



# BUCCO

**CUSTOMERS' PERCEPTION OF SUSTAINABLE  
RESTAURANTS**  
Case: Hyper-local Restaurant Bucco and Dumlegården Farm



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Thesis

Degree Programme in Tourism  
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A sustainable future for the community is one of the objectives established by the European Union Agenda 2030. Furthermore, sustainable consumption has been identified as one of the possible trajectories for sustainable development. It is for this reason that food production, distribution, and consumption, as well as the consumer's related perception cannot be overlooked for achieving sustainability. This bachelor thesis was commissioned by restaurant Bucco in Satakunta, Finland. The objective was to explore the customer perception of restaurant encompassing Environmental Management Practices (EMP) with focus on the concept of "Farm to Fork" (F2F).

Through a multidisciplinary literature review, this bachelor thesis highlights some outlines of the academic and policy context, and then discusses empirical research findings of food tourism with a focus on sustainable practices. The paper reports on an exploratory case study undertaken in the region of Satakunta, about the customer perception of sustainable hospitality. Data were collected to obtain information from a significant representative demographic profile. An online survey was distributed from 1<sup>st</sup> of May until 31<sup>st</sup> of July 2021. A sample of 658 respondents, mainly female (80%), considered the use of local and seasonal products in foodservice operation very important. Moreover, about 90% of the respondents appear willing to pay more to support these businesses.

The paper concludes by outlining how EMP in restaurants may play a role in increasing tourist expenditure, extending the potential number of visitors and enhancing the understanding of food in relation to their propensity to encourage sustainable development. Food tourism, and more specifically sustainable restaurants might have a role in securing the 'triple bottom line' of economic, social and environmental sustainability and should not be peripheral within the tourism research.

**Keywords:** Sustainability, SDGs, Corporate Social Responsibility, Sustainable Restaurant, Ecological Behaviour, Local Food, Farm to Fork

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FOREWORD

“Striving for success without hard work is like trying to harvest where you haven’t planted.”

David Bly

“Solo una Vita...”

Jani Lehtinen

## SYMBOLS AND ABBREVIATIONS

COP21	Conference of Parties 2021
CSR	Corporate Social Responsibility
EGD	European Green Deal
EIT	European Institute of Innovation & Technology
EMP	Environmental Management Practices
EU	European Union
F2F	Farm to Fork
GHG	Greenhouse Gas
EMAS	Eco-Management and Audit Scheme
IISD	International Institute for Sustainable Development
LCA	Life Cycle-based Approach
SCM	Supply Chain Management
SDGs	Sustainable Development Goals
UNWTO	World Tourism Organization

## 1 INTRODUCTION

### 1.1 Environmental Impacts of Food Production

Climate change is a global issue that affects our society and relative economies worldwide. As stated by the World Economic Forum, climate action failure has been ranked as the top global risk, underlying the significant need for governments and community to act (Sustainable Hospitality Alliance 2021).

The signature of international commitments such as the Sustainable Development Goals (SDGs) and the Conference of Parties (COP21) Paris Agreement in 2015 demonstrate a current favourable policy context to address environmental issues. These engagements have been endorsed by the European Union (EU), which has also launched complementary policies such as the Farm to Fork strategy (F2F). In doing so, the EU promotes a transition towards a sustainable, low carbon and circular economy, where innovations play a key role (Europe.eu 2021).

Tourism is accountable for about 8% of the world's carbon emissions, with visitors from high-income countries having a significant responsibility in this trend (Sustainable Travel 2021). Airplane flights and ship voyages rather than simple souvenirs and related activities are linked to tourism's carbon footprint (Sustainable Travel 2021). Moreover, the accommodation sector is responsible for around 1% of global carbon emissions and this trend is increasing. Tourism related business, like any other activities, has a responsibility to take an action in this global challenge. (Sustainable Hospitality Alliance 2021.)

The food system chain is one of the major environmental and health challenges worldwide today. In fact, it is considered the single biggest contributor to climate change, accountable for around one third of global anthropogenic greenhouse gas (GHG) emissions. Furthermore, land use and agricultural production are particularly responsible for these emissions. Additionally, these practices which include the largest use of land are mainly responsible for biodiversity loss, deforestation, land degradation and pollution. (Takacs & Borrión 2020.) These

changes are already influencing the tourism industry, including the hospitality sector. For example, extreme weather is heightening the price of operations and diminishing the number of visitors in some destinations (Takacs & Borrion 2020).

There are constant increments regarding the concept of sustainability in almost any field. Tourism is developing new strategies to become more environmentally friendly as stated by the World Tourism Organization of the United Nation (UNTWO 2021). Food, related to hospitality reflects this trend with the increase of concepts such as “Fair Trade”, “Slow Food” and “Sustainable Restaurant”. Moreover, the desire to eat local and fresh food, lead the major stakeholder within this industry, to develop new commodities supply chains in order to satisfy this upcoming demand (UNWTO 2021).

Due to the prevalence of eating out constantly expanding, the food and beverage industry has an important responsibility to facilitate the change towards more feasible and environmentally friendly systems (Jacobs & Klosse 2016). Although assessment tools aimed to estimate the environmental footprint of food systems, such as the life cycle-based approach (LCA), are available, the application is fairly limited. These practices, as stated by Takacs & Borrion (2020) are recommended to be used in order to improve the sustainability of the whole catering service as reference methods for assessing the environmental performance of the food systems industry.

The relevant aspects of available access to a sufficient amount of food for the whole population have also been recently underlined by the COVID-19 pandemic crisis (Serpil & Seckin 2020, 167-180). In fact, this emergency has highlighted the downsides of extensive international integration while increasing fears of foreigners and providing legitimacy for national restrictions on global trade and people’s transfer as stated by Barman, Das & De (2021). All sorts of businesses have suddenly realized the risks of relying on complex global supply chains, underlining the link between our health, environment and supply chains (Serpil & Seckin 2020, 167-180). In addition to this, a more resilient and efficient strategy is required. Our supply system is also under continuous threat due to other

burdens, such as floods droughts and loss of biodiversity, related to climate changes. (Ec. Europa 2021).

Governments have also highlighted the need for a greener and less polluted future. The food-related chain is responsible for the environmental footprint in a significant way, and a solution to diminish these impacts is being sought worldwide. Although research has shown the urgent need for a counteraction of this phenomenon, the tourism system must deal with the so-called “environmental paradox”. In fact, as claimed by Jones, Hillier & Comfort (2016, 36-67) tourism simultaneously often seeks fragile and sensitive environmental resources including food as “core ingredients” for the production and consumption of customer experiences. However, especially nowadays, these activities must consider the protection of the ecologically limited resources and the maintenance of environmental integrity. As stated by European Institute of Innovation & Technology Food (EIT) this “Green Recovery” could lead to overall benefits in wellbeing among individuals besides mitigating climate changes (Eitfood 2021).

Despite former studies having examined the Environmental Management Practices (EMP) within the hospitality sector especially in the accommodation industry, there are less studies focused specifically on restaurants. Environmental concern is used to determinate the importance and awareness about people and relative indicators of purchasing behaviour and consumption. Some research, has analysed consumers’ choice about organic and eco-friendly products. Furthermore, many of those have found a positive association among these perception and relative environmentally friendly conducts (Jacobs & Klosse 2016, 33-36). Moreover, according to O'Donovan, Quinlan & Barry (2012) engaging in sustainable practices is one strategy that a business can implement in order to increase its level of Corporate Social Responsibility (CSR). For the purposes of this bachelor thesis, the terms “Green” “Sustainable” “Eco” “Environmentally Friendly” practices are used interchangeably. Similarly, “Green”, “Sustainable”, “Eco” and “Environmentally Friendly” will be used to denote any restaurants that actively engage in EMP. (Schubert, Kandampully, Solnet & Kralj 2010). These practices can be classified as techniques, measures

or actions that allow organisations to minimise their impact on the environment in all aspects under their direct control or on which they have a considerable influence (Ec. Europa 2021).

Notwithstanding, few studies have analysed the customer intention toward “Green” restaurants, and the related effect on brand equity formation as claimed by DiPietro & Campbell (2014). To supplement this gap in the literature regarding “Environmentally Friendly” restaurant research, a structural investigation of the impact of consumers’ values, environment concerns, and attitudes to green restaurants seems fundamental.

## 1.2 Aim of the Thesis

There is growing comprehensive attention to local and sustainable foods and more in general sustainable tourism. These interests have been mirrored in many levels within the hospitality industry as stated by DiPietro & Campbell (2014). Food and beverage companies need to differentiate themselves in a market which is often very competitive. An increasing percentage of businesses have found in the local and fresh food movements an option to gain a competitive benefit and strengthen the relationship with their customers (Jeong & Jang 2010).

The attention that patrons show for local products in their purchase implies the understanding of the role that EMP in restaurants might have on relative customers behaviour (Contini, Romano, Boncinelli, Scozzafava, & Casini 2017, 1-15). The literature available in the field of the use of local foods by catering services and the research on customer perceptions of relative practices is inconsistent. According to DiPietro & Campbell (2014) there is a lack of studies focusing for example on the emotional response of customers and the relative product involvement within this sector.

Although a restaurant can benefit from EMP practices, through both direct savings in operating costs and increase in revenue, as stated by Schubert, Kandampully, Solnet & Kralj (2010, 286-300), difficulties are often faced, due to limited awareness of correct implementation. This bachelor thesis is oriented

towards reducing this gap for catering companies and to evaluate customers' perceptions and positions towards eco-friendly food service establishments that are executing sustainable practices.

The current study examines the clients' perception about restaurants that undertake the best EMP and relative effect on the business image. The author of this thesis aims to provide an integrated understanding of the contemporary interest in sustainability within the foodservice sector in the region of Satakunta, Finland.

The author aims to collect a representative sample of data through on-line survey in the Satakunta region, related to customers' choice drivers about general practices in the restaurant industry, such as advertisement, menu choice and service. Moreover, the survey includes questions related to assess how sustainable managements practices of a restaurant can affect the relative customer in perceived product value, image of the restaurant and relative purchasing behaviour (Legrand, Sloan, Simons-Kaufmann and Fleischer 2010, 167-183). In particular, this study explores the relationship between customer perception of EMP practice and final behavioural intention, so-called value-attitude-behaviour in different customer segments (Homer & Kahle 1988).

This bachelor thesis also aims to research and collect throughout the literature available, the main factors necessary in sustainable restaurant operation and relative indicator required to evaluate these performances. More specifically, an overview of the practices that managements of a catering service can apply to minimise environmental impacts attributable, directly and indirectly, to processes in restaurant and hotel kitchens. Furthermore, this thesis aims to investigate much of the contemporary public interest in the consciousness of ethical production and use of food. Increasing understanding of consumers' attitudes and their responses to sustainable restaurants is part of the aim of this research. The author is willing to raise the level of awareness within the community of the importance of achieving sustainable culinary system, within the environmental, social and economic domains.

In order to accomplish this research, a literature review on best EMP and CSR among restaurants has been done, combined with a review of sustainable

practices in the hospitality. More specifically in terms of the structure of the study, three elements have been utilised to determine the outcome of the process of transition towards more sustainable restaurants. The “supply” which is represented mainly by the restaurant owner, the “demand” embodied by the guest, and, logically linking them together, the “product” and relative servicescape or the restaurant, as stated by Jacobs & Klosse (2016, 33-36). These key components of this model will be reviewed and analysed along with the extant literature available. This analysis will provide the information required to formulate the research questions of the survey. Following this, the results of this questionnaire, distributed from 1<sup>st</sup> May 2021 to 31<sup>st</sup> of July 2021 will be presented. The results will be discussed in light of the existing literature and current aims.

To sum up, this thesis aims to shed new light on the relationship among customers and restaurant offering product of local origin via a segmentation of consumers, conducted applying quantitative methodology. The rest of this thesis is organized as follows. First, a literature review followed by a research methodology is illustrated. Relative results and discussion are provided in the final sections.

## 2 CORE OF SUSTAINABILITY

### 2.1 Historical Background of Sustainability

During recent years, the notion of sustainability has progressively attained a high profile within society, across all sectors of the economy. However, defining this topic is not straightforward, and there are several contrasting meanings. This term started to attract much more attention after the “World Conservation Strategy” was published in 1980 (Jones, Hillier & Comfort 2016, 36-67). This rising awareness in sustainability reveal a growing apprehension about a spectrum of several burdens and issues affecting societies, environments and economies at different time and place (DiPietro & Campbell 2014). These problems embraced megatrend like steady population raise, excessive construction and the exploitation of natural resource including food source. Moreover, other relative issues such as climate change, high percentage of pollution, the loss of biodiversity and the increasing scarcity of water supply in some countries are considered. According to Jones, Hillier & Comfort (2016, 36-67) the perception of sustainability is being felt as offering a possible resolution to these problems. In fact, can be defined as “sustainable” a development that growth and meets the needs of the present without affecting the possibility of upcoming generations to fulfil their own needs (IISD 2021).

In the field of tourism and especially within food and beverage service, the acknowledgment of steady desire for constantly “better” food by more demanding consumers, led the stakeholder to re-assess the way our food is grown, distributed and sold. More precisely, as suggested by O'Donovan, Quinlan, & Barry (2012, 500-515) in the past, food industry was about product extraction and economic worth, while the forthcoming outlook appears to tend progressively towards resource preservation and maintainable value. In Europe, throughout the decades, governments and policymakers aimed to protect human and animal right. The result is a global standard for food that is safe and of high quality. However, the next challenge is to reach a sustainability standard that would allow

more farmers, fisheries and other producers to operate in an environmentally friendly market with additional opportunities. (Ec. Europa 2021.)

Sustainability is based on three different components namely, “Environmental”, “Economic” and “Socio-Cultural” according to the UNWTO. These practices are appropriate to any kind of tourism and subcategory including food and beverage in the hospitality sector. A balance among these three spheres must be maintained to ensure a long-lasting sustainability (UNWTO 2021). Furthermore, as stated by Schubert, Kandampully, Solnet & Kralj (2010) the development of a theoretical framework for sustainable practices is based on perspectives derived from CSR. These models must include these three main clusters: “Environmental”, “Economic” and “Social”. Examples from the first category enclose ecologically friendly production procedures, while the second category comprehend such things as financially sustainable agriculture and the latter category might consider issues like philanthropic community involvement for example. This segmentation is highly correlated with the classification provided by the Green Restaurant Association (GRA 2007) in the United States. More specifically in supporting environmental practices for catering services “Green” action like energy and water efficiency, recycling; “Green” foods such as organic, local and seasonal and “Green” community including donation and social projects that should be encouraged (Schubert, Kandampully, Solnet & Kralj 2010).

Furthermore, as highlighted by Legrand, Sloan, Simons-Kaufmann & Fleischer (2010, 167-183), in a sustainable environment, trades, public agencies and the whole society have to work in cooperation in order to reach these three fundamental constituents of development. Therefore, this process is built around these pillars and relative responsibilities. These features can be classified as people, planet and profit and have to be managed in a balanced way to reach a sustainable progress.

Schubert, Kandampully, Solnet & Kralj (2010) outlined that beside economic benefits, also the productions of socially desirable goods and services can be achieved in a manner which fulfils the legal and ethical values set by modern society. Maignan and Ferrell (2004) enlarged on this concept by underlying the optional responsibilities of stakeholders to participate in an active way in the

improvement of society outside the minimum standards set by the economic, legal and ethical responsibilities. Four dimensions of CSR can be classified namely: obeying laws and ethical norms; treating employees fairly; protecting the environment; and contributing to charities.

The EU aims to be the first continent so called “Climate Neutral” by 2050. This ambitious plan is set by the European Green Deal (EGD). The main goal of this strategy is to ensure a sustainable and inclusive economic development, beside improve people's overall quality of life (Ec. Europa 2021). Among the others, the F2F strategy, is a novel approach to face the challenges of sustainable food systems and highlights the strong connection between individual, societies and the surrounding environment. All stakeholder included in this deal could benefit from these actions, in particular also due to the negative economic impact COVID-19 had on the recent history. In fact, a more sustainable and certain future, also in terms of income, is crucial for an optimal social reconstruction. (Ec. Europa 2021.)

## 2.2 Dimension of Sustainability

### 2.2.1 Environmental Sustainability

Every decade since the 1960s has been warmer than the previous ones (Nasa 2021). According to the Sustainable Hospitality Alliance (2021), global emissions of carbon dioxide have raised by almost 50 per cent since 1990. This is having a notable impact on our climate. Flooding and drought are been seen around the globe with damaging effects on lives and livelihoods of people, especially among the most vulnerable and poor. (Sustainable Hospitality Alliance 2021). Hence, an appropriate use of natural resources is a key concept in tourism development, preserving necessary ecological procedures and helping to maintain natural biodiversity (UNWTO 2021).

The process toward a sustainable alimentary system across the EU has started at several levels. As stated by the EGD, food systems remain one of the key drivers of climate change and environmental degradation. More precisely a diminishment in the use of pesticides, antimicrobials and fertilisation is required.

Beside this, an enhancement of organic farming, improvement of animal welfare and in general a reduction of biodiversity loss is necessary. Although the EU has been able to reduce the greenhouse gas emissions by 20% since 1990 further reductions are necessary. (Europe.eu 2021).

The manufacturing, processing, packaging and distribution of food play a crucial role in environmental decay. An ambitious goal for a climate neutral status in 2050 within the member of European Countries has been set by the Climate Law. The F2F Strategy is at the centre of this project aimed to shift toward a sustainable food system. This plan includes a spectrum of new approaches to ensure that stakeholder involved in the food industry contribute appropriately to this process (Europe.eu 2021).

