

Güneş, S.G. (2019). *Eco-gastronomy, Tourism and Sustainability: The Rise of Sustainable Restaurants in the World*. Erasmus International Academic Research Symposium on Educational and Social Sciences, 5-6 April 2019, İzmir, 67-84.

ECO-GASTRONOMY, TOURISM AND SUSTAINABILITY: THE RISE OF SUSTAINABLE RESTAURANTS IN THE WORLD

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Abstract: There is increasing public and academic interest in local and sustainable foods, gastronomy and food tourism. These interests have been reflected in such diverse elements as the growth of farmers markets, green restaurants, food miles, carbon and sustainability labelling, concerns over food supply and security, Slow Food, Fair Trade, and a desire to buy and 'eat locally'.

Gastronomy is a key motivation to travel. Since travel began, food has been one of the main element of the tourist experience. All tourists have to eat every day, and so destination food is intrinsically important, whether it is a primary or secondary motivation. Gastronomy tourism is now viewed as a distinct sector of the industry.

Eco-gastronomy is defined as reflective cooking and eating in which environmental concern becomes a major factor in the choice of ingredients, in preparation and in marketing. In a tourism perspective, eco-gastronomy is a culturally and geographically embedded activity in which the symbolic meaning of eating become significant.

There is growing emphasis on sustainability within the hospitality industry. Sustainability is an emerging megatrend that is vitally important for businesses to understand and implement into their everyday practices. The triple bottom line of sustainability includes not only looking at economic performance, but also considering environmental and social impacts as well. Sustainable restaurant has come out of the need to meet every higher numbers of consumers who want sustainable healthy food and who are aware that having certain lifestyle habits reduces environmental impact.

In this paper, gastronomy, eco-gastronomy and gastronomy tourism will be explained; the role of sustainability and slow food movement will be examined; green and sustainable restaurants, important criteria will be examined; and suggestions will be established.

Keywords: Gastronomy, sustainable tourism, eco-gastronomy, green restaurant, sustainable restaurant.

1.Introduction

Over the last decades, tourism has experienced continued growth and increased diversification becoming one of the fastest developing economic sectors in the world. These dynamics have turned it into a key driver for socio- economic progress in nations worldwide.

Today, tourism is one of the major sectors in international trade and one of the main wealth creators for many developing countries. Tourism means jobs, poverty eradication, gender equality, and the protection and promotion of our natural and cultural heritage (World Tourism Organization, 2013).

Tourism offers a privileged means of raising environmental awareness among the general public. It also represents a valuable opportunity to support traditional economic activities and to improve the quality of life (EUROPARC, 2010).

Tourism, as the largest global service industry and one of the top industries for poor countries, has an important role to play in reversing these catastrophic trends. As UN Secretary General Ban Ki-Moon states, "One of the world's largest economic sectors, tourism is especially well-placed to promote environmental sustainability, "green" growth and our struggle against climate change through its relationship with energy" (CREST, 2015).

Tourism has many characteristics that make it especially valuable as an agent for development. As a cross cutting sector, it stimulates productive capacities from trade and the provision of jobs linked to the tourism value chain. In particular, it thrives on assets, such as the natural environment, a warm climate, rich cultural heritage and plentiful human resources, in which developing countries have a comparative advantage. However, tourism can also be a source of environmental damage and pollution, a heavy user of scarce resources and a cause of negative change in society. For these reasons, it is imperative for it to be

well planned and managed, embracing the principles of sustainable tourism, defined as “tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities” (World Tourism Organization, 2013: 10).

While tourism is a major force for development it has a number of negative aspects:

- Tourism is a significant and growing contributor to climate change, currently accounting for around 5% of global CO₂ emissions, mainly generated by transport but also by the operation of tourism facilities such as accommodation.
- Local pollution of land and water from poor treatment of solid and liquid waste by tourism businesses and from the activities of tourists can be a problem in some areas
- Accommodation businesses are often major users of non-renewable and precious resources, such as land, energy and water. In some areas a resort may consume many times more water per person than the local community with which it competes for supply.
- Poorly sited tourism development and inappropriate activities can be very damaging to biodiversity in sensitive areas. Negative impacts to cultural heritage sites can occur where there is poor visitor management.
- Tourism can have negative impacts on local society, through restricting access to land and resources and leading to an increase in crime, sexual exploitation and threats to social and cultural traditions and values.
- While tourism is well placed to generate accessible jobs, poor working conditions are sometimes found in the sector.
- The economic performance of the sector is susceptible to influences on source markets, such as economic conditions, natural events and security concerns, although recovery may be rapid when circumstances change.

