eco organizational innovations can improve business performance (Cai & Li, 2018). Additionally, Good attitudes toward innovation may make it easier to put new concepts and procedures into practice, giving hotels and travel agencies a lasting competitive edge and an organizational reputation (Domi et al., 2019). Eco-product design, eco-training initiatives, eco-itineraries, programs, and eco-learning strategies are examples of eco-organizational innovations. Consequently, eco organizational innovations are associated with administrative efforts to modernize organizational practices, procedures, methods, or systems in order to generate eco-innovations (Dankiewicz et al., 2020 & Mishchuk et al., 2022).

2.2. Organizational Reputation

Lastly, Tumelero et al. (2019) stated that an eco-organizational innovation is the modernization of the management procedures within the organization by implementing new eco-friendly business practices. Therefore, by easing the necessary modifications, reducing administrative and transaction costs, and improving worker satisfaction, eco organizational innovations can improve business performance (Cai & Li, 2018).. Additionally. Good attitudes toward innovation may make it easier to put new concepts and procedures into practice, giving hotels and travel agencies a lasting competitive edge and an organizational reputation (Domi et al., 2019). Eco-product design, eco-training initiatives, eco-itineraries, programs, and eco-learning strategies are examples of eco-organizational innovations. Consequently, eco organizational innovations are associated with administrative efforts to modernize organizational practices, procedures, methods, or systems in order to generate eco-innovations (Dankiewicz et al., 2020 & Mishchuk et al., 2022). Conversely, Sadeghi et al. (2019) pointed out that an organization's positive reputation is a reflection of the caliber and effectiveness of the goods and/or services it provides. Organizational reputation and customers' trust and steadfast loyalty are directly related.

2.2.1. Dimensions of Organizational Reputation

According to Šontaitė-Petkevičienė (2019), Vianello et al. (2023), and Christofoli & Weymer (2023), these reputation dimensions show how a stakeholder views a company and include factors that the general public usually takes into account when forming and interpreting reputation.

- **Product/ service**: The service shows the relative benefit of evaluating interested partners in relation to the company's capacity to deliver high-quality goods and services. Regardless of whether an organization produces goods or offers services, as it expands into international markets, the customer's selection process becomes more involved. This means that organizations need to focus, improve the quality of their products, and focus on conducting business in a way that enables them to create products that meet or surpass customer expectations and establish operational procedures that yield high performance and quality.
- **Innovation**: How creative a business is, whether it introduces a product first or changes course quickly.
- **Workplace:** the internal work environment, which encompasses all that an employee experiences at work due to relationships, the nature of the organization's objectives, and the management style. It takes into account the worker's workplace and how it affects his conduct. The degree to which a business values the health and happiness of its workers, as well as its capacity to provide equitable opportunities and just compensation.
- **Leadership**: The goals of a corporation, the caliber of its managers and leaders, and the efficiency of their leadership.
- **Governance** the moral standards of the organization, such as equity, candor, and openness in its commercial dealings.
- **Citizenship**: How socially and environmentally conscious a business is, as well as how well it supports charitable causes.
- **Performance**: Financial performance of a business, including growth and profitability projections.

2.3. The Relationship Between Eco-innovation and Organizational Reputation in Hotels and Travel Agencies

Achievement of eco-innovation policies and superiority have enabled successful organizations to sustain their success over time. Rapid changes, globalization of markets, and increased production have put new demands on organizations, forcing members to uphold the eco-innovation policies in order to maintain the organization's reputation.

Additionally, according to Vieira and Radonjič (2020), eco-innovation is the creation or alteration of products, procedures, structures, or advertising strategies with the goal of enhancing an organization's reputation whether consciously or unintentionally.

The two directions of eco-innovation identified by Kiefer et al. (2019) are component-architectural and incremental-radical. The incremental-radical axis of Eco innovation characterizes the process of Eco innovation; changes to preexisting elements are deemed incremental, whereas the introduction of new elements is implied by radical Eco innovation. Diverse levels of eco-innovation novelty are evident in the tourism industry, depending on the hotel, the visitor, and the destination.