There are several ranges of estimations for how much of the world's total GHG emissions are derived from food-related activities. Figures vary from less than one-quarter up to over one-third. In fact, in 2017, among all the human activities, agriculture was responsible for 20% of the emission of CO<sub>2</sub> of different GHG. More specifically, 11% from crop and livestock activities and 9% from associated land use. This is a significant share compared to worldwide industrial processes, such as cement production, which only accounted for 8% (Sustainabletravel 2021). Poore & Nemecek (2018, 987-992) indicate, based on data from their meta-analysis published in *Science* – that the global food system contributed up to 26% of global GHG emissions. However, another similar study, Crippa et al. (2021, 198-209) estimated a different result of 17.9 billion tonnes of CO<sub>2</sub> which account for 34% of global GHG emission. These differences are due to mainly three reasons. Emission from cooking and food waste have not been included in one study. Moreover, non-food agricultural products like wool, cotton and biofuel were considered in the calculation in only one study. Lastly, these studies disagreed about the emissions caused by the land-use change and deforestation. Although there are these disparities, a substantial share of global emissions come from our food systems, and this increases up to one-third of the total when all agricultural products are included as shown in Figure 1. More specifically the major contribution came from agriculture and land use/land-use change activities with a significant 71%. The remaining part is accountable from supply chain

activities such as retail, transport, consumption, fuel production, waste management, industrial processes and packaging (Crippa et al. 2021, 198-209).

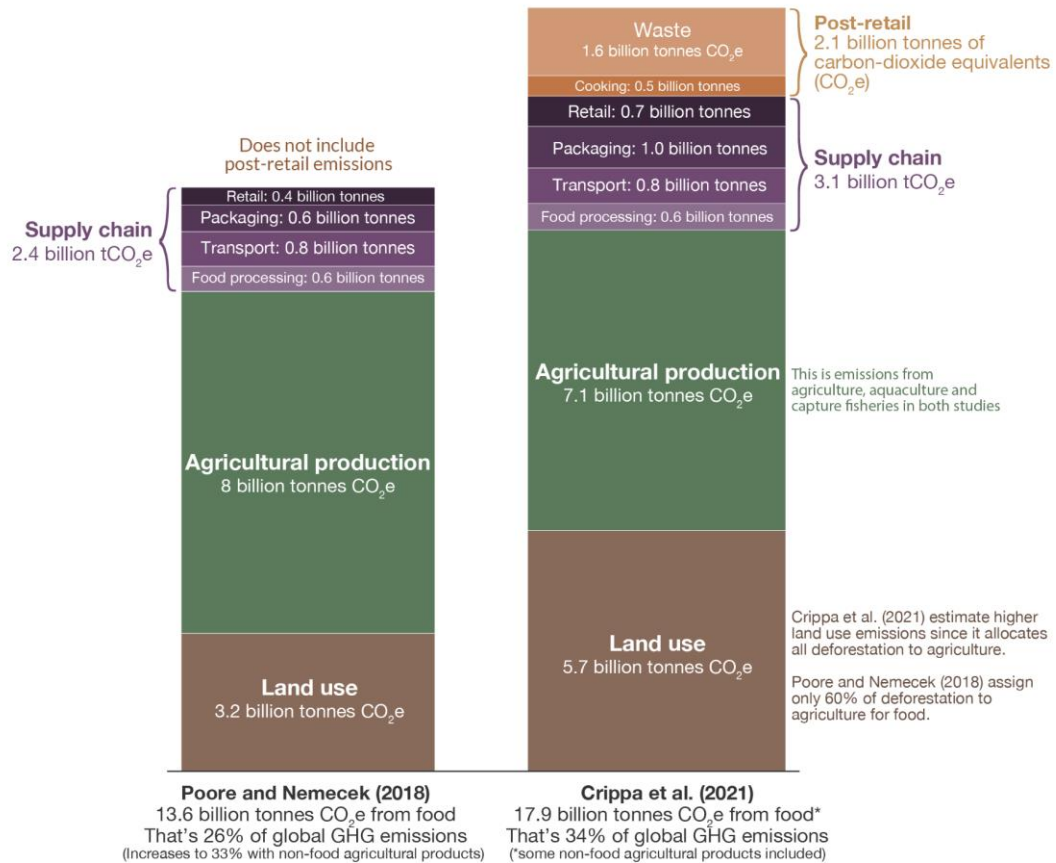


Figure 1. GHG Emission Contribution (Crippa et al. 2021).

Additionally, challenge in finding solutions that reduce food loss and waste is a priority for everyone. A third of food produced is misused either at the harvest level or at the consumer and retail level. According to the Sustainabletravel (2021) about 8% of global GHG emissions and nearly 30% of the global agricultural land is used to produce food that is not utilized.

Food consumption is valued to be responsible for about 2 tonnes of GHG emissions in the Nordic countries of Europe. Additionally, at least 10 tonnes of GHG emissions by individual per year are due to their food use, accommodation, transportation, and other purchase habits that have been recorded. The shift toward a more sustainable economy requires that the EU should reach an

ambitious reduction by 80 % in its national emissions by 2050 (Nordic nutrition recommendations 2012, 140).

### 2.2.2 Economic Sustainability

The global food and beverage industry turnover worth was US\$ 3.5 Trillion in 2019. Included in this category are sales of meal and drinks that are made either for consumption in the premises or for takeaways and deliveries. In fact, this market can also be defined according to the organizational procedure. Conventional systems are characterized by the preparation and consumption of the ingredients on the same facility. Whereas, in centralized system, the product is assembled and then delivered the other sites (IMARC Food Service Market 2021).

Food services, also known as catering services, include restaurants, cafés, bars, takeaway, food delivery, contract catering, and other food vendors involved in meal and drink preparation for out-of-home consumption. Dining out is one of the leading recreational activities in Europe, resulting in a significant number of restaurant and food service companies. The consumer foodservice market in Western Europe was valued at 466 billion euros in 2018 as shown in Table 1 (Eurostat 2021).

Table 1. Annual Turnover for Food and Beverage Service Activities in Europe (Eurostat 2021).

**Annual detailed enterprise statistics for services (NACE Rev. 2 H-N and S95)**  
 Last update: 08-03-2021  
 Table Customization [show](#)

TIME  +  
 Economical indicator for structural business statistics  
 Turnover or gross premiums written - million euro  +

	2015	2016	2017	2018
<b>Austria</b>	9,168.0	9,762.2	10,429.3	11,209.6 <sup>(D)</sup>
<b>Bosnia and Herzegovina</b>	394.7 <sup>(E)</sup>	457.5 <sup>(E)</sup>	499.5 <sup>(D)</sup>	583.1
<b>Belgium</b>	12,203.6	12,777.8	13,663.4	13,566.4 <sup>(D)</sup>
<b>Bulgaria</b>	1,172.5	1,293.8	1,428.6	1,558.1 <sup>(D)</sup>
<b>Switzerland</b>	13,279.8	13,121.0	13,011.8	: <sup>(C)</sup>
<b>Cyprus</b>	1,008.0	1,096.4	1,184.0	1,247.5
<b>Czechia</b>	3,551.5	3,944.8	4,915.1	5,364.5
<b>Germany (until 1990 former t</b>	55,031.1	58,837.3	61,656.8	67,747.9 <sup>(D)</sup>
<b>Denmark</b>	5,262.8	5,597.9	5,916.0	6,244.5 <sup>(D)</sup>
<b>Estonia</b>	495.9	541.7	609.2	655.2 <sup>(D)</sup>
<b>Greece</b>	5,656.2 <sup>(D)</sup>	5,029.6 <sup>(D)</sup>	5,612.4 <sup>(D)</sup>	6,024.5 <sup>(D)</sup>
<b>Spain</b>	42,016.5	44,283.2	48,171.4	51,268.6 <sup>(D)</sup>
<b>EU27</b>	:	:	:	:
<b>European Union - 28 countrie</b>	404,181.7	421,195.7	441,691.8	466,848.3
<b>Finland</b>	4,735.6	5,013.4	5,325.0 <sup>(D)</sup>	5,590.6
<b>France</b>	67,642.0 <sup>(D)</sup>	70,505.4	72,541.8 <sup>(D)</sup>	75,635.7
<b>Croatia</b>	1,670.1	1,866.6	1,893.5	2,098.0
<b>Hungary</b>	2,473.6	2,664.8	3,000.9	3,474.3 <sup>(D)</sup>
<b>Ireland</b>	6,338.8	7,462.1	6,916.0	7,764.5
<b>Iceland</b>	487.6 <sup>(D)</sup>	657.4 <sup>(D)</sup>	813.5 <sup>(D)</sup>	790.2
<b>Italy</b>	53,629.7	55,950.5	59,478.0 <sup>(D)</sup>	61,317.2
<b>Lithuania</b>	574.6	633.3	725.1	833.8 <sup>(D)</sup>
<b>Luxembourg</b>	1,188.6	1,250.2	1,325.4	1,416.3
<b>Latvia</b>	537.3	556.0	610.4	670.2
<b>North Macedonia</b>	190.1	208.4	222.3	244.6
<b>Malta</b>	406.6	471.0	527.7	560.3
<b>Netherlands</b>	16,225.3	17,417.8	18,685.5	19,886.9
<b>Norway</b>	5,272.1	5,391.4	5,651.4	5,754.3 <sup>(D)</sup>
<b>Poland</b>	5,165.3	5,524.1	6,440.8	8,851.6 <sup>(D)</sup>
<b>Portugal</b>	6,851.1	7,718.3	8,918.6	9,678.1
<b>Romania</b>	2,359.2	2,753.9	3,082.5	3,539.1 <sup>(D)</sup>
<b>Sweden</b>	10,355.8	10,948.8	11,361.6	11,708.4 <sup>(D)</sup>
<b>Slovenia</b>	1,068.6	1,171.3	1,254.6	1,362.3
<b>Slovakia</b>	1,310.9	1,430.8	1,538.1	1,602.7
<b>Turkey</b>	:	:	:	:
<b>United Kingdom</b>	86,082.4	84,692.5 <sup>(D)</sup>	84,480.1	85,971.5

In Europe, the biggest markets in the food and beverage industry are in the United Kingdom and France, respectively with a revenues of 87.8 billion Euro and 63.2 billion Euro (2015) followed as number of related business by Italy and Spain in the EU (Eurostat 2021) as shown in Table 1. More precisely, a large share of this market is owned by fast food giant such as Subway, McDonalds,

Burger King and KFC which are leading the restaurant franchises presence in Europe (Eurostat 2021).

According to Takacs & Borrion (2020), about 40 percent of the global agriculture production and livestock is used by the food and beverage business. Due to the dimension and worth of this industry, food service stakeholders have an increasing chance to rapidly effect both the manufacture and use of the food related activities. Enhancement of the efficiency of food supply chains and support sustainable food production practices with multifactorial intervention are extremely needed. Additionally, promotion of responsible consumption combined with dietary change programs are necessary to influence eating pattern and shift consumer toward more sustainable habits (Takacs & Borrion 2020).

Confirmation for this growing attention can be found among the current literature available. As claimed by Jeong & Jang (2010), two-thirds of the CFO's of the top hundred largest retailers indicate that the greatest motivator for a company to pursue "Sustainable" practices is to improve companies' images among consumers and shareholders. Industry professionals also believe the image of the company can be improved through executing environmentally friendly practices, which in the long run will contribute to customer loyalty (Ryu et al. 2008).

Miles and Covin (2000, 299-311), indicated that there are two theories that explain why companies invest in developing superior environmental performance: the "slack resources" theory (Graves & Waddock 1994, 1034-1046) and the "good management" perspective of competitive advantage (Russo & Fouts 1997). The first theory "slack resources" proposes that the company that has sufficient assets tends to allocate discretionary resources for socially responsible practices, such as environmental enhancements. This investment is designed to develop and enhance competitive advantage through reputation, image, and long-term cost savings (Miles & Covin 2000). In other words, by executing superior green performance, the company attempts to obtain a better image and reputation, which may lead to more successful outcomes in the future. The latter, "good management" theory suggests that companies that have

innovative vision tend to seek out emerging sources of competitive advantage such as new environmental practices to better satisfy customers. Managers concern about the realization of superior environmental performance, which indicates customers' recognition of green image of the company through the company's green practices. They believe that gained realization of such performance in public would give a distinctive advantage that intensifies their competitiveness (Jeong & Jang 2010). Moreover, all these actions aim to ensure, long-lasting economic operations, enhancing socio-economic benefits to all operators, including stable employment and income-earning opportunities and social services to hosting communities, and contributing to poverty reduction (Ec. Europa 2021).

### 2.2.3 Social Responsibility

As stated by UNWTO (2021), a sustainable tourism development needs the education and engagement of all relevant stakeholders, as well a powerful political guidance to guarantee a wide involvement and harmony building. Achieving these ambitious goals is an ongoing process which include the food and beverage industry, and it necessitate continuous evaluation of impacts, combined with the correlated preventive and/or corrective actions whenever necessary. In addition, crucial are activities such as respect the socio-cultural authenticity of host community, preserve their built and living cultural identity and traditional heritage beside facilitate the inter-cultural understanding and tolerance are vital (UNWTO 2021).

Policies aimed to tackling climate change include strategies in four domains which are all related also to the tourism industry, namely: household energy, transport, food and agriculture, and electricity generation. Correct strategies if implemented in these sectors, can contribute to a reduction in the risk of dangerous climate change while improving health, reducing poverty, and supporting a sustainable development as claimed by Haines et al. (2009). Social responsibility policies, made evident by sustainable practices, have been considered as an essential component to measure the corporate reputation of a business (Schwaiger 2004). In fact, marketing studies indicate that those practices significantly affect the evaluation of a company's image, reputation, and

even customers' loyalty (Dutta, Parsa & Bujisic 2014). Companies have also been confronted with the need to become more sensitive to the current state of the environment. In fact, as a result of the growing social sensitivity to this issue, a company's image can be negatively affected nowadays by a perceived lack of interest in environmental concerns (Jeong & Jang 2010).

Moreover, social considerations might also affect purchasing decisions among tourism organisation such as restaurant or similar. The genuineness of homegrown crops may be an important marketing feature for business, and the host community might benefit from local buying as well. Local purchasing could avoid long transportation distances and could guarantee better transparency within the supply chain and impact positively the manufacture procedure (Styles, Schönberger & Galvez 2021, 34). Sustainable practices may be also a feature that composes the overall image of a company and increase the effort of going sustainable for the surrounding community. Especially, considering the current social climate in which customers' have rising ecological concerns and demand products and services that are designed to be less harmful to the environment (Jeong & Jang 2010). Additionally, catering services beside create direct and indirect employment also participate into the overall health of a community by providing one of the most essential services: feeding people as stated by Legrand, Sloan, Simons-Kaufmann & Fleischer (2010).

Despite the methodological differences in the assessment of nutritional and/or health impact of meals, results show that meals with low environmental impact also tend to be healthier as they contain lower amounts of protein and fats from animal products that are associated with higher risks of disease, while containing higher amounts of fibre and phytonutrients as highlighted by Takacs & Borrion (2020). These actions, although not always, entail social benefits especially for overall health that seems to be substantial. Therefore, intervention aimed to reduce GHG emissions in these sectors have potential health benefits that can help address other existing global health priorities, such as reduction of non-communicable diseases including obesity and ischaemic heart disease especially in western country. Notwithstanding, in a wider perspective, also in low-income countries other benefits such as reduction of child mortality from acute respiratory infections can be achieved as stated by Haines et al. (2009). A reduction of intake

of animal products and relative fat consumption would lead to a 17% reduction of premature death among adults (Haines et al. 2009).

The varying costs of implementation of these social strategies can be offset, at least partly, by the benefits to health and development, and these co benefits should be considered in international negotiations. Moreover, the reduced saturated fat intake example for the UK also had large reductions per megaton of CO<sub>2</sub> saving and over 10 000 Disability Adjusted Life Years (DALYs) saved in one year. (Haines et al. 2009). Furthermore, these changes in consumption of protein from animal up to a 30% would not affect negatively the nutritional guideline according to the guideline made by Nordic Nutrition Recommendations (2012, 137).

Not to mention the public health benefits associated with increased consumption of fruits, vegetables and whole plant foods, and the impact on billions of non-human animals that are currently exploited in our food system and have to bear the burden of our unsustainable eating habits (Takacs & Borrión 2020). Additionally, specific policies that can reduce GHG emissions that might be implemented in the tourism and catering sector and result in health benefits could also be related to mobility. These interventions should encourage active transportation such as walking and cycling, beside reduced private car use in urban settings, and promotion of usage from renewable or other low-carbon sources rather than from fossil fuels, particularly coal (Haines et al. 2009).

The entire framework related to the environmental and societal concerns is being redefined, with a common goal towards lower emission and pollution. For catering services, this challenge might help to move one step ahead of legislation, rather than being forced to implement practices. Sustainability achievement should not be seen as simple business strategy option but rather a system in which companies evolve within the finite resources available to society and ensure future generations development as stated by Legrand, Sloan, Simons-Kaufmann & Fleischer (2010).

### 3 FROM FOOD TOURISM TO SUSTAINABLE RESTAURANT

#### 3.1 Food Tourism

All tourism organisations have an environmental impact arising from the production and delivery of goods and services directly resulting from activities occurring within their business. However, the environmental footprint of use and disposal can vary considerably across different products and services depending on their design. There is potential for all tourism bodies to drastically decrease both, direct and indirect environmental influence related to their operations through the selection of features such as buildings, equipment and products associated with better environmental performance (Styles, Schönberger & Galvez 2021, 33).

Food and beverage represent a complex segment within the tourism sector which is continuously evolving within the industry. Recently associated with the increase of a potential role, and an instrument of regeneration of destination, “food tourism” is attracting interest within government policies, destination marketing strategies and travel media coverage as stated by Everett & Aitchison (2008). There are several interpretations of food tourism, this bachelor thesis adopts a classification aligned with Hall and Sharples’ definition, as the “visitation to primary and secondary food producers, food festivals, restaurants and specific locations; it is the desire to experience a particular type of food or the produce of a specific region” (Hall & Sharples 2004). Moreover, it is the significant acknowledgement by traveller that food is more than material; it is a cultural artefact with a myriad of facets that can be enjoyed in many locations and through many activities such as food trails, events, festivals and visitor attractions (Everett & Aitchison 2008).

Eating out, is showing a steady increase among the food service industry and plays an important role as supply channels of food, in cities and urban areas. According to the location, this industry that provides food and beverages (meals) prepared and served outside of home, can be called as the “Catering service” (British English) or “Foodservice” (US English). A further classification might be

done analysing the ownership as shown in Figure 2. The private or commercial (profit) sector include the majority types of restaurants, cafes, bars, fast foods outlets and chain outlets. Additionally, the public or institutional or so called “cost/welfare” sector contains several food service outlets provided by government institutions like hospitals, schools and universities, care homes, prisons, etc. (Takacs & Borrion 2020).

