


Chapter 8

Green Revolution in the Hospitality Industry: A Deep Dive Into Sustainable Food Waste Management

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ABSTRACT

This comprehensive exploration of sustainable food waste management in the hospitality industry reveals a pressing need for transformative change. Examining key findings, including staggering statistics, environmental impacts, and regulatory frameworks, underscores the issue's complexity. The industry's commitment to change is evident through innovative approaches like farm-to-table initiatives and emerging technologies, while education and awareness emerge as catalysts for meaningful transformation. Practical steps, from inventory management to circular economy integration, offer a roadmap for implementation. Fostering a sustainability culture within individual establishments and industry-wide collaborations proves essential for lasting change. The conclusion emphasises the hospitality sector's potential to lead a shift towards a more responsible and environmentally conscious future, where conscious practices and waste reduction become integral to the culinary experience.

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1. INTRODUCTION

The Green Revolution in the hospitality industry represents a paradigm shift towards sustainable practices, particularly in food waste management (Martin-Rios et al., 2018). This transformative movement is rooted in recognising the environmental and economic impacts of traditional hospitality operations approaches. With increasing global awareness of climate change and resource depletion, the hospitality sector is increasingly being forced to adopt eco-friendly practices, making the green revolution a major force in reshaping the industry (Ahmed et al., 2021; Tanveer et al., 2023). Pirani and Arafat (2016) denoted that the Green Revolution in hospitality encompasses a comprehensive approach to sustainability, touching upon various aspects of operations, from sourcing ingredients to waste disposal. However, a significant focal point lies in addressing food waste, which has long been a pervasive challenge for the industry (Filimonau & Sulyok, 2021; Filimonau et al., 2020). The scale of food waste in hospitality is staggering, with enormous quantities discarded at every stage of the supply chain and food service process. One of the primary motivations behind the Green Revolution in hospitality is the understanding that conventional practices contribute significantly to environmental degradation. When sent to landfills, food waste generates methane, a potent greenhouse gas that intensifies climate change (Khadka, 2021). The vast amounts of water, energy, and resources invested in food production also become squandered when food becomes waste. Therefore, the industry embraces sustainable practices to mitigate its ecological footprint due to these repercussions.

Moreover, the Green Revolution aligns with evolving consumer preferences. Tang and Lam (2017) stated that modern travellers and diners are increasingly conscientious about the environmental impact of their choices. They seek experiences that align with their values, and sustainability has become a key factor influencing their decisions. Hospitality establishments, ranging from hotels to restaurants, are thus adapting to this shift in consumer behaviour, incorporating eco-friendly practices to attract and retain environmentally conscious patrons. In addition to environmental considerations, the Green Revolution in hospitality brings about economic advantages. Efficient waste management reduces disposal costs and opens avenues for innovative solutions create value from waste (Das et al., 2019; Sahu et al., 2023). By adopting circular economy principles, wherein waste is regarded as a resource, hospitality businesses can explore opportunities for recycling, composting, and even generating energy from organic waste. The Green Revolution is also fostering collaboration within the industry. Stakeholders, including hotel chains, restaurants, and suppliers, recognise the collective responsibility to address sustainability challenges. Collaborative initiatives and partnerships are emerging to share best practices, optimise supply chains, and work towards common sustainability goals.

Various certification programs and standards have been developed to guide and assess the sustainability efforts of hospitality establishments as the green revolution gains momentum. Recognising and rewarding businesses that commit to eco-friendly practices encourages positive change and enables consumers to make informed choices, further promoting sustainability in the industry. The Green Revolution in the hospitality industry is driven by environmental awareness, economic incentives, and changing consumer preferences (Carrete et al., 2012; Kang et al., 2012). As hospitality establishments increasingly recognise the benefits of adopting eco-friendly practices, the industry is poised to play a pivotal role in shaping a more sustainable and responsible future. The purpose of this chapter is to comprehensively explore and address the issue of sustainable food waste management within the hospitality industry. The chapter highlights the pressing need for transformative change in how the industry handles food waste. It delves

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