According to Liao (2018), de Jesus Pacheco et al. (2018), and Kuo et al. (2022) eco-innovation can be seen in small changes all the way up to the adoption of new elements. For instance, a radical change in energy use would be the acquisition of new technology to use solar energy, whereas an incremental change in energy use could involve adopting better practices in the use of current heating systems. Travel companies need to establish a positive reputation. The component-architectural axis illustrates how eco-innovation might result in modifications to a single module or component, or it can impact several aspects of a system, or it can modify the entire system.

Eco-innovations have the potential to produce both narrowly focused modifications to goods and services as well as wider-ranging effects on the company as a whole, particularly on organizational reputation, including stakeholders both inside and outside the organization (del Rosario & René, 2017).

2.4. Study questions

1. What are the concepts related to Eco innovation Policy on Organizational Reputation?
2. To what extent do hotels and travel agencies rely on Eco innovation?
3. What is the impact of Eco innovation Policy on Organizational Reputation of Hotels and Travel Agencies?

3. Methodology

The target population for this study was all hotels and travel agencies manager and employees in four- star and five-star hotels in Luxor. Four hundred and ten questionnaire forms were distributed to a convenience sample of manager and employees in the participated hotels and travel agencies, out of them 400 forms were completed and valid for analysis with a response rate of 97.5%. Cronbach's α values of all variables of the study exceeds 0.70, supporting sufficient measurement reliability suggested, so that the study measurements were acceptable and reliable

3.1 Survey Instrument

The final version of the questionnaire was divided into three sections. In the first section, asked managers and employees for profiling information (e.g., gender, age, Educational Level, Job Position, and Job Experience). The second section managers and employees were asked to rate 10 items on a five-point Likert type scale ranging from strongly disagree (1) to strongly agree (5). The 10 items are divided into two scales: first scales of Eco-innovation (Eco-organizational -Eco-product-Eco-process) and second scales of Organizational reputation (Dimension of (product /service)- Dimension of Innovation -Dimension of workplace -Dimension of Governance -Dimension of Citizenship-Dimension of Leadership-Dimension of Performance)

3.2 Sample Size

To determine the study sample size, the researcher used the Cochren, J. formula (Cochren, 1977)[1] as follows:

$$n = \frac{z^2 \times \hat{p}(1-\hat{p})}{\varepsilon^2}$$

$$n = \frac{1.96^2 \times 0.5(1-0.5)}{0.05^2} = 384.16$$

Where:

n: sample size

Z: standard degree (1.96 at significant level of 0.05)

pp: Sample proportion, and neutral = 0.50

e: maximum allowed error (0.05 at significant level of 0.05) (Ezzat & rady, 2018).

Applying these values to the Cochren, J. formula reveals that the appropriate sample size for this study is 385 participants, but the researcher distributed 410 questionnaires. After analysis, there were 10 questionnaires not valid for analysis; the valid is (400) with the respondent rate of (97.5) %.

Reliability

Table (1): Reliability Analysis of Study Variables.

The Axes	No. of statements	Alpha Coefficient
Eco-organizational	6	0.955
Eco-product	6	0.845
Eco-process	3	0.946
Dimension of (product /service)	4	0.831
Dimension of Innovation	3	0.851
Dimension of workplace	3	0.865
Dimension of Governance	3	0.922
Dimension of Citizenship	3	0.914
Dimension of Leadership	4	0.908
Dimension of Performance	3	0.897
The Overall Cronbach's Alpha	38	0.923

[1] Cochran, J. (1977), Sampling Techniques, 3rd edition, John Wiley & Sons, New York, USA.