All of the above negative aspects underline the need for tourism to be very carefully planned and managed in developing countries. This requires governments to establish and implement clear policies on the control and management of the sector, in conjunction with all tourism stakeholders.

In order to develop the tourism sector in a sustainable manner and enhance the local socio-economic impact from tourism, many developing countries have made tourism a priority in their national development policies, and are trying, with the support of donors and development organisations, to formulate and implement interventions to increase tourism's contribution to poverty reduction (World Tourism Organization, 2013: 16-17).

1.1.Tourism and Sustainability

Tourism that leads to the management of all resources in such a way that economic, social, and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity, and life support systems (CREST, 2015).

The Triple Bottom Line of sustainability is the implication that assessment of business results should be based on not only economic performance, but also on environmental and social impacts as well (Sheth, Sethia & Srinivas, 2011).

Sustainable tourism should not be regarded as a separate component of tourism, as a set of niche products, but rather as a condition of the tourism sector as a whole, which should work to become more sustainable.

The UNWTO has defined sustainable tourism as “tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities”.

A further elaboration of sustainable tourism by UNWTO refers to the need for it to:

- Make optimal use of environmental resources that constitute a key element in tourism development, maintaining essential ecological processes and helping to conserve natural heritage and biodiversity.

- Respect the socio-cultural authenticity of host communities, conserve their built and living cultural heritage and traditional values, and contribute to inter-cultural understanding and tolerance.
- Ensure viable, long-term economic operations, providing socio-economic benefits to all stakeholders that are fairly distributed, including stable employment and income-earning opportunities and social services to host communities, and contributing to poverty alleviation (World Tourism Organization, 2013: 17). More specifically UNWTO and UNEP identified 12 aims for sustainable tourism (UNWTO and UNEP, 2005):
 - Economic viability: To ensure the viability and competitiveness of tourism destinations and enterprises, so that they are able to continue to prosper and deliver benefits in the long term.
 - Local prosperity: To maximize the contribution of tourism to the prosperity of the host destination, including the proportion of visitor spending that is retained locally.
 - Employment quality: To strengthen the number and quality of local jobs created and supported by tourism, including the level of pay, conditions of service and availability to all without discrimination by gender, race, disability or in other ways.
 - Social equity: To seek a widespread distribution of economic and social benefits from tourism throughout the recipient community, including improving opportunities, income and services available to the poor.
 - Visitor fulfilment: To provide a safe, satisfying and fulfilling experience for visitors, available to all without discrimination by gender, race, disability or in other ways.
 - Local control: To engage and empower local communities in planning and decision making about the management and future development of tourism in their area, in consultation with other stakeholders.
 - Community wellbeing: To maintain and strengthen the quality of life in local communities, including social structures and access to resources, amenities and life support systems, avoiding any form of social degradation or exploitation.
 - Cultural richness: To respect and enhance the historic heritage, authentic culture, traditions and distinctiveness of host communities.
 - Physical integrity: To maintain and enhance the quality of landscapes, both urban and rural, and avoid the physical and visual degradation of the environment
 - Biological diversity: To support the conservation of natural areas, habitats and wildlife, and minimize damage to them.
 - Resource efficiency: To minimize the use of scarce and non-renewable resources in the development and operation of tourism facilities and services.
 - Environmental purity: To minimize the pollution of air, water and land and the generation of waste by tourism enterprises and visitors.

The achievement of sustainable tourism involves from a mix of public-and private-sector incentives for tour operations and accommodation providers helping to monitor, manage and review negative social, environmental and economic impacts of tourism. The capacity to develop tourism will still depend upon practices limiting visitors, zoning recreation and increasing yield from visitors to help reduce these impacts. Long-term sustainable tourism also requires visitors and operators to consider learning ways in which tourism can provide opportunities for hosts to improve quality of life and a clearly beneficial experience for guests and hosts (Wiltshier, 2012: 211).

