Food Waste Across Accommodation and Gastronomy in Czechia: Monitoring Practices in Accommodation Facilities and Waste-Related Customer Preferences in Restaurants

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Abstract

This study examines food waste in Czech hospitality from two complementary angles: how accommodation facilities monitor and reduce it, and how restaurant customers value waste-related practices. Evidence comes from two questionnaire surveys. In accommodation, monitoring remains weak; only 3.15% report precise weighing, 53.15% rely on approximate tracking, and 43.70% do not monitor at all. Buffet service emerges as the most waste-intensive context. On the customer side, an Importance–Performance Analysis focused on waste-related measures shows that guests attach high importance, but lower satisfaction, to smaller-portion options, collaboration with anti-waste apps, and reduced packaging. Together, these results point to a practical agenda adopting systematic weighing and digital monitoring, prioritising interventions in buffet operations, and communicating progress transparently. In restaurants, we recommend foregrounding portion-size strategies, anti-waste partnerships and packaging reduction to close importance–performance gaps. Although the consumer sample is modest, the integrated operator and customer-side view highlights clear, actionable levers for cutting avoidable food waste in Czechia.

Keywords: *food waste, monitoring, Importance-Performance Analysis (IPA), accommodation and gastronomy, customer preferences, sustainability*

Introduction

Food waste is one of the most pressing global challenges, with significant environmental, economic, and social consequences. Nearly one-third of all food produced for human consumption is lost or wasted worldwide[1,2], contributing to about 20% of global greenhouse gas emissions[3] and placing immense pressure on natural resources, with agriculture accounting for up to 92% of the global water footprint[4]. The global financial losses from food waste reach USD 900 billion annually, while in the European Union alone they are estimated at EUR 143 billion[5]. Each year, 88 million tonnes of food are discarded in the EU, even as 112 million people remain at risk of poverty or social exclusion[6].

Within this context, the tourism and hospitality industry is a disproportionately large contributor, as almost half of its total waste consists of food waste. In 2022, hospitality establishments across the European Union produced more than 59 million tonnes of discarded food[7]. The situation is similarly acute in Czechia and other Central European countries, where dining out has become increasingly common[8]. Despite growing awareness of sustainability, environmental measures in Czech accommodation facilities remain limited, contrasting sharply with the United Nations Sustainable Development Goal 12, which aims to halve global food waste by 2030[9]. Understanding the drivers of food waste and identifying effective reduction strategies in this sector is therefore essential.

Most food waste generated in hospitality is avoidable: edible components make up between 73% and 79% of total waste[10]. In contrast to households, where waste is driven by poor storage or expiry misinterpretation[11], hospitality waste arises across the supply chain 45% during preparation, 34% at consumption, and 21% due to spoilage[10]. However, systematic research integrating the perspectives of restaurant customers and accommodation providers in Czechia remains limited. This study addresses this gap by analysing factors affecting food waste generation and exploring feasible reduction strategies, thus contributing to a more holistic understanding of sustainability in the hospitality sector.

Food waste in hotels and restaurants is a complex issue influenced by various factors on both the guest and operational sides. From the guest perspective, psychological and behavioural tendencies play a particularly important role. Motivations such as fear of missing out or reluctance to revisit the buffet often led to excessive food being taken[10]. Research shows that targeted interventions can effectively counter these behaviours. For example, simple nudges such as reducing plate size have been shown to decrease waste by about 20% without reducing guest satisfaction, while social prompts in the form of signs encouraging guests to return to the buffet have achieved similar reductions[4]. Demographic and cultural characteristics also influence guest behaviour: families and tourists from certain regions (e.g. Russia) generate higher levels of food waste, whereas guests from other countries (e.g. Austria) tend to waste less[10]. Education is also a significant factor, with individuals holding secondary or tertiary qualifications showing greater awareness and producing less waste. Similarly, women, older individuals, and those with higher incomes and urban residency have been observed to discard less food[3]. Beyond these socio-demographic influences, perceived behavioural control and attitudes towards waste prevention are critical, as guests who feel more capable of managing waste show stronger intentions to reduce it[5]. Financial awareness and anticipated emotions such as pride and guilt also shape pro-environmental behaviour, highlighting the importance of psychological and affective factors in addressing food waste[3].