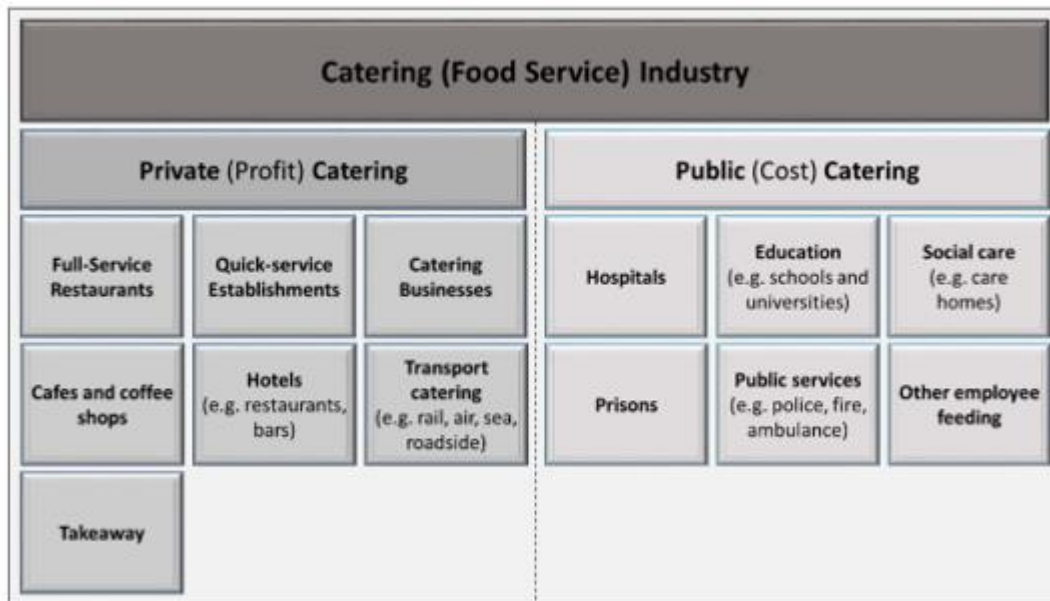


Figure 2. Different Types of Catering Establishment (Takacs & Borrion 2020).

Restaurants are the most common business type among the food and beverage sector. These include from classic full service “Sit down” restaurants, to “Limited-service” ones and more casual dining companies. According to Eurostat, France and UK are the biggest market with Europe due to the high number of restaurant enterprise located in these countries (Eurostat 2021).

### 3.2 Sustainable Food Tourism

There is a wide range of estimations about how much of the world’s total GHG emissions come from food production. Some studies claim this figure as one-quarter (Poore & Nemecek 2018), some say it’s more than one-third (Crippa et al. 2021). Among the tourism sector, businesses heavily rely on the health of the environment for their survival. Restaurants consume a vast volume of disposable products, water and energy. Within the hospitality sector many hotels and restaurants, import a large number of their food products from overseas. Remote

islands are a significant example of dependency on imports. In fact, it is assessed that up to 80% of the sources consumed by the hospitality industry in the Pacific islands are imported from overseas. As an obvious consequence, the farther goods travels, the more GHG are generated (Sustainabletravel 2021).

Referring to the research of Hu, Parsa, & Self (2010, 344-362), restaurants are the worlds' largest energy users. More specifically they use almost five times more energy per square floor than any other type of commercial building. This trend could negatively influence the sustainability of the hosting locations in which they operate through their exploitation of natural resources. As a way of assuming their environmental responsibility, the restaurants are expected to develop their "Green" trends. The consumers' growing understanding of the effect of food consumption on health, combined with increasing environmental awareness throughout society, might resulted in a growing trend of sustainable restaurants as stated by Teng, Wu & Huang (2014). Humanity has reached a critical juncture in its relationship to food supply as claimed by Lang & Heasman (2015). Challenges such as global diseases as well as health and food-related environmental damage are spreading globally. Food economy is still focusing on rising production to feed the growing world population, whereas ignoring paying attention to the quality of foods, their nutritional value as well as the effect on health as stated by Legrand, Sloan, Simons-Kaufmann and Fleischer (2010).

According to Jones, Hillier & Comfort (2016), throughout the last decade, the concepts of sustainability has steadily increase among many companies in different sectors. This term is now largely used throughout much of the corporate world, and it is generally recognized as an "essentially contested concept". Moreover, sustainability has become an imperative mandate within the current trends in hospitality environment. Corporates identify sustainability as one of the keys developing features of their business and thus sustainability has become also an opportunity for long-term competitive advantage within the market. Several are the businesses which are gradually shifting toward this approach aiming to distinguish themselves within the market and to enhance the value of brand and reputation. CSR practices are widely used throughout much of the tourism environment, and these are generally recognized as an "essentially

contested concept". Moreover, sustainability and traceability have also been identified as a potential benefits of direct food supply chains as such relationships encourage the growing of local seasonal produce with minimal environmental impact (Jeong & Jang 2010). Furthermore, it has been highlighted that direct and more sustainable supply chain management (SCM) can give rise to potential improvement in goods and services in the form of better availability, delivery and inventory control for food retailers beside increased quality, freshness of the product due to the reduction of intermediaries (O'Donovan, Quinlan & Barry 2012).

According to the Nordic Nutrition Recommendations (2012, 137), for food utilisation to be considered sustainable it has to be safe and healthy in both quantity and value, and this has to be realized throughout procedure that are economically, socially, culturally, and environmentally sustainable. The modality utilized to produce and consume food has an impact on the environment as measured in terms of climate change, toxic impact, biodiversity, eutrophication, acidification, land use and change, and water use (Nordic nutrition recommendations 2012, 137). In addition to this, the depletion at local level of natural resources, should not jeopardize the needs of others and future generations. This should be accompanied with a decrease in the amount of waste and contamination of the environment.

To achieve this target a significant planning and execution within the biological limits of natural resources, especially regarding soil, water, and biodiversity has to be done. Although small and medium-sized businesses are likely to apply these in the restaurant sector, specific literature states that the effect is still thin on the ground. Research by Kasim & Ismail (2012) and Mikkola & Post (2012) studied the views on sustainability of managers in the catering sector in different countries including Scandinavia. One of the observations that was noted is that more support and tools are required to make inroads towards increased sustainability (Jacobs & Klosse 2016). The measurement tools are not always agreed upon which is the optimal diet and relative products, however, eating a variety of food and reduction of animal-based products are practices where there is a general consensus referring to the Nordic nutrition recommendations (2012,

137). Additionally, as stated by Hjalager & Richards (2002), this wider approach which include inter-relationships between food, place and identifying that food tourism's social offer; reflects a general shift within tourism studies (Everett & Aitchison 2008). Therefore, it is time to appraise food tourism with a "cultural oriented approach" (Boniface 2003) and to acknowledge that it might offers a pioneering direction in social and heritage tourism studies, whilst giving at the same time new method and chances to accomplishing sustainable tourism development.

### 3.3 Farm to Fork Strategy

The Food industry is accountable for a significant part of the GHG emissions. The main phases involved in this process are growing, processing, transporting, packaging, refrigerating, and cooking of food. All these stages need energy and lead to a carbon footprint for each meal (Sustainable Travel 2021). Phenomenon such as industrialization, globalization, lifestyle and demographic boom, together with technological development, changed the way of food production and consumption quickly over the last decades. Consequences like influence of food scares, food miles, fair-trade and the diffusing fear of climate changes are acknowledged by governments and corporates. The public attention has steadily shifted toward the whole food supply chain and the relative stakeholder (O'Donovan, Quinlan & Barry 2012).

The F2F strategy aims to facilitate within Europe the evolution of a sustainable food system that should have a neutral or even positive impact on the environment and society, ensuring that everyone has access to a safe and nutritious sustainable food. Modern technologies and scientific discoveries, might help to guarantee food security, and public health beside mitigate climate change and reverse loss of biodiversity (Europe.eu 2021).

Local areas are responsible in the initiation of perceived culinary homogenisation and dilution of regional distinctiveness within the gastronomy tourism. As stated by Everett & Aitchison (2008, 150-167), in this context where affirmation of culinary heritages occurs, policymaker have recognized the relevance of localism

and regional differences. The sense of belonging to a specific geographical environment can form a strong sense of attachment, generating intense emotional bonds which are essential in the development of identities, beside also business opportunities (Everett & Aitchison 2008, 150-167). In Europe, the F2F strategy is a part of the so-called "European Green Deal" (EGD) and can be defined as a revolutionary way of thinking how citizen from Europe valorise sustainability of food chain. This approach is planning to develop a fair, healthy and environmentally friendly food system (Ec. Europa 2021). The development of a resilient food system could lead also to improve general health of citizen throughout the nations with relative diminution of welfare relate cost for the governments (Ec. Europa 2021). Additionally, the growth of a better functioning food environment it is a chance to improve the lifestyles of people and preserve the biodiversity.

This diverse scenery of food crop, process and distribution has affected the interest in alternative Supply Chain Management (SCM) in the restaurant sector as well. According to O'Donovan, Quinlan & Barry (2012), some restaurant practitioners search for more direct relationships with their trade partners. Contrarily to the general tendency of industrial corporations, who maintain global supply sources with the aim to rise competitiveness, the food and beverage sector has partially acknowledged the necessity to reduce supply chains. Whilst the hospitality industry in some circumstance is suffering from worsening general opinion due to the distant linkage between producers and consumers. Nowadays the intercorrelation among local supplier is leading to co-operation and a willingness to exchange mutually economic and information benefit.

This process toward more environmentally friendly food systems, although challenging, might bring also new opportunities for the whole industry. The rise of the amount of local and seasonal food used within the business and encouraging the purchase of certified sustainable products are some of the priorities for best EMP. F2F products are associated with significantly lower lifecycle environmental impacts than other traditional goods. Moreover, in the case that they become acknowledged as benchmark by further providers, can

boost an additional demand with the associated environmental benefit (Styles, Schönberger & Galvez 2021, 36).

Yet, among the gastronomy trends is possible to notice that the local food movement is growing, the definition remains somewhat ambiguous. Classifying a local food system is complex. Local is often defined in terms of distance between the point of production and the point of sale. This can be related to a specific geographical area such as a county or a national park. Among the others, a possible definition has been given by the Joint Research Centre of the European Commission (Kneafsey et al. 2013). In this scientific and policy report on short food supply chains and local food systems, local has been defined as a food system in which products are processed and retailed within a defined geographical area (depending on the sources, within a 20 to 100 km radius approximately). Likewise, the Green Restaurant Association define locally sourced foods as whole, non-processed foods sourced within a 100 km radius of the restaurant (GRA 2020). Moreover, according to the department of agriculture of the United States, local food is defined as the direct or intermediated marketing of food to consumers that is produced and distributed in a limited geographic area. There is no pre-determined distance to define what consumers consider local, but a set number of miles from a centre point or state/local boundaries is often used. More importantly, local food systems connect farms and consumers at the point of sale (National Agricultural Library 2021). Local food it can be used also to refer to the closeness of the relationship between producers and consumers, based on mutual trust and cooperation as stated by O'Donovan, Quinlan & Barry (2012).

### 3.4 Sustainable Restaurant

#### 3.4.1 Area of practice

To assess the sustainability of any given activity, including food services, the whole value-chain and lifecycle need to be considered. The whole restaurants activities, from construction, furnishing, sourcing and production of meal; to everyday operations should accomplish to certain standard. According to

Legrand, Sloan, Simons-Kaufmann & Fleischer (2010) five categories have been designed: Sitting, Design & Construction; Furniture, Fixtures & Fittings; Energy and Waste; Corporate Social Responsibility and Food & Beverage.

According to Baldwin, Wilberforce & Kapur (2011) the contribution of food procurement is the major source of environmental damage with a massive use of land (97%) of each stage respiratory inorganics (84%), acidification and eutrophication (65%) and climate change (53%). On the other hand, food storage, food preparation and cooking did not contribute significantly to the impact categories. Additionally, Dai, Yang, Lee, Fleischer & Wemhoff (2020), supported these finding claiming that the food production phase contributed more than 65% to almost all the environmental impacts examined (global warming, acidification, eutrophication and global energy requirement), with the exception of photochemical oxidation, where the largest impact was linked to the transportation phase (Takacs & Borrion 2020). One common conclusion that can be drawn is that interventions addressing the food production phase have the greatest potential to reduce the overall environmental impact of catering operations as claimed by Takacs & Borrion (2020).

The catering industry is partially becoming more sustainable. The increase of consciousness that impact from food and beverage on environment can be affected by an appropriate strategy, is leading toward a new trend. Sustainable restaurants might be defined as food establishments that include eco environmental practices, such as energy efficiency, recycling or sustainable and organic products according to Teng, Wu & Huang (2014). Moreover, Teng, Wu & Huang (2014) define sustainable restaurant as facilities which new or renovated are designed, constructed and operated in an environmentally friendly and energy-efficient manner.

The Increase of competition within the market coupled with request for sustainable menus are some of the driving factors for restaurants to become more environmentally friendly. Although the absence of a standardized certification, many are the establishment engaging in sustainable practices, including recycling, developing their energy and water efficiency, providing

sustainable and organic food and preventing pollution (Maynard, Zandonadi, Nakano & Botelho 2020). This bachelor thesis specifically discusses the concept of sustainable restaurants whereby restaurants engage in some of EMP, green building, and provide sustainable food (Teng, Wu & Huang 2014). In the main, analyses focused on the benefits of engaging in sustainable practices within the hospitality industry has been restricted, and mainly has been related to hotels. A few significant case studies, related to companies such as Scandic and Hyatt Regency, have demonstrated the success of sustainable practices in these business with regards to cost reductions, resource savings, customer retention, loyalty and improved employee self-esteem (Schubert, Kandampully, Solnet & Kralj 2010), however these techniques might be applied also to any food and drink services regardless the size. The contemporary challenging scenery of food crop, process and distribution has affected the interest in alternative SCM among the catering sectors. According to O'Donovan, Quinlan & Barry (2012) some restaurant practitioners search for more direct relationships with their trade partners. The environmental benefits arising from effective SCM can exceed the entire environmental impact directly attributable to these enterprise's operations. Furthermore, within restaurant sustainable practices, such as seasonal and local sourcing beside ecolabel and organic products might reduce GHG emissions. These actions, as stated by Styles, Schönberger & Galvez (2021, 36) are vital to reduce the environmental impact of SCM and are key features for achieve environmental benefits.

Production, transport and distribution, storage and preparation, serving and consumption beside waste management are the main phases in catering services according to Takacs & Borrion (2020) as shown in Figure 3. Several approaches and interventions have been recognised among the foodservice businesses to develop the sustainability of their operations. An analysis of the whole operation of these businesses, is crucial to have a better understanding of the relative contribution of each stage. Implementing interventions targeting those stages with the highest impact will lead to the most effective way of achieving the greatest reduction of negative impacts in the entire catering operation. Control of water efficiency, waste reduction, sustainable furnishing and building materials besides the purchase of organic and local family farms products are samples of

action that might affect the overall impact of the business on the environment. Moreover, using more energy-efficient equipment, offsetting energy usage, generating on-site renewable clean sources of energy, use bio-based materials, and recycling waste into new products are additional strategy that might be considered by the management staff (Maynard, Zandonadi, Nakano & Botelho 2020).

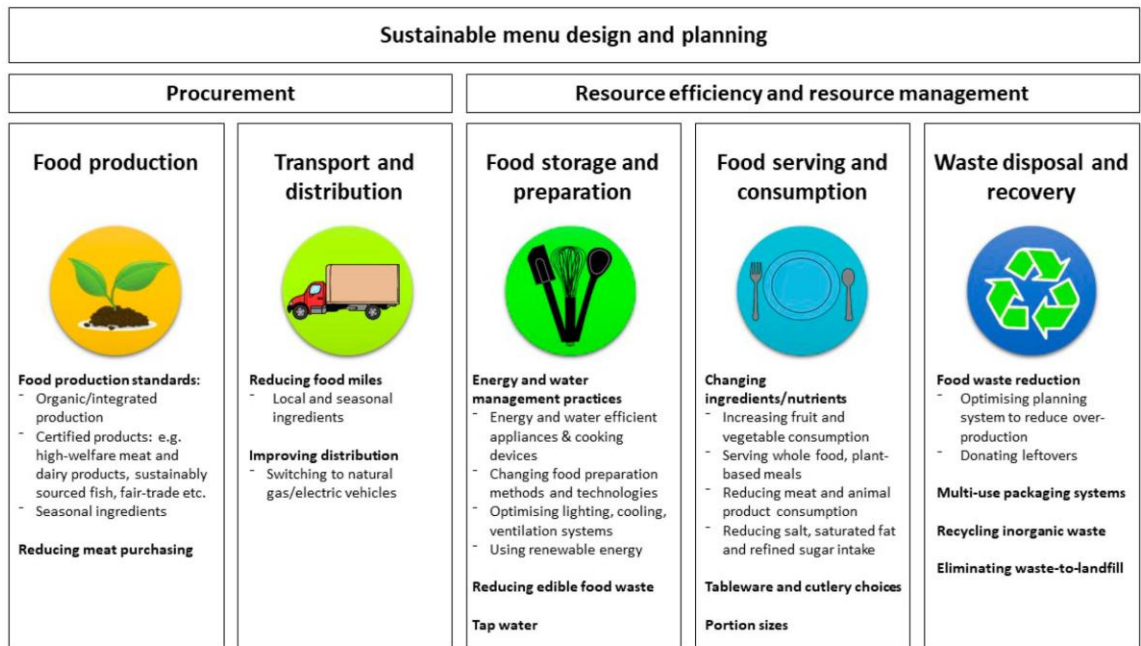


Figure 3. Sustainable Menu Design and Planning (Takacs & Borrion 2020).