2. Gastronomy Tourism

Food is a basic physiological requirement to sustain life; it was one of Maslow's lowest-order needs. The manner in which food has been consumed throughout history has been shaped by wider societal traditions, customs and fashions, and it would not be overgeneralising to say that it was reflective of a shared experience of enjoying meals with family members, friends and relatives. Since industrialisation, the quicker pace of postmodern societies has witnessed a shift toward faster food production and consumption, the increased importance of fast foods in western societies and increasingly so in developing societies and, for some people, a key part of their overall eating practices. Quicker cooking processes and the acceptance of homogenised foodstuffs that lack flavour, taste and quality are perhaps symptomatic of

the increased pace at which people live their lives today wherein the basic tasks of food preparation and cooking time are not as easily accommodated (Boyd, 2016 :166).

The importance of local food is increasing day by day. According to Pittsburgh Magazine (2019), there are ten reasons to eat local food:

1. Local food translates to more variety.
2. Buying locally grown food is fodder for a wonderful story.
3. Eating local means more for the local economy.
4. Local food just plain tastes better.
5. Local food builds community.
6. Eating local is healthier for you.
7. Locally grown produce is fresher.
8. Buying local food keeps us in touch with the seasons.
9. Eating local supports a clean environment.
10. Supporting local preserves open space.

Historically, the role of food in tourism was much underrated, academically and by the travel industry itself. Yet, since travel began food has been a very important element of the tourist experience. All tourists have to eat every day, and so destination food is intrinsically important, whether it is a primary or secondary motivation. During the last two decades, the study of gastronomy has progressed rapidly, encompassing a range of disciplines, including history, geography, anthropology, ethnography and sociology (Povey, 2012: 82).

Gastronomy is about people and places – to tell a story; value the tangible and intangible; harnessing technology as a tool to preserve and promote authenticity in local communities, enhancing the consumer experience (Anonymous, 2018). According to Povey (2012:82), gastronomy is a key motivation to travel and is able to satisfy our neophilic desires to try new foods, which some consider has been fundamental to our ability to succeed as a species, enabling us to derive nutrients from a variety of sources. It can make an important contribution to the sustainable development goals: set policies and business strategies for food waste, community empowerment and job creation (Anonymous, 2018).

Gastro-tourism (Gastronomy Tourism) is now viewed as a distinct sector of the industry. Gastronomy tourism is a form of tourism through which participants can experience the culinary culture of a given place and enjoy the regional foods created by the climate, ingredients, culture, customs, traditions and history of that locale. It can provide the following benefits (UNWTO, 2018):

- Gastronomy tourism enables differentiation and unique positioning among regions;
- Gastronomy tourism has the potential to provide visitors with new values and experiences;
- Gastronomy tourism can be implemented in underdeveloped regions and those lacking in tourism resources (possible even in small villages);
- Gastronomy tourism is easy to introduce and to be developed as story for the promotional and marketing purposes; and
- Gastronomy tourism provides the region with high revenue and imparts in visitors a desire to return.

As global tourism is on the rise and competition between destinations increases, unique local and regional intangible cultural heritage has become increasingly the discerning factor for the attraction and amusement of tourists. Gastronomy tourism has emerged as particularly important in this regard, not only because food and drink is the central to any tourist experience, but also because the concept of gastronomy tourism has evolved to encompass cultural practices and include in its discourse the ethical and sustainable values of the territory, the landscape, the sea, local history, values and culture heritage (UNWTO, 2016).

According to World Tourism Organization-UNWTO (2016), gastronomy tourism has emerged as an indispensable resource, adding value and providing a solution to an increasingly pressing need for destinations to stand out and offer unique products. Five fundamental reasons behind these ever-growing phenomena are (UNWTO, 2016):

1. A destination's need to differentiate itself and develop a unique selling proposition naturally leads to a search for authenticity, and there is nothing better than intangible heritage to achieve authenticity, a domain in which Gastronomy predominates.

