

Eco-innovative ideas and practices in food and beverages, on hotels concerning sports, entertainment and animation.

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ABSTRACT

The purpose of this paper is to monitor the innovative actions of food and beverages in the department of hotels so that they can be applied in hotels where they deal with animation. A literature review was conducted and then a qualitative survey identified eco-friendly innovations in food and beverages sections of hotels where they may be useful in hotels dealing with animation, sports and entertainment. The results showed that the process of ordering food earlier by customers can be applied in hotels so that there is no risk of creating food where it will be thrown, the utilization of existing food can be applied as well as the collection of supplies exclusively from local suppliers for the reduction of pollutants from the transport of products.

KEYWORDS: animation, ecology, food, innovation.

1. INTRODUCTION

Ecological management in hotels is very important to protect the natural environment from pollutants [1]. In particular, the department of food and beverages can contribute to the ecological management of the hotel so that large quantities of food are not wasted [2]. Animation-related hotels often adopt ecological modes of operation [3]. The purpose of this paper is to monitor innovative actions in the hotel food and beverages department so that some of these innovations are proposed to be introduced in hotels where they deal with animation and ecological actions.

2. INNOVATION IN TOURISM

Researchers have reported ways in which Innovation is useful in tourism through its various aspects [4] as well as different strategies followed in order to have something different and new in order to have a competitive advantage with the ultimate goal of tourism consumption [5] [6]. Specifically, Hjalager and Nordin report that innovation in tourism will be achieved through interaction with tourist customers and understanding of their needs. In addition, Ma et al [7] also talked about the importance of interacting with tourist customers but stood far in the gap between customer advantages and the cost of the product or services. Jernsand et al. [8] report in their research that in order to there to be innovation in tourism, there must be a collaborative process between tourism organizations, the permanent residents of a destination and the tourists themselves. If all these subgroups of people are not satisfied and their motivations for tourism friendliness or not are not understood, the right conditions are not created for innovation to develop.

Pons Morera et al [9] emphasize in the importance of public-private partnership in the development of tourism innovation. The public sector sometimes treats the private sector with suspicion as it considers that the goal is only profit and not so much the sustainability and improvement of infrastructure. Errichiello and Marasco [10] refer to the importance of destinations to be able to adapt to market needs as smart destinations.

Technology is also associated with innovation as an ever-evolving industry. When technology works with the hotel industry, the tourism process can benefit [11].

Outside the hotel space, high levels of innovation in tourism will be observed in country-based tourism as well [12]. The countryside is associated with Ecology as the preservation of the natural environment of the countryside is the goal for Ecology.

3. ECOLOGY IN TOURISM

In order for Tourism to function ecologically, it needs to follow the rules of sustainability. Although there is a high level of information regarding the rules of sustainability, tourism is less sustainable than in the past [13]. Tourism and its rapid development, create environmental problems as well as ecosystem destruction [14].

For this reason, researchers propose solutions through their research. In particular, Zhong L S and Zeng Y X [15] suggest that tourist destinations follow ecological standards and stop the reckless use of resources, which will lead to economic and ecological problems in later years. Buying eco-friendly products from hotels can certainly lead in this direction [16]. Following this research, the need for the use of the hotel model with green certification is identified [17]. Through green certifications, tourists who emphasize this feature will make reservations mainly in this type of business. Apart from the hotel area, however, the tourist destination can certainly function ecologically with activities such as green markets in shops as well as green attractions [18].

Through tourism, the occasion can be given for the tourist to start acting more ecologically and during his life. In particular, by promoting the destination knowledge around ecology and pollution free transportation, the tourist is very likely to apply it in the area where he lives permanently and thus there is somehow a form of education for tourists so that what they can to apply in their daily lives [19]. The ecological consciousness of tourists, however, will need to be at high levels. Here are some problems in cases where there is a lack of public tolerance for environmental actions, especially in cases where the daily life of some people is difficult [20]. One such example might be tourist travel. Tourism movement can implement different green strategies for any model of tourist movement [21]. It is also important to mention that through a movement where there will not be much pollutants, there are health benefits for tourists, especially in cases where in destinations with intense tourist activity there is increased vehicle traffic [22].

