

GENDER DIFFERENCES IN CONSUMER MOTIVATIONS FOR SUSTAINABLE CONSUMPTION IN ENVIRONMENTALLY SUSTAINABLE RESTAURANTS

DOI: 10.26341/issn.2241-4010-2026-1c-5

Danijela Pantović

University of Kragujevac, Serbia

danijela.durkalic@kg.ac.rs

Sanja Peković

University of Montenegro, Montenegro

psanja@ucg.ac.me

Sllavka Kurti

University of Tirana, Albania

sllavkakurti@fakultetiekonomise.edu.al

Abstract

Modern tourism increasingly emphasizes sustainable and environmentally responsible consumption practices. Within the tourism industry, restaurants play an important role in promoting sustainability through the adoption of environmentally responsible business models, including resource efficiency, waste reduction, and the use of locally sourced products. In this context, environmentally sustainable restaurants represent an important mechanism for encouraging sustainable consumption and supporting the principles of the circular economy. The aim of this study was to examine tourists' motivations for consuming in environmentally sustainable restaurants and to identify potential gender differences in these motivations.

The research was conducted in the Republic of Serbia, with a particular focus on Vrnjačka Banja, the country's leading spa tourism destination, during the period from August to October 2025. Data were collected through a structured questionnaire using a seven-point Likert scale. Descriptive statistics and the non-parametric Mann–Whitney U test were employed to analyze the data and examine gender-based differences.

The findings indicate a generally high level of motivation among respondents to choose environmentally sustainable restaurants, particularly due to opportunities to experience local culture and discover new food tastes. Statistically significant gender differences were identified, with female respondents demonstrating stronger preferences for environmentally sustainable restaurant options. The results suggest that sustainable consumption practices are becoming increasingly relevant in gastronomic tourism and highlight the role of environmentally sustainable restaurants in supporting circular economy objectives. The study contributes to a better understanding of consumer behavior in sustainable hospitality and provides insights that may support the development of fairer and more sustainable consumption practices within tourism destinations.

Key words: *sustainable consumption practices, circular economy, environmentally sustainable restaurants, consumer motivation, gender differences, gastronomic tourism*

Introduction

The growing interest of consumers in sustainable and environmentally responsible tourism and hospitality offerings has stimulated significant transformations within the industry. These changes are reflected in the adaptation of business models to the principles of environmental protection, social responsibility, and circular economy practices. In this context, consumption choices increasingly represent not only individual preferences but also mechanisms through which consumers support sustainable and fair production and consumption systems. Restaurants that implement environmentally sustainable practices provide an important setting for examining how consumers respond to sustainability-oriented offerings and how these choices contribute to broader circular economy objectives.

Previous research indicates that women tend to make more socially and environmentally responsible consumption decisions, which may be associated with higher levels of empathy and concern for others and the wider community (Hawkins, 2012). Numerous empirical studies have shown that women generally demonstrate stronger pro-environmental attitudes and greater concern for environmental issues than men (Ramstetter & Habersack, 2020). Due to their higher environmental awareness, women are often more willing to engage in circular and sustainable consumption practices (Vinkóczy et al., 2024; Lorincová & Osvaldová, 2025) and to pay premium prices for products and services that generate positive environmental outcomes (Lee, 2011). Furthermore, women are more likely to purchase organic products and prefer locally sourced food compared to men (Bellows et al., 2010; Olivas & Cañete, 2012).

Within the hospitality sector, environmentally sustainable restaurants represent a practical example of how circular economy principles can be translated into consumer experiences. By promoting local sourcing, resource efficiency, waste reduction, and responsible business practices, such restaurants contribute to sustainable tourism development while simultaneously encouraging more responsible consumption behavior. Understanding the motivations that drive consumers to choose these restaurants is therefore important not only from a marketing perspective but also from the standpoint of sustainable and fair consumption.

In accordance with the growing importance of sustainability and circular economy principles in tourism and hospitality, this paper aims to contribute to a deeper understanding of gender differences in motivations for consuming in environmentally sustainable restaurants. The study focuses on the extent to which male and female consumers differ in their motivations, attitudes, and future behavioral intentions related to sustainable consumption within gastronomic tourism.

The objectives of this research are threefold: (a) to examine the importance of gastronomic experiences during travel among male and female tourists; (b) to compare gender differences in motivations for choosing environmentally sustainable restaurants; and (c) to analyze the extent to which these motivations influence respondents' intentions to choose destinations that offer environmentally sustainable restaurant options in the future.

The findings are expected to provide valuable insights for restaurant managers, destination marketers, and policy-makers seeking to promote sustainable and fair consumption practices. A better understanding of gender-based differences in consumer motivations may support more effective market segmentation and the development of hospitality offerings aligned with sustainability objectives, thereby contributing to the advancement of responsible tourism and circular economy principles.

Literature review

Tourism and Sustainable Consumption in the Context of Green Travel

Environmental challenges have become unavoidable, necessitating immediate action by modern society to foster green development, safeguard biodiversity, and address the demands of the green transition and decarbonization (Fritsche et al., 2020; Torun & Aslan, 2023). As one of the fastest-growing sectors, the tourism industry has the potential to become a significant contributor to global greenhouse gas (GHG) emissions (Filimonau et al., 2013; Lenzen et al., 2018; Obersteiner et al., 2021), particularly through hospitality-related activities (Singh et al., 2014; Filimonau et al., 2021). The tourism sector is also among the largest consumers of water resources worldwide. Studies conducted in hotels across different regions indicate that tourists consume, on average, approximately 350 liters of water per day, often exceeding 300 liters per person (Garzia et al., 2023).