2. Destinations turn to Gastronomy to attract the kinds of tourists interested in immersing themselves in places and cultures that they visit. This traveller profile has the potential for increased spending, a more balanced distribution in the territory and to have a greater impact on the entire tourism value chain.

3. Gastronomy tourism has the potential to direct tourism flow to less visited locations, which could mean a radical improvement in terms of new opportunities and economic development for these regions.

4. Gastronomy enables the design of an effective communication strategy, using a narrative that easily appeals to the emotions of potential visitor and provides a deeper and more meaningful experience that can leave a more lasting impression.

5. This memorable and authentic experience generates visitor loyalty. These visitors, can, in turn become effective ambassadors, working to share their positive experience with other travellers.

As mentioned in the 1st UNWTO Global Report on Gastronomy Tourism, 88.2% of destinations consider gastronomy a strategic element in defining its image and brand. The World Food Travel Association estimates that gastronomy tourism generates an economic impact of \$150 billion annually. According to the Global Food Tourism Report by Mintel, which specializes in market research and consumer behaviour, for 27.3 million American tourists, the main motivation for travel is to engage in gastronomic activities (UNWTO, 2016).

Gastronomy tourism embodies the traditional values embedded in the development of modern day tourism in general. These include respect for culture, tradition, authenticity and sustainability. Gastronomy tourism represents an opportunity to constantly revitalize and diversify tourism, promote local economic development, involve many different professional sectors and bring new uses to the primary sector. Hence, gastronomy tourism contributes to promoting and branding destinations, maintaining and preserving local traditions and diversities, and harnessing and rewarding authenticity. Some destinations use their unique cuisine for branding purposes (UNWTO, 2017).

According to "The Report on Gastronomy Tourism: The Case of Japan"; two end goals for sustainable regional development by means of gastronomy tourism were defined (UNWTO, 2018):

1. Destination development: Developing a destination that not only receives attention domestically and abroad, but is actually visited by tourists; and

2. Culinary-culture preservation: Preserving the traditional culinary culture, environment and way of life of a region that already enjoys a number of visitors.

2.1. Eco-gastronomy and Slow Food

The increasing interest in gastronomy and gastronomic heritage, in combination with environmental awareness and concern, are important reasons for the development of eco-gastronomy. Gastronomy could be defined as '*reflective cooking and eating*'. Eco-gastronomy can be defined as '*reflective cooking and eating in which environmental concern becomes a major factor in the choice of ingredients, in preparation and in marketing*'. In the field of eco-gastronomy, 'Slow Food Movement' has over the last 25 years become an increasingly important actor and the source of inspiration. In the beginning its ideas and policies were very much based on Italian socio-political circumstances. This gastronomic and ecological movement has, however, become almost worldwide in scope (Nilsson, 2013: 190).

Like all revolutionary ideas, slow food started from the reaction of one individual to a singular event that would evolve into a distinct global movement. That person was Carlo Petrini. The event was the 1986 opening of a McDonald's fast-food chain restaurant in Piazza di Spagna, near the Spanish Steps in Rome. This crusade became known as the Slow Food Movement, out of which would evolve a much broader movement known as the 'Slow Movement', eventually embracing many facets of peoples' lives beyond food. A strong political activist and member of the communist Partito di Unità Proletaria, Petrini came to prominence in food circles first in the late 1970s for his culinary articles in a number of communist papers, and as one of the leading founding members of Arcigola, the Italian nonprofit food and wine association

