

Food waste in the hospitality industry: How food waste mitigation affects customer's intention to visit

Bachelor Thesis for Obtaining the Degree

Bachelor of Business Administration in

Tourism, Hotel Management, and Operations

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Vienna, Dec 2022

Abstract

The growing concerns about the food waste problem in the hospitality industry have contributed to rising numbers of hotels, including food waste reduction and waste elimination in their agendas and food waste mitigation plans in their strategic plans. Extant literature and examples have demonstrated the effort of hotels to reduce food waste during their services. The present study investigated the effect of a hotel's food waste mitigation approaches on customer brand attitude and how brand attitude affects the customer's intention to visit the hotel. Respondents (N = 106) were surveyed and asked if they agreed with the importance of hotels implementing changes to reduce food waste produced in the four distinct aspects, including changing food service style, reducing portion size, providing employee training, and implementing food waste management. The findings of this study indicate that there is a significant effect of changing food service style, providing employee training and implementing food waste management in the brand attitude. However, results suggest no significant effect of reducing portion size on brand attitude. The results also show a strong positive correlation between brand attitude and customer visit intention.

Keywords: Food waste, customer decision.