As a result, green tourism has attracted growing attention from researchers, policy-makers, and industry stakeholders due to its potential to reduce the environmental impacts of tourism activities. Existing studies emphasize strategies aimed at encouraging more sustainable visitor behavior (Hou & Wu, 2021; Nelson et al., 2021) and optimizing tourism demand in line with sustainability objectives (Sun et al., 2020). These approaches are closely aligned with the principles of responsible consumption and the circular economy, which seek to minimize resource use and environmental degradation while maintaining tourism competitiveness.

Within this context, green tourism has emerged as an important framework for mitigating the negative environmental consequences of tourism development. Literature generally approaches the concept from two perspectives. The first defines green tourism as tourism activities taking place in natural environments, with a strong focus on conserving natural resources (Andari & Setiyorini, 2016). The second perspective considers green tourism as an inherently environmentally responsible form of tourism. Similarly, Furqan et al. (2010) distinguish two main purposes of the term “green tourism”: presenting destinations as attractive and environmentally preserved places for recreation and emphasizing that tourism activities should be conducted without causing environmental harm.

The literature further suggests that green travel is closely linked to sustainable transportation choices that reduce energy consumption and greenhouse gas emissions while promoting public health. Such alternatives include public transportation, carpooling, walking, and cycling (Jia et al., 2017). These practices not only contribute to environmental protection but also support broader sustainable consumption goals within tourism systems.

In the context of climate change and increasing environmental degradation, green travel and tourism represent important pathways toward more sustainable production and consumption patterns. Nevertheless, the adoption of such practices among tourists remains relatively slow, partly due to a limited understanding of their broader environmental and societal significance (Kasim, 2016; Gabor et al., 2023). While previous studies have primarily focused on environmental attitudes and sustainable tourism behavior, less attention has been paid to how consumers' motivations influence sustainable consumption choices within hospitality settings. Therefore, this study addresses this gap by examining tourists' motivations to consume in environmentally sustainable restaurants and by exploring whether gender differences shape these consumption preferences.

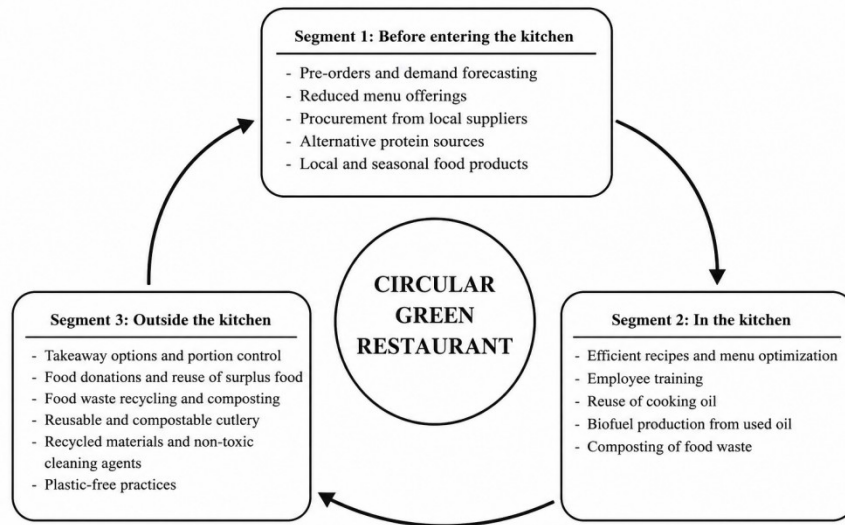
Environmentally Sustainable Restaurants as Drivers of Sustainable Consumption Practices

Restaurants represent an important component of the tourism industry and play a significant role in shaping tourist experiences. In contemporary tourism, restaurants are no longer viewed solely as places where basic physiological needs are satisfied; they also reflect the social, cultural, and environmental values of a society. As a result, consumption experiences in restaurants encompass both tangible and intangible dimensions of value creation (Suhartanto et al., 2025). Increasingly, consumers are paying attention to environmental and social aspects of restaurant operations, including food waste reduction, energy efficiency, and responsible resource management. Research suggests that restaurants adopting such ecological values exert a stronger influence on consumer attitudes and preferences (Kim & Eves, 2012). Consequently, environmentally sustainable restaurants have emerged as an important element of sustainable hospitality and responsible consumption.

The literature indicates that sustainable practices are becoming increasingly important in the restaurant sector, similarly to developments observed in the hotel industry. Due to the intensive use of resources, particularly water, energy, and disposable products, there is growing pressure to improve environmental performance and reduce ecological impacts (Perramon et al., 2014; Shin & Cho, 2023). Previous studies have shown that the implementation of sustainable practices strengthens restaurant image and brand reputation, while simultaneously contributing to financial performance and the sustainable development of local communities.