established in 1983. Following resistance to the opening of the McDonald's branch, Petrini, along with a group of other Italian activists, started the idea of slow food with the initial aim of defending regional traditions, good food and gastronomic pleasures, alongside promoting a slower pace of living. Carlos Petrini formed the embryonic Slow Food Movement, which was officially launched in December 1989 in Paris with the signing of the 'Slow Food Manifesto'. The manifesto had strong communist undertones, critical of modern advances starting from the industrialisation era to the present trends in globalisation that have ushered in 'fast food'. The movement adopted the snail as both its patron and symbol, recognising it as 'an idea and a way of life that needs much sure but steady support'. The snail was chosen as the symbol for slow food as it moves slowly, calmly eating its way through life; it is also a culinary specialty around the northern Italian town of Bra where the Slow Food Movement was born. The movement's manifesto railed against a fast-paced lifestyle, stating that this fractures customs. The faction's starting point was in the kitchen with food that would 'let us rediscover the rich varieties and aromas of local cuisines', and be the alternative, the avant-garde's riposte to the 'fast life' which had "changed our lifestyle and now threatens our environment and our land and cityscapes". The Slow Food Movement campaigns to prevent the disappearance of local food cultures and traditions, aims to counteract the rise of fast lifestyles and combats people's lack of interest in the food they consume. It promotes locally grown food and challenges increased food miles and carbon footprints created through ever-increasing networks linking production with consumption. Food is viewed as being tied to other aspects of life, including culture, agriculture, the environment, politics and political culture. On its website, the Slow Food Foundation states "through our food choices we can collectively influence how food is cultivated, produced and distributed, and as a result bring about great change" (Boyd, 2016; Robinson, 2012).

Since its beginnings, Slow Food has grown into a global movement involving millions of people in over 160 countries, working to ensure everyone has access to good, clean and fair food. The slow food ethos from its outset was based on a philosophy of food and food production defined by three interrelated principles or tenets of good, clean and fair:

- Good: fresh and flavoursome seasonal diet that satisfies the senses and is part of our local culture, as well as being natural, both in terms of choice of raw materials and production methods used;
- Clean: respect for the environment, including sustainable farming practices, animal husbandry and an agro-industrial production chain (processing, marketing and consumption) that protects ecosystems and maintains biodiversity, and;
- Fair: accessible prices for consumers and fair conditions and pay for small scale producers (Slow Food International, 2019).

Today, slow city and slow travel also popular aspects related to slow food. Slow city seeks to extend slow food's philosophy to all aspects of urban living, providing an agenda of local distinctiveness and urban development. On the other hand, slow tourism has emerged from the Slow Food and Slow City movements (Robinson, 2012).

3. Sustainable Restaurants

Gastronomy tourists tend to look for more authentic and local experiences. Many tourist experiences involve either consuming food and drink, or deciding what and where to consume. One of the essential tasks in developing and marketing gastronomy tourism, therefore, is to find ways to add value to the eating experience in order to make it more memorable. This is especially important since control of the tourist market has shifted from producer to consumer, and consequently, to the traveller who is not only seeking quality service but is also interested in playing an active role in creating their own authentic experiences. Local dining holds great appeal to this type of tourist who tends to be more educated, and is therefore more discerning and demanding (UNWTO, 2017).

The segment of consumers who consciously buy ethical or sustainable products, like organic, fair trade or animal friendly, is increasing, and like for any other marketable product, consumer acceptance is crucial for the success of sustainable products. A study by Vermeir and Verbeke (2004) found that young consumers are more highly involved in sustainable food consumption than any other sector. Sustainable food products are perceived by many consumers to be better with regard to taste, quality, safety, and

freshness. If companies can make their products desirable, consumers will want to buy them, regardless of the possible higher price than a non-sustainable food product. Food organizations not built with sustainability values need to make the transition in their core ideology and change their organizational culture over time towards sustainability or they will no longer be successful in today's world. Several food and beverage companies were founded on the production of organic and sustainable products, and have seen great success as a result (Forster 2013:5).

Sustainable restaurant has come out of the need to meet every higher numbers of consumers who want sustainable healthy food and who are aware that having certain lifestyle habits reduces environmental impact. The focus on being environmentally has urged the restaurant industry to invest enormous efforts into developing and promoting eco-friendly goods, and encouraged restaurant industry professionals to establish green organizations such as Green Restaurant Association and The Sustainable Restaurant Association (Doğan, Nebioğlu and Demirağ, 2015: 4).

