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## АКТУАЛЬНІ ПРОБЛЕМИ ТА ПЕРСПЕКТИВИ РОЗВИТКУ ІНДУСТРІЇ ГОСТИННОСТІ І КРАФТОВИХ ВИРОБНИЦТВ

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Збірник містить тези доповідей із сучасних тенденцій та стратегій розвитку готельно-ресторанного бізнесу, туризму і крафтових технологій в умовах глобалізації, інноваційних аспектів розвитку харчових технологій та обладнання для готельно-ресторанного бізнесу, а також розглянуто питання з економіки та управління в умовах глобалізації.

Збірник розраховано на наукових і практичних працівників, викладачів вищої школи, аспірантів, магістрантів і студентів вищих навчальних закладів, що здійснюють підготовку фахівців для готельного, ресторанного господарства, туризму, харчової та переробної промисловості, торгівлі, економіки та підприємництва.

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## **INTERNATIONAL EXPERIENCE OF SUSTAINABLE DEVELOPMENT STRATEGIES IN THE RESTAURANT BUSINESS AND TOURISM**

Sustainable development of the restaurant business and tourism is one of the priority areas of the global economy. Environmental challenges, shifting consumer preferences, growing competition, and technological advancements are prompting companies to adopt strategies centered on resource conservation, strengthened social responsibility, and long-term competitiveness. The experiences of different countries demonstrate that sustainable practices are becoming an integral part of the business model, rather than a temporary trend.

European Experience. In Denmark, restaurants prioritize the use of products from local farmers and fishermen, thereby creating short supply chains that reduce their carbon footprint and support the local economy. One of the most prominent examples is the restaurant Noma in Copenhagen. Its philosophy is based on the principles of the "New Nordic Cuisine," where only seasonal and local ingredients are used, including wild plants and seafood. In addition to its ecological orientation, the restaurant implements innovative waste recycling methods and minimizes the use of packaging, making it not only a gastronomic but also an environmental leader at the global level.

In Sweden, sustainability is integrated at the state level, with restaurants and tourist facilities receiving support when implementing environmental standards and certifications, including KRAV (organic product certification) and ISO 14001 (environmental management systems). For example, restaurants in Stockholm collaborate with local farms and cooperatives, implement energy-saving technologies, recycle food waste, and design menus with minimal meat consumption, which

simultaneously reduces the environmental footprint and attracts tourists interested in sustainable dining.

In Norway, restaurants such as Maaemo in Oslo have become symbols of "zero waste" cuisine and sustainable sourcing. The restaurant actively collaborates with organic farms and fishermen, implements food waste composting technologies, and emphasizes the plant-based component of its menu, promoting environmental awareness among guests and setting a new standard for gastronomic tourism.

In Spain, particularly in Catalonia, a network of restaurants within the Slow Food movement prioritizes local products, seasonal ingredients, and traditional cooking methods. Such restaurants actively collaborate with local farms, support artisanal production, and create tourist routes that allow visitors to participate in harvesting, tastings, and culinary workshops.

In Italy, the regions of Tuscany and Emilia-Romagna are developing agritourism as a component of sustainable gastronomic tourism. Tourists can visit wineries, olive groves, and cheese-producing farms, participate in harvesting, enjoy olive oil, cheese, and wine tastings, and attend pasta-making and other traditional cooking workshops. This model combines economic support for local producers, the preservation of cultural traditions, and environmental sustainability.

In France, the cities of Provence and Burgundy are developing gastronomic tours with a focus on organic products and local markets. Tourists have the opportunity to visit family farms, sample local wines and cheeses, and participate in culinary workshops, which contribute to the preservation of cultural heritage and promote sustainable practices in gastronomy.

In Finland, restaurant sustainability is integrated through the Helsinki Sustainable Food Network, which unites restaurants working with urban farms and organic suppliers. The emphasis is placed on plant-based cuisine and reducing meat consumption, which lowers the environmental impact and shapes the city's sustainable image as an environmentally conscious tourist destination.

Thus, the European experience of applying sustainable strategies in the restaurant business and gastronomic tourism includes not only ecological practices but

also the support of local producers, the preservation of cultural and gastronomic heritage, and educational initiatives that engage tourists in sustainable consumption and environmentally conscious behavior.