In response to these trends, the concept of environmentally sustainable restaurants has gained considerable attention in academic and professional literature. Such restaurants implement a variety of environmentally responsible practices, including recycling, composting, efficient water and energy use, and waste reduction initiatives. They also increasingly prioritize locally sourced, seasonal, and organic food products within their offerings (Julião et al., 2018). Particular emphasis is placed on the principles of the three “Rs” (reduce, reuse, and recycle) and the two “Es” (energy and efficiency), reflecting a comprehensive approach to sustainable business management.

Within the circular economy framework, environmentally sustainable restaurants can be viewed as a response to the growing demand for responsible production and consumption practices. Through their consumption choices, consumers increasingly seek transparency regarding food quality and origin, sustainable production processes, respect for consumer rights, and adherence to principles of fair consumption. At the same time, they demonstrate a willingness to support, including financially, hospitality businesses that contribute to environmental protection and local community development (Madanaguli et al., 2022; Biloslavo & Janković, 2025).

Figure 1: Circular model for green restaurant

Source: Adapted from Biloslavo & Janković (2025)

In the literature, environmentally sustainable restaurants are often referred to as “green” or “eco-friendly” restaurants that operate according to environmentally responsible principles (Green Restaurant Association, 2025). Organizations and professional networks promoting sustainable restaurant concepts advocate a broad range of practices that support environmental protection, economic viability, and social sustainability (Maynard et al., 2020; Della Corte et al., 2025). These practices include responsible waste management, reduced water and energy consumption, the use of local, seasonal, and organic ingredients, and the incorporation of Fair Trade products whenever possible. In addition, sustainable restaurants seek to ensure fair working conditions, adequate employee compensation, and active engagement with local communities through socially beneficial initiatives (The Sustainable Restaurant Association, 2025).

The Green Restaurant Association (GRA), founded in the United States in 1990, has played a pioneering role in promoting environmentally responsible restaurant practices. Through the development of scientifically grounded certification standards, the organization established a systematic framework for evaluating sustainability performance in restaurant operations. According to GRA guidelines (2016), restaurants seeking green certification must satisfy criteria related to water conservation, waste management, sustainable building materials, responsible sourcing of food, renewable energy use, recyclable materials, and pollution reduction. In this way, the GRA represents an institutional model that integrates environmental, economic, and social dimensions of sustainability within hospitality operations (Lorenzini, 1994).

Maynard et al. (2021) further emphasize that restaurants can only be classified as sustainable when their activities are aligned with multiple dimensions of sustainability. Consequently, sustainability assessment tools play a critical role in identifying existing practices and determining the improvements necessary to achieve sustainability standards and certification requirements.

Modern consumers demonstrate a higher level of environmental awareness than in previous decades (Kwok et al., 2016), although knowledge regarding environmentally sustainable restaurants remains relatively limited (Schubert et al., 2010). Understanding the

motivations that influence consumers' decisions to support sustainable restaurant practices is therefore essential for promoting responsible consumption and advancing circular economy objectives within tourism. Despite the growing relevance of sustainable hospitality, research on environmentally sustainable restaurants remains limited in Serbia, particularly regarding gender-related differences in consumer motivations and sustainable consumption behaviour. By addressing this gap, the present study contributes to the literature on sustainable consumption practices, consumer behaviour, and circular economy implementation in hospitality, while providing insights relevant to small open economies such as the Republic of Serbia.

Methodology

Study area. The empirical research was carried out in the Republic of Serbia, specifically in Vrnjačka Banja, the country's most prominent spa destination. Data were gathered between August and October 2025, a period characterized by increased tourist flows and a heterogeneous visitor structure in terms of socio-demographic and travel-related characteristics. This setting enabled the inclusion of respondents with diverse backgrounds and travel experiences. Although the study was conducted in a single destination, its relevance extends beyond the local context. Since the research examines tourists' attitudes toward environmentally sustainable restaurant practices, the findings may offer insights applicable to other destinations that have already adopted, or intend to adopt, similar sustainability-oriented restaurant concepts. Therefore, the results contribute to a broader understanding of sustainable hospitality management and destination development within the framework of circular economy principles.

Sample and Data Collection. The study population consisted of tourists visiting Vrnjačka Banja during the survey period. A purposive sampling strategy was applied in order to include respondents of different genders, age groups, and educational backgrounds, thereby ensuring a variety of perspectives regarding sustainable restaurant consumption. The questionnaire was distributed in printed form at several tourism-related locations, including restaurants, hotels, cafés, and tourist information centers. After data screening, a total of 102 completed questionnaires were retained for statistical analysis.

Research instrument. Data collection was conducted using a structured questionnaire developed on the basis of previous studies in the fields of sustainable tourism and gastronomy (Gheorghe et al., 2021; Hernández-Rojas et al., 2022; Elsehely & Elsayed, 2024). The instrument was designed to assess the motivational factors associated with tourists' decisions to visit restaurants implementing environmentally sustainable practices. The questionnaire comprised two sections. The first section collected socio-demographic information, including gender, age, educational attainment, and travel frequency. The second section focused on motivational statements related to experiences and perceptions of environmentally sustainable restaurants. Responses were measured using a seven-point Likert scale ranging from 1 (“strongly disagree”) to 7 (“strongly agree”).