### 3.4.2 Sustainability Indicators In Restaurants

Certification programs have been developed with the aim to facilitate companies to track their operation referring to the three pillars of sustainability. Terms such as “Eco” or “Green” label have been coined to facilitate the incorporation of sustainable practices in corporate activities. However, the absence of a global standardize recognition for these practices lead to confusion among the stakeholders. As stated by Legrand, Sloan, Simons-Kaufmann & Fleischer (2010) in their review, business owners, especially those of small and medium sized do not have the resources or expertise to evaluate all the different options available and might choose a certification program which is often the least demanding.

“Green” marketing is increasingly among almost any market. Although beyond the scope of this thesis, some companies are claiming misleading information.

This behaviour, namely “Greenwashing” involves a discrepancy between organizations’ claims and their actual environmental performance. “Greenwashing” in fact, suggests that organizations try to reap the benefits of a “Green” positioning without behaving accordingly. The rise of this phenomenon has been analysed by several studies as claimed by De Jong, Huluba & Beldad (2020, 38–76).

A unique framework of sustainability reporting has not been acknowledged yet, however many schemes have started to emerge. Corporates, public authorities and non-governmental organizations are developing standards codes of conduct at international level (Jamali 2006). The EU Eco-Management and Audit Scheme (EMAS) is a premium management instrument developed by the European Commission for companies and other organisations to evaluate, report, and improve their environmental performance. EMAS is open to every type of organisation eager to enhance its environmental performance. It spans all economic and service sectors and is applicable worldwide (Ec. Europa 2021).

As claimed by Engelmann et al. (2018), the activities in professional kitchens require indicators assessing the impact of these business operations. As the CSR are becoming a common practice in the trade and global business world, there is need for more responsible systems across all businesses sectors to satisfy the consumer demand and help mitigate environmental damages. A sustainably run business is one that makes a good profit but not at the expense of the environment and people (Go Green Sustainability 2021)

There are several eco-certification schemes available and a number of these exist for the hospitality industry, such as Green Globe 21, the Green Restaurants Association (for restaurants in the United States and Canada), Qualmark (New Zealand-based scheme) and the Rain-forest Alliance. As stated by Schubert, Kandampully, Solnet & Kralj (2010, 286-300) establishments that engage in such accreditation schemes receive support to increase their environmentally friendly practices. Besides this, such documentation can lead to improved customer perception of a restaurant’s environmental efforts and can be become a source

of competitive advantage over those other establishments not involved in these schemes. (Schubert, Kandampully, Solnet & Kralj 2010, 286-300).

Although a universal appraisal tool with an inclusive description of sustainability for restaurant related operations do not exist to date, there are numerous instrument that might permits the assessment of meal in the food and beverage sector as stated by Engelmann et al (2018). The NAHGAST meal-assessment for example is a tool create to allow establishments to determine in which sustainability direction they would like to develop their business. Moreover, as stated by Speck et al. (2020) the NAHGAST tool is supposed to enable catering companies to gain a deeper understanding of the nutritional value of a certain meal and the wider impact it has on the environment or on social issues. Additionally, these assessment results could be used for communicating this impact to customers as well and increase their awareness. These indicators are based on elaborate research and follow scientific recommendations that can be operationalized in a tool. However, sustainability, as the overarching effort, is not in itself a category that can be operationalized with definite figures.

According to Engelmann et al. (2018), the NAHGAST manifests the most important contribution of the tool for the enhancement of sustainable production and consumption patterns in this sector. This meal-assessment instrument is designed to enable food businesses to settle a “Green” direction, in which they would like to develop their products. As stated by Speck et al. (2020) this tool for the sustainability evaluation of meal can illustrate solutions for actors in the catering industry and enable them to improve their own menu with regard to a sustainable diet, with environmental savings, up to a third of GHG emissions.

There is still a lot of room available to realize indicator which set more accurate and balanced assessment in regards to the three dimensions of sustainability. This will require more research in what is important for the viability of a restaurant operation to be undertake and how that contributes to sustainable development. As set by Legrand, Sloan, Simons-Kaufmann and Fleischer (2010, 167-183), applying the indicator set to numerous restaurants and finding out what works and what does not should produce a well-harmonized indicator set.

### 3.4.3 Sustainable Menu

There are two main methods normally used for the preparation of meal in the foodservice. The so called “cook serve approach” it is used by majority of premises. In this way, once meal is ready, it is directly offered to clients and therefore all phases occur within a limited amount of time. In the alternative procedure, namely “deferred system”, a consistent amount of time, varying from several hours to days and even months can intercede among the preparation of meal and their utilization. These latter types of service are most common in hospitals, schools, catering for events and festivals and include also types of deferred catering like cook-warm, cook-chill and cook-freeze (Takacs & Borrion 2020). According to the literature available, it has been emphasised that production and consumption of animal-based products affect the environment drastically. More specifically, these activities contribute to almost half of the present climate impact from food consumption in the Nordic countries (Nordic Nutrition Recommendations 2012, 142). Additionally, meat and dairy items account up to 53% in Denmark and up to 40% in Sweden. The average EU utilization of these products is double respect the global average and reach almost two-thirds as source of the protein intake among adults in the Nordic countries according to a recent dietary survey (Nordic Nutrition Recommendations 2012, 26-34).

It has been shown that changing ingredients and menus is one of the most effective strategies that food service businesses can adopt to reduce their overall environmental impact (Takacs & Borrion 2020). Two main strategies can be adopted to achieve this goal. The former is to arrange the procurement of ingredients produced with better environmental manufacture standards. While the latter is to reformulate menus and in a way that they are no longer focused on high-impact components such as meat and dairy. Catering which are willing to adopt intervention to improve the sustainability of their menu must cope also with other obligation (Dai, Yang, Fleischer & Wemhoff 2020). For example, as pointed out by Jeong & Jang (2010), food must be raised by non-toxic pesticides and fertilizers and made without genetic engineering in order to be considered

organic. Additionally, encourage the utilization of locally grown foods which could reduce the amount of air pollution associated with transportation which uses fossil fuels (Takacs & Borrion 2020).

Moreover, protein sources can be classified according to their efficiency in terms of environmental footprint. More specifically calculating how much protein is produced per kilogram of CO<sub>2</sub> (Nordic Nutrition Recommendations 2012, 142). According to this classification, the most efficient protein source are eggs, grain and nuts which are related to less than 5 kg CO<sub>2</sub> as shown in figure 4. The data vary drastically considering that the corresponding amounts of protein for other foods such as beef are about 50 kg CO<sub>2</sub>, about ten times higher. These calculations are based on the study made by the Swedish Institute for Food and Biotechnology (SIK) and on nutritional data from the food database of the Swedish National Food Agency (NFA) about reducing food's environmental impacts through producers and consumers (Poore & Nemecek 2018, 987-992) (Nordic nutrition recommendations 2012, 142).

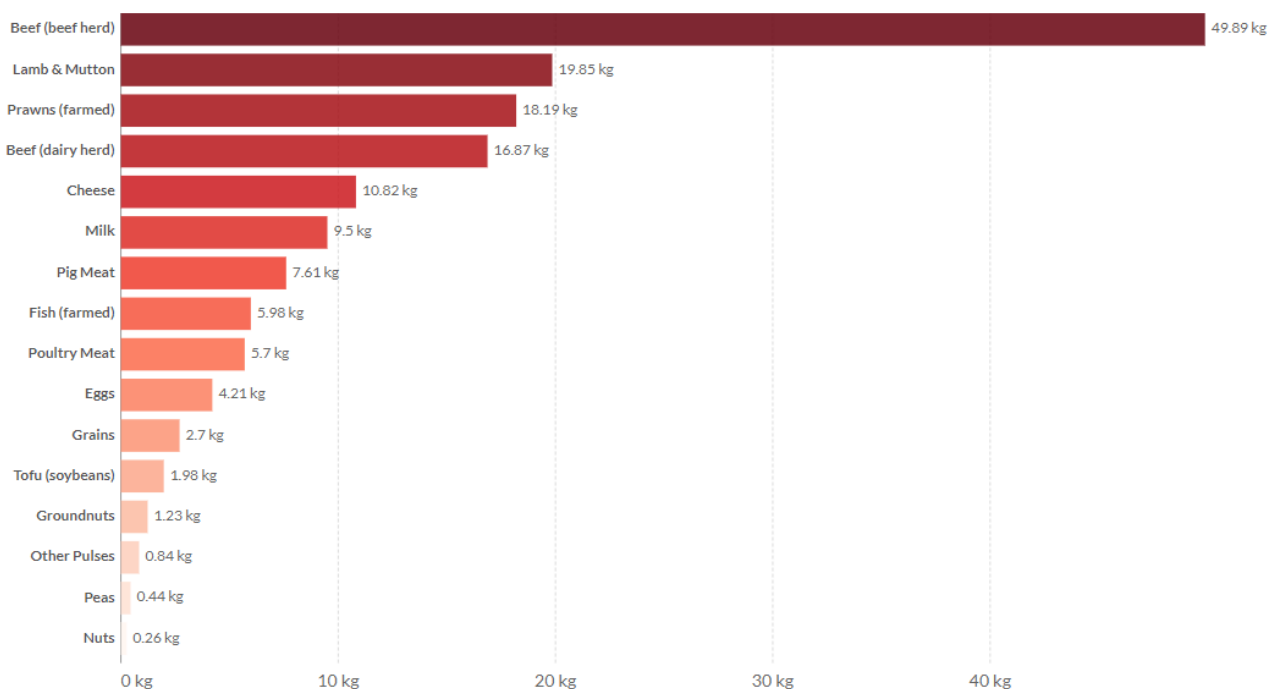


Figure 4. Greenhouse Gas Emissions (kgCO<sub>2</sub>eq) per 100 grams of Protein (Poore & Nemecek 2018).

The replacement of animal-based food sources with vegetarian meals is therefore the most effective intervention. According to a study of Takacs & Borrión (2020) these changes in menu could lead to a reduction of 32% of the overall carbon footprint of the catering service. Additionally, the implementation of certain production practices such as the purchase of organic food is the second most effective intervention, leading to further reduction of 11% GHG emission of the whole catering service as pointed out by Poore & Nemecek (2018, 987-992). Moreover, as suggested by Jeong & Jang (2010) establishments should encourage the offer of local ingredients on their menu, including meat, fish and seafood harvested in a sustainable way and free of harmful pollutants besides avoiding genetically modified foods. Restaurants play a critical role in purchasing and marketing local foods, a research done by Inwood, Sharp, Moore & Stinner (2009, 177-191) used mixed methods to examine the characteristics of chefs and restaurants that have adopted local foods to understand the perceptions of these foodstuffs from establishments' perspectives. The results have found that early-adopting and high-volume users of local foods are more likely to operate at a higher-priced restaurant. In terms of important attributes valued by restaurants, the taste was the most important criteria when considering purchasing local foods. In addition, convenience and price were also found to be important factors in the local food attributes, with higher volume users more willing to purchase it even at higher prices. Chefs were most interested in intrinsic food qualities, such as taste and freshness, and less interested in production standards, indicating a need to engage chefs in supporting local foods systems as stated by DiPietro and Campbell (2014).

#### 3.4.4 Food Waste

The amount of misused food worldwide is about one-third of the whole food produced. Figures are different depending on the geographic area. In fact, the food waste by consumers within resident in Europe and North America is estimated to 95–115 kg pro capita per year. However, this amount is significantly lower in area such as Sub-Saharan Africa and South/Southeast Asia whereby only 6–11 kg per year is not utilized (Nordic Nutrition Recommendations 2012, 141).

Among the Nordic countries, the average household food waste per person is estimated to about 95 kg in Denmark and to about 75 kg in Sweden. Approximately one-third of the Swedish waste in the household is potentially edible, unnecessary waste, and the rest of the waste is inedible such as banana skins, trimmings, bones and potato peels. A larger proportion of vegetables, fruits, and bread is wasted in comparison to other food groups (WRAP 2021).

From an environmental perspective, food loss and waste are an extremely inefficient use of resources. Thanks to concepts such as all-you-can-eat or hotel buffets and oversized restaurant portions, an enormous amount of the food produced for the food and beverage sector result thrown away (Sustainabletravel 2021). Beside the unethical concepts, when food is wasted, this means that all those emissions that were generated by its production were unnecessary. Globally, less than half of hotels compost their food waste. When this food decomposes in landfills it creates methane which is 21 times more potent than carbon dioxide (Sustainabletravel 2021). As stated by Beretta & Hellweg (2019, 169-178) 88 Mt (88.000.000 tons) of food are misused every year in the European Union. The climate impact of the 25 kg of unnecessary waste corresponds to approximately 50 kgCO<sub>2</sub>e per year or 2.5% of the climate impact of the food used in the household (Nordic Nutrition Recommendations 2012, 141). This waste is accountable for 15–16% of the whole environmental impact in the food value chain. According to the SDGs made by United Nation this volume should be diminished by 50% at the retail and consumer levels by 2030 (SDGS 2021).

However, despite every effort, it is not possible to completely avoid all food waste as there are certain amounts of inevitable waste in the catering sector (e.g., vegetable peelings, leftovers, food spoilage etc.), both at pre- and post-consumption. As waste, if not being recycled or composted, causes environmental problems such as loss of biodiversity beside pollution. A proper management hence is necessary. As stated by Legrand, Sloan, Simons-Kaufmann & Fleischer (2010) three actions are necessary for improve misuse namely Reduce, Reuse and Recycle. The sequence of the words directly sets out the priorities of waste management and hence represents the hierarchy that should be applied. These interventions targeting food waste reduction and waste

management are relatively simple to apply (Takacs & Borrion 2020). In fact, catering service premises can reduce substantial waste within limited number of weeks. Enhance preventive measures such as educate staff about the topic, serving smaller portions, optimising organization systems and even donating leftovers are some of the main actions required as stated by Beretta and Hellweg (2019).

According to the literature available reduction of misused products can vary from 32% of status quo in the education subsector to 62% in the business subsector. These actions, as stated by Beretta & Hellweg (2019) might mitigate climate and biodiversity impacts. Additionally, these procedures can also generate financial savings for catering service businesses, mostly because of food cost reduction, diminished food purchases and savings of energy supplier (Takacs & Borrion 2020).

The evaluation of the environmental performance of different solid waste management systems using LCA in the food service context is also needed. Since the composition of waste generated by the catering sector can be quite different from that of other sectors, it is important to identify which waste management strategies may be the most optimal for these operations. Whether food waste should be diverted to composting, anaerobic digestion or other waste-to-energy technologies depends on the local context, food waste characteristics of the particular catering establishment, site-specific performance and the GHG intensity of the electricity grid, to mention a few factors (WRAP 2021). As pointed out by Takacs & Borrion (2020), knowing the economic performance of different waste management systems alongside their environmental performance can therefore help further decision-making.

## 4 EFFECTS OF SUSTAINABLE RESTAURANT PRACTICES

### 4.1 Customer Behaviour

To meet the growing demand for environmentally friendly goods and services, stakeholders in many industries invest significant resources into expanding their green practices. This trend also affects the catering industry to modify their operativity in order to encounter the new needs of their clients. Since more patrons acknowledge the importance of environmental issues, the purchases of customers are shifting towards more sustainable behaviour. As claimed by Han, Hsu, & Sheu (2010, 325–334) clients are keener to buy sustainable item or services.

This environmental concern has been defined by Teng, Wu & Huang (2014) as the degree of emotional engagement and interest in environmental issues. This attention hence mirrors the conviction and attention which an individual has toward the preservation of our ecosystem. Restaurant owners are embracing sustainable practice in their operational routine, to become recognized by buyers and even certified as members of some associations as pointed out by Jeong & Jang (2010). The awareness and interest in sustainable foods among consumers is increasing. In spite of this, there has been a deficiency of studies on consumer perceptions regarding the use of local foods on a restaurant menu and the relative influences on interactive intent as stated by DiPietro & Campbell (2014). Further exploration would be important to determine the impact that having local foods on menus could have for example. While before globalisation, eating local foods was normal since crops were plausibly local for the majority. Nowadays this behaviour presumes the connotations of the individual's conscious and subjective choice as claimed by Contini, Romano, Boncinelli, Scozzafava & Casini (2017, 1-15). Moreover, as stated by Bean & Sharp (2011, 243-254), we have been witnessing a return to the utilization of local foods in daily habits, as a consequence of an evolution of the food and cultural system. There is a growing amount of evidence indicating that a share of the consumer is choosing products or avoiding others based on their impact on the natural environment (Hu, Parsa & Self 2010, 344-362).

According to Hu, Parsa & Self (2010, 344-362) the state of one's knowledge about an issue significantly influences one's decision making regarding that issue. Research has examined various factors such as environmental knowledge, socio-demographics, and culture-based attitudes on the ability to understand and evaluate the impact of society and relative behaviour on the ecosystem. As consumers have been acknowledging the importance of environmental issues, they are increasing their awareness and searching for goods and services that are eco-friendly (Han, Hsu & Sheu 2010, 344-362).

In the so-called "Green" studies, many academics have sought to classify "Green" customers based on demographic, psychographic, and behavioural aspects. The International Institute for Sustainable Development (IISD) offer a description of the common attitude and belief about "Green" customers. In fact, according to IISD, these are patrons who commit to a sustainable behaviour, are serious about their own practices and their impacts, and support the companies incorporating sustainable procedure. They tend to overemphasize their behaviour, and they want environmental protection to be achieved as stated by Jeong & Jang (2010). The transaction toward a sustainable food system is made by several components. However, to best support this change, it is necessary to evaluate the effectiveness of all interventions in relation to the effort required to implement them. The achievement of the application of the intervention with the major potential that targets dietary change, for instance, is highly related to the customer behaviour and the appeal that "sustainable" meals offered can have on them (Takacs & Borrion 2020).

As stated by William (2002) consumer behaviour is a challenge subject to describe, especially within the hospitality sector where clients tend to demonstrate significant emotional involvement. A simple form of definition could be as 'the study of why people buy the product they do, and how they make the decision'. Patrons' behaviours need to be considered since might affect the ability to overcome certain long-lasting habits of food purchase. In fact, some individuals might be resistant to trying a new offer without any external stimulus. Factors such as pricing, nudging, communication of both the environmental and health benefits of such options through various channels are only some approaches that

can be utilized by foodservice to facilitate these healthier and more environmentally sustainable behaviours (Takacs & Borrion 2020).