Alongside guest-related drivers, operational factors within hotels and restaurants exert an equally significant influence on food waste generation. Inefficient forecasting, spoilage during transportation and storage, and the "bullwhip effect," which leads to excessive inventory accumulation, are among the most prominent causes[10]. The prevalence of all-inclusive dining concepts with unlimited buffets further exacerbates these inefficiencies, creating structural incentives for both overproduction and overconsumption[12]. Nevertheless, a range of managerial and technological solutions have proven effective in addressing these challenges. For example, the use of small, transparent, calibrated kitchen bins has been shown to increase chefs' awareness of waste volumes and reduce kitchen waste by as much as 70 – 73%[13]. Equally critical are staff competencies and managerial commitment, as insufficient training in environmental management or resistance at the leadership level can undermine even well-designed waste-reduction measures[6]. Complementary strategies such as redistributing unsold food to charitable organisations or valorising waste by converting it into valuable secondary products offer further potential. Yet, many businesses lack adequate knowledge of valorisation pathways or partnership opportunities, which limits the broader adoption of such practices[10].

The body of scholarly evidence indicates that food waste in the hospitality sector is a complex phenomenon, shaped by the interaction of guest behaviours and operational practices. Although many interventions have been shown to significantly reduce waste, their practical implementation remains limited. Major barriers persist, including insufficient managerial commitment, limited awareness of valorisation opportunities, and a lack of systemic support[6]. However, there is considerable potential for improvement, particularly through a deeper understanding of how hotels and restaurants address the challenge of food waste and how customers perceive and respond to sustainability initiatives.

Building on these identified gaps, the primary objective of this study is to develop a comprehensive understanding of food waste within two core segments of the hospitality industry: restaurants and accommodation facilities. The analysis considers both customer attitudes towards sustainability and the practices employed by accommodation providers to monitor and reduce food waste. By integrating these perspectives, the study addresses a critical shortcoming in existing knowledge and formulates practical recommendations to promote more effective and sustainable approaches to food management.

By integrating insights from both accommodation providers and gastronomic enterprises, this study moves beyond fragmented perspectives and captures the complexity of food waste generation in the hospitality sector. This approach enables the identification of sector-specific drivers and challenges, while also highlighting cross-cutting patterns that can inform coordinated strategies. Thus, the research aims to provide evidence that is both theoretically relevant and practically applicable to advancing sustainability in tourism and gastronomy.

The first line of inquiry focuses on accommodation facilities (operators) and addresses the following research questions:

- What is the scope and accuracy of food-waste monitoring?
- In which service contexts does food waste arise most?
- Which measures are used and what barriers hinder their adoption?

The second line of inquiry concerns restaurants (customers) and aims to answer the following research questions:

- How do customers evaluate the importance and satisfaction with food waste-reduction practices?
- What barriers prevent customers from choosing sustainable restaurants that actively reduce food waste?
- Which motivators would increase customers' visits to such restaurants?

Data and Methods

This study employed a quantitative cross-sectional survey design across two research lines: accommodation facilities (operators) and restaurants (customers). The survey instruments were developed based on an extensive review of academic literature and previous studies on food waste and sustainability. To enhance content validity, the questionnaires were evaluated by academic experts and practitioners from the hospitality sector. A pilot test was conducted before the main data collection phase to ensure clarity, comprehensibility, and overall reliability of the research questions.

A quota-based sampling method was used to capture the diversity of the research population. For accommodation facilities (Table 1), quotas were determined by the type and size of the establishment, while for restaurant customers, quotas were based on gender. Participation in the study was voluntary and fully anonymous, with all respondents informed in advance about the research objectives and providing explicit consent for the use of their data for scientific purposes. The research design strictly followed recognised ethical standards in social science, and no sensitive or invasive procedures were involved.

The online questionnaire was administered to representatives or authorised staff members of accommodation facilities, with data collection conducted between January and March 2025.

Table 1: Accommodation Sample Structure

Type of Facility	Sample (N = 254)	Sample %	Czechia Structure %
Guesthouse	113	44.49	42.11
Hotel, motel, botel ***	83	32.68	14.87
Hotel, motel, botel ****	50	19.69	8.41
Hotel *****	6	2.36	0.76
Garni hotel	2	0.79	1.53
Number of rooms			
10 or fewer	63	24.80	
11 to 50	151	59.45	

51 to 100	25	9.84	
101 or more	15	5.91	

Source: Czech Statistical Office, 2024[14]

The subsequent stage of the research examined consumer attitudes towards sustainability in gastronomy, with particular emphasis on restaurant choice. Data was collected through an online questionnaire distributed via social media platforms (Facebook, Instagram) between 27 March and 4 April 2025, yielding 138 valid responses. The questionnaire was developed with reference to academic literature and recent empirical studies on sustainability in gastronomy and consumer behaviour[15-20]. Responses were measured on a five-point scale, with higher scores indicating stronger agreement or greater perceived importance. The demographic composition of the sample reflected diversity in age and gender (Table 2).