Data Analysis. The collected data were processed using both descriptive and inferential statistical techniques. Descriptive statistics, including mean values, standard deviations, and minimum and maximum scores, were calculated to provide an overview of respondents' attitudes and motivations. To examine gender-related differences in motivational factors, the non-parametric Mann–Whitney U test was employed. In addition, box-plot visualizations were used to facilitate the interpretation of group differences. Statistical analyses were performed using IBM SPSS Statistics software (version 17).

Results and Discussions

The socio-demographic profile of the respondents is presented in Table 1. Among the 102 surveyed tourists, women accounted for 62.75% of the sample, while men represented 37.25%. A similar gender distribution has been reported in previous tourism surveys, where female respondents were found to be more willing to participate in questionnaire-based research (Ćurčić et al., 2009).

Regarding age structure, the largest proportion of respondents belonged to the 18–25 age group (51.9%), followed by respondents aged 26–35 years (19.2%). In terms of educational attainment, more than half of the participants held a university degree (51.9%), while 21.2% had completed master's studies and 9.6% held a PhD degree.

To obtain an initial overview of respondents' attitudes, descriptive statistical analysis was conducted. The results indicate that all motivational statements achieved mean values above the midpoint of the scale ($M > 4.00$), suggesting generally positive attitudes toward environmentally sustainable restaurant practices and a relatively high level of agreement with the proposed statements.

Table 1: Descriptive Statistics of Motivational Statements

code	Mean	Std. Deviation
Mt1	5,2745	1,61157
Mt2	5,3431	1,48587
Mt3	5,451	1,51969
Mt4	5,1667	1,62336
Mt5	5,2451	1,53788
Mt6	5,2843	1,51152
Mt7	5,5784	1,36749
Mt8	5,1765	1,50518
Mt9	5,6373	1,40571

Source: Author

Table 1 presents the descriptive statistics of the motivational statements. All mean values exceed the midpoint of the scale ($M > 5.00$), indicating generally positive attitudes toward environmentally sustainable restaurants.

The highest mean scores were recorded for MT9 ($M = 5.64$), related to menu diversity, and MT7 ($M = 5.58$), referring to fresh and locally sourced ingredients. The lowest, although still positive, values were observed for MT4 ($M = 5.17$) and MT8 ($M = 5.18$). Standard deviations ranged from 1.37 to 1.62, indicating moderate variability in responses.

To further examine whether these attitudes differ by gender, inferential statistical analysis was conducted. The first step was to assess the importance of gastronomic experiences during travel among male and female respondents (Table 2).

Table 2: Gender differences in the importance of gastronomic experiences during travel

Gender	Mean	SD
Male	5,026315789	1,6189226
Female	5,625	1,201850425

Source: Authors' calculations.

As presented in Table 2, women assigned greater importance to gastronomic experiences during travel ($M = 5.63$; $SD = 1.20$) than men ($M = 5.03$; $SD = 1.62$). While respondents of both genders generally evaluated gastronomy as an important component of the travel experience, female tourists expressed stronger agreement with this view. In contrast, male respondents exhibited a wider dispersion of responses, suggesting a broader range of perceptions regarding the contribution of gastronomy to overall travel satisfaction. These observations are in line with previous studies indicating that travel motivations and experiential preferences may vary according to gender (Kim & Eves, 2012; Björk & Kauppinen-Räsänen, 2016).

Figure 2: Travel Motivated by Local Cuisine According to Gender

Male | 55.3% Yes | 44.7% No |
 Female | 37.5% Yes | 62.5% No |

Source: Author

Note: The difference was statistically significant ($p < 0.05$).

Figure 2 shows that male respondents were more likely to report traveling primarily to experience local cuisine (55.26%) than female respondents (37.50%). Conversely, a larger proportion of women indicated that local food was not a primary travel motive (62.50%). These findings suggest that culinary motivations may be more pronounced among male tourists in the studied sample.

Table 3: Gender Differences in Motivations for Choosing Environmentally Sustainable Restaurants

Code	Statement	Male Mean Rank	Female Mean Rank	Z	p	Effect size (r)
MT1	Green restaurants help me better understand local culture	45.53	55.05	-1.610	0.003*	0.16
MT2	Green restaurants introduce me to new tastes of local food	44.66	55.56	-1.852	0.004*	0.18
MT4	I recommend the experience to others	47.95	53.61	-0.956	0.339	—
MT5	Visiting destinations with green restaurants is an authentic experience	46.87	54.25	-1.249	0.212	—
MT9	Green restaurants should offer diverse menus	49.00	52.98	-0.682	0.495	—

Source: Author

Note: The difference was statistically significant ($p < 0.05$).

Table 4 presents the results of the Mann–Whitney U test examining gender differences in selected motivational factors associated with environmentally sustainable restaurants. Female respondents obtained higher mean ranks across all analyzed statements, indicating a generally stronger agreement with sustainability-related attributes.