Sürücü and Maslakçi (2020) define reliability as the consistency and stability of the used measuring equipment. According to Creswell (2014), the average inter-item correlation serves as the basis for the Alpha Coefficient model of internal consistency. The reliability coefficient Cronbach's α typically falls between 0 and 1, according to Gliem and Gliem (2003). They also mentioned the following guidelines: variables with a 0.9 or higher were considered excellent, variables with a 0.8 or higher were considered good, variables with a 0.7 or higher were considered acceptable, variables with a 0.6 or higher were deemed questionable, variables with a 0.5 or lower were considered poor, and variables with a 0.5 or less were considered unacceptable. Using Cronbach's alpha coefficient, the current study variables were assessed for reliability; Every axis exceeded 0.8. All of the variables were very good and dependable since the overall Cronbach's Alpha for the variables was greater than 0.9 (see table, 1). The number of variables on each axis is indicated by the number of statements.

4. Results

1- Demographic Data:

Table (2) Demographic data

	Frequency	percentage	rank
Gender			
(1) Male	338	85%	1
(2) Female	62	16%	2
Sum	400	100%	
Age			
(1) Less than 25 years	19	5%	5
(2) From 25 to 34 years	80	20%	3
(3) From 35 to 44 years	125	31%	1
(4) From 45 to 54 years	61	15%	4
(5) 55 years and more	115	29%	2
Sum	400	100%	
Educational Level			
(1) Medium educational level	32	8%	3
(2) Bachelor	287	72%	1
(3) Diploma	27	7%	4
(4) Master	41	10%	2
(5) PhD	13	3%	5
(6) Other	0	0%	6
Sum	400	100%	
Job Position			
(1) Hotel Manager	38	10%	3
(2) Travel agencies Manager	17	4%	4
(3) Hotel Employee	269	67%	1
(4) Tourism Employee	76	19%	2
Sum	400	100%	
Job Experience			
(1) Less than 3 years	163	41%	1
(2) From 3 to 6 years	120	30%	2
(3) From 7 to 10 years	78	20%	3
(4) From 11 to 14 years	22	6%	4
(5) 15 years and more	17	4%	5
Sum	400	100%	

According to table (2) it's found that according to participant's gander, result shown that the percentage of males (85%) is more than female (16%). According to participants' age, is "From 35 to 44 years" with percentage (31%) and ranking number five is "Less than 25 years" with percentage (5%). According to participants educational level, ranking number one is "Bachelor" with percentage (72%) and Paraphrase is "other" with percentage (0%). According to participants Job Position, ranking number one is "Hotel Employee" with percentage (67%) and ranking number four is "Travel agencies Manager" with percentage (4%). According to participants Job Experience, ranking number one is "Less than 3 years" with percentage (41%) and ranking number five is "15 years and more" with percentage (4%).

Table (3): Statistics for the Eco-organizational

Eco-organizational	Response	Freq.	%	Mean	SD	Rank
Your company frequently prioritizes creating new environmentally friendly items using cutting-edge technologies that consume the least amount of energy.	Strongly Disagree	148	37%	1.80	1.10	6
	Disagree	57	14%			
	Neutral	75	19%			
	Agree	80	20%			
	Strongly Agree	40	10%			
	Total	400	100			
To handle eco-innovation, your company's management frequently employs cutting-edge management methods.	Strongly Disagree	90	23%	2.15	1.86	2
	Disagree	110	28%			
	Neutral	80	20%			
	Agree	80	20%			
	Strongly Agree	40	10%			
	Total	400	100			
The management of your company frequently gathers data on trends in eco-innovation.	Strongly Disagree	111	28%	1.99	1.74	4
	Disagree	98	25%			
	Neutral	76	19%			
	Agree	74	19%			
	Strongly Agree	41	10%			
	Total	111	28%			
The management of your company actively participates in eco-innovation initiatives on a regular basis.	Strongly Disagree	118	30%	1.98	1.14	5
	Disagree	48	12%			
	Neutral	81	20%			
	Agree	89	22%			
	Strongly Agree	64	16%			
	Total	400	100			
The management of your company frequently updates the staff about eco-innovation.	Strongly Disagree	89	22%	2.08	1.18	3
	Disagree	129	32%			
	Neutral	60	15%			
	Agree	75	19%			
	Strongly Agree	47	12%			