Table 2: Respondent Characteristics

Category	Sample (N = 138)	Sample %
Male	62	44.93
Female	75	54.35
Other	1	0.72
18 – 24 years old	39	28.26
25 – 30 years old	23	16.67
31 – 40 years old	24	17.39
41 – 50 years old	28	20.29
51 – 60 years old	18	13.04
61 years old and older	6	4.34

This study employed the Importance–Performance Analysis (IPA) method, which compares the perceived importance of selected factors with respondents' satisfaction to identify key strengths and weaknesses influencing service quality. The IPA matrix places importance on the vertical axis and performance (satisfaction) on the horizontal axis, providing a clear visual tool for strategic prioritisation[19]. The median method was used to determine axis placement, based on median values derived from factor means. The analysis focused on sustainable gastronomy and alternative diets, assessing how respondents evaluate the relevance and performance of sustainability-related factors in gastronomic establishments.

Results

Accommodation Facilities

Food services are a core component of accommodation services, enhancing both the market appeal of a facility and the overall quality of the guest experience. However, meal provision is also a major source of food waste within the hospitality sector[7]. From a sustainable management perspective, accommodation providers face the challenge of balancing two competing objectives: offering a sufficiently diverse range of meals to meet expected service standards and guest satisfaction, while also implementing efficient management practices that minimise waste generation and promote responsible resource use.

Monitoring of Food Waste

Regarding the first research question, which concerns the necessity and extent of in-depth examination of food waste, it was essential to determine whether accommodation facilities systematically monitor food waste and to what extent such practices are implemented. Robust monitoring is a fundamental prerequisite for accurately identifying the underlying drivers of waste generation and provides the basis for developing targeted and effective interventions.

In total, 143 respondents indicated that food waste was monitored in some form within their facilities. However, precise recording was reported by only 8 respondents, representing just 3.15% of the sample. Most facilities relied on approximate monitoring, as stated by 135 respondents (53.15%). In contrast, 111 respondents (43.70%) reported that no monitoring of food waste was undertaken.

The findings indicate that the current state of food waste monitoring in accommodation facilities remains inadequate. As more than half of the facilities rely solely on approximate monitoring, the resulting data have limited analytical value. Without precise measurement, it is not feasible to design effective interventions to reduce food waste or to evaluate the efficiency of operational adjustments. The generation of accurate and reliable data is therefore a fundamental prerequisite for formulating and achieving the environmental objectives of sustainable management.

In addition to identifying whether food waste was monitored, attention was given to the specific methods used. Respondents could indicate multiple approaches. The most frequently reported practice was visual estimation, chosen by 114 respondents. Other methods included counting waste containers (44 responses), monitoring the financial costs of food losses (13 responses), documenting waste in internal reports without precise weighing (6 responses), and directly weighing discarded food (5 responses). The use of specialised technologies and dedicated monitoring equipment was reported by only two facilities, indicating that advanced monitoring systems remain rare within the sector.