In the tourism sector, customer behaviour is distinguished by several choices, multi-stage and high-involvement decision processes, fragmented service encounters, multi-dimensional product attributes, globally diverse consumers and complex social, cultural, ecological and political environments as stated by Crouch et al. (2004). Therefore, the personalized application of purchasers' psychology and clients' behaviour theory to the hospitality industry represents interesting difficulties but also stimulating possibilities. Individuals that are increasing their concern to environmental, health, social and ethical issues, perform appraisals on the food and beverage they purchase with relative effect on the behaviour more than ever before. Although Western Societies are distinguished as urbanized, some consumers appear to be willing to feel closer to their sources of nutrition. Moreover, unprocessed, fresh and more sustainable options are requested in any field related to the tourism sector. According to the EGD, purchasers should be empowered to look for environmentally friendly alternatives and all stakeholders in this nourishment chain should see this as an opportunity to plan and develop new strategies (Ec. Europa 2021).

#### 4.2 Buying Decision Model

An individual or group purchase is a reaction to a problem or need. Buyer Decision Making can be defined as the decisions process referred to good and services offered at any certain point. It includes different stages such as gathering and processing information, evaluating it and selecting the optimal choice (Crouch et al. 2004). Businesses need to understand the different stages of the purchaser decision making process. The study of consumer behaviour attempts to draw some generalization. Although this process must take into consideration individual intrinsic and extrinsic factors, the major decision done by consumers relates to some common aspects. More precisely these features are related to "What" (products or services), "How much" (quantity), "Where" (location), "When" (in which circumstance) and "How" (payment method) as stated by Ram & Manoj (2014).

The variability of buying decisions as it relates to hospitality can be found in individual features and in the ways in which consumers classify their buying decisions. Researchers formulate models with the aim to ascertain the correlations among the range of factors (or variables) which influence decision-making in patrons. Consumers' environmental consciousness (value) are strongly influenced by the relative approach towards environmental concern and towards sustainable benefits (attitude), which in turn exerted positive effects on their purchase actions (behavior) (Homer & Kahle 1988). These frameworks pursue to imitate as truthfully as possible the preference and behaviour of consumers throughout these activities. As claimed by Williams (2002, 42) these paradigms are theoretical simplifications of features of the actual world, designed to identify characteristics of choices, in order to allow potential further examination. The consumer purchasing decision model is affected by behaviour and approach with which potential customers act within the marketplace. While this process can be defined as the selection of an alternative to overcome a problem, like the need for a meal; the time and effort needed to accomplish the activity varies across every individual circumstance. Several models have been analysed by number of researchers to assess and describe the buying decision path for all types of goods and services. These studies have tried to underline the mainstream of buying decisions if planned or not and to find its relevance (Ram & Manoj 2014).

A common way of abstracting consumer behaviour psychology is to take into consideration the primary stages of the consumption or purchase process: pre-purchase, purchase, acquisition, and post-purchase as stated by Crouch et al. (2004). As such, it is presumed that the buying process includes an array of steps which assume that a consumer's selection would precede acquisition, followed by the utilization and eventual disposal. Inclusive reproductions of purchaser decision behaviour try to incorporate the extensive variety of features that have an impact on selections to take. One of the influential models in this field although significantly updated, is the Engel, Kollat & Blackwell (1968) focused on five stages of decision making, as shown in Figure 5.

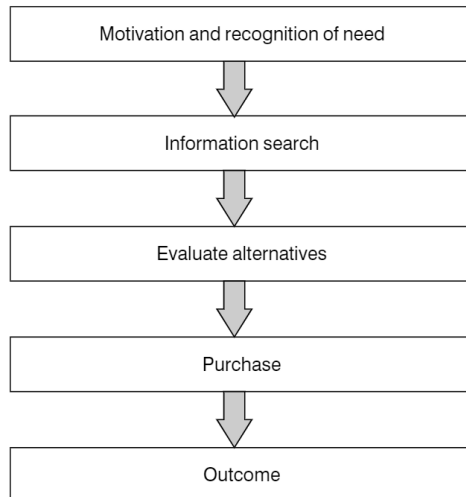


Figure 5. Model of Consumer Decision-Making (Engel, Kollat & Blackwell 1968).

The initial state namely motivation and recognition of need begin when a consumer requires to purchase for example a meal to soften hunger. A number of elements such as individual, environmental features and information stored in the memory are used. The second stage includes the research of data relative to the potential choices. This information can be gathered through a wide array of media and marketing sources for example. The potential consumer then appraises, according to the standards that he or she established, the item selected. These criteria are often the result of general principles, attitudes and goals that the individual holds. The final stage of consumption includes an intrinsic evaluation of the choice where the consumer may regret the choice or recommend it to others if positively satisfied as stated by Williams (2002, 50).

Additionally, Foxall (1993) has reassessed this model focusing on gather the elements that affect the buying behaviour. Moreover, family, social class and culture are all aspects of social structure. While personality perception and self-concepts belong to the individual difference of each purchaser. In fact, the author of this theory suggested that these aspects influence consumer behaviours as shown in Figure 6.



Figure 6. Model of Purchase Behaviour (Foxall 1993).

However, similar studies advocate that within the hospitality industry a more sophisticated form of consumer evaluation is necessary to evaluate experiences and interactions. A hypothetical model of the consumer decision process for this industry must be drawn which indicate that food and beverage facilities have both physiological and psychological roles to satisfy. In fact, beside basic needs such as thirst and hunger, other more sophisticated requirements such as identity, status, sense of belonging need to be fulfil. These factors are likely to affect the way in which the client might approach further buying decision. Therefore, customers' ecological behavioural intentions concerning restaurants can be defined as a recognised probability to partake in sustainable buying by visiting sustainable restaurant. (Jeong & Jang 2010). The increase of the level of awareness about the sustainable tourism and environmentally friendly choices is a crucial feature within the customer behaviour process. However, keeping a high level of client satisfaction and guaranteeing a meaningful experience to them has to remain a goal also for sustainable businesses including F2F ones (Europa.eu 2021).

#### 4.3 Consumers` Expectations

A shift toward local products combined with an increased understanding by the consumers of the environmental effect of crop food is characterizing a significant share of diners' choices around the world. Restaurants and Cafes are focusing on offering meals full of more local specialities rather than imported ingredients. In fact, people now placing a higher value on home-grown products. After years of intensive and exploitative monocultures, the protection of biodiversity has become an important requirement that can be noticed with the reappearance of

some “forgotten” crops which used to be grown in the area. As a result, more local offers can be found in the menus, which is also beneficial for the local economy (Europa.eu 2021). The servicescape of a restaurant, namely the environment in which the service is assembled and in which the seller and customer interact, can also affect the diner’s expectations. In fact, features such as location and environment of the restaurant are significant factors for patrons as highlighted by Kivela & Crofts (2006).

Furthermore, whether a restaurant uses local foods and the relative marketing on the menu might have an impact on clients. Through the development of more conscious and locally sensitive forms of ‘new’ food tourism consumption, customers show a greater willingness to spend more on experiences which will enlarge their cultural capital, rather than saving on highly standardized products with limited local origin (Everett & Aitchison 2008). All these elements often impact consumer expectation of the quality of a catering establishment and its relative products and service. Additionally, due to the influence of emotional meal involvement and perceived value, sensation and feelings of indulgence can eventually affect if a patron would be willing to revisit a certain establishment as pointed out by DiPietro & Campbell (2014).

#### 4.4 Strategic Business Branding

While public opinion and policymakers may seek to support direct local selling relationships, it must be acknowledged that participation in this straight supply chain relationship by food services depends to a large extent upon the perceptions of the restaurant management. The benefits of short SCM relationships and the presence of challenges or limitations that may affect the development of such cooperation are considered as stated by O'Donovan, Quinlan & Barry (2012). In a comprehensive review of SCM literature, they highlighted multiple advantages of short supply collaboration. In particular, the exchange of information between these stakeholders is a key factor. Restaurants might increase their competitive advantage, increase value for their client, optimize expenses and diversity opportunities. All these factors might affect positively also the overall brand of the restaurant. A sustainable behavioural

attitude could be collected by the buyers' feelings toward environmentally friendly purchasing (Teng, Wu & Huang 2014). The sustainable image of a restaurant plays an important role in terms of marketing and branding. In fact, these features can also affect customers' behavioural intention and relative purchase. Based on this literature review, branding is an important part of the ecological behaviour intention of patrons. An initial definition of store image in branding and marketing was highlighted by Martineau (1958) who claimed that is the way in which the store is defined in the consumers' mind, partly by its functional attributes and partly by an aura of psychological factors. In a later study of store image, researchers focused more on the functional and physical attributes associated with how customers perceived the image of a store. Bloemer and Ruyter (1998, 499-513) outlined store branding image as a consumer's perception of a store based on particularly noticeable attributes. This representation is characterized by a range of significant features of specific establishments which are analysed and weighed against each other. Therefore, a restaurant's sustainable image can be summarized as a client's belief about the degree of concern toward the environment of the business. This perception of a restaurant can be affected by the implementation of practices that are meaningful for the overall assessment of the foodservice as stated by Jeong & Jang (2010).

Kotler (1973), underlined that during a purchase decision, consumers respond to more than just what a product or service has to offer, instead focusing on the product as a whole, and relative features like imagery and surrounding environment that coincide with the product's presentation. Moreover, the atmosphere of the place where a product is sold can be more influential than the actual product itself when a consumer is making a purchase decision. It is within this concept of using a place or atmosphere as a marketing tool that Kotler coined the term "atmospherics" or "the effort to design buying environments to produce specific emotional effects in the buyer that enhance his purchase probability". It has also been shown that the influence of the physical factor or the environment influences how consumers perceive the quality of the service or product that they are purchasing. A study by Namasivayam & Mattila (2007, 3-18) posited that servicescape influences customer perception in both the pre-and post-visit to a restaurant. It helps consumers to determine if they believe that the service and

food will be of appropriate standards besides reassuring the consumer before the visit that the management of the restaurant is performing well. If consumers are regular visitors, servicescape and relative brand image can be more of a neutral component of the visit as the history related to the environment causes increasing comfort and confidence in the restaurant (DiPietro & Campbell 2014).

## 5 RESEARCH PROCESS

### 5.1 Commissioning Party

The commissioning party for this bachelor thesis was the Restaurant Bucco Oy located in Pori, Satakunta. The restaurant has been established in 2004 and can be classified as “Fine Dining” restaurant. The capacity is about 200 seats divided into two floors. The staff include about 12 people equally divided among Front of the House and Back of the House. The owner, Jani Lehtinen, is a chef with decades of experience within the field of food and beverage, author of cooking books and awarded with several honours throughout his career.

Beside the Restaurant, the family has owned since 2017 a farm in the nearby municipality of Luuvia, called “Dumlegården”, named in honor of their dog Dumle as shown in Figure 7. At this stage, the productivity of this farm is able to supply the restaurant with some raw material, including potatoes, tomatoes carrots beside other local vegetables and fruits. However, the ownership is willing to develop this activity throughout the implementation of more crops and perhaps also livestock in the future. Due to this oriented sustainable approach, the commissioning party has accepted the idea to cooperate for this thesis project aimed to better understand for example, which criteria have to be accomplished in order to receive a label as a sustainable restaurant or similar.



Figure 7. Dumle.

### 5.1.1 Restaurant Bucco

Restaurant Bucco is a family business which has been established on 14.07.2004 in the city of Pori in the region of Satakunta, Finland. The restaurant is open normally five days a week for lunch and dinner. Focusing on the goals of “Quality, Healthy, and Tradition”, Jani Lehtinen with his business partner and head chef Juha Hujanen worked together to fulfil the idea “Honour the customer, quality comes first”. Throughout hard work and dedication, Restaurant Bucco built its brand around the idea of delicious and authentic Italian cuisine with a Finnish twist. Bucco in fact, was a pioneer to introduce authentic Italian cuisine in Satakunta.

Winning numerous awards and receiving positive restaurant reviews by the patrons and food critics, Bucco quickly acquired an extensive list of dedicated followers. With growing popularity and an ongoing desire to introduce mainly Italian food and beverage to the community of Satakunta, Bucco has been a dominant player in the foodservice of the area, within a short period of time. Bucco is a contemporary fine dining/a la carte restaurant committed to serving the finest and freshest authentic selection of popular dishes reflecting various flavours. These dishes, prepared as individual orders, feature only the freshest ingredients. Bucco concept appeals to a varied segment of market by providing a healthy and satisfying meal. Examples of menu choices include in fact a large amount local and seasonal items produced within short distance.

The company commitment to authenticity and friendly service made Bucco a pleasurable dining experience full of culture and flavours. The restaurant not only handle all the food preparation and service, but also provide the event space, waitstaff, bar services and sound-system support. The facility in fact is also a popular spot for business meetings of all types. Many business groups, hold their regular operational conferences in the premises. Bucco has internal spaces often cater to businesses by providing buffets and space for seminars. However also casual meetings between a few business professionals often take place around a public dining table. Beside these operations Bucco provide also special

evening with wine tasting option. Due to the expertise within the field of the owner Jani and his wife Sani, during these events, patrons can learn a systematic approach to wine tasting, alongside sensory analysis, viticulture and winemaking techniques, food and wine pairing and the ageing process. By the end of these events customers might have built a sound knowledge of wine and a more discerning palate by focusing on the tasting and key steps of winemaking.

### 5.1.2 Dumlegården

To better serve their customers, the ownership of restaurant Bucco bought a farm in the nearby municipality of Luvia in 2017, in order to grow items to use within the business. The potential personal benefits for the company farm include being able to brainstorm about what they will grow and how use it, and having products, especially during the summer, to work with what was picked the same day and therefore extremely fresh. Dumlegården farm consists of 73 acres about 15 km away from Bucco restaurant. The owners' motivation for purchasing and operating the farm stemmed from how the owner himself was raised. Lehtinen has also been motivated to be more sustainable with his business by current issues such as global warming. Supplying food for the restaurant helps justify the farm. However, the amount of time needed for both farming and running the restaurant is a challenge for the owner and his family.

Not surprisingly, the main crops grown in Dumlegården vary by season; in the fall they feature pumpkin, potatoes and mushrooms collected in the forest; during the summer they grow peppers, tomatoes, greens for salads, garnishes and berries. Furthermore, the majority of the food for the restaurants is purchased locally including fish and meat. Overall, the farm is only able to supply a part of the product needed by the restaurant at the current time. However, the owners are planning to add more items, starting with, planting more plants, adding trees, and potentially including livestock in the future. Some of these additions should help them provide more items to Bucco restaurant.

From a marketing perspective, with own social media such as Instagram, Facebook beside the official website, Bucco post notices about special items and

activities that will be offered by the farm and they have a following of guests that look for those items. The owner also believes that providing items that he grows on the farm draws customers to perceive the benefits of hyper-local organically products which are characterized by excellent flavour and quality.

### 5.1.3 Satakunta

The region of Satakunta, which is located in the South-West part of Finland was a part of the former Western Finland Province until 2010. This region is divided into three sub-regions (Rauma, Pori and Northern Satakunta) and 21 municipalities as shown in Figure 8.



Figure 8. Region of Satakunta, Finland (Visit Satakunta 2021).

The main branches of economy are metallurgy, machine construction, leather and food production and wood processing. At the same time the trade, hotel and restaurant sector, banking and financial services have less importance in the territory as branches of economy (Region of Satakunta 2021). Satakunta is considered to have a good climate for business development and offers many opportunities for education, sports and recreation. The region is also home of one UNESCO 's world heritage sites –the Old Town of Rauma and Bronze Age burial site of Sammallahdenmäki, also in Rauma (Region of Satakunta 2021).

The region attracts both domestic and international tourists by its beaches Yyteri, cultural and natural sights and events such as Pori Jazz Festival, Raumanmeri Midsummer Festival, Rauma Blues and Pori Folk City Festival

(Satakunta Region 2021). Pori, which is the central city of the sub-region as well as Satakunta`s capital, it is the main economic centre and attracts many employees and students (Visit Pori 2021).

## 5.2 Quantitative Research Method

The author of this thesis planned to develop a survey with the aim to collect information about the perception of the restaurant`s customer regarding the topic of sustainability. The research method was quantitative, and the questionnaire was available online between 1<sup>st</sup> of May and 31<sup>st</sup> of July 2021. The procedure is briefly described below. To ensure a valid outcome of the entire process, a thorough assessment of the literature available has been done during March and May 2021 as shown in Table 2. Numerous research and documents about the topic have been analysed.

Table 2. Thesis Process.



Quantitative research is a broad area of scientific methods which enables to describe and interpret object statistics with numbers. Furthermore, this research focuses on various modes of classification, exploration of causality, comparison, and explanations of phenomena through numeric variables. Quantitative research uses several kinds of computational and statistical methods of analysis (Jyväskylän Yliopiston 2020). Quantitative research is based on statistical sampling theory and usually contains recognised tools which are structured and standardized. Questionnaires, which might contain formal or free-style questions are the most common, (the latter, however, could be also interpreted as a qualitative method of data collection) or a mixture of both (Baggio & Klobas 2017, 5-16). The questionnaire usually allows easy and fast marking of replies by the respondents and the more convenient way to analyse the results with the statistical analysing tools. Data gathered by using this method can be expressed numerically and can be analysed with the help of statistical analysing programs (Williamson & Johanson 2017, 12-22). The questionnaires should be edited with a logical order of questions, moreover, the choice of words and types of questions should be easy to understand and motivate the respondent to give the full and reliable answers (Baggio & Klobas 2017, 5-16).

Quantitative method is considered to be outcome-oriented, more reliable, clearly presenting facts and causes, it is less personal and sometimes fails to find the reason behind the respondent 's choice of answer, since the standardized answer options do not allow providing additional information on respondent 's feelings, beliefs and perception (Williamson & Johanson 2017, 12-22). Survey represents a valid option among quantitative research. Moreover, with the development of the technology, less time-consuming and effective tools of data collection, can be used. Electronic forms delivered on line, can be filled out throughout smartphones and other devices. Although there are some disadvantages to using these methods since it is sometimes hard to find a sample for the research that would represent the group adequately, is possible collect a significant amount of data within a limited time (Baggio & Klobas 2017, 5-16).