“Green restaurants” have been defined as “new or renovated structures designed, constructed, operated, and demolished in an environmentally friendly and energy efficient manner”. Compared to a traditional restaurant, a green restaurant devotes effort to the three Rs (reduce, reuse, and recycle) and the two Es (energy and efficiency). In addition, Jang et al. (2011) indicated that green restaurant refers to one that offers a selection of green food menu items that use locally grown or organic certified food, as well as one that implements green practices. Chen et al. (2013) suggested that green restaurants refer to restaurants that provide green food on their menus, such as organic, local and sustainable food, and restaurants that integrate green practices into their service process to implement the idea of environmental protection and ecological maintenance. According to Pacific, Gas and Electric's Food Service Technology Center, restaurants consume the largest amount of energy in the world compared to other types of commercial buildings. Restaurants and other food-service facilities use 2.5 times more energy per square foot than other commercial buildings. In addition, restaurants generate a greater amount of garbage daily than most other retail businesses. For example, restaurants in the USA consume a vast volume of disposable products, water and energy, with the annual cost of electricity and gas averaging \$161 dollars per seat. Additionally, restaurants are responsible for about 33% of all electricity used in the United States, and an average restaurant uses about 300,000 gallons of water each year. Therefore, the adverse effects on the environment from the restaurant industry would be considerable if such business did not pursue green practices (Doğan, Nebioğlu and Demirağ, 2015: 4).

Green Restaurant Association (GRA), established in USA in 1990, is a national non-profit organization that provides a convenient and cost-effective way for restaurants, manufacturers, distributors, and consumers to become more environmentally responsible. The purpose of the GRA certification standards is to provide a transparent way to measure each restaurant's environmental accomplishments while providing a pathway for the next steps each restaurant can take towards increased environmental sustainability. The standards reflect 28 years of research in the field of restaurants and the environment. Thousands of restaurants and hundreds of thousands of restaurant personnel have provided the living laboratory for the continued evolution of the GRA Standards. There are eight environmental categories including standards. These are (Green Restaurant Association, 2019):

1. Water efficiency
2. Water Efficiency
3. Waste Reduction and Recycling
4. Sustainable Durable Goods & Building Materials
5. Sustainable Food
6. Energy
7. Reusables & Environmentally Preferable Disposables
8. Chemical and Pollution Reduction
9. Transparency & Education

The Sustainable Restaurant Association (SRA) is also national not-for-profit membership association, providing restaurants with advice and support to help them navigate the whole spectrum of sustainability

issues. The SRA is a community of foodservice businesses, suppliers and discerning diners working together to create a sustainable foodservice industry for people and planet. Their vision is to be the intersection of the foodservice industry and the sustainable food movement. As well as membership, the SRA rewards and celebrates restaurants who are leading the field with a 'sustainability rating' based on an independent accreditation covering all the different aspects of the restaurant's operations. The SRA also highlights issues such as declining fish stocks, food waste and animal welfare through consumer campaigns designed to engage the public and encourage them to make more sustainable choices whether dining out or in. They define sustainable restaurants as restaurants that are making an active commitment to being more sustainable, by addressing issues and activities that fall into our 14 areas of sustainability. These sustainability criteria fit into three categories (Sustainable Restaurant Association, 2019);

- Sourcing (Local and seasonal, environmentally positive farming, ethical meat and dairy, sustainable fish, fair trade)
- Environment (Supply chain, energy efficiency, water saving, waste management and workplace resources), and
- Society (Healthy eating, community engagement, treating people fairly and responsible marketing).

4. Results and Discussions

Tourism is one of the quintessential experience sectors that will come to dominate the economy. As the basis of the economy shifts from delivering services to staging experiences, the quality of the basic elements of the product are increasingly being taken for granted by consumers, who demand engaging and absorbing experiences as part of the tourism and gastronomy product. With increasing global competition between tourist destinations, the search for distinctive experiences becomes more intense.

Strong gastronomic experiences in tourism are typically rooted in the unique aspects of gastronomy that can only be found in a particular location. Gastronomy tourism products contribute significantly to making a destination more attractive because of the pivotal role of food in the holistic experience of a place, paired with the ingredients of landscape, culture and history.