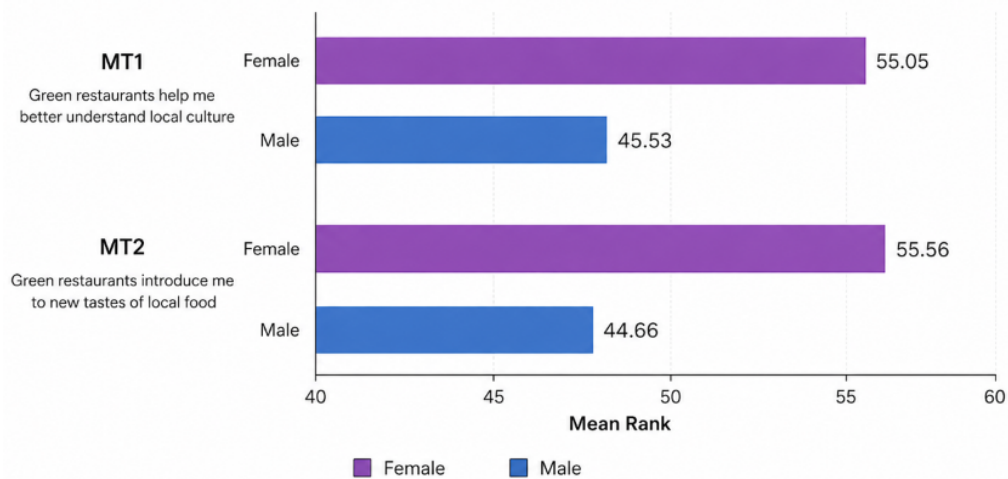
Statistically significant gender differences were identified for MT1 and MT2. Women assigned greater importance to the role of environmentally sustainable restaurants in

facilitating cultural learning (MT1: $Z = -1.610$, $p = 0.003$) and in providing opportunities to discover new local food tastes (MT2: $Z = -1.852$, $p = 0.004$). Although significant, the corresponding effect sizes were small ($r = 0.16$ and $r = 0.18$), suggesting modest practical differences between male and female respondents.

For the remaining motivational dimensions, no statistically significant gender differences were observed ($p > 0.05$). These findings indicate that men and women share relatively similar views regarding recommendation intentions, perceptions of authenticity, and the importance of menu diversity in environmentally sustainable restaurants.

In order to additionally show the differences in motivations between the sexes, diagrams were created for the claims where statistically significant differences were recorded (MT1 and MT2).

Figure 3: Gender Differences in Motivations to Visit Environmentally Sustainable Restaurants (Mean Ranks for Significant Variables)



Source: Author

Note: The difference was statistically significant ($p < 0.05$).

Figure 3 illustrates the mean-rank differences between male and female respondents for the two motivational dimensions where statistically significant gender differences were identified. Female respondents achieved higher mean ranks than male respondents on both items, indicating a stronger association between environmentally sustainable restaurants and cultural as well as gastronomic experiences. For MT1 (*Green restaurants help me better understand the local culture*), female respondents reported a higher mean rank (55.05) than male respondents (45.53). The Mann–Whitney U test confirmed that this difference was statistically significant ($p = 0.003$), suggesting that women are more likely to perceive environmentally sustainable restaurants as a means of engaging with and learning about local culture. A similar pattern emerged for MT2 (*Green restaurants introduce me to new tastes of local food*). Female respondents again recorded a higher mean rank (55.56) compared with male respondents (44.66). The difference was statistically significant ($p = 0.004$), indicating that women more strongly associate environmentally sustainable restaurants with opportunities to explore new local culinary experiences. The results suggest that cultural learning and the discovery of local food flavors represent more salient motivations among female tourists. These findings are consistent with previous studies highlighting gender-

related differences in gastronomic motivations and experiential travel preferences (Kim & Eves, 2012; Björk & Kauppinen-Räsänen, 2016).

Figure 7: Gender Differences in Future Intentions to Choose Destinations with Green Restaurants