### 5.2.1 Selecting the Sample Group

This thesis project has been designed to discover the existing customer perception of sustainable restaurants in the Satakunta region. The author has used the online survey form of Google. Two different questionnaires were edited one for English and one for Finnish speakers (Appendix 1). The first part of the survey included questions concerned with the personal experience customer have related to the restaurant. For example, the respondents were asked which are the reasons why they go to restaurant and which are the most important features of it such as service, menu or ambience. In the second part, the respondents were asked to evaluate the importance of certain factors associated mainly with sustainable food and stainable restaurant. The respondents had to express their opinion about certain statements using Likert scale. The final part included information such as age, gender and occupation, to collect data for segmentation of respondents.

Moreover, the object of the research was to classify and compare the data collected and potentially assess with other similar research. This study follows mainly an interpretive approach. Due to the exploratory nature of the research, an inductive approach was utilized to explore the opinion about the topic of sustainable hospitality. The study was purposefully limited to the South-West region of Finland namely Satakunta. The population of interest was users and potential users of restaurants and similar in the region. The author of this Bachelor thesis included a cover letter with the link to the survey which has been published throughout many channels in the region of Satakunta. The survey was posted on social media, within the region of Satakunta in the major municipalities to obtain a heterogeneous and the largest possible sample from which generalize from a broader population into a theoretical framework and virtually apply to other situations. The local university of applied science in Pori, namely SAMK has also distributed the survey among the staff member and students. Moreover, the survey has been also published in local newspapers besides obviously throughout the channels of the commissioning party, restaurant Bucco. (Appendix 2).

However, this method of sampling has some limitations, such as the possibility that the model drawn is not illustrative of the entire population, notwithstanding it is a commonly used technique in exploratory analysis when subsequent research will be based on a probability sample (Schubert, Kandampully, Solnet, & Kralj 2010). As is the case of several empirical similar research, time and financial resource might have prohibited a larger data collection on the entire population. Due to these and other reasons of convenience, the sampling frame utilized in this thesis might not be representative of all hospitality users in the area.

### 5.2.2 Questionnaire Design

The advantages of utilizing questionnaires are that it suitable for a larger research. In addition, results can be created rapidly and it offers an objective overview of the phenomenon assessed. However, also some drawbacks could be found with questionnaires practices. In particular the researchers may be not sure if the predeterminate audience has been targeted. Therefore, it is complicated to appraise the quality and suitability of attention given to the topic (O'Donovan, Quinlan, & Barry 2012). This questionnaire was developed after having assessed researches on similar topics, mainly done by the International Food Information Council (Foodinsight 2021) and The European Consumer Organisation (BEUC 2020). Questions were collected and reformulated from previous studies and incorporates both single and multiple choice. The questionnaire responses were collated and analysed by the author to ascertain the degree to which the respondents felt towards the main aspects of sustainability in the food and beverage industry.

After initial rounds of pilot testing and expert opinion analysis, the final version of the questionnaire included 16 questions. In the survey were included closed questions: simple alternative questions (with answer options “yes” or “no”), multi-choice questions with many, sometimes mutually exclusive and “other” answer options. Different questions have used Likert summated ratings, where several statements were given and the respondents could express their opinions about the statement, using the scale from “strongly agree” to “strongly disagree” or “not important” to “very important” (Chisnall 2001, 215-217). No explicit open-ended

questions were used to ask the respondents to express their opinions in free form in their own words. The choice to do not use this kind of inquiry was connected to the potential risk of lack of motivation to give the answer since they are more time-consuming and there was also a possibility that the respondents would understand the questions differently from how the authors perceived them (Schubert, Kandampully, Solnet & Kralj 2010).

## 6 CUSTOMERS`PERCEPTION OF SUSTAINABLE RESTAURANT

### 6.1 Respondent Profile

In order to analyse and understand the consumer's perception of sustainable restaurant, an online survey was carried out to find the main features described by a sample of population. A total of 658 respondents were involved in a choice experiment during which a customized questionnaire was submitted both in Finnish and English language with respectively 626 and 32 answer. The questionnaire was structured in three parts. The first part investigated the main drivers of choice for customers of restaurants. The second part was structured for the purpose of evaluating the consumer attitudes towards sustainable food services, while the final part was related to collecting personal data such as age, gender and occupation.

Based on the data collected the majority of the surveyed, about 80%, were female as shown in Figure 9. This result seems to confirm some earlier similar finding. In fact, according to Hu, Parsa & Self (2010) it seems a relationship exists between gender and sustainable purchases. Moreover, this feature has led most researchers to argue that women are more likely than men to hold attitudes consistent with the sustainable movement as a result of social development and sex role differences, which more carefully considering the impact of their actions on others.

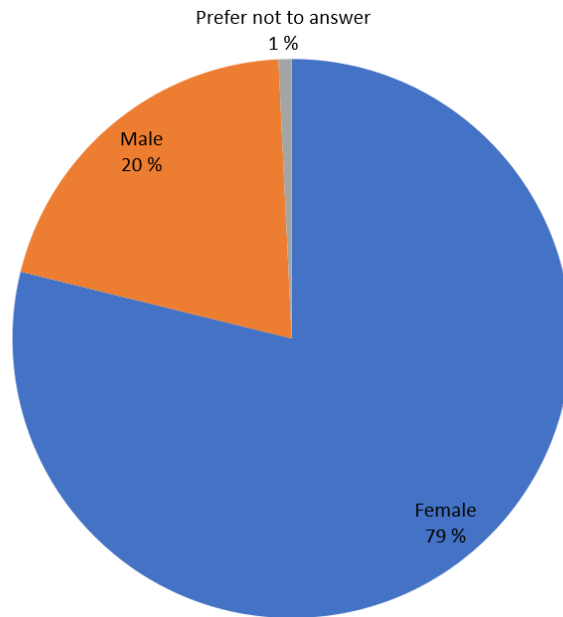


Figure 9. Gender of Respondents (n=657).

Furthermore, the age distribution of the respondents was equally distributed among all the clusters as displayed in Figure 10. The minor age group was represented by 65 years or older with 6%, probably due to the fact that the survey was entirely available online with the relative consequences.

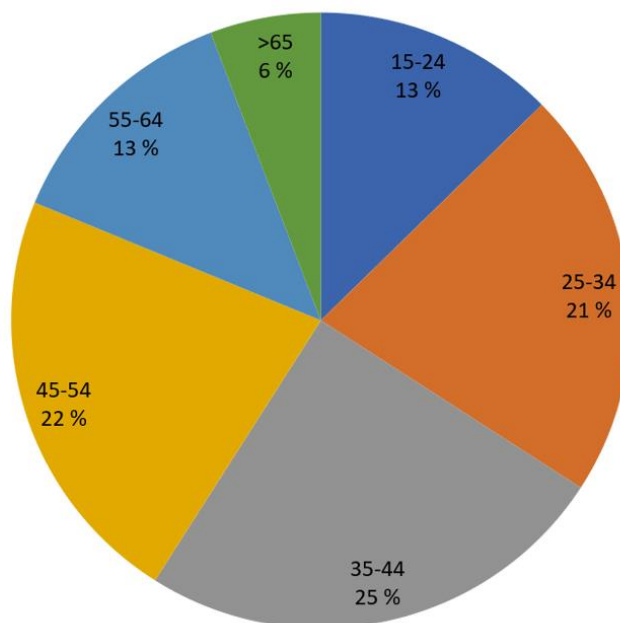


Figure 10. Age of respondents (n=656).

Considering the occupational status, the sample counted a majority of employed both full time and part time with 59% followed by students' respondents with 20% as highlighted in Figure 11.

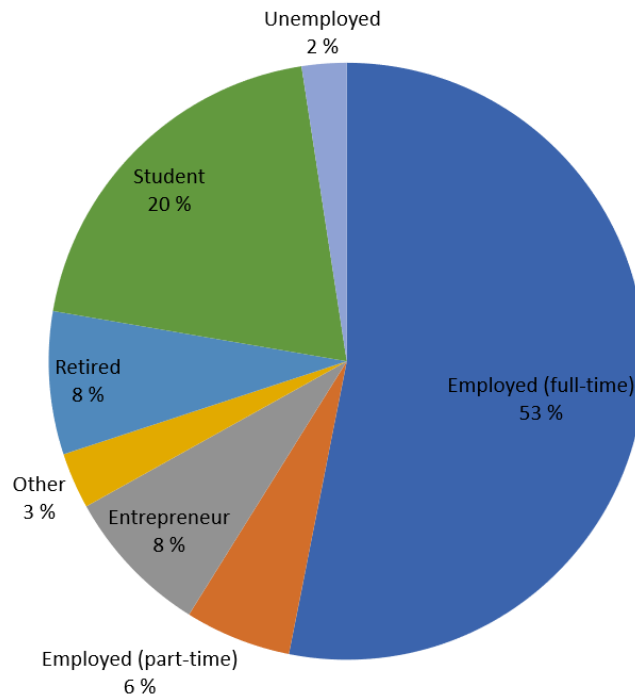


Figure 11. Occupational status of respondents (n=653).

## 6.2 Factors Influencing Restaurant Selection

The investigation into restaurant selection and situational factors shown word-of-mouth recommendation as most significant factor for the choice for over half of the surveyed as shown in Figure 12. Similarities with previous research (Chua, Karim, Lee & Han 2020) highlight that social media and own website are critical factor nowadays that influence the final decision to patronize a food service establishment. Furthermore, "traditional" advertisement channel such as TV, newspaper or radio shown a low level of importance among the respondents below a 10% of average.

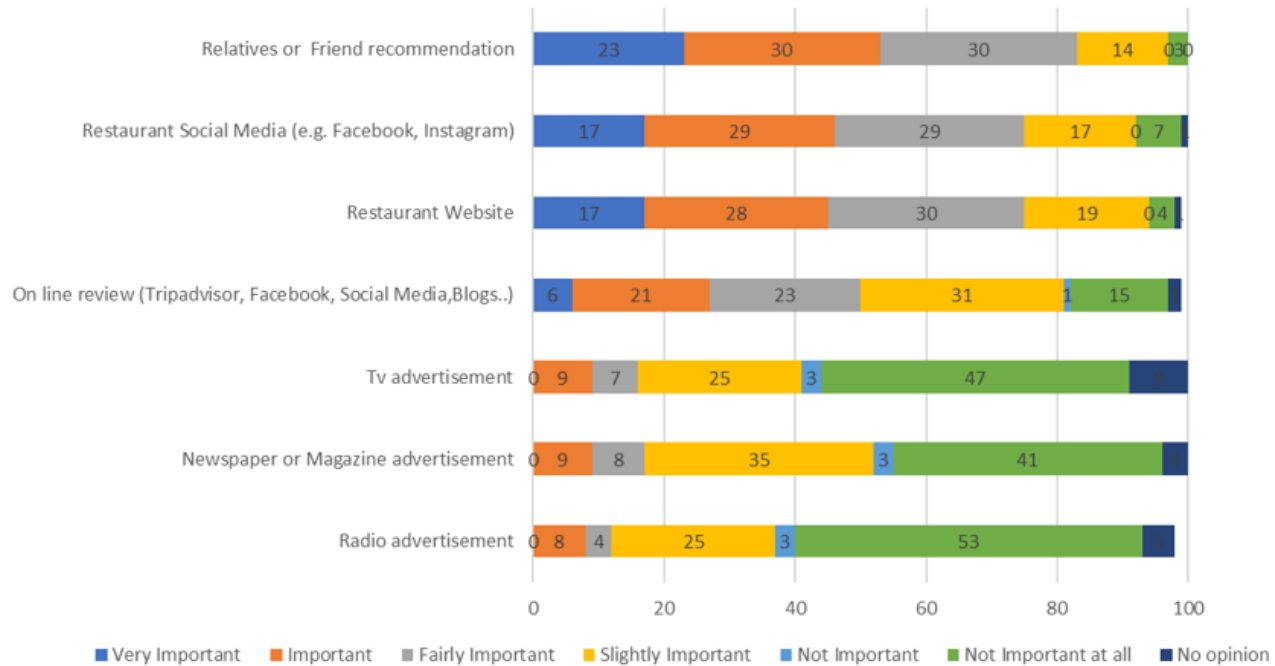


Figure 12. Relevance of Distribution/Advertisement Channel (n=655).

The current Bachelor thesis suggests that several features can affect customers' choices when considering intentions to visit a restaurant. Specifically, the results highlighted a combination of product-related factors such as quality of food, services, hygiene and value for money. These findings, based upon the conceptual model are supported by similar studies such as DiPietro & Campbell (2014) "The Influence of Servicescape and Local Food Attributes on Pleasure and Revisit Intention in an Upscale-Casual Dining Restaurant". These results indicate a strong influence of how the perception of certain factors by consumers can have a significant effect on restaurants; seeking to create a loyal and repeated customer base. The importance of service has a significant share for over 60% of the respondents and corroborate finding stated by Pezenka & Weismayer (2020) as illustrated in Figure 13.

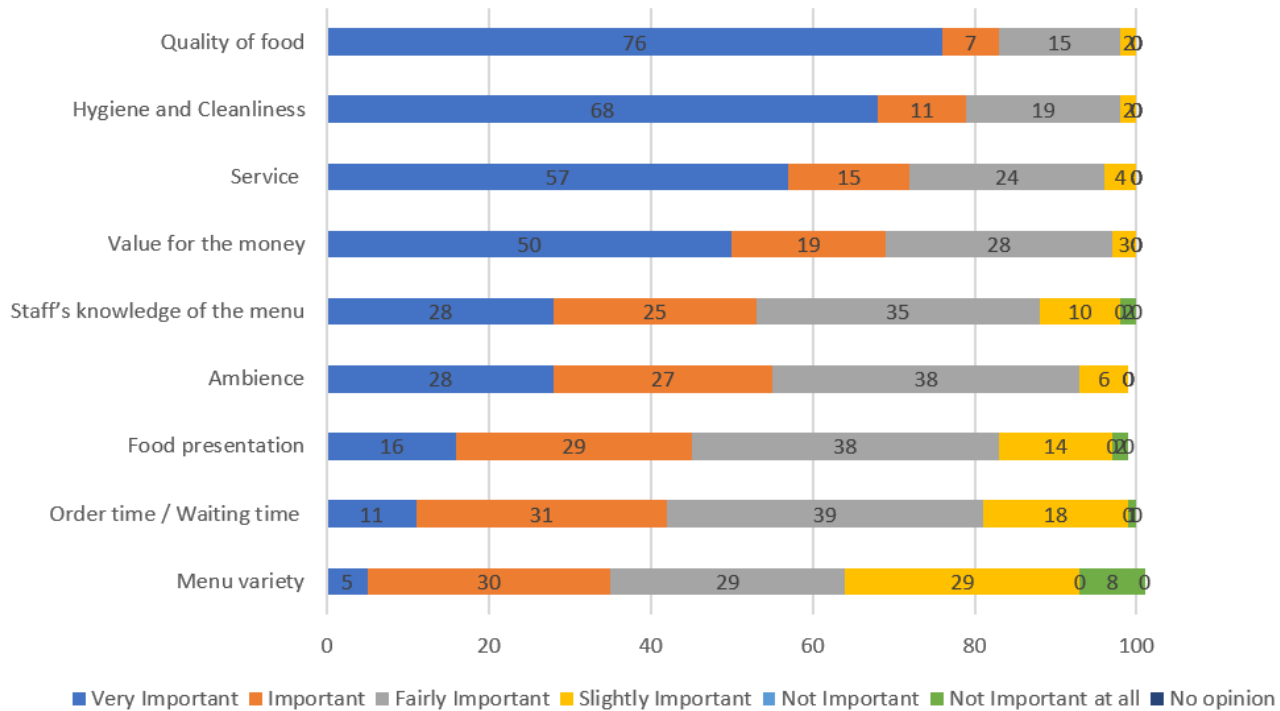


Figure 13. Factors Influencing Restaurant Selection (n=657).

Consumer demands for foods and beverages which are enjoyable as the main reason to visit a restaurant. The results of this survey support evidence stated in the paper of Pezenka & Weismayer (2020), about "Which factors influence locals' and visitors' overall restaurant evaluations". Food and beverage are identified as a critical factor for over 60% of the respondents followed by the reputation of the chef and the possibility to experience something new as highlighted in Figure 14.

Celebrating a life event represents an important share of consensus as well, however an increasing trend towards authenticity was shown by the results of this survey. The concept of existential genuineness as linked to the identity of the local area is important in relation to the provision of tourist products and services – including catering services as stated by Sims (2009). Patrons may look to develop a sense of belonging with the hosting location, through the purchase of dishes perceived as "traditional" and "local". In spite of the wide meaning and definition of authenticity, the use of "home-grown" and "seasonal" ingredients, might strengthen the link between food and tourist destination and support the development of sustainable tourism in multiple ways (Home, Oehen, Käsmayr,

Wiesel & Van der Meulen 2020). Additionally, the promotion of authentic food and drink products can help the restaurant to create an “image” for a certain location that will help it gather new potential customers and therefore allow economic sustainability in the long term (DiPietro & Campbell 2014).