	Total	400	100			
The management of your company frequently shares experiences across its many eco-innovation departments.	Strongly Disagree	79	20%	2.41	1.09	1
	Disagree	140	35%			
	Neutral	59	15%			
	Agree	81	20%			
	Strongly Agree	41	10%			
	Total	400	100			
Overall		400	100	2.02	1.18	

Table **(3)** showed that concerning Eco-organizational, the first variable was "Your organization's management often communicates experiences among various departments involved in eco-innovation", where the mean value was (2.41) and the standard deviation was(1.09). On the other hand, the least variable was "1. Your organization often places emphasis on developing new eco-products through new technologies to uses little energy as possible", where the mean value was (1.80) and the standard deviation was (1.10). The overall mean of the variables was (2.02), the standard deviation of means values was (1.18).

Table (4.): Statistics for the Eco-product

Eco-product	Response	Freq.	%	Mean	SD	Rank
1. In order to simplify their packaging, your company frequently emphasizes the development of new eco-products using cutting-edge technologies.	Strongly Disagree	40	10%	2.96	1.17	2
	Disagree	184	46%			
	Neutral	67	17%			
	Agree	81	20%			
	Strongly Agree	28	7%			
	Total	400	100			
2. Your company frequently prioritizes creating new environmentally friendly items using innovative technologies to make their creation easier.	Strongly Disagree	78	20%	2.63	1.30	5
	Disagree	141	35%			
	Neutral	97	24%			
	Agree	61	15%			
	Strongly Agree	23	6%			
	Total	400	100			
3. Your company frequently prioritizes creating innovative eco-products using cutting-edge technology that make component recycling simple.	Strongly Disagree	89	22%	2.94	1.35	3
	Disagree	144	36%			
	Neutral	86	22%			
	Agree	63	16%			
	Strongly Agree	18	5%			
	Total	400	100%			
4.Your company frequently emphasizes creating new environmentally friendly items using cutting-edge technologies that allow their materials to break down quickly.	Strongly Disagree	120	30%	3.12	1.18	1
	Disagree	79	20%			
	Neutral	144	36%			
	Agree	43	11%			
	Strongly Agree	14	4%			
	Total	400	100			

5. To minimize waste-related harm, your company frequently prioritizes the development of innovative eco-products using cutting-edge technologies.	Strongly Disagree	114	29%	2.74	1.09	4
	Disagree	94	24%			
	Neutral	132	33%			
	Agree	51	13%			
	Strongly Agree	9	2%			
	Total	400	100			
6.Your company frequently prioritizes the development of novel eco-products using cutting-edge technologies and natural materials.	Strongly Disagree	101	25%	2.61	1.54	6
	Disagree	116	29%			
	Neutral	110	28%			
	Agree	42	11%			
	Strongly Agree	31	8%			
	Total	400	100			
Overall		400	100	2.42	1.21	

Table **(4)** viewed that concerning Eco-product, the first variable was “Your organization often places emphasis on developing new eco-products through new technologies to easily decompose their materials", where the mean value was (3.12) and the standard deviation was (1.18). On the other hand, the least variable was “Your organization often places emphasis on developing new eco-products through new technologies to use natural materials ", where the mean value was (2.61) and the standard deviation was (1.54). The overall mean of the variables was (2.42), the standard deviation of means values was (1.21).

Table (5): Statistics for the Eco-process

Eco-process	Response	Freq.	%	Mean	SD	Rank
Frequently, your company uses innovation to update manufacturing processes to prevent contaminations.	Strongly Disagree	109	27%	3.01	1.08	1
	Disagree	84	21%			
	Neutral	110	28%			
	Agree	49	12%			
	Strongly Agree	48	12%			
	Total	400	100			
Your company frequently employs creative updating of production procedures to comply with environmental legal criteria.	Strongly Disagree	97	24%	2.46	1.36	3
	Disagree	91	23%			
	Neutral	118	30%			
	Agree	55	14%			
	Strongly Agree	39	10%			
	Total	400	100			
In order to save energy, your company frequently innovates by updating manufacturing equipment during manufacturing operations.	Strongly Disagree	78	20%	2.75	1.17	2
	Disagree	119	30%			
	Neutral	111	28%			
	Agree	61	15%			
	Strongly Agree	31	8%			
	Total	400	100			
Overall		400	100	2.87	1.26	

Table **(5)** viewed that concerning Eco-product, the first variable was “Your organization often innovatively updates manufacturing processes to protect against contaminations", where the mean

value was (3.01) and the standard deviation was (1.08). On the other hand, the least variable was "Your organization often innovatively updates manufacturing processes to meet standards of environmental law ", where the mean value was (2.46) and the standard deviation was (1.36). The overall mean of the variables was (2.87), the standard deviation of means values was (1.26).