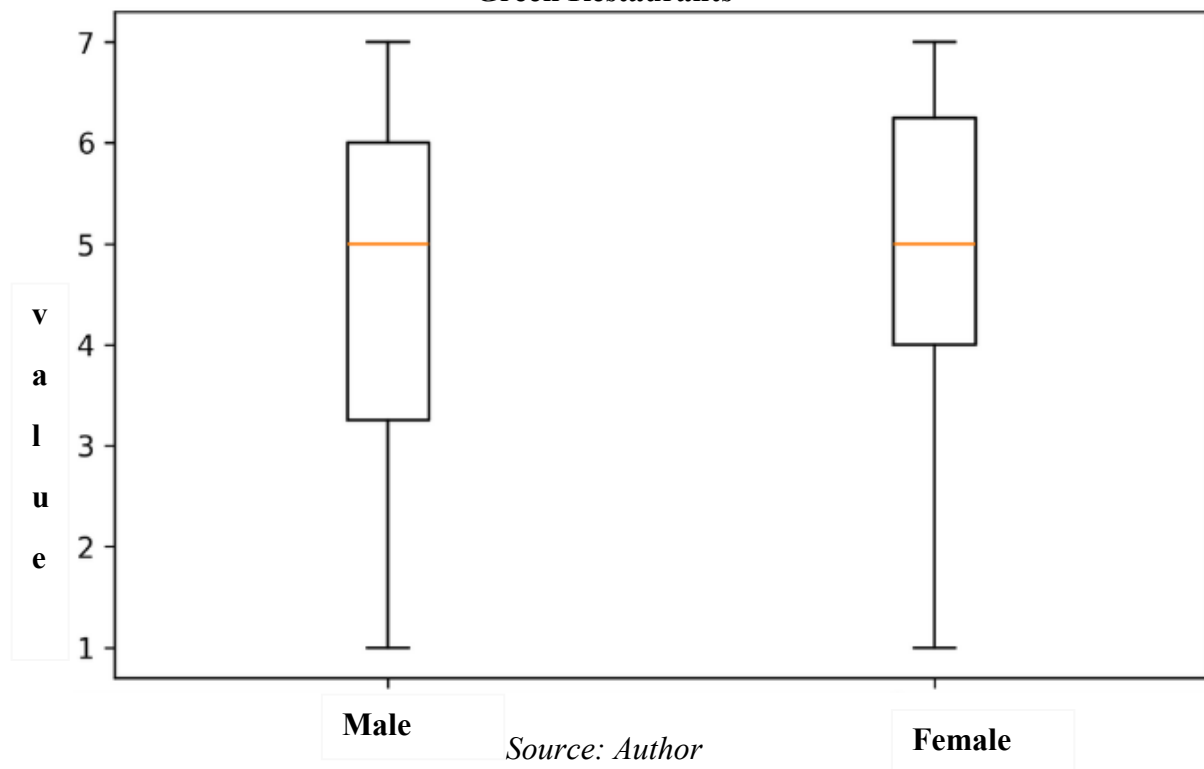


Figure X presents a boxplot illustrating gender differences in respondents' intentions to choose destinations with environmentally sustainable restaurants in the future due to their positive contribution to environmental protection. The distribution of responses indicates that female participants generally reported higher levels of agreement than male participants. The median score for females was higher, and the interquartile range was concentrated toward the upper end of the scale, suggesting a stronger intention to support destinations that offer green restaurants. Male respondents exhibited a slightly lower median and a wider distribution of responses across the scale, indicating greater variability in their intentions. In contrast, female respondents showed a greater concentration of responses at higher agreement levels (scores 5–7), reflecting a stronger orientation toward environmentally responsible tourism and dining choices. The boxplot suggests that women demonstrate a more favorable attitude toward selecting destinations with sustainable restaurants, supporting the assumption that gender may influence consumer motivations related to sustainable consumption (Sarmiento & El Hanandeh, 2018).

Conclusions

This study examined respondents' attitudes and motivations related to consumption in environmentally sustainable restaurants. The findings should be interpreted within the broader framework of green restaurants, which are characterized by environmentally responsible practices such as energy conservation, waste minimization, recycling, sustainable resource

management, and the use of locally sourced and seasonal ingredients. As such, green restaurants play a significant role in advancing circular tourism by promoting resource efficiency, reducing environmental impacts, and supporting local economic development.

The relatively high levels of agreement expressed by respondents suggest that tourists increasingly appreciate and support sustainable hospitality practices. This finding aligns with previous research indicating growing consumer willingness to patronize businesses that operate according to circular economy principles (Mostaghel & Chirumalla, 2021). Such tendencies reflect a broader transformation in consumer behavior, whereby traditional pleasure-oriented motivations are increasingly complemented by environmental awareness, social responsibility, and ethical considerations (Hwang & Lee, 2019). Consequently, selecting a green restaurant is not merely a culinary choice but also a reflection of personal commitment to environmental protection and community well-being. These findings further reinforce the importance of circular tourism as an effective approach to sustainable destination management and development (Kwok et al., 2016; Kirchherr et al., 2017; Buhalis & Sinarta, 2019).

The results also revealed greater consistency among female respondents, which may indicate a stronger appreciation of the experiential dimensions of gastronomy, including sensory enjoyment, cultural learning, and social interaction. Similar patterns have been reported in previous studies, where women were found to value gastronomic experiences as opportunities for enjoyment, education, and cultural engagement (Fields, 2003; Kim & Eves, 2012; Mazurek-Kusiak & Hawlena, 2026). By comparison, the broader range of responses observed among male participants may suggest a more diverse set of motivations, with some individuals placing greater emphasis on functional and practical aspects of dining experiences.

The practical implications of these findings are relevant for destination marketers, tourism managers, restaurant operators, and policymakers. The results highlight the need to develop green gastronomic products and experiences that resonate with both male and female tourists by combining sustainability attributes with meaningful cultural and emotional experiences. Promotional strategies should emphasize environmental stewardship, local food sourcing, and circular business practices in order to appeal to environmentally conscious consumers. At the same time, public policies can support the wider adoption of circular economy initiatives through incentives, regulations, and educational programs encouraging waste reduction, recycling, and sustainable procurement practices. In this way, gastronomic offerings grounded in circular consumption principles can contribute not only to sustainable tourism development but also to stronger destination branding, higher visitor satisfaction, and the promotion of long term pro environmental behavior. Furthermore, ensuring transparency, fairness, ethical sourcing, and respect for consumer rights can strengthen the credibility and social value of green restaurants within the tourism sector.

Future studies should extend this line of inquiry to different destinations and hospitality settings that have adopted or intend to adopt sustainable restaurant practices. Additional research could investigate how various demographic and socio-economic groups perceive circular economy initiatives and assess the role of sustainability education in shaping consumer decision-making processes. Moreover, further examination of the relationships among circular practices, consumer rights, and fair consumption could generate valuable insights for practitioners and policymakers seeking to design gastronomic experiences that are environmentally sustainable, socially responsible, and economically viable.