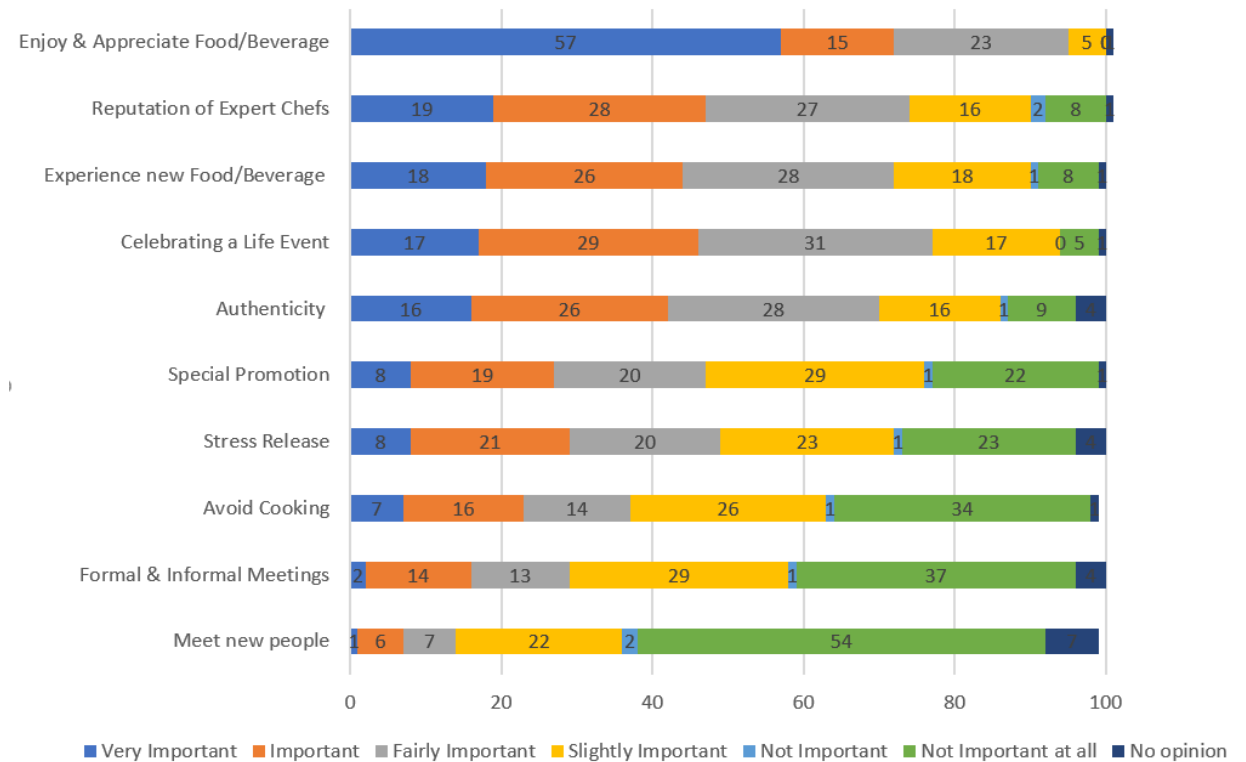


Figure 14. Driving Factor for Restaurant Selection/Restaurant Choice Drivers (n=657).

### 6.3 Attitudes Towards Sustainable Food

Results of the survey show encouraging trends regarding patrons’ willingness to support more sustainable food habits such as promoting local and seasonal products among restaurants. The survey also highlights the inclination up to one-third of consumers to reduce the intake of animal-based products. These findings are aligned with the “Analysis of a survey of European consumers on attitudes towards sustainable food” done by the Bureau Européen des Unions de Consommateurs BEUC (BEUC, 2020). However, strong differences in the effect of food habits and environment can be found among these two surveys. In fact, about 80% of respondents of the survey done in Satakunta agreed with the impact of food production and the environment as shown in Figure 15. On the

other hand, only over 10% of those surveyed by BEUC consider that what they eat has a negative impact on the ecosystem (BEUC 2020).

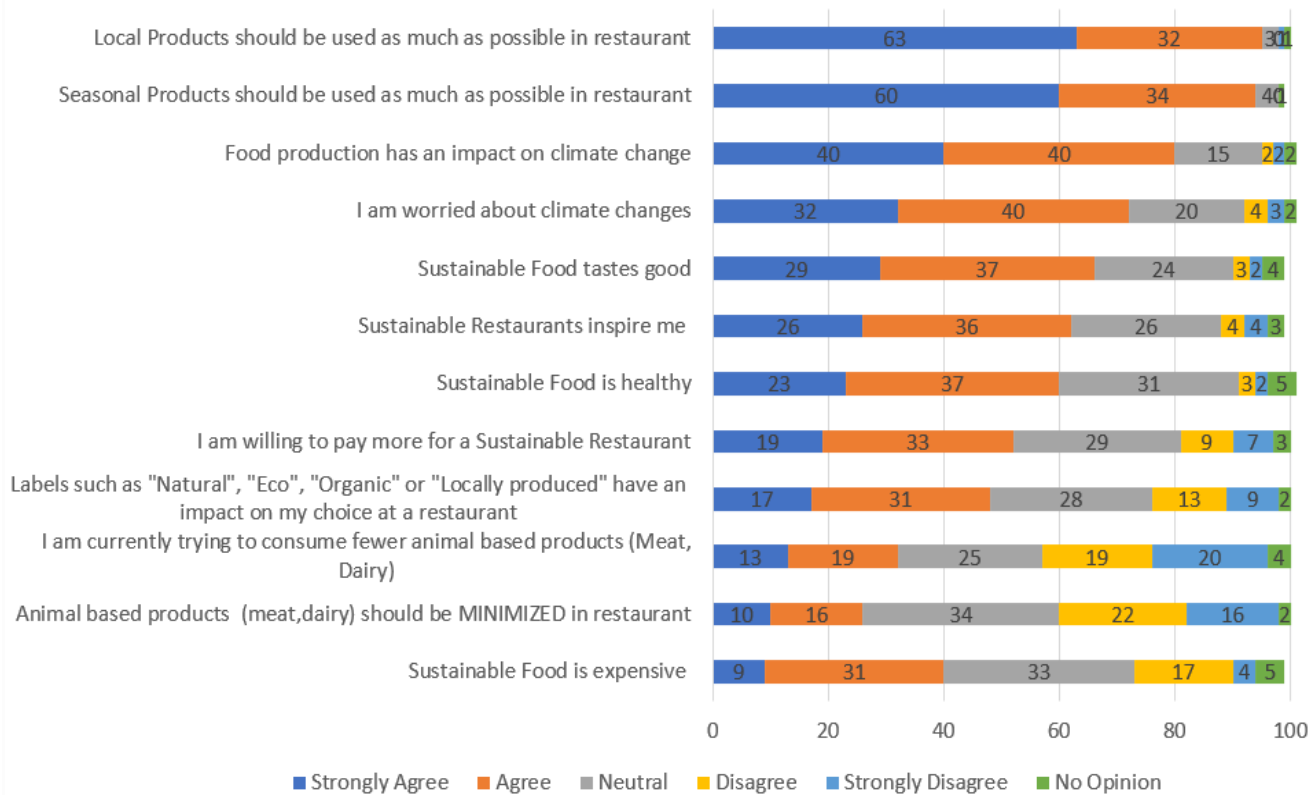


Figure 15. Attitude Towards Sustainability in Food and Beverage Sectors (n=657)

The results revealed that consumers' knowledge of sustainable practices and environmental concerns were important determinants of patrons' intentions to visit sustainable restaurants (Hu, Parsa & Self 2010).

Additionally, a significant finding about patrons' willingness to pay more to visit a sustainable restaurant is evident. A majority of respondents, about 80% were willing to pay up to 15% more in a green restaurant. More specifically the biggest share was between 6% and 10% of extra charge as displayed in Figure 16. These results are consistent with earlier studies. According to Schubert, Kandampully, Solnet & Kralj (2010), there is a potential market niche for sustainable restaurants. In fact, a large number of respondents believe that restaurants can and should help to protect the environment, and are willing to spend more to enable this. This thesis supports these findings that engaging in sustainable practices could have a long-term positive financial benefit for the business (Inwood, Sharp, Moore & Stinner 2009).

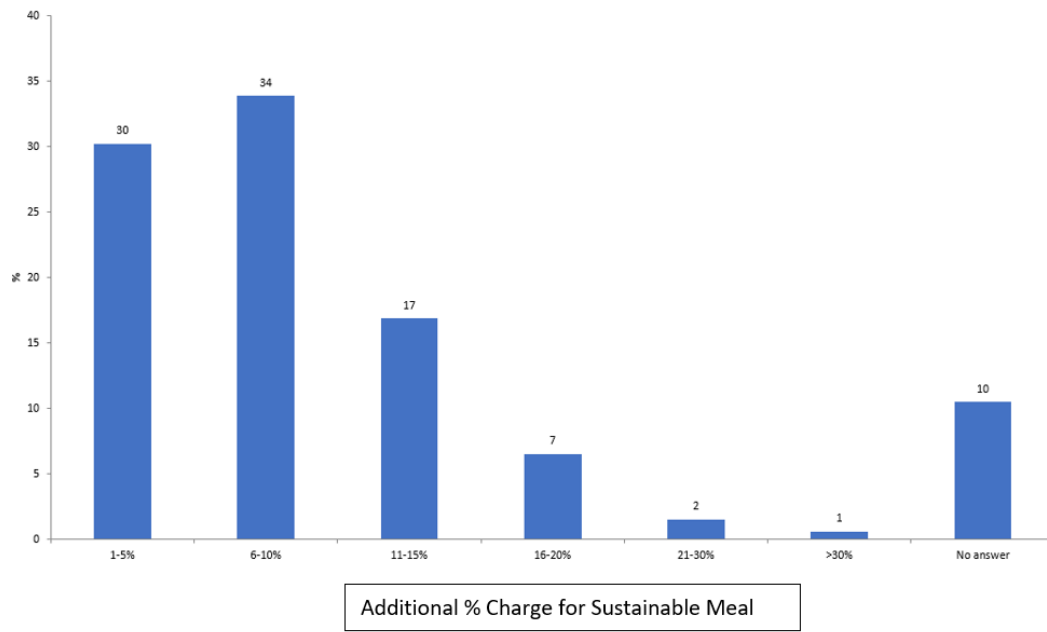


Figure 16. Consumer Willingness to pay More for Sustainable Products (n=658).

## 7 CONCLUSION

The industries and related businesses that characterize the tourism, hospitality and leisure sectors of our economy and society embody one of the largest components of consumer spending. Yet, despite an increasing body of research, the knowledge and understanding of consumers' behaviour and psychology within tourism is not yet proportionate with the economic and social worth of the phenomenon (Crouch et al. 2004).

A cross-tabulation data analysis has been done to summarize the results of this survey. This type of method displays the relationship between two variables. It is also called a contingency table, consisting of four cells one for each possible combination of data. Suppose one variable is independent such as gender (male = 1, female = 0) and the other variable is vote (yes = 1, no = 0) (Lewis-Beck, Bryman & Futing Liao 2004). In this Bachelor thesis, a relationship was found between increased levels of food tourism interest and the enhancement of environmental awareness and sustainability. An increase in social and cultural benefits celebrating the production of local and seasonal food confirm findings of similar research (Everett & Aitchison 2008). Respondents rated their overall restaurant experience according to their main reasons for dining out. A pivotal aspect of restaurant visits indicating that food was the most frequently mentioned aspect in; followed by service and hygiene. This result confirms previous findings in the literature, which state that the actual meal is the most important feature influencing the restaurant evaluation. (Pezenka & Weismayer 2020).

From the methodological-theoretical viewpoint, the results show that the interest in local and seasonal food is strongly correlated with the system of values and attitudes which can explain these behaviours surveyed in Satakunta. This seems to confirm the importance of considering also this type of analysis in studying consumer behaviour as stated by Contini, Romano, Boncinelli, Scozzafava & Casini (2017). These results suggest that consideration of local and seasonal products can contribute to attracting and retaining clients and thereby contribute to the economic sustainability of restaurants. Furthermore, appear important among respondents the concept of authenticity which contribute to adding value

to the experience within restaurants in Satakunta (De Chabert-Rios & Deale 2018). These findings support assertions made by Home, Oehen, Käsmayr, Wiesel & Van der Meulen (2020), that authenticity is indeed what patrons want as the case in which the experience delivered to the customer matches what was perceived to have been “promised”.

Despite extensive disagreement about the precise meaning of sustainable restaurant, the idea of a link between “local”, “seasonal” and “place” remains a powerful one and the evidence presented here shows that offering visitors a way to experience some form of authenticity through food can assist the development of sustainable tourism in a number of ways. As stated by Sims (2009) the promotion of iconic food and drink products can help to create an “image” for a particular restaurant and relative destination which might help to attract new visitors and also boost its economic sustainability in the long term.

Some differences were also found in the views of different demographic segments of the respondents. Female respondents appeared to be more prone to consider the “Green” practices as important. Additionally, working-age respondents, between 25 and 54 years old were the largest share of participants. Understanding the demographic feature of a restaurant’s patron base, and how this impact of their “Green” views, can provide insight into which sustainable practice areas are the best ones for a restaurant to target and highlight through their marketing channel.

The author found also, that the majority of all patrons would be willing to pay more to dine in sustainable restaurants, and around one-third of the sample would be willing to pay between 6% and 10% more. This result supports the findings of some previous studies including, Choi, Gunae & Parsa (2006) and Dutta et al. (2008). This is possibly a signal of changing consumer attitudes as a result of the heightened salience of environmental issues in modern society. However, the variances could also be a result of circumstantial factors, such as the cultural background of respondents or the particular hospitality sector in which the research have been conducted as observed by Schubert, Kandampully, Solnet & Kral (2010).

## 8 DISCUSSION

This study aimed to offer implications for academic and industry stakeholders and contributes new knowledge to the theoretical understanding of clients' perceptions of sustainable practices within the hospitality industry. Based on this survey on customers' perception about sustainable restaurant, this bachelor thesis presents a snapshot of current consumer awareness related to this topic in the south west of Finland in the region of Satakunta. Moreover, to contribute to a better understanding of the direct food supply chain and make progress to support and facilitate more sustainable relationship within local hospitality sector. One of the goals of this study was to investigate the clients' environment concern toward restaurants which engage in EMP and the relative effects on their purchase behaviour.

In this study has been found that consumers' perception of food services which use local and seasonal product may influence their intentions to patronize a sustainable restaurant because of their environmental concerns and ecological behaviours, like in previous similar studies (Hu, Parsa & Self 2010). In fact, local food seems to be a primary condition to develop a sustainable restaurant, featured by an offer based on home-grown and seasonal foods, capable of integrating virtuously with regional or sub-regional agricultural productions. (Contini, Romano, Boncinelli, Scozzafava & Casini 2017).

From a managerial perspective, the outcome of this research can facilitate hospitality executives to better understand their visitors' needs. In fact, as stated by Pezenka & Weismayer (2020), the identification of client dining expectation is vital for restaurants to develop effective marketing strategies to persuade customers to visit their facilities. Furthermore, managers must select which features, such as quality of food, value for the money, service and hygiene, should receive the most attention and how investments can be optimized to ensure that patrons are fully satisfied and eventually communicate this through marketing channels. For the food service industry, resulting information from this Bachelor thesis can be utilized to aid a restaurant in choosing which sustainable intervention implement to enhance a sustainable image within their patrons. The

results suggest that clients are looking for certain features when it comes to dining. Those characteristics can positively impact the choice and return intention among customers of restaurants.

To enhance visitors' knowledge of sustainable restaurants, businesses could use several different methods online, but also information cards, menu notes or even university project to inform people about the environmental effects of their supporting a green restaurant (Hu, Parsa & Self 2010). Foodservice characterized by local products can represent as stated by Contini, Romano, Boncinelli, Scozzafava & Casini (2017) an important chance for support the F2F strategy and reduce the environmental and climate impact of primary production. The literature review of this bachelor thesis showed that the production phase of food is by far the largest source of environmental impacts, and therefore interventions targeting this phase, such as the menu design can have the highest improvement potential. Although beyond the scope of this thesis It is also clear that shifting dietary patterns by replacing meat and animal-based ingredients with plant-based ingredients is one of the most, if not the most, powerful environmental mitigations strategy for food services (Takacs & Borrion 2020). Notwithstanding, several conditions must come about to translate this opportunity into an actual development. Credible guarantees for the consumer, including the farmers' capability to organise themselves so as to respond to the requirements in terms of reliability, consistency, and constancy of quality levels (Contini, Romano, Boncinelli, Scozzafava & Casini 2017).

Employing and marketing sustainable practices might help restaurants to establish a new niche for environmentally concerned customers and potentially sustain long-term sales and profits as supported by the work of Schubert, Kandampully, Solnet & Kralj (2010). Moreover, restaurants could build an advantage by initiating sustainable practices before their competitors and thus appealing to the most environmentally conscious. At the same time, sustainable restaurants may have to aggressively inform customers about their involvement in environmental issues, such as recycling, energy efficient practices, fair trade practices, and other conservation practices (Hu, Parsa & Self 2010).

The author of this thesis has also acquired critical thinking and analysis skills by reviewing and critically analysing the literature regarding the research topic. Communication, self-confidence and time management skills have also been improved throughout the process. Ethical considerations have been observed throughout the study. Participants were fully informed about the aims of the survey in collecting data. Additionally, confidentiality and informed consent of respondent's right have been respected by the author. Raising awareness and educate people about environmental problem, throughout also this bachelor thesis project for example, is fundamental. These actions might help to protect the environment and support changes aimed to preserve our ecosystem and live in a more sustainable way. Although the current and significant importance of the topic, this study has also several limitations.

The limited scale of this exploratory case study makes it difficult to formulate indisputable conclusions, but it is hoped that it will encourage further research into the relationships between food tourism, sustainability and place identities. Moreover, the respondents of this study were predominantly female and little is known about how male customers are making decisions based on sustainable practices. Further study would be required to make an accurate statement as to that gender importance level of sustainable practice relates. Due to the complexity of the subject several aspects relevant to the topic such as transportation and packaging have not been covered. Additionally, the fact that behavior does not necessarily imitate intention, this bachelor thesis can only assume that what respondents answered correspond with the actions they will take.

Findings in this Bachelor thesis led to some recommendations for future investigation. In particular a qualitative research could provide important information which were not included in this study. Interviews with patrons would be useful in order to collect knowledge that are not measurable by questionnaire alone. Further information and motivations for visiting sustainable restaurants could be discovered with qualitative research methods which investigate for more specific answers given by participants.

As stated by Takacs & Borrion (2020) changing ingredients and menus is probably one of the most effective strategies that catering businesses can adopt to reduce their overall environmental impact. In fact, with the help of life cycle-based tools, the footprint of different types of ingredients and meals might be assessed. The concept of F2F strategy if applied to restaurants, can be strategically implemented so that the negative outcome arising from different types of ingredients and meals can be reduced. In conclusion, the food service including the restaurant sector could benefit from the results of combined life cycle thinking approaches as these would also be capable of assessing and influence all dimensions of sustainability.

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APPENDICES.

