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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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FOOD BLOGGING FOR SUSTAINABLE HOSPITALITY: PROMOTING ECO-PRACTICES AND LOCAL SOURCING

Introduction. The contemporary hospitality industry faces a dual challenge: meeting demand for authentic gastronomic experiences while aligning with sustainable development goals. Although restaurants increasingly integrate environmental initiatives, green practices alone do not guarantee success; effective communication through trusted channels is vital for conveying their value [1].

Consequently, food blogging has evolved into a potent instrument for fostering responsible consumption. Influencer content on social networks directly impacts audience attitudes and willingness to choose green restaurants and support local producers [2]. Platforms such as Instagram, TikTok, and YouTube combine dish visuals with narratives of provenance and ethics, creating an emotional connection between consumers and venues.

Concurrently, the Ukrainian market is transforming: warfare, economic volatility, and shifting consumer priorities require novel business models. Local sourcing, transparent supply chains, and resource stewardship now provide tangible competitive advantages. Documenting these shifts, food bloggers act as intermediaries, making ecological concepts accessible and desirable [3].

However, systematic research into food blogging as a sustainability catalyst remains scarce in the Ukrainian academic domain. Most studies focus on the general influence of social media on restaurant selection, leaving the promotion of eco-oriented practices under-researched. This gap hinders hospitality establishments from designing effective environmental communication strategies adapted to current socio-economic challenges.

The aim of the study is to examine how food blogging shapes consumer preferences towards sustainable hospitality, specifically regarding eco-restaurants, zero-waste practices, and local suppliers. To achieve this, the following tasks were formulated: (1) identify the key attributes of effective eco-oriented food content; (2) analyse the mechanisms of blogger influence on audience environmental attitudes and behaviour; (3) determine the barriers and risks of promoting sustainability via social media; and (4) formulate recommendations for hospitality establishments regarding influencer collaboration in eco-communication.

Food blogging has progressed from personal journals into a professional influencer marketing industry with substantial economic impact. The modern food blogger acts as a curator of gastronomic experiences who shapes trends and legitimises environmental practices for mainstream consumers [2].

Consumers increasingly rely on user-generated content over official venue promotions. In particular, empirical evidence demonstrates that perceived brand reputation and transparent peer endorsements significantly condition consumers' purchase intentions regarding eco-friendly products [1]. This stems from the perceived authenticity of blogger content, the emotional resonance of visual storytelling, and audience trust in specialized niche expertise [2].

These influence mechanisms align with social norms theory and the Stimulus-Organism-Response (SOR) framework. Social media content acts as an external stimulus activating cognitive and affective processing – such as environmental awareness and empathy towards venue initiatives – which elicits an organismic response manifested in pro-environmental behavioural intentions, including dining at green restaurants, selecting locally sourced menu items, and actively reducing food waste [3]. Trust in the creator functions as a vital mediator: perceived sincerity and shared ecological values significantly amplify this effect [1, 2].

Empirical findings further confirm that an influencer's environmental commitment correlates positively with followers' adoption of sustainable food choices [2]. This impact markedly intensifies when audiences perceive creators as genuinely eco-conscious and when interactive communication is consistently

maintained.Consequently, hospitality enterprises should establish long-term partnerships with influencers as ‘sustainability ambassadors’ who systematically document green initiatives.

1. Promotion of eco-restaurants. An eco-restaurant is an establishment that embeds ecological principles across all operational dimensions: from architecture and interior design to menu planning and waste management. An illustrative case is the British restaurant Pensons, which features its own kitchen garden, on-site composting of all organic waste, and an explicit prohibition of synthetic fertilisers [4]. Food bloggers visiting such establishments emphasise the narrative behind dish provenance: displaying the kitchen garden, interviewing the head chef, and demonstrating composting procedures. This narrative reframes dining out as an experience of active participation in environmental preservation.

Bloggers humanise ecological initiatives, rendering them accessible. Rather than employing vague statements such as ‘we care for the planet’, a blogger presents concrete operational metrics (e.g., ‘this restaurant composts five tonnes of waste annually’), which proves markedly more effective. Research also confirms that consumers value transparency: authentic disclosure of environmental efforts fosters elevated levels of consumer trust.

2. Zero-waste practices. The zero-waste paradigm entails the systematic minimisation of waste generation across all operational stages. A notable exemplar is the London-based restaurant Silo, which operates without conventional waste bins: tableware is fabricated from recycled plastics, and food remnants are converted into compost within 24 hours. Food bloggers fulfil a critical function here by rendering the invisible visible, offering behind-the-scenes perspectives on how culinary staff repurpose vegetable trimmings and manage segregation systems.

Such content exerts a dual effect: it raises awareness of food waste issues and demonstrates that zero-waste operations constitute a viable reality. Furthermore, bloggers can promote zero-waste behaviours at the consumer level, such as reminding patrons to carry reusable containers and patronise establishments that avoid single-use tableware. An empirical study among 404 consumers in China demonstrated that social

media campaigns successfully generate cognitive and emotional engagement, thereby reinforcing intentions toward sustainable behaviour.

3. Local suppliers. Supporting local agricultural producers diminishes carbon footprints, stimulates the regional economy, and preserves local gastronomic identity. Food bloggers establish an essential bridge between farmers and consumers: by visiting farms and conducting producer interviews, they foster an emotional connection between the consumer and the raw product.

A blogger can produce a structured series of posts profiling a producer: detailing field practices, explaining cultivation techniques, and illustrating the supply trajectory into restaurant kitchens. Such storytelling enhances the perceived value of the offering (consumers exhibit a higher willingness to pay for food accompanied by provenance narratives) and consolidates brand loyalty towards the establishment. Within the Ukrainian context, this assumes strategic significance: supporting domestic producers is intrinsically linked to economic resilience and national identity.

4. Barriers and risks. A prominent challenge is greenwashing, wherein establishments claim environmental sustainability without substantive implementation, using bloggers as instruments of manipulation. Additionally, the issue of 'eco-fatigue' arises: continuous exposure to environmental messaging can induce consumer cynicism. Furthermore, not all content creators possess the requisite expertise to distinguish authentic sustainability initiatives from superficial marketing tactics.

Conclusions. Food blogging has evolved beyond mere culinary entertainment; it currently represents a potent vehicle for shaping environmental consciousness and consumer behaviour in hospitality. Through authentic narratives, compelling visual content, and direct emotional engagement, bloggers can effectively promote eco-restaurants, zero-waste practices, and regional supplier networks.

Core determinants of success comprise audience trust in the blogger, communicative transparency on the part of the venue, and an emphasis on tangible operational outcomes. Evidence substantiates that an influencer's personal environmental concern, topical involvement, and reciprocal audience interaction exert a positive influence on consumer willingness to adopt sustainable alternatives.

At the same time, systemic risks linked to greenwashing, eco-fatigue, and variable blogger expertise necessitate a rigorous, responsible approach by hospitality enterprises when selecting promotional partners. The most effective strategy remains long-term collaboration with value-aligned influencers who operate as authentic sustainability ambassadors for the brand.

Within the Ukrainian setting, this research vector carries particular relevance: reinforcing domestic producers, expanding eco-oriented enterprises, and establishing a culture of responsible consumption are fundamental to economic sustainability and national identity. Food bloggers possess significant agency to facilitate this transformation.

Subsequent investigations should focus on the empirical validation of these mechanisms within the Ukrainian context and the formulation of rigorous methodological frameworks to evaluate the efficiency of such communication strategies.

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