Table (6): Statistics for the Eco- product /service

Dimension of (product /service)	Response	Freq.	%	Mean	SD	Rank
Your organization offers high quality products and services	Strongly Disagree	16	4%	3.98	1.11	1
	Disagree	28	7%			
	Neutral	72	18%			
	Agree	115	29%			
	Strongly Agree	169	42%			
	Total	400	100			
Your organization offers value for money in products and services	Strongly Disagree	9	2%	3.86	1.04	3
	Disagree	36	9%			
	Neutral	68	17%			
	Agree	167	42%			
	Strongly Agree	120	30%			
	Total	400	100			
Your organization stands behind its products and services	Strongly Disagree	30	8%	3.74	1.18	4
	Disagree	34	9%			
	Neutral	60	15%			
	Agree	159	40%			
	Strongly Agree	117	29%			
	Total	400	100			
Products and services of Your organization meets customer needs	Strongly Disagree	11	3%	3.95	1.08	2
	Disagree	41	10%			
	Neutral	59	15%			
	Agree	135	34%			
	Strongly Agree	154	39%			
	Total	400	100			
Overall		400	100	3.85	0.90	

Table **(6)** viewed that concerning Dimension of (product /service)ct, the first variable was "Your organization offers high quality products and services", where the mean value was (3.98) and the standard deviation was(1.11). On the other hand, the least variable was "Your organization stands behind its products and services", where the mean value was (3.74) and the standard deviation was (1.18). The overall mean of the variables was (3.85), the standard deviation of means values was (0.90).

Table (7): Statistics for the Dimension of innovation and Dimension of workplace

Dimension of innovation	Response	Freq.	%	Mean	SD	Rank
Your organization is innovative	Strongly Disagree	27	7%	3.84	1.14	3
	Disagree	26	7%			
	Neutral	58	15%			
	Agree	161	40%			
	Strongly Agree	128	32%			
	Total	400	100%			
Your organization is first to market	Strongly Disagree	17	4%	3.92	1.13	1
	Disagree	32	8%			
	Neutral	68	17%			
	Agree	132	33%			
	Strongly Agree	151	38%			
	Total	400	100%			
Your organization adapts quickly to change	Strongly Disagree	15	4%	3.90	1.07	2
	Disagree	34	9%			
	Neutral	61	15%			
	Agree	156	39%			
	Strongly Agree	134	34%			
	Total	400	100%			
Overall	400	100	3.79	1.01		
Dimension of workplace						
Your organization rewards its employees fairly	Strongly Disagree	24	6%	3.89	1.15	1
	Disagree	24	6%			
	Neutral	74	19%			
	Agree	126	32%			
	Strongly Agree	152	38%			
	Total	400	100%			
Your organization is concerned with its employees	Strongly Disagree	23	6%	3.82	1.09	3
	Disagree	13	3%			
	Neutral	86	22%			
	Agree	138	35%			
	Strongly Agree	140	35%			
	Total	400	100%			
Your organization offers equal opportunities to its employees	Strongly Disagree	20	5%	3.87	1.13	2
	Disagree	35	9%			
	Neutral	61	15%			
	Agree	144	36%			
	Strongly Agree	140	35%			
	Total	400	100%			
Overall		400	100	3.87	0.97	

Table **(7)** viewed that concerning Dimension of innovation, the first variable was “Your organization is first to market", where the mean value was (3.92) and the standard deviation was (1.13). On the other hand, the least variable was “Your organization is innovative", where the mean value was (3.84) and the standard deviation was (1.14). The overall mean of the variables was (3.85), the standard deviation of means values was (0.90).

