

# **Effect of the use of green supply chain components on the performance of small and medium-sized tourism organizations**

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**Abstract** The purpose of this study was to investigate the effect of the use of green supply chain components on the performance of small and medium-sized enterprises (SMEs) of traditional textiles in Guilan province so that the components of the green supply chain (Green Thinking, Green Design, Green Materials, Green Marketing, Green Consumption, Green Recycling) and early and early-onset small and medium-sized enterprises were investigated in the traditional tissue sector. The current research is applied in the field of applied information and in terms of collecting information in the field of information, the research method in this study is based on the form of hypothesis of descriptive and analytical type of causal. The statistical population is 398 people. A designed questionnaire was distributed to all statistical community after its validity was confirmed through content validity and reliability through Cronbach's alpha. And to calculate the Cronbach's alpha coefficient, version 23 of SPSS software has been used. The findings of the research indicate that the relationship between the components of the green supply chain on the performance of small and medium-sized enterprises (SMEs) of traditional textiles in Guilan province is significant. **Keywords:** Green supply chain, performance, tourism, small enterprises, medium-sized enterprises.

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