Appendix 1. Participant Questionnaire English Version

Appendix 2. Survey Distribution Channels

## Appendix 1. List of questions for Participant Questionnaire

# CUSTOMERS' PERCEPTION OF ECO RESTAURANT

On behalf of Lapland University of Applied Sciences, we kindly ask you to spend approx. 10 minutes to this survey.

"Environmental Management Practices (EMPs), are those techniques, measures or actions that allow organisations to minimise their impact on the environment in all aspects under their direct control or on which they have a considerable influence." (European Union)

By answering you will help to explore people's knowledge about sustainable diets and sustainable restaurant in the region of Satakunta.

The final results of the survey are published so that no individual answers can be extracted from them.

By answering you may take part in a raffle of a lunch for two at the Restaurant Bucco in Pori, Satakunta.



Experiencing Restaurant in Satakunta





6. Do you know what is "Farm to Fork Strategy" ?

*Contrassegna solo un ovale.*

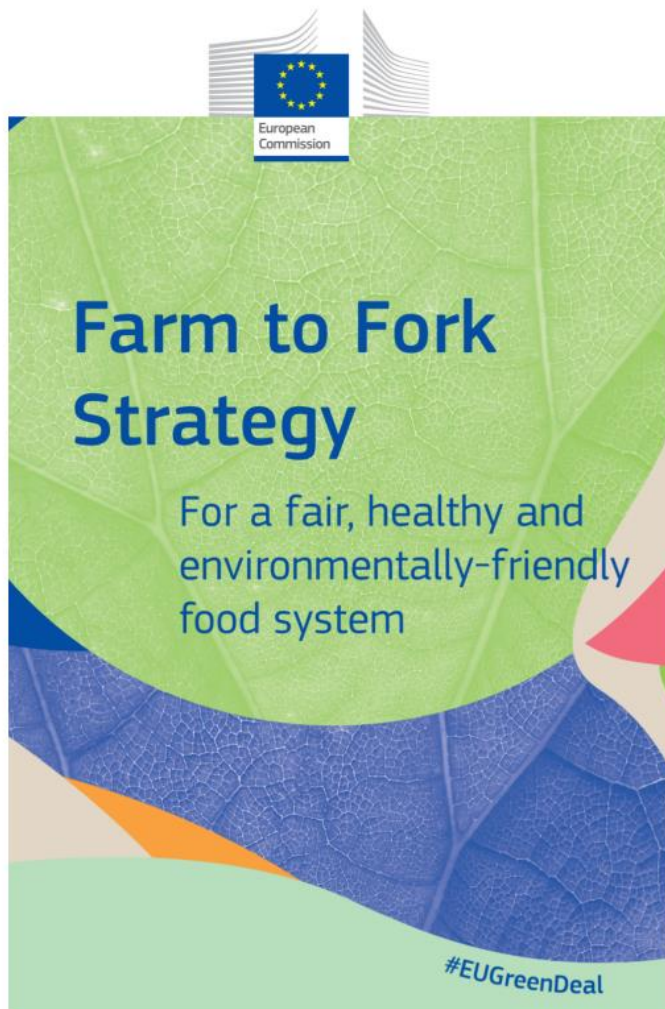
- Yes
- I have heard the name but have no idea what it means
- No idea

Farm  
to  
Fork

The Farm to Fork Strategy aims to accelerate our transition to a sustainable food system that should:

Have a neutral or positive environmental impact and help to mitigate climate change.

"Sustainable Food has low environmental impacts which contribute to nutrition security and to healthy life for present and future generations. (F.A.O. Food and Agriculture Organization)"





8. 8. How much would you pay MORE for dining at a Restaurant which supports Environmental Management Practices. (Green/Eco/Sustainable Restaurant). "Environmental Management Practices (EMPs) are those techniques, measures or actions that allow organisations to minimise their impact on the environment in all aspects under their direct control or on which they have a considerable influence." (European Union)

*Contrassegna solo un ovale.*

- 0
- 1-5%
- 6-10%
- 11-15%
- 16-20%
- 21-30%
- >30%

9. 9. How often do you consume/eat animal based products? (for example ANY of these products: poultry, pork, beef, lamb, cow's milk, dairy products)

*Contrassegna solo un ovale.*

- Never
- Once a week
- 2-3 times a week
- 4-6 times a week
- Every Day

10. 10. How often did you usually visit restaurants (before the COVID 19 pandemic)?

*Contrassegna solo un ovale.*

- less often than once a month
- Once a month
- 2-4 times in a month
- 5-8 times in a month
- More than 8 times in a month

11. 11. Gender

*Contrassegna solo un ovale.*

- Female
- Male
- Prefer not to answer

## 12. 12.Age

*Contrassegna solo un ovale.*

- 15-24
- 25-34
- 35-44
- 45-54
- 55-64
- >65
- Altro: \_\_\_\_\_

## 13. 13.Which of the following best describes your current position?

*Contrassegna solo un ovale.*

- Entrepreneur
- Employed (full-time)
- Employed (part-time)
- Student
- Retired
- Unemployed
- Altro: \_\_\_\_\_

## 14. 14.Is your profession or field of study related to Tourism / Hospitality?

*Contrassegna solo un ovale.*

- Yes, it is related to Tourism /Hospitality
- No
- I don't know

15. 15.What are your dietary habits?

*Contrassegna solo un ovale.*

- Omnivore (I eat everything)
- Vegetarian
- Vegan
- Altro: \_\_\_\_\_

16. 16. Do you live in Satakunta?

*Contrassegna solo un ovale.*

- Yes
- No

Thank you for participating



## Appendix 2. Survey distribution channels.

**SATAKUNNAN VIIKKO**

UUTiset YRITTÄJÄ KOLUMNIT URHEILU VIIHDE AUTOT JA LIIKENNE MATKAILU TERVEYS KILPAILUT YHTEYSTIEDOT

Linkit

**LOUNASPORI.fi**

**SATAKUNNAN MESSUT**

Kysely

Aiotko matkustaa syksyn aikana?

1. Pysyn kotona.

2. Aion matkustaa kotimaassa.

3. Tarkoitus on lähteä ulkomaille.

Viihde

**Auta opiskelijaa, vastaa ravintolakyselyyn!**



Kyselyssä kysytään muun muassa siitä, pitäisikö ravintolassa suosia lähiruokaa.

Porilainen **Luca Masieri** opiskelee Lapin ammattikorkeakoulussa restonomiksi. Päättyönään hän tutkii asiakkaan näkökulmia ravintoloista. Erityinen huomio tutkimuksessa on ympäristöasi- oissa, lähiruuan käyttämisessä ja kestävässä kehityksessä. Tavoitteena on kyselyn tulosten avulla kehittää Satakunnan alueen ruoka- ja ravintolakulttuuria.

-Maailman elintarviketuotantojärjestelmät ovat vastuussa yli kolmasosasta kasvihuonekaasu- päästöjä. Myös ravintola-alalla on kestävä kehityksen painotus kasvanut. Tutkimusta tarvitaan siitä, mitkä tekijät voisivat edistää kestävä kehitystä ravintoloissa, Masieri sanoo.

Kyselyn vastaukset käsitellään siten, että yksittäisen vastaajan tiedot eivät ole yksilöitävissä lopulli- ssa tuotoksessa. Halutessaan voi jättää yhteystietonsa arvontaa varten.

Kyselyyn pääsee vastaamaan osoitteessa <https://forms.gle/twLXtVgFegfAEvEa6>

Vastaamiseen menee 5-10 minuuttia. Kysely on avoinna 31.7.2021 asti.

Sinua voisi kiinnostaa myös nämä

Näköislehdet

Satakunnan Viikko

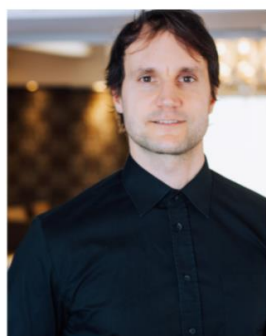
SV RAUMAN VIIKKO

SUPERARJOKSET!

Satakunnan Viikko, Rauma

Satakunnan Yrittäjä

## BUCCO

VASTAA KYSELYYN RAVINTOLOIDEN  
KESTÄVÄSTÄ KEHITYKSESTÄ

Buccon asiakkaillekin ravintolasalin puolelta tuttu Luca Masieri opiskelee tällä hetkellä Lapin ammattikorkeakoulussa restonomi- ravintoloiden lähiruuan ja kestävä kehityksen käytäntöjä asiakkaan näkökulmasta.

Maailman elintarviketuotantojärjestelmät ovat vastuussa yli kolmasosasta kasvihuonekaasupäästöistä. Ravintola-alalla kestävä ke- hen vuoksi tutkimukselle on erityistä tarvetta.

Osaillistumalla kyselyyn sinulla on suuri rooli tässä projektissa! Monivalintakyselyyn vastaaminen vie aikaasi noin 5-10 minuuttia, j- jossa voit voittaa lounaan kahdelle Ravintola Buccossal!

Käikki kerätty tieto käsitellään nimettömänä ja luottamuksella. Kyselyn tuloksia käytetään ainoastaan tähän oppinnäytetyöhön ja osapuolille.

Kysely on avoinna 31.7.2021 asti.

Lämpimät kiitokset ajastasi ja valvannäöstäsi!

KYSELY SUOMEKSI

SURVEY IN ENGLISH

# SATAKUNNAN VIIKKO



🔍 Etsi sivustolta...

🏠 UUTiset YRITTÄJÄ KOLUMNIT URHEILU VIHDE AUTOT JA LIIKENNE MATKAILU TERVEYS KILPAILUT YHTEYSTIEDOT

## Linkit



## Kysely

Aiotko matkustaa syksyn aikana?

1. Pysyn kotona.
2. Aion matkustaa kotimaassa.
3. Tarkoituis lähteä ulkomaille.



## Uutiset

### Pelloilta pöytään on totta!



Ravintoloitsija Jani Lehtinen ja opiskelija Luca Masieri esittelevät kesäkurpitsoja, jotka Lehtinen oli tuonut suoraan tilalta ravintolaansa.

Sanna Jääskeläinen

## Näköislehdet



## Satakunnan Viikko



Satakunnan Viikko, Rauma

## Lähellä tuotettu ruoka on ravintoloitsija Jani Lehtiselle sydämen asia. Sen merkitys nousi esiin myös Luca Masierin satakuntalaisille tekemässä kyselytutkimuksessa.

Sanna Jääskeläinen

"Ajattele globaalisti, mutta tee lähellä, tuota lähellä." Näin kiteyttää ajatusmaailmaansa Luca Masieri, alkuaan pohjoisitalialainen, mutta jo muutaman vuoden ajan porilainen. Hän on opiskellut Satakunnan ammattikorkeakoulussa fysioterapeutiksi ja tullut monelle tutuksi siihen liittyvien, kansaa liikuttavien projektien kautta.

Luca on toimielias, niinpä hän on lisäksi työskennellyt kolmen vuoden ajan ravintola Buccossa ja opiskellut myös Lapin ammattikorkeakoulussa restonomiksi.

- Kaikki eivät sitä ehkä näe, mutta opiskelamani alat tukevat toisiaan. Ihmisen keho ja terveys ovat kokonaisuus, johon vaikuttavat niin ruoka kuin liikuntakin, hän sanoo.

Istumme nyt Buccon kulmapöydässä, jossa Luca esittelee lähiruokaan liittyvää materiaalia. Joukossa on hänen restonomiopintojensa lopputyön aineisto. Tutkimuksessaan hän selvitti satakuntalaisten suhdetta lähiruokaan ja vastuullisesti tuotettuun ruokaan.

Idea tutkimukseen syntyi, kun Luca tutustui ravintoloitsija Jani Lehtiseen.

- Kun kuulin hänen Dumlegården-konseptistaan, olin aivan myyty. Se on uniikki esimerkki siitä, kuinka ravintolaliiketoiminta voi olla kestävää ympäristön kannalta.

Jani Lehtinen osti neljä ja puoli vuotta sitten metsätilan Luvialta. Vähitellen hän on raivannut vanhoja pelloja takaisin viljelyyn ja nyt tilalta tulee ravintolaan muun muassa erilaisia perunalajikkeita, maa-artistokkaa, syötäviä kukkia, tomaatteja, kesäkurpitsoit. Tilan nimi Dumlegården tulee perheen koiran nimestä ja tilalla on mukana useimmiten vaimo **Sani Lehtinen**.

- Joka aamu käyn tilalla, nyt varsinkin on täytynyt kastella paljon. Mutta se kaikki on mieluista, en laske tunteja. Pääasia on, että saamme ravintolaa tuoretta ja puhdasta, Tiedän, mistä raaka-aineet tulevat!

Hän myös metsästää, marjastaa ja sienestää, joten paljon muutakin saadaan läheltä. Muutenkin Jani kertoo suosivansa lähituottajia Satakunnasta ja italialaiset elintarvikkeet, kuten oliiviöljyt ja viinit, hän tilaa pieniltä, vastuullisilta tuottajilta.

- Paluu metsään on nyt pop. Metsässä olen itsekin ladannut akkujani viime aikoina. Uskon, että metsä on edelleen kasvava trendi. Aiemmin olen arvostanut huippuraaka-aineita, mutta nyt ajattelu on mennyt syvemmälle, "laukuksesta lautaselle, pelloilta pöytään".

- Kaikki tämä kulminoituu asiakaskokemuksessa, kun henkilö tietää, mitä annoksen takana on. Näin tuodaan siihen lautaselle myös luontokokemus.



Satakunnan Yrittäjä

Pellosta pöytään on myös Lucan tutkimuskyselyn johtolankana. Kysymyksillä Luca haki vastauksia satakuntalaisten kulutustottumuksista, siitä, miten tärkeitä asioita ravintolokokemuksessa ovat ympäristö, taloudellisuus ja sosiaalisuus. Kestävä kehitys ruuantuotannossa on iso koko Eurooppaa koskettava asia. Luca halusi tuoda sen satakuntalaisten pohdittavaksi. Linkki hänen kyselyynsä julkaistiin lehtemme nettisivuilla ja Facebookissa, joiden kautta hän sai yli 700 vastausta.

- Olin yllättyneenä esimerkiksi siitä, miten tärkeänä asiana ihmiset pitävät pellosta pöytään -ajattelua. Paikallista ruokaa selvästi arvostetaan ja sesonkiajattelu saa kannatusta, hän kertoo.

- Kun puhutaan ravintolaruokailusta, moni haluaa syödä lihaa, eli tämän perusteella ei voi tehdä johtopäätöksiä lihan kulutuksen vähenemisestä. Mutta näistä tuloksista näkee, että yli puolet on valmis maksamaan vähän enemmän, jos tietää ravintolan noudattavan kestävä kehityksen periaatteita. Sitä kannattaisi hyödyntää alalla.

Pian Lucan on aika jättää Porille jäähyväiset. Hän valmistuu fysioterapeutiksi ja jatko-opiskelupaikka odottaa Norjassa. Hän jättää jälkeensä meille satakuntalaisille tutkittua tietoa, jota voivat hyödyntää esimerkiksi yrittäjät ja opiskelijat.

- Toivon, että tutkimukseni voi inspiroida ihmisiä löytämään uusia ideoita kehittää aluetta, esimerkiksi perustaa lähiruuan parissa toimivan yrityksen, hän sanoo.

#### Sinua voisi kiinnostaa myös nämä

- ▶ Venator yllätti voimayhtiönkin
- ▶ Ulvilan Seutu: Remontissa rakentuu ravintola K-kaupan yhteyteen
- ▶ KOLUMNI: Senkuvvaa!
- ▶ Kati Suomi liiketoimintaosaamisen ja yrittäjyyden apulaisprofessoriksi
- ▶ Puhelinruuhka on helpottanut, joten Porin perusturvan kiireettömät vastaanottoajat käynnistetään uudelleen
- ▶ Satakunnalle laaditaan kiertotalouden kasvuoajelma



## SATAKUNNAN VIIKKO

### TOIMITUS

#### FW: Kysely: Asiakkaan näkökulma vastuullisesti ja kestävästi tuotetun lähiruuan ravintolasta / Customers' perception of eco restaurant

*Olitin kiitollinen, jos voisit osallistua tähän monivalintakyselyyn, joka vie aikaasi noin 5-10 minuuttia. Kaikki kerätty tieto käsitellään nimettömänä ja luottamuksella. Kyselyn tuloksia käytetään ainoastaan tähän oppinnäytetyöhön ja niitä ei luovuteta kolmanzille osapuolille. Osallistamalla kyselyyn sinulla on suuri rooli tässä projektissa!*

\*\*\*\*\*

Dear All,

My name is Luca Masieri and I am a student at Lapland University of Applied Sciences. For my final project, I am examining the Customer perception about Restaurant involved in "Environmental Management Practices (EMPs)

*"These Eco/Sustainable/Green Restaurants, are those which apply techniques, measures or actions that allow to minimise their impact on the environment in all aspects under their direct control or on which they have a considerable influence." (European Union).*

I am inviting you to participate in this research study by completing the online survey below and share it throughout your network of contact if possible, in order to obtain more responses.

The survey is open until 31st July 2021: <https://forms.gle/qAPGyWv6Dqf9XNz16>

Warmest thanks for your time and valuable input. For any info you can contact me.

Luca Masieri  
[luca.masieri@edu.lapinamk.fi](mailto:luca.masieri@edu.lapinamk.fi) 358 466334028

*Climate change is an increasing and evolving threat to the health of populations worldwide. Mitigation strategies included household energy, transport, food and agriculture, and electricity generation can have substantial benefits for both health and climate protection. The world's food systems are responsible for more than one-third of global anthropogenic greenhouse gas emissions.*

*As more customers recognize the seriousness of environmental problems, the consumer choices are becoming more ecologically conscious as they purchase products and services that are environmentally friendly.*

*There is growing emphasis on sustainability also within the hospitality industry. For restaurants, which are often small businesses, that emphasis is poorly structured and rarely based on scientific evidence. Research is needed into what factors could promote sustainability in restaurants.*

*I would be grateful if you could take a moment and participate in this multiple-choice survey which will take only about 5 to 10 minutes. All collected data will be treated anonymously and confidentially. The survey data is utilized only in this thesis project and it will not be passed on to any third parties. Answering this survey, YOU can play an important role in this action!*