According to the Dimension of workplace, the first variable was “Your organization rewards its employees fairly", where the mean value was (3.89) and the standard deviation was (1.15). On the other hand, the least variable was “Your organization is concerned with its

employees", where the mean value was (3.82) and the standard deviation was (1.09). The overall mean of the variables was (3.87), the standard deviation of means values was (0.97).

Table (8): Statistics for the Dimension of Governance and Dimension of citizenship

Dimension of Governance	Response	Freq.	%	Mean	SD	Rank
Your organization is open and transparent	Strongly Disagree	40	10%	3.91	1.14	1
	Disagree	16	4%			
	Neutral	74	19%			
	Agree	147	37%			
	Strongly Agree	123	31%			
	Total	400	100%			
Your organization behaves ethically	Strongly Disagree	61	15%	3.78	1.13	3
	Disagree	16	4%			
	Neutral	91	23%			
	Agree	124	31%			
	Strongly Agree	108	27%			
	Total	400	100%			
Your organization is fair in the way it does business	Strongly Disagree	15	4%	3.79	1.07	2
	Disagree	48	12%			
	Neutral	72	18%			
	Agree	139	35%			
	Strongly Agree	126	32%			
	Total	400	100%			
Overall	400	100	3.68	1.16		
Dimension of Citizenship						
Your organization supports good causes	Strongly Disagree	37	9%	3.61	1.15	3
	Disagree	18	5%			
	Neutral	81	20%			
	Agree	132	33%			
	Strongly Agree	132	33%			
	Total	400	100%			
Your organization is environmentally responsible	Strongly Disagree	81	20%	3.74	1.09	2
	Disagree	26	7%			
	Neutral	86	22%			
	Agree	129	32%			
	Strongly Agree	78	20%			
	Total	400	100%			
Your organization has positive influence on society	Strongly Disagree	46	12%	3.92	1.13	1
	Disagree	58	15%			
	Neutral	92	23%			
	Agree	109	27%			
	Strongly Agree	95	24%			
	Total	400	100%			
Overall		400	100	3.71	0.95	

Table **(8)** viewed that concerning Dimension of Governance, the first variable was "Your organization is open and transparent", where the mean value was (3.91) and the standard deviation was (1.16). On the other hand, the least variable was "Your organization behaves ethically", where the mean value was (3.78) and the standard deviation was (1.13). The overall mean of the variables was (3.68), the standard deviation of means values was (1.16).

According to the Dimension of Citizenship, the first variable was "Your organization has positive influence on society ", where the mean value was (3.92) and the standard deviation was (1.13). On the other hand, the least variable was "Your organization supports good causes ", where the mean value was (3.62) and the standard deviation was (1.15). The overall mean of the variables was (3.71), the standard deviation of means values was (0.95).

Table (9): Statistics for the Dimension of leadership and Dimension of performance

Dimension of leadership	Response	Freq.	%	Mean	SD	Rank
Your organization has strong and appealing leader	Strongly Disagree	69	17%	3.78	1.14	4
	Disagree	41	10%			
	Neutral	38	10%			
	Agree	156	39%			
	Strongly Agree	96	24%			
	Total	400	100%			
Your organization has clear vision for it future	Strongly Disagree	59	15%	3.89	1.17	1
	Disagree	61	15%			
	Neutral	78	20%			
	Agree	125	31%			
	Strongly Agree	77	19%			
	Total	400	100%			
Your organization has excellent management	Strongly Disagree	56	14%	3.86	1.06	3
	Disagree	45	11%			
	Neutral	101	25%			
	Agree	107	27%			
	Strongly Agree	91	23%			
	Total	400	100%			
Your organization is well-organized	Strongly Disagree	59	15%	3.88	1.03	2
	Disagree	60	15%			
	Neutral	41	10%			
	Agree	152	38%			
	Strongly Agree	88	22%			
	Total	400	100%			
Overall	400	100	3.69	1.13		
Dimension of performance						
Your organization performs better than expected	Strongly Disagree	82	21%	3.76	1.12	2
	Disagree	91	23%			
	Neutral	21	5%			
	Agree	130	33%			
	Strongly Agree	76	19%			