Sources and Patterns of Food Waste

The second research question examined the contexts in which food waste most frequently occurs. Three situations were analysed: banquets and events, buffet meals, and plated meals, each assessed by respondents on a seven-point scale. The findings indicated that buffet meals were the most significant source of food waste, with a mean score of 3.7. Plated meals (mean 2.8) and banquets (mean 2.7) were considered comparatively less problematic; nonetheless, the results suggest that these service formats also require systematic attention within food waste reduction strategies.
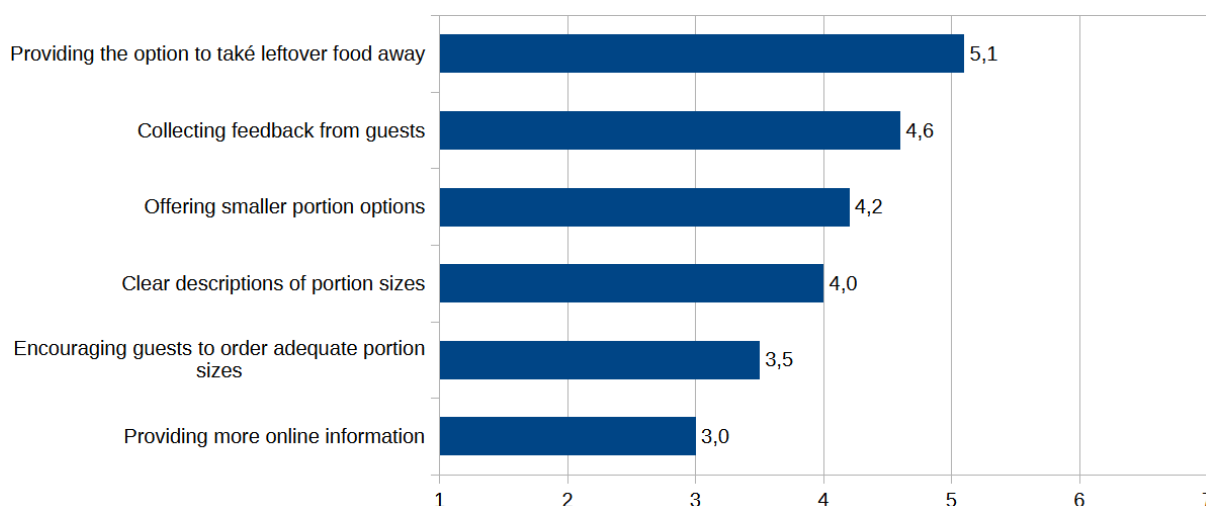

Figure 1: Measures for Reducing Food Waste

Finally, the study analysed the measures implemented by accommodation facilities to mitigate food waste. The results are presented in Figure 1, where lower scores indicate a weaker perceived importance of a given measure for waste reduction.

Restaurants - Customers

While the previous section analysed food waste management in accommodation facilities (operators), the following part shifts attention to the restaurants (customers), where sustainability is shaped by different dynamics. Sustainability has become an increasingly prominent issue in gastronomy, with consumers paying closer attention to the origin of ingredients, their environmental impact, and alternative dietary options. At the same time, the rising popularity of gastronomic tourism places additional pressure on destinations to adopt sustainable practices in food services. The objective of this part of the research was to examine how customers perceive sustainability with focus on food waste and the extent to which this influences their choice of restaurants. Whereas sustainability in the hotel sector is frequently addressed through operational efficiency and certification schemes, in gastronomy it is the guest experience, expectations, and perceived value that play a decisive role. For this reason, it is essential to focus directly on consumer attitudes and preferences.

Table 3: Importance and Satisfaction with Sustainability Aspects for Respondents

	Factor	Importance Mean	Importance Median	Satisfaction Mean	Satisfaction Median
F1	Fair treatment and remuneration of staff	4.21	5.00	3.01	3.00
F2	Use of ecological packaging and reduction of plastic waste	3.85	4.00	2.97	3.00
F3	Reduction of food waste (e.g. option to purchase smaller portions)	3.71	4.00	2.95	3.00
F4	Cooperation with anti-waste organisations (e.g. Nesnězeno)	3.53	4.00	2.94	3.00
F5	Informing customers about the origin of ingredients	3.43	4.00	2.99	3.00
F6	Use of local ingredients	3.18	3.00	3.25	3.00
F7	Informing customers about restaurant sustainability	3.06	3.00	3.00	3.00
F8	Offering vegetarian meals	2.97	3.00	3.11	3.00
F9	Offering lactose-free meals	2.91	3.00	2.97	3.00
F10	Offering gluten-free meals	2.79	3.00	2.98	3.00
F11	Offering vegan meals	2.51	3.00	2.98	3.00

The results presented in Table 3 summarise how respondents evaluated both the importance and satisfaction with selected sustainability aspects on a five-point scale. The highest mean importance was attributed to the ethical and ecological dimensions of sustainability, particularly fair treatment and