In order to develop gastronomy tourism, destinations must have resources as well as a well-managed destination strategy, with which one can build a well-structured story that appeals to tourists. According to UNWTO (2017), 10 keys to strengthen the management of gastronomy tourism:

1. Gastronomy tourism is dynamic: As an essential part of culture, gastronomy tourism should not be approached as something static, but analyzed as a living entity that is subject to constant change.
2. Maximize the opportunities of sustainable tourism management: Gastronomy tourism embraces the dimensions of sustainable development – it is a tool for economic development, cultural preservation and local community empowerment
3. Diversify the cultural tourism attractions: Gastronomy plays a fundamental role in diversifying the tourism offer through new cultural products and enhancing the visitor experience.
4. Reduce seasonality in destinations through gastronomy tourism: Unlike other market segments with high seasonality (such as snow tourism, or sun and beach tourism), gastronomy tourism can be developed throughout the year, and may also play a key role in attracting demand during low season.
5. Encourage territorial decentralization of tourism, boosting local economies: Gastronomy tourism can become an essential tool for the revitalization of local businesses and economies through the promotion of tourism services provided by local residents.
6. Promote social inclusion and redistribution of income: Gastronomy tourism offers a unique opportunity to promote the local cuisine and traditions at different levels within a society.
7. Strengthen coordination between sectors to address the phenomenon of tourism globally: Gastronomy tourism management requires defining strategies beyond the tourism sector, therefore, a holistic vision for

development may be achieved among different areas of government (Tourism, Agriculture, International Trade, Environment, Natural Resources, among others).

8. Promote public-private partnerships at different levels and across the value chain: Professionals from accommodation, tour operators, travel agencies, and many other stakeholders of the value chain need to work closely and together with public sector in order to develop tourism policies and successful products.

9. Encourage the active participation of local communities: Gastronomy tourism is based on the traditions and customs of local people, and therefore, their participation as well as their gradual adaptation to tourism through awareness and capacity building activities is a key area.

10. Promote an authentic experience based on cultural identity: The experience of gastronomy tourism should be grounded in the authentic culture and genuine values of the host community.

On the other hand, gastronomy tourism value chains include (UNWTO, 2018):

- Ingredients (manufacturers)
- Processing distribution (business)
- Recipes/menus (chefs)
- Providing cuisine (restaurants)
- Providing information (tourism)
- Tourism
- Sustainable regional development (Culinary-culture preservation, destination development).

As restaurateurs increasingly adopt innovative, sustainable practices, the National Restaurant Association examined what measures they are taking to conserve resources and operate more sustainably. The Association surveyed 500 restaurant owners and operators about their environmental efforts and sustainability opportunities and challenges within their operations. More than 1,000 consumers also were surveyed about the best methods for restaurants to promote sustainability practices to customers. The results show that restaurants of all types are innovating and making progress. From independent operators to large restaurant chains, the foodservice industry is reducing its energy and water consumption, minimizing waste creation, and connecting with environmentally aware guests. According to the results:

1. Efficient equipment is now standard in many restaurants. Most restaurants use energy-efficient lighting, and many use U.S. Environmental Protection Agency Energy Star®-rated kitchen equipment. Water-saving innovations are also gaining ground, from low-flow toilets to efficient pre-rinse spray valves.
2. Restaurant operators are recycling and focused on packaging. Large majorities of restaurant operators engage in recycling. Most restaurant operators source at least some packaging and supplies made of recycled content.
3. Reducing food waste is an emerging area for action. About half of restaurant operators track food waste in their operations, with many of them doing so daily. More than one in five operators donate edible leftovers to charity and more than one in ten compost at least some of their leftover food.
4. Sustainability is a mainstay on restaurant menus. Restaurant operators and chefs say environmental sustainability, local sourcing and food waste reduction are among the top trends affecting restaurant menus. As both operators and consumers increase their knowledge about where and how food is produced, menus are also evolving to reflect the growing request for transparency (National Restaurant Association, 2018: 1).

According to a 2009 National Restaurant Association survey, 44 percent of consumers are likely to make a restaurant choice based on a restaurant's efforts to conserve energy and water, and 60 percent say they are more likely to visit a restaurant offering food that is environmentally responsible. Some guides and practical recommendations can help restaurants to be sustainable. For example, in collaboration with the Seattle Chefs Collaborative and the Puget Sound Regional Council's Regional Food Policy Council, the 2011 University of Washington Masters of Urban Planning Studio has developed a set of voluntary, practical recommendations for the restaurant and hospitality industry to guide environmentally,

economically, and socially responsible choices. These recommendations are grouped into six areas in the Road Map:

1. **Food Sourcing**: Food is what brings customers into restaurants and success hinges on the quality of the food. Increasingly, customers want quality, local food that is grown and produced using environmentally sound practices. Restaurants can leverage this growing societal desire to consume sustainable food by providing local, organic, responsibly raised food choices to consumers.