References

- Andari, R., & Setiyorini, H. P. D. (2016). Green tourism role in creating sustainable urban tourism. *South East Asia Journal of Contemporary*, 9(1), 27-30.
- Bellows, A. C., Alcaraz, G., & Hallman, W. K. (2010). Gender and food, a study of attitudes in the USA towards organic, local, US grown, and GM-free foods. *Appetite*, 55(3), 540-550.
- Biloslavo, R., & Janković, N. (2025). Sustainable Practices in Hospitality: A Case Study of a Slovenian Michelin Green Star Restaurant. *Sustainability*, 17(10), 4271.
- Björk, P., & Kauppinen-Räsänen, H. (2016). Local food: a source for destination attraction. *International Journal of Contemporary Hospitality Management*, 28(1), 177-194.
- Buhalis, D., & Sinarta, Y. (2019). Real-time co-creation and nowness service: lessons from tourism and hospitality. *Journal of Travel & Tourism Marketing*, 36(5), 563-582.
- Ćurčić, N., Zakić, L., & Galantić, M. (2009). Segmentation of tourist market-Women as consumers. *Geographica Temisiensis*, 19(1-2), 67-74.
- Della Corte, V., Amin, M., Sepe, F., Luongo, S., & Cobanoglu, C. (2025). Exploring the impact of environmental management on sustainable concerns in restaurants. *British Food Journal*, 127(6), 2147-2168.
- Elsehely, H. A. E., & Elsayed, M. A. S. (2024). Green restaurants as a tool to develop eco-gastronomy tourism in the Egyptian destination. *International Journal of Tourism, Archaeology and Hospitality*, 4(1), 169-190.
- Fields, K. (2003). Demand for the gastronomy tourism product: motivational factors. *Tourism and gastronomy*, 50-64.
- Filimonau, V., Dickinson, J., Robbins, D., & Reddy, M. V. (2013). The role of 'indirect' greenhouse gas emissions in tourism: Assessing the hidden carbon impacts from a holiday package tour. *Transportation Research Part A: Policy and Practice*, 54, 78-91.
- Filimonau, V., Santa Rosa, M., Franca, L. S., Creus, A. C., Ribeiro, G. M., Molnarova, J., ... & Safaei, A. (2021). Environmental and carbon footprint of tourist accommodation: A comparative study of popular hotel categories in Brazil and Peru. *Journal of Cleaner Production*, 328, 129561.
- Fritsche, U., Brunori, G., Chiaramonti, D., Galanakis, C., Hellweg, S., Matthews, R. A. P. C., & Panoutsou, C. (2020). Future transitions for the bioeconomy towards sustainable development and a climate-neutral economy—knowledge synthesis final report. *Publications Office of the European Union, Luxembourg*, 10, 667966.
- Furqan, A., Som, A. P. M., & Hussin, R. (2010). Promoting green tourism for future sustainability. *Theoretical and empirical researches in urban management*, 5(8 (17), 64-74.
- Gabor, M. R., Panait, M., Bacoş, I. B., Naghi, L. E., & Oltean, F. D. (2023). Circular tourism economy in European Union between competitiveness, risk and sustainability. *Environmental Technology & Innovation*, 32, 103407.
- Garcia, C., Deyà-Tortella, B., Lorenzo-Lacruz, J., Morán-Tejeda, E., Rodríguez-Lozano, P., & Tirado, D. (2023). Zero tourism due to COVID-19: an opportunity to assess water consumption associated to tourism. *Journal of Sustainable Tourism*, 31(8), 1869-1884.
- Gheorghe, G., Tanase, M. O., & Nicodim, L. (2021). Traditional gastronomy in the perception of Romania's Z generation. *Ovidius University Annals, Economic Sciences Series*, 21(1), 523-529.
- Green Restaurant Association (2025). Green restaurant certification standards. Retrieved October 24, 2025, from <https://www.dinegreen.com/certification-standards>.