remuneration of staff (importance mean = 4.21; satisfaction mean = 3.01), the use of ecological packaging and reduction of plastic waste (3.85; 2.97), and the reduction of food waste (3.71; 2.95). Cooperation with anti-waste organisations was also considered relevant (3.53; 2.94). In contrast, aspects related to communication, such as informing customers about the origin of ingredients or overall restaurant sustainability, received more neutral evaluations for both importance and satisfaction. The lowest mean values were recorded for alternative dietary options, including vegetarian, lactose-free, gluten-free, and vegan meals, which were rated below 3.00 for both indicators. Overall, the findings suggest that respondents place the greatest importance on ethical and ecological practices, though satisfaction levels indicate that there is still room for improvement in their implementation. Communication and alternative dietary options, while less prioritised, can still contribute to a restaurant's sustainable image and customer appeal.
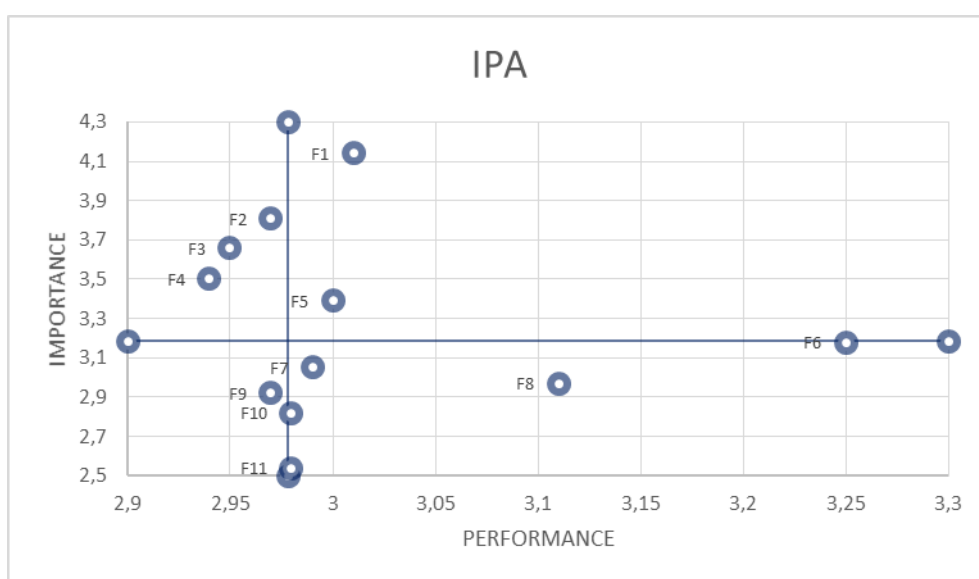

Figure 2: IPA Framework

Furthermore, in Figure 2, it is possible to observe how respondents perceive the importance and satisfaction of selected sustainability aspects within gastronomy. Factors with both high importance and high satisfaction represent areas where businesses perform well and meet customer expectations. These include Fair treatment and remuneration of staff, Informing customers about the origin of ingredients, and, to some extent, the Use of local ingredients. Such aspects can be considered strengths of sustainable gastronomy and should be maintained and further developed to preserve competitive advantage.

Certain factors, such as Informing customers about restaurant sustainability and Offering vegetarian meals, show relatively high satisfaction despite being rated as less important, which may suggest that resources are being directed towards areas that are not crucial for respondents. Factors with both low importance and low satisfaction, such as Offering vegan meals and Offering gluten-free meals, currently represent lower priorities but may become opportunities for future development in response to evolving customer preferences.