	Total	400	100%			
Your organization is profitable	Strongly Disagree	57	14%	3.98	1.18	1
	Disagree	41	10%			
	Neutral	58	15%			
	Agree	130	33%			
	Strongly Agree	114	29%			
	Total	400	100%			
Your organization has strong prospects for growth	Strongly Disagree	38	10%	3.72	1.09	3
	Disagree	39	10%			
	Neutral	109	27%			
	Agree	118	30%			
	Strongly Agree	96	24%			
	Total	400	100%			
Overall		400	100	3.84	1.01	

Table **(9)** viewed that concerning Dimension of leadership, the first variable was "Your organization is open and transparent", where the mean value was (3.89) and the standard deviation was (1.17). On the other hand, the least variable was "Your organization has strong and appealing leader", where the mean value was (3.78) and the standard deviation was (1.14). The overall mean of the variables was (3.96), the standard deviation of means values was (1.13).

According to the Dimension of performance, the first variable was "Your organization is profitable", where the mean value was (3.98) and the standard deviation was (1.18). On the other hand, the least variable was "Your organization has strong prospects for growth ", where the mean value was (3.72) and the standard deviation was (1.09). The overall mean of the variables was (3.84), the standard deviation of means values was (1.01).

Impact of Eco innovation Policy on Organizational Reputation of Hotels and Travel Agencies

To achieve the third objective and answer the third question of the study, the researchers adopted the multiple regression coefficients as follows:

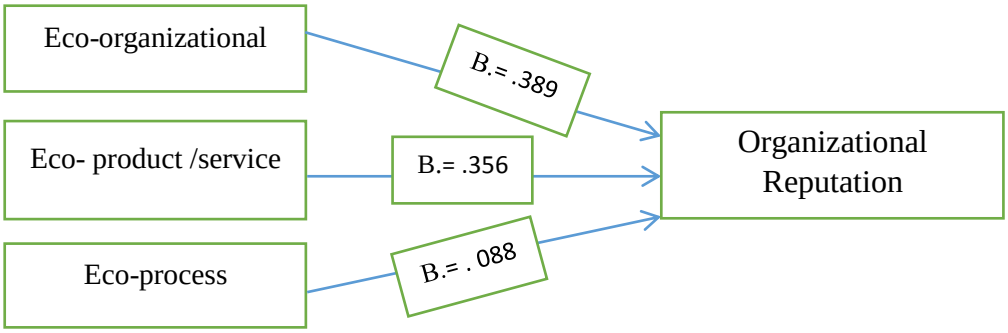
Obj: - Impact of Eco innovation Policy on Organizational Reputation of Hotels and Travel Agencies.

Table (10): Impact of Eco innovation Policy on Organizational Reputation of Hotels and Travel Agencies.

Dependent Variable			Independent Variables
			Eco innovation Policy
Organizational Reputation	R		.869
	R2		.773
	Sig.		.000
	Constant		-0.416
			Sig. = 0.034
	B	Eco-organizational	B.= .389
			Sig. =.000
		Eco- product /service	B.= - .356
			Sig. =.000
		Eco-process	B.= .088
			Sig. =.000

From the previous table, it's shown that the coefficient of determination (R^2) is (0.773), suggesting that 77.3% of the variation of organizational reputation was explained by independent variables. Variables have a positive impact on the Organizational reputation where sig. values were less than (0.05).

Research Model



Conclusion

The linkages between the three eco-innovation components and how they impact corporate reputation suggest that each can be used either alone or in combination. Specifically, the study of eco-process innovation has frequently concentrated on changing operational systems or cutting costs, omitting to discuss the ways in which process innovation fosters or mediates eco-organizational or eco-product innovation. Furthermore, our research contributes to the body of knowledge on eco-innovation by illuminating the crucial role that eco organizational innovation plays in the emergence of eco-process and eco-product innovations. It would seem that managers could not implement successful eco-innovation projects if they did not have a systematic grasp of all three forms of eco-innovation operating simultaneously.

