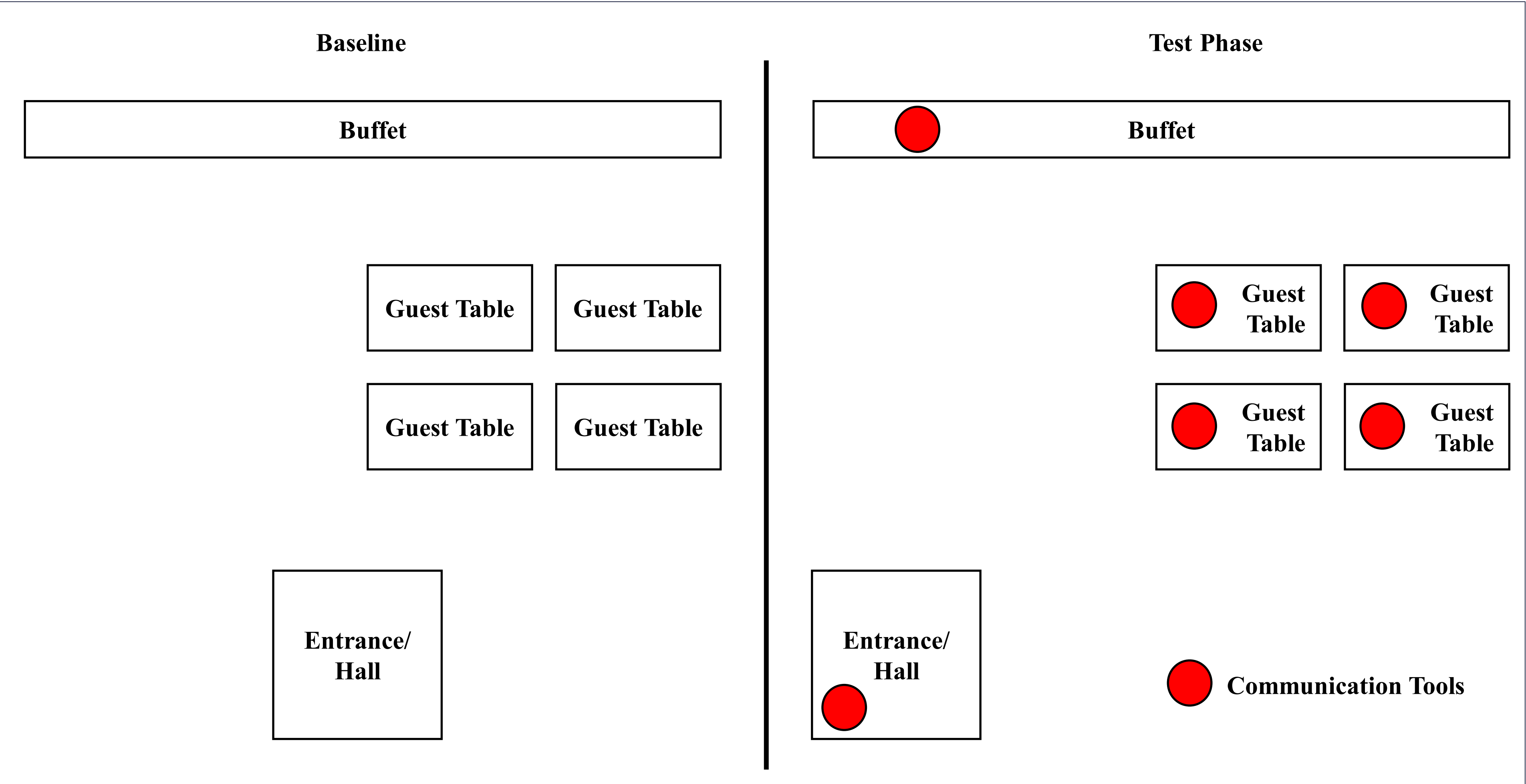


Stimulating food waste reduction behaviour among hotel guests

TYPE OF INTERVENTION

Study investigating the effect of context manipulation in hotel restaurants on buffet waste

Method: Quasi-experiment (post-test-only design) - one week baseline measurement, one week break (guest rotation), one week test phase



Hannes Antonschmidt, 2024

GOAL

Triggering changes in behavior by altering the context in which hotel guests eat breakfast. The main objective of this study was to identify a causal relationship between the use of different communication tools and guest behavior.

IMPLEMENTATION AND EVALUATION

The tools were