The greatest potential for improvement lies in factors with high importance but relatively low satisfaction, namely Reduction of food waste (e.g. option to purchase smaller portions), Cooperation with anti-waste organisations (e.g. Nesnězeno), and Use of ecological packaging and reduction of plastic waste. These areas are perceived as essential elements of sustainable restaurant practices, and increasing their quality and visibility could significantly enhance customer satisfaction and the overall perception of a restaurant's sustainability performance.
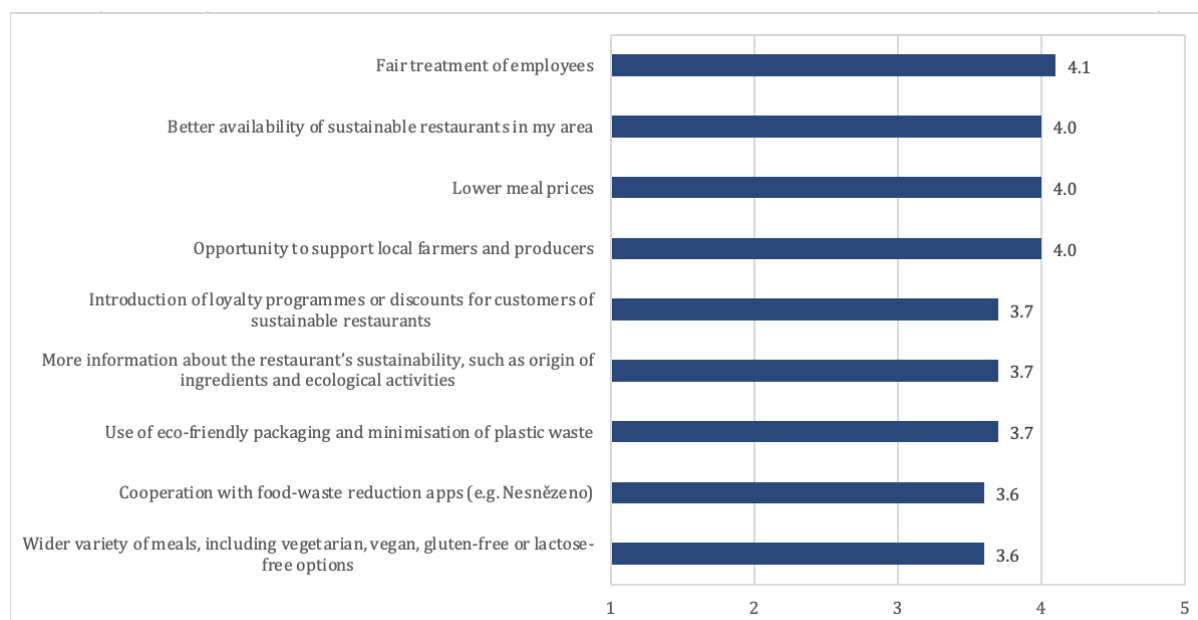
Perception of Sustainable Restaurants
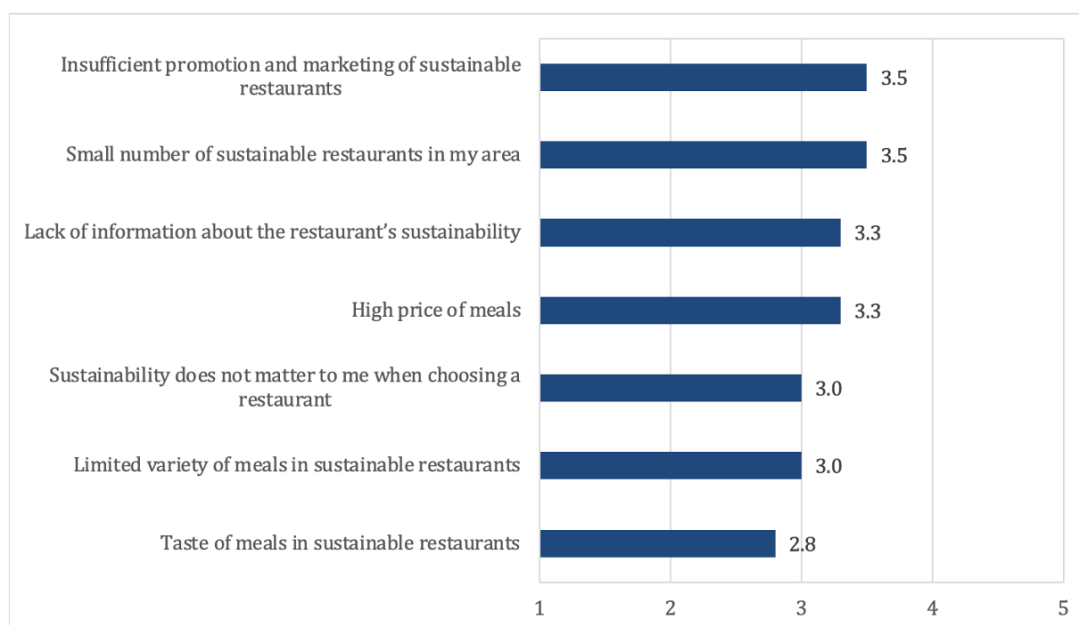
Figure 3: Barriers to Visiting Sustainable Restaurants

Respondents identified the limited availability of sustainable restaurants in their locality as the most significant barrier. This perception may, at least in part, reflect insufficient promotion and marketing of such establishments. Other barriers with relatively high mean scores included the higher price of meals and the lack of reliable information about whether a restaurant can be considered genuinely sustainable. These findings (see Figure 2) indicate areas where sustainable businesses could strengthen their communication and market positioning. By contrast, the taste of food was rated as the least problematic factor, suggesting that concerns about reduced flavour quality do not constitute a major deterrent to visiting sustainable restaurants.