To enhance business performance, management needs to be well-versed in the relative advantages and drawbacks of each eco-innovation type. Unlike eco-product innovation, eco-organizational and eco-process innovations can assist businesses in enhancing their reputation. However, due to their impact on eco-product innovation, eco-organizational and eco-process innovations can both result in enhanced business success. Management must therefore support, encourage, and utilize all three types of eco-innovation while embracing it, beginning with eco-organizational innovation.

Theoretical and Managerial Implications

An organization's reputation can be greatly impacted by eco-innovation initiatives in a number of ways:

- **Institutional Theory**: Eco-innovation policies can be analyzed from the perspective of institutional theory, which holds that in order for an organization to be legitimate and keep its social license to exist, it must adhere to public norms and expectations. Organizations adapting to institutional constraints to conform their methods and behaviors to environmental standards can be seen in the implementation of eco-innovation policies.

- **Competitive Advantage**: By setting a company's goods and services apart in the marketplace, eco-innovation can also give it an advantage over rivals. Customers are gravitating toward sustainable solutions more and more, and companies that value eco-innovation will be able to draw in these eco-aware customers and build their brand.
- **Long-Term Sustainability**: Eco-innovation-focused organizations are more likely to be long-term sustainable. They can establish a reputation for tenacity and durability by minimizing their negative effects on the environment and encouraging resource efficiency. This reputation may draw in investors and other stakeholders looking for reliable and sustainable business partners.
- **Communication and Transparency**: Establishing credibility and trust among stakeholders regarding eco-innovation initiatives requires open and honest communication. To reach a variety of audiences and show their dedication to sustainability, managers should be transparent and honest about their environmental goals, progress, and accomplishments. They can accomplish this by using a variety of communication channels.

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تأثير سياسة الابتكار البيئي على سمعة المنظمة: أدلة من الفنادق ووكالات السفر

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معلومات المقالة

الكلمات المفتاحية

الابتكار البيئي؛ السمعة التنظيمية؛ السياحة والفنادق ووكالات السفر.

(JAAUTH)
المجلد ٢٦، العدد ١، (٢٠٢٤)، ص ٣٢٨-٣٤٦.

الملخص

في السنوات الأخيرة، أصبح الاهتمام بالقضايا البيئية واضحا في جميع أنحاء العالم. إن الجمع بين الربحية والالتزام في إدارة التأثيرات البيئية يساهم في التنمية المستدامة للفنادق ووكالات السفر، وهذا الموقف يهم المجتمع. وأي محاولة لفهم الابتكار البيئي يمكن أن تستفيد بشكل كبير من العديد من التخصصات، بما في ذلك التغيير التنظيمي، وإدارة المعرفة التي تؤثر على أداء الموظفين والسمعة في المنظمات السياحية. تهدف هذه الدراسة إلى استكشاف أثر تبني الابتكار البيئي على السمعة التنظيمية للفنادق ووكالات السفر في مصر ودراسة العلاقة بينهما، حيث أن جزءًا كبيرًا من النمو في هذا القطاع يتجلى في الاهتمام بالتنمية البيئية. البيئة، وهو ما ينعكس أيضًا في زيادة الطلب على هذه الخدمة الترفيهية والاتصال بالطبيعة. ولتحقيق أهداف الدراسة تم تصميم استبانة سيتم توزيعها على ٤٠٠ عينة للدراسة من الفنادق ووكالات السفر. سيتم استخدام مقياس ليكرت لقياس إجابات المبحوثين. سيتم معالجة البيانات التي سيتم جمعها من استبيان الاستبيان باستخدام الحزمة الإحصائية للعلوم الاجتماعية (SPSS) لنظام التشغيل Windows V .22.0. سيتم استخدام اختبارات الارتباط والانحدار كشكل من أشكال البحث التوضيحي لكشف الأهمية المحتملة لهذه العلاقات.