

Constructing the Green Supply Chain Model of the International Tourist
Hotel in Casting Service

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Abstract

The main purpose of this study is applying TRIZ theory to construct the Green Supply Chain management (GSCM) strategies for the international tourist hotel. Based on the theory of TRIZ, we use the contradiction matrix to compare against the paradox of the environmental impacts, which were generated by the fine cuisine. Then we search for the solutions with TRIZ 40 innovation principles, propose our strategies, and construct a Green Supply Chain Model. Accordance with this GSCM model would offer the purchasing department of international tourist hotel feedback to the direction of purchasing process and the strategy of future planning. Moreover, the application of TRIZ creates its practical value for the specific industry in Green Supply Chain Management field.

Keyword : Green Supply Chain Management (GSCM), International Tourist Hotel, TRIZ, Environmental Issue, Corporate Social Responsibility (CSR)