Figure 4: Motivations for Visiting Sustainable Restaurants

As shown in Figure 4, the factor most strongly motivating customers to visit sustainable restaurants more often was the fair treatment of employees, confirming the importance of social responsibility as

a core dimension of sustainability from the customer perspective. Other highly rated motivators included lower meal prices, opportunities to support local farmers and producers, and improved availability of sustainable restaurants in the local area. Additional incentives included loyalty programmes and customer discounts, the use of ecological packaging, and more effective communication about a restaurant's sustainability profile. Cooperation with food-saving applications and a wider range of alternative dietary options were also rated relatively positively, suggesting that ecological and dietary measures can be important drivers for specific customer segments.

Discussion and Conclusion

The findings of this study indicate a generally low level of systematic monitoring and management of food waste in accommodation facilities, consistent with the observations of Dolnicar et al.[10] and Reynolds et al.[6]. Only 3.15% of facilities reported maintaining accurate records of food waste, while more than half relied on approximate monitoring. These practices significantly limit opportunities for process optimisation and hinder the implementation of targeted waste-reduction measures, while also restricting the capacity for long-term evaluation of the effectiveness of operational changes. Compared with evidence from international research, where modern monitoring technologies and digital recording systems are increasingly used[13], Czech facilities appear to lag, particularly in terms of technological infrastructure and staff capacity for environmental management.

In relation to the deficiencies identified in operational monitoring within accommodation facilities, the findings on consumer perceptions in the gastronomic sector highlight a complementary and equally important dimension of sustainability. Respondents assigned the greatest importance to social aspects, particularly fair remuneration and equitable treatment of employees (mean 4.21), while environmental and dietary factors, such as the availability of vegetarian and vegan meals, received significantly lower mean values (2.51 – 2.97). These results differ in part from the findings of Alsuwaidi et al.[3], who observed increasing interest in plant-based diets in Western Europe, but are consistent with the conclusions of Coşkun and Özbük[5], who argue that sustainability in gastronomy is often conceptualised as an overarching ethical approach rather than being limited to environmental considerations.

Building on the identified emphasis that consumers place on the social dimensions of sustainability, the analysis further revealed several barriers limiting the adoption of sustainable gastronomy. The most prominent obstacles were the limited availability of businesses actively pursuing sustainability and insufficient customer awareness of the measures being implemented (mean 3.32 – 3.49). These results are consistent with the findings of Okumus et al.[12], who highlight that enhanced marketing communication and transparent labelling can strengthen customer confidence in sustainability claims. Price was also perceived as a relevant barrier (mean 3.33), while the taste of meals was evaluated as largely unproblematic (mean 2.78), indicating that concerns about flavour quality are not a decisive factor discouraging consumers from visiting sustainable restaurants.

The integration of findings from both research lines highlights the link between insufficient monitoring of food waste in accommodation facilities and the relatively low prioritisation of environmental aspects in customer perceptions of sustainability. Without accurate data, businesses cannot communicate their environmental performance effectively to guests, which reduces the visibility and perceived importance of environmental measures. This lack of transparency contributes to the secondary role assigned to environmental aspects by consumers. Enhancing systematic monitoring and improving the communication of results would therefore not only support more effective waste-reduction strategies but could also strengthen customer perceptions of sustainability within hospitality businesses.

This study advances understanding of how operational practices in hospitality interact with consumer perceptions of sustainability. By integrating the perspectives of accommodation providers and restaurant customers, the analysis shows that insufficient internal monitoring of food waste leads to weaker external recognition of environmental measures. These findings underscore the importance of adopting a more integrated approach that connects managerial practices within hospitality operations with customer expectations and evaluations of sustainability.

Although the study uses data from Czechia, the findings are broadly relevant to other Central and Eastern European countries with similar hospitality structures and consumer behaviour patterns. In much of the region, the hospitality sector is characterised by dynamic expansion, while systematic waste monitoring and transparent communication of sustainability practices remain underdeveloped. The results therefore provide a basis for international comparison and suggest that improvements in monitoring, communication, and socially responsible practices may have wide applicability.