2. **Water**: Clean water is one of our most valuable resources. Even though more than 70 percent of the world is covered by water, only one percent of that water is available for human use. By reducing your water usage both inside and out, you can save money and help the environment. From landscaping with native plants to installing aerators in faucets, solutions range from major changes to small adaptations, and vary in cost. Across the country, restaurant owners are becoming more aware and responsive to our future needs and are making these changes to improve their water efficiency. According to the National Restaurant Association, about four in ten full-service restaurant operators installed water saving ware-washers and toilet fixtures in the last two years.

3. **Energy and Built Environment**: Energy and the Built Environment covers a broad spectrum of green issues that apply to many industries. Most of the resources are national organizations that have grown up in other industries that today's restaurant benefits from. According to several sources, the restaurant industry continues to be a leader in energy usage. Our awareness to food borne illnesses, public health, disease prevention, and the invention of electrical distribution has driven much of the restaurant industry's dependence on energy. It may not be possible to convert to a zero energy use restaurant, but there are ways for restaurants to reduce their energy demand and become more energy efficient. Innovative restaurants are producing a portion or even all of their energy.

4. **Waste Management**: A typical restaurant and commercial kitchen waste stream consists of 65 percent compostable organic material; 30 percent recyclables such as cardboard, glass, tin, and aluminium cans; and five percent garbage. Food waste is a wasted valuable resource that has huge economic and environmental impacts. Food disposed in a landfill quickly rots and becomes a significant source of methane — a potent greenhouse gas with 21 times the global warming potential of carbon dioxide. Landfills account for more than 20 percent of all methane emissions. Reducing, recovering, and recycling food waste diverts organic materials from landfills and incinerators, reducing greenhouse gas emissions from landfills and waste combustion. Organic materials recycling fees on a per ton basis are generally half of waste disposal service fees. Recycling and reusing is also much less expensive than waste disposal service fees.

5. **Green Cleaning**: Restaurants use many products for cleaning and pest control. An estimated 35% of conventional cleaning products can cause blindness, respiratory problems, severe skin damage, or damage to organs through the skin. Some ingredients in cleaning products are associated with eutrophication of streams and toxicity to aquatic organisms. However, it is possible to keep restaurants clean and free of pests without causing human health and environmental problems. Some green cleaning products are less expensive than conventional products, particularly those made with common ingredients such as vinegar, baking soda, and soap. When buying cleaning products, read the labels and product information to make sure they are non-toxic and effective.

6. **Economy and Community**: Beyond reducing measurable environmental impacts, sustainable restaurants also contribute positively to the local community in a number of ways, whether it is through economic contributions, community engagement, or raising awareness about sustainability and food. The changes suggested in this section both promote community well-being and benefit restaurants through positive publicity, increased employee productivity and job satisfaction, and other benefits. For example, only 14% of accommodation and food service workers receive paid sick leave, though paid sick leave may improve the health of workers and limit the spread of disease, increase productivity, and reduce turnover. Adding healthy meal options can allow customers to improve their own physical health, in addition to drawing in individuals or groups with a variety of dietary preferences. The following pages explore creative ways to contribute to the local economy and community, and highlight a few local restaurants that are leading the way (Anonymous, 2011).

Güneş, S.G. (2019). *Eco-gastronomy, Tourism and Sustainability: The Rise of Sustainable Restaurants in the World*. Erasmus International Academic Research Symposium on Educational and Social Sciences, 5-6 April 2019, İzmir, 67-84.

Sustainable tourism development will be possible if all the important elements of tourism can have this perspective. There is an increasing number of sustainable restaurants all over the world. Because, the importance of sustainable and green restaurants are increasing day by day. This situation is becoming more important in terms of development of gastronomy tourism in a destination also. In this sense, it is important that sustainable restaurants become widespread and become preferable.

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