- Hernández-Rojas, R. D., Huete-Alcocer, N., & Hidalgo-Fernández, A. (2022). Analysis of the impact of traditional gastronomy on loyalty to a world heritage destination. *International Journal of Gastronomy and Food Science*, 30, 100585.
- Hou, H., & Wu, H. (2021). Tourists' perceptions of green building design and their intention of staying in green hotel. *Tourism and Hospitality Research*, 21(1), 115-128.
- Hwang, K., & Lee, B. (2019). Pride, mindfulness, public self-awareness, affective satisfaction, and customer citizenship behaviour among green restaurant customers. *International Journal of Hospitality Management*, 83, 169-179.
- Jia, H., Appolloni, A., & Wang, Y. (2017). Green travel: Exploring the characteristics and behavior transformation of urban residents in China. *Sustainability*, 9(6), 1043.
- Julião, J., Gaspar, M., Tjahjono, B., & Rocha, S. (2018, June). Exploring circular economy in the hospitality industry. In *International Conference on Innovation, Engineering and Entrepreneurship* (pp. 953-960). Cham: Springer International Publishing.
- Kasim, A. (2016). The spirituality of green travel and tourism. *International Journal of Tourism and Spirituality*, 1(1), 116-124.
- Kim, Y. G., & Eves, A. (2012). Construction and validation of a scale to measure tourist motivation to consume local food. *Tourism management*, 33(6), 1458-1467.
- Kirchherr, J., Reike, D., & Hekkert, M. (2017). Conceptualizing the circular economy: An analysis of 114 definitions. *Resources, conservation and recycling*, 127, 221-232.
- Kwok, L., Huang, Y. K., & Hu, L. (2016). Green attributes of restaurants: What really matters to consumers. *International Journal of Hospitality Management*, 55(1), 107-117.
- Lee, S. (2011). Consumers' value, environmental consciousness, and willingness to pay more toward green-apparel products. *Journal of Global Fashion Marketing*, 2(3), 161-169.
- Lenzen, M., Sun, Y. Y., Faturay, F., Ting, Y. P., Geschke, A., & Malik, A. (2018). The carbon footprint of global tourism. *Nature climate change*, 8(6), 522-528.
- Lorenzini, B. (1994). The green restaurant, part II: Systems and service. *Restaurant and Institution*, 104(11), 119- 136
- Lorincová, S., & Osvaldová, M. (2025). Pro-Environmental Behavior and Attitudes Towards Recycling in Slovak Republic. *Recycling*, 10(4), 159.
- Madanaguli, A., Dhir, A., Kaur, P., Srivastava, S., & Singh, G. (2022). Environmental sustainability in restaurants. A systematic review and future research agenda on restaurant adoption of green practices. *Scandinavian Journal of Hospitality and Tourism*, 22(4-5), 303-330.
- Maynard, D. D. C., Vidigal, M. D., Farage, P., Zandonadi, R. P., Nakano, E. Y., & Botelho, R. B. A. (2020). Environmental, social and economic sustainability indicators applied to food services: A systematic review. *Sustainability*, 12(5), 1804.
- Maynard, D. D. C., Zandonadi, R. P., Nakano, E. Y., Raposo, A., & Botelho, R. B. A. (2021). Green restaurants assessment (Grass): A tool for evaluation and classification of restaurants considering sustainability indicators. *Sustainability*, 13(19), 10928.
- Mazurek-Kusiak, A. K., & Hawlena, J. (2026). Culinary Tourism in Poland: Gender Differences in Preferences, Motivations and Barriers to Participation. *Sustainability*, 18(1), 425.
- Mostaghel, R., & Chirumalla, K. (2021). Role of customers in circular business models. *Journal of Business Research*, 127, 35-44.
- Nelson, K. M., Partelow, S., Stäbler, M., Graci, S., & Fujitani, M. (2021). Tourist willingness to pay for local green hotel certification. *Plos one*, 16(2), e0245953.
- Obersteiner, G., Gollnow, S., & Eriksson, M. (2021). Carbon footprint reduction potential of waste management strategies in tourism. *Environmental Development*, 39, 100617.

- Olivas, R., & Cañete, R. B. (2012). Men's and women's attitudes toward organic food consumption. A Spanish case study. *Spanish Journal of Agricultural Research*, 10(2), 281-291.
- Perramon, J., Del, M., Alonso-almeida, M., Llach, J., & Bagur-femenías, L. (2014). Green practices in restaurants: Impact on firm performance. *Operations Management Research*, 7(1-2), 2.
- Ramstetter, L., & Habersack, F. (2020). Do women make a difference? Analysing environmental attitudes and actions of Members of the European Parliament. *Environmental Politics*, 29 (6), 1063-1084.
- Sarmiento, C. V., & El Hanandeh, A. (2018). Customers' perceptions and expectations of environmentally sustainable restaurant and the development of green index: The case of the Gold Coast, Australia. *Sustainable Production and Consumption*, 15, 16-24.
- Schubert, F., Kandampully, J., Solnet, D., & Kralj, A. (2010). Exploring consumer perceptions of green restaurants in the US. *Tourism and Hospitality Research*, 10(4), 286-300.
- Shin, S., & Cho, M. (2023). Environmental cognition and environmental performance in restaurants: roles of green supplier selection and joint actions. *International Journal of Contemporary Hospitality Management*, 35(6), 1925-1942.
- Singh, N., Cranage, D. A., & Nath, A. (2014). Estimation of GHG emission from hotel industry. *Anatolia*, 25(1), 39-48.
- Suhartanto, D., Arsawan, I. W. E., Leo, G., & Dean, D. (2025). Why we choose culturally themed restaurants: the role of taste, identity and community. *British Food Journal*. 127 (9): 3159–3174.
- Sun, Y. Y., Lin, P. C., & Higham, J. (2020). Managing tourism emissions through optimizing the tourism demand mix: Concept and analysis. *Tourism management*, 81, 104161.
- The Sustainable Restaurant Association (2025). Campaigns: The issues we're tackling. Retrieved October 24, 2025, from <https://thesra.org/our-campaigns/>.
- Torun, M., & Aslan, Ö. (2023). The Transition to Sustainable Development and the Green Economy. Livre de Lyon.
- Vinkóczi, T., Rácz, É. H., & Koltai, J. P. (2024). Sorting for sustainability: Harnessing female awareness of zero waste. *Journal of Sustainability Research*, 6(4). e240065. <https://doi.org/10.20900/jsr20240065>