Asian Experience. Japan showcases a unique blend of deep cultural traditions and cutting-edge innovations in the restaurant industry. The country widely implements digital technologies that enable restaurants to accurately forecast product demand and manage inventories, significantly reducing food waste. At the same time, the tradition of seasonal menus is preserved, with a focus on fresh, locally sourced ingredients. One of the most prominent examples is the restaurant Narisawa in Tokyo, which has been awarded two Michelin stars. It embodies the concept of a "cuisine resonating with nature": chefs use local products, minimize waste, and recycle food leftovers into compost, which is then used by organic farms collaborating with the restaurant. Additionally, Narisawa actively utilizes energy-efficient technologies and eco-friendly packaging materials for its food delivery.

Another example is the island of Hokkaido, where restaurants collaborate with organic farms and fishermen. Here, tourist programs include farm tours, participation in harvesting, and workshops on traditional Japanese cuisine. This approach not only strengthens the local economy but also attracts gastronomic tourists interested in authentic and sustainable culinary practices.

In Tokyo and other major cities, the concepts of "zero waste" and a circular economy are actively being developed. For instance, restaurants use food leftovers to produce fertilizers that are then returned to local farms or recycle waste into new food products and biogas.

In Singapore, sustainable restaurant business strategies are integrated with government initiatives aimed at developing "green tourism" and positioning the country as a "garden city." Singaporean restaurants actively utilize local and organic products, implement energy-saving technologies, and minimize their use of plastic. An example is Restaurant Labyrinth, where dishes are crafted from seasonal and organic ingredients, while tourists are offered educational programs on waste recycling and sustainable consumption practices. Larger establishments, such as Marina Bay Sands

and the Jumbo Seafood restaurant chain, incorporate sustainable practices into their operations, including the use of certified seafood, recycling of packaging materials, reduction of plastic waste, and implementation of energy-efficient air conditioning and lighting systems. This not only reduces the country's ecological footprint but also enhances its appeal to tourists oriented toward environmental responsibility.

In South Korea, sustainable restaurant business strategies and gastronomic tourism are closely tied to government support programs and the adoption of environmental standards. Restaurants in Seoul, such as Zero Waste Seoul, focus on minimizing waste, recycling packaging, and promoting locally sourced farm products. Tourists can participate in workshops on preparing traditional dishes with local ingredients, visit farmers' markets, and observe organic farming processes. On Jeju Island, restaurants collaborate with local farms, offering tastings of wines, farm products, seafood, and culinary tours. This experience fosters a sustainable connection between gastronomy, culture, and ecology, while supporting local production and promoting "green tourism."

Additionally, the growing role of digital technologies in Asia for sustainable restaurant businesses is noteworthy.

Thus, the Asian experience demonstrates a comprehensive approach to sustainable restaurant business and gastronomic tourism, where traditions, innovations, digitalization, and government support create synergy. This enables the simultaneous preservation of cultural heritage, support for local producers, minimization of environmental footprint, and enhancement of the attractiveness of tourist destinations for eco-conscious travelers.

**US Experience.** In the United States, the approach to sustainability in the restaurant business is largely driven by market logic. Companies actively utilize certifications and standards, such as LEED (Leadership in Energy and Environmental Design) and the Green Restaurant Association, as tools not only for reducing environmental impact but also for marketing to attract customers. LEED certification evaluates restaurant buildings based on criteria such as energy consumption, water

usage, air quality, and the selection of eco-friendly materials, allowing customers to see the real commitment of restaurants to sustainability.

Large restaurant chains are investing in technologies that reduce waste and energy consumption. For example, Starbucks implements systems for recycling food and packaging waste, optimizes electricity and water usage, and collaborates with local farmers to supply organic and seasonal ingredients. Chipotle focuses on organic products and ethically sourced ingredients, minimizing plastic use and introducing packaging recycling.

Independent restaurants, such as Blue Hill at Stone Barns in New York, partner with local farms to offer seasonal menus featuring locally sourced ingredients. Tourists can visit farms, participate in harvesting, tastings, and culinary workshops.

Thus, the U.S. experience demonstrates a market-oriented approach to sustainability, characterized by certifications, corporate social responsibility, and cost reduction.

Analysis of international experiences shows that sustainable development in the restaurant business and tourism industry can be achieved through diverse models, each shaped by cultural, economic, and technological factors.

For Ukraine, these lessons are particularly relevant, as the country boasts significant agricultural potential, a diverse array of cultural and gastronomic traditions, and a growing interest in eco-tourism. A key element is the development of a management system where environmental awareness and support for local producers become integral to the business model of restaurants and tourism facilities, while the integration of cultural and gastronomic heritage enhances the uniqueness of the tourism experience.

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