

Chapter 7

Punctilious on SDGs: Unleash Hotel Circular Economy Benefit via Social Exchange and Systems Thinking

Melissa Li Sa Liow

 <https://orcid.org/0000-0003-3794-733X>

PSB Academy, Singapore

ABSTRACT

This chapter addresses the imperative for the global tourism sector to embrace the Sustainable Development Goals (SDGs), emphasizing the potential of a circular economy. The approach involves a synthesis of literature, incorporating social exchange and systems thinking. A research framework is constructed to assesses the social, economic, and environmental (SEE) benefits of a circular economy on SDG attainment, considering the mediating role of innovative organizational competence, and how exchange ideology moderates the correlation between innovative organizational competence and sustainable organizational identity. With practical implications geared towards the Singaporean hotel industry, the research aligns with the Hotel Sustainability Roadmap by the Singapore Hotel Association and the Singapore Tourism Board till 2050. Theoretical implications extend to the integration of industrial ecology and organizational psychology and concepts like the Magnet Circular Hotel Industry and Organizational Business Model and the Pineapple SDG Crown for Hotel Circular Economy Practices.

INTRODUCTION

This chapter aims to enhance the comprehension of circular economy in tourism research by considering its social exchange and systems thinking nature. The conceptual framework outlined in this chapter has five principal objectives. Firstly, it seeks to integrate relevant literature grounded in social exchange and system theory perspectives, which are conducive to achieving Sustainable Development Goals (SDGs) at the industry level. Secondly, the chapter aims to devise a research framework for assessing the impact of social, economic, and environmental (SEE) benefits of a

DOI: 10.4018/979-8-3693-6260-0.ch007

Punctilious on SDGs

circular economy—as antecedents rather than outcomes—on SDG attainment. Thirdly, it endeavours to incorporate the mediating influence of innovative organizational competence on the relationship between SEE benefits of a circular economy and SDG attainment within the same research framework. Fourthly, the research framework aims to offer insights into measuring the impact of sustainable organizational identity, mediating the relationship between innovative organizational competence and SDG attainment. Lastly, it explores how exchange ideology moderates the positive correlation between innovative organizational competence and sustainable organizational identity. Practically, the implications of this research framework are tailored for hotels in Singapore as part of the industry’s inaugural green plan, aligning with broader objectives of achieving net-zero emissions by 2050. The targets, as outlined in the Hotel Sustainability Roadmap launched on Monday, March 21, 2022, have been set by the Singapore Hotel Association (SHA) and Singapore Tourism Board (STB).

THEORETICAL BACKGROUND

Circular Economy

The promotion of circular economy principles, inspired by nature, is gaining momentum in policy, business, and academic circles as a response to environmental sustainability challenges. Rooted in Kuhnian principles, the circular economy paradigm advocates for judicious resource utilization, positioning itself as a driving force in the evolution of scientific knowledge and practice. In addressing socio-ecological challenges in the Anthropocene era, circular economy holds promise for a sustainable and resilient future (Friant et al., 2020, p.1). Perello-Marin et al. (2023) note that it signifies a departure from the linear economy model, actively promoting material reuse and responsible business practices. While circular economy principles are well-integrated into industrial sectors, their adoption in the tourism sector remains limited, despite their potential alignment with Sustainable Development Goals (SDGs) (Renfors, 2023, May, p. 262). The hotel industry, in particular, faces challenges in implementing circular economy strategies, given its reliance on significant natural resources (Zorpas et al., 2021; Renfors, 2023, May). This has led to a growing academic interest in circular economy in tourism, fueled by its increasing prominence in global and local political agendas, such as in Singapore. As policymakers focus on circular economy, scholars in the tourism field are also giving it heightened attention.

Sustainable Development Goals

The 17 Sustainable Development Goals (SDGs) epitomize humanity’s most ambitious aspirations for the future. In September 2015, 193 countries unanimously endorsed these goals, accompanied by 169 sub-goals, slated for accomplishment by 2030 as outlined in the 2030 Agenda during the UN General Assembly (Xiang et al., 2021). Serving as international benchmarks, the SDGs delineate a collective roadmap for the global community to confront and surmount shared challenges. Their overarching purpose is to guarantee that future generations can lead lives of complete dignity, tranquillity, and prosperity while safeguarding the natural world and the overall vitality of the planet. Operating within the spheres of social development, environmental development, and financial development, the goals embody a

21 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage:

www.igi-global.com/chapter/punctilious-on-sdgs/346758

Related Content

Socioeconomic Study of Coastal Fishing at the Port of Tangier in Morocco

Fahd Darasi, Mustapha Aksissouand Hesham Awadh (2021). *International Journal of Social Ecology and Sustainable Development* (pp. 1-14).

www.irma-international.org/article/socioeconomic-study-of-coastal-fishing-at-the-port-of-tangier-in-morocco/287520

Access Control Framework Using Multi-Factor Authentication in Cloud Computing

Subhash Chandra Patel, Sumit Jaiswal, Ravi Shankar Singhand Jyoti Chauhan (2018). *International Journal of Green Computing* (pp. 1-15).

www.irma-international.org/article/access-control-framework-using-multi-factor-authentication-in-cloud-computing/221129

The Fifth Industrial Revolution: Blue Wind Energy for Environmentally Responsible Urbanization and Intelligent Energy Management

K. Madhura, Shalini Ninoria, Arvind Tripathy, Tanushree Sharma, Vivek Deshpande, Ankur Guptaand Sabyasachi Pramanik (2025). *Innovation and Sustainability Through Circular Economy in Businesses* (pp. 91-110).

www.irma-international.org/chapter/the-fifth-industrial-revolution/364058

Stochastic System Dynamics Integrative Model: An Integrated Modeling Framework Spanning Policy Domains

Francesco di Pierro, Soon-Thiam Khuand Tim Oxley (2011). *Environmental Modeling for Sustainable Regional Development: System Approaches and Advanced Methods* (pp. 38-64).

www.irma-international.org/chapter/stochastic-system-dynamics-integrative-model/49315

Automatic Real-Time River Traffic Monitoring Based on Artificial Vision Techniques

Luca Iocchi, Luca Novelli, Luigi Tomboliniand Michele Vianello (2010). *International Journal of Social Ecology and Sustainable Development* (pp. 40-51).

www.irma-international.org/article/automatic-real-time-river-traffic/45936