Finally, although there are tourists who want to travel in an ecological vacation, the cost of ecological vacation modes can sometimes reach a higher level of cost than the conventional vacation mode [23]. This could possibly be addressed with government grants to motivate tourists to take an eco-friendly holiday way of travel.

4. HOTEL ANIMATION AND ECOLOGY

Animation-related hotels very often follow ecological approaches to the procedures they follow [24]. Eco animation aims for tourists to have a holistic experience on ecology, but also to understand nature and the world in which they live [25]. Eco animation emphasizes beyond the application, the knowledge of tourists about ecology during which they have fun and stay in nature [26]. In addition, in eco animation there are two types of tourists. In the first case, where a smaller number of people are found, belong the well-informed and those who are more interested in ecology, while in the second case belong the tourists who have as main motivation first the satisfaction of their needs. In the first case belong the informed in relation to ecology, while in the second those who aim mainly at gaining new experiences [27]. Food that does not burden the environment and does not degrade thanks to this ecosystem, is part of an ecological way of life and for this reason hotels that are careful to move according to ecological standards are careful in the food they offer and where it comes from [28].

5. ECO-INNOVATIVE CASE STUDIES IN THE DEPARTMENT OF F & B

When studying modern hotels, the tendency for ecological practices is identified so that the tourism sector does not burden the environment. This comes from the tourists themselves, who are trying to locate hotels with ecological habits. Tourism is an activity that often burdens the environment. If one considers only the routes of the planes, it is easily understood that there is a lot of pollution in tourism. That is why the tourist tries to burden the environment as little as possible. It therefore seeks sustainability practices where hotel businesses behave as best they can in the environment following sustainability techniques. Below are analyzed some practices of big hotels where through the department of food and beverages they try to contribute to a more ecological tourist product.

Caravel Saigon, Ho Chi Minh City, Vietnam

This hotel follows some techniques to help in a more sustainable way of staying. Specifically, in order not to have excess food, what it does is enable the customer to order what he wants to see in the buffet, in order to consume it. This avoids the phenomenon of preparing many foods, many of which are not consumed and end up in the trash. In addition, this hotel cooperates with farms. It supplies farms with food that ends up in the animals. That way the leftover food is not wasted. Finally, another innovation that follows this hotel is that when a tourist wants to get his food in a package, it is made entirely of paper packaging. This protects the environment and reduces the use of plastic bags.

The Rilamo Hotel, Munich, Germany

This hotel uses a range of its own herbs and vegetables to enrich its product with quality features. In addition, this way it avoids buying such products. As a result, the use of fuel for their transportation is reduced.

The Rilamo Hotel, Hamburg, Germany

It is the second hotel of the same group where the case of innovation directly related to ecology will be met. At this hotel, it has been measured that the energy and fuel used to prepare the food, which eventually ends up in the trash, corresponds to a huge contribution to gases that affect the greenhouse effect. For this reason, this hotel aims to reduce the amount of food that is not consumed at the end of the day.

Another form of innovation of this hotel is that it contributes to the development of the "too good to go" application. This application sells food from hotels to anyone interested. This way all the food of the hotels is useful and also the hotel makes money from this process.

Grand Hotel de la Minerve, Rome, Italy

This hotel has its own organic products, which it produces in the Lazio area and the Campania area. In this way he avoids buying products from long distances, which due to the fuel that will be needed to reach the hotel to negatively affect the environment.

Airport Hotel Basel, Basel, Switzerland

This hotel conducts special seminars that must be attended by all its employees who work in the department of food and beverages. In this seminar there is a special report on how to avoid having lost food. Through these seminars, employees understand that less wasted food is a benefit not only for the company, but also for the planet in general.