Practical implications

The study results highlight several areas where practical measures could enhance sustainability in hospitality. In accommodation facilities (operators), the lack of precise monitoring was identified as a key limitation, with over half of providers relying solely on approximate estimates. Therefore, systematic weighing of food waste or the adoption of digital monitoring tools is recommended, as accurate data are essential for optimising processes, especially in purchasing, meal preparation, and buffet service management, which were identified as the main sources of waste. From an economic perspective, systematic monitoring of food waste can generate measurable cost savings through more accurate forecasting, reduced procurement, and optimised portion sizes. Previous research suggests that efficient waste management can lower food purchasing costs by 3 – 6% annually and improve kitchen productivity by up to 10%, particularly when digital tracking tools are implemented. In small and medium-sized facilities, these savings may offset the costs of staff training or technology adoption within one to two years, creating both environmental and financial returns. Furthermore, partnerships with food-sharing or redistribution platforms can reduce disposal fees and enhance corporate reputation, adding indirect economic value through improved customer loyalty and positive brand perception. The findings also suggest that transparent communication of implemented measures remains limited; increased openness in reporting food waste reduction initiatives could boost guest trust and strengthen perceptions of environmental responsibility.

For restaurants (customers), surveys revealed that social aspects of sustainability, such as fair treatment and remuneration of employees, are considered most important, while environmental aspects receive less emphasis. Restaurants should therefore prioritise visibly reinforcing these social practices, for example, through collaboration with local suppliers, which respondents also valued. At the same time, barriers identified by customers, particularly the limited availability of sustainable restaurants, insufficient information, and higher prices, highlight the need for clearer communication strategies. Informing customers through menus, marketing materials, and cooperation with surplus food redistribution initiatives (e.g. Too Good To Go, Nesněženo) could reduce informational barriers and enhance credibility. Finally, while alternative dietary options such as vegetarian or vegan meals were not highly prioritised, their targeted inclusion, together with measures such as offering smaller portion sizes with refill options or loyalty schemes, may attract specific customer segments and encourage more frequent patronage of sustainable restaurants.

Limitations

The study's relatively small sample size, along with the fact that some data were available only in approximate form, limits the generalisability of the findings. Consequently, the recommendations in this study are particularly relevant to small and medium-sized facilities, while larger enterprises may operate under different conditions.

Directions for future research

Future studies should complement quantitative surveys with qualitative interviews to capture managerial reasoning behind waste-management decisions. Detailed cost–benefit analyses of waste reduction technologies could clarify their long-term financial viability. Comparative cross-country research would reveal structural and cultural differences in hospitality sustainability practices. Longitudinal designs could also explore how communication strategies and shifting customer values influence sustainable dining behaviour over time.

Acknowledgements

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Plýtvání potravinami v ubytovacích a gastronomických zařízeních v Česku: postupy monitorování v ubytovacích zařízeních a preference zákazníků restaurací ve vztahu k plýtvání potravinami

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Abstrakt

Tato studie zkoumá problematiku plýtvání potravinami v českém pohostinství ze dvou komplementárních perspektiv: jak ubytovací zařízení tento problém sledují a omezují a jak zákazníci restaurací hodnotí opatření související s prevencí plýtvání. Výzkum vychází ze dvou dotazníkových šetření. V ubytovacích zařízeních zůstává úroveň monitorování nízká – pouze 3,15 % respondentů uvedlo přesné vážení potravinového odpadu, 53,15 % se spoléhá na přibližné odhady a 43,70 % jej nesleduje vůbec. Nejvíce odpadu vzniká při bufetovém stravování. Na straně zákazníků analýza Importance–Performance (IPA) zaměřená na opatření související s potravinovým odpadem ukazuje, že hosté přikládají vysokou důležitost, avšak nižší míru spokojenosti možnostem menších porcí, spolupráci s aplikacemi proti plýtvání a omezování obalů. Výsledky tak naznačují praktický rámec opatření, který zahrnuje systematické vážení a digitální monitoring, upřednostnění zásahů v bufetových provozech a transparentní komunikaci dosaženého pokroku. V restauracích doporučujeme zdůraznit strategie velikosti porcí, partnerství s iniciativami proti plýtvání a omezení obalů, aby se odstranily rozdíly mezi důležitostí a výkonem. Přestože je vzorek spotřebitelů poměrně malý, integrovaný pohled z perspektivy provozovatelů a zákazníků ukazuje jasné a prakticky využitelné nástroje pro snižování zbytečného plýtvání potravinami v Česku.

Klíčová slova: plýtvání potravinami, monitoring, Importance–Performance Analysis (IPA), ubytovací a gastronomická zařízení, preference zákazníků, udržitelnost