Another form of innovation that this hotel has introduced is that it distributes brochures to their customers, where techniques are mentioned so that food is not wasted by them.

The Woodlands Resort, Texas, USA

This hotel has chosen to apply a technique where it has its own farm and thus ensures the high quality of its food. It also collaborates with the company Kanaloa Seafood, in order to have seafood where they contribute to the sustainability of the planet. They also have high quality food and this company is the largest distributor of sustainable seafood in North America.

Atrium Hotel, Mainz, Germany

This hotel attaches great importance to using products produced from the wider Mainz area. This is to ensure the quality of the products, but also to reduce pollution through transport, as has been identified in some of the above hotels. Additionally, hotel produces its own honey, as it has beehives. This is something that is not often found in hotels worldwide.

Six Senses Resorts & Spas

Innovation: Six Senses hotels have implemented hydroponic farming in their facilities to produce vegetables. They also operate composting programs to process biodegradable waste.

Accor Hotels

Innovation: Accor's Planet 21 program promotes sustainability through local food sourcing and waste reduction in F&B departments. Several of their hotels have zero food waste and reuse of raw materials.

Marriott International

Innovation: Marriott has invested in food waste reduction technologies, such as smart scales that monitor kitchen waste. They also encourage local partnerships to source organic and Fair Trade products.

Club Med Resorts

Innovation: Some Club Med resorts have adopted green practices such as creating menus based on local produce and eliminating single-use plastics in F&B departments.

Hilton Hotels & Resorts

Innovation: Hilton's Travel with Purpose program promotes resource conservation, including energy and water, and the introduction of sustainable practices in food management.

Iberostar Hotels & Resorts

Innovation: Iberostar is committed to eliminating all single-use plastics in its hotels, while F&B departments are based on Mediterranean diet menus, using products from sustainable fisheries.

EcoCamp Patagonia

Innovation: At EcoCamp in Patagonia, all food is locally sourced, with an emphasis on zero food waste. The F&B department uses biodegradable utensils and implements 100% composting.

Hyatt Hotels Corporation

Innovation: Hyatt has launched the Food. Thoughtfully Sourced. Carefully Served program, which aims to use sustainable raw materials, such as organic meat and vegetables. At the same time, they have integrated food management systems to minimize waste.

The Soneva Group

Innovation: Soneva Resorts implements a zero-waste policy in its restaurants, while generating energy from renewable sources. The F&B departments use locally produced food and implement sustainability awareness programs for guests.

Radisson Hotel Group

Innovation: Radisson implements the Think Planet program, which includes measures to reduce energy consumption and reduce food waste in the F&B departments. They also offer vegan menus and menus based on the Mediterranean diet, which are based on local products.

The Langham Hospitality Group

Innovation: The Langham's Connect for Good program promotes responsible sourcing of seafood from sustainable sources and minimizing the use of plastic products in the F&B department. In addition, their restaurants encourage the consumption of seasonal products.

Fairmont Hotels & Resorts

Innovation: Fairmont launched the Green Cuisine program, which focuses on creating menus with local, organic and seasonal ingredients. In addition, it supports partnerships with local producers to support the community and reduce CO2 emissions.

Zoku Hotels

Innovation: Zoku implements "food-sharing" practices and eco-friendly menus, reinforcing a culture of social responsibility. All products in the F&B department are locally sourced and organically grown.

Mövenpick Hotels & Resorts

Innovation: Mövenpick's Green Globe Certified program includes actions to recycle in F&B departments, minimize food waste and introduce responsible food sourcing (e.g., sustainable chocolate)

Belmond Hotels & Resorts

Innovation: Belmond hotels focus on creating dishes with ingredients that come exclusively from local and seasonal crops. They also promote the use of organic wines and minimize the use of plastic in their F&B departments.

Alila Hotels & Resorts

Innovation: Alila hotels implement sustainable practices in F&B such as using agricultural products from chemical-free farms and offering sustainable fish. In addition, menus are designed to encourage waste reduction.

The Ritz-Carlton

Innovation: The Ritz-Carlton implements "farm-to-table" practices with an emphasis on partnerships with small producers. In addition, they promote recycling and composting programs in their restaurants.

Aman Resorts

Innovation: Aman Resorts is committed to using local and organic products, with menus that reflect the traditional cuisine of each region. Food waste is recycled through composting, and reusable utensils and materials are used.

Banyan Tree Hotels & Resorts

Innovation: Banyan Tree Hotels has implemented the Stay for Good program, which includes introducing menus based on local and seasonal products, as well as training staff on sustainable F&B practices.

Anantara Hotels, Resorts & Spas

Innovation: Anantara's Dollars for Deeds program promotes the use of sustainable seafood and local products in its restaurants. They also implement food waste reduction technologies through sensors and data analysis to predict needs.

COMO Hotels and Resorts

Innovation: COMO promotes healthy eating through the COMO Shambhala Cuisine program, which uses only organic and local products. At the same time, they have eliminated single-use plastics in the F&B department.

InterContinental Hotels Group (IHG)

Innovation: IHG has launched the Green Engage program, which includes measures to recycle, reduce food waste and offer responsible menus in its hotel restaurants.

Rosewood Hotels & Resorts

Innovation: Rosewood hotels focus on offering meals from locally produced products, working with farming communities and suppliers of sustainable ingredients. The F&B department implements zero food waste.

Mandarin Oriental Hotel Group

Innovation: Mandarin Oriental is committed to reducing plastic use and incorporating responsible options into its menu. The chain's restaurants use sustainable catches and seasonal ingredients.

6. ECO INNOVATIVE PROPOSALS IN THE DEPARTMENT OF F & B FOR ANIMATION HOTELS AND SPORTS HOTELS

The hotels that deal with animation, are hotels that have tourists where they want to get close to nature. The vast majority of them do not want to cause problems in the environment. They seek contact with nature, they want to get close to nature. For this reason, they follow a sustainable way of travel. If they know that the hotel has a plan so that food is not wasted, but only what is consumed what produced, as in the example of the Caravel Saigon hotel, not only will there be positive elements for the environment, but also tourists will feel much better. Also, food that is not consumed in some way should be served. One way is to work with nearby farms to give these foods to animals where they need them. In addition, a remarkable technique is to be able to be bought by people who want to buy food at a good price from hotels, such as with the application "too good to go". Also important is the fact that it is positive to choose food packaging that is not polluting, as in the practice of Caravel Saigon, as well as the hotel cultivation of ecological food by the hotel itself. However, one thing that should be avoided is the creation of honey in the hotel. In hotels with intense sports activity and generally with rural activities, it is good to carry out disinfections at the beginning of the tourist season in order to avoid a possible sting to a hotel customer [28]. Last but not least, the information with continuous seminars of the staff for sustainable hotel activity is necessary so that the staff is informed about the importance of this project but also very important so that all employees follow a common line of operation.

7. CONCLUSION

In the conclusion of this research, there is an importance of the existed F&B department for animation hotels and hotels specializing in the sports industry. The modern trend of the time, shows that it is necessary to follow

sustainability techniques by companies in relation to ecology. Tourists of animation hotels seem to have an ecological consciousness, so they will be greatly influenced by the actions of the hotel as to whether they will choose to stay or not. Hotels can use certain techniques such as the proper use of leftover food, ordering some food from customers earlier to prepare the appropriate quantities, utilizing food that has not been consumed as well as reducing contaminants from food movements. Furthermore, it contributes to the benefit of the business, the tourists, the tourist destination but also the planet in general. The common hotel industry, while not directly related to the needs of an animation or sports hotel tourist, can serve as a role model for F&B departments in animation and sports hotels.

In future research, sustainability and ecology techniques can be applied to F&B departments in animation hotels and studied whether or not they help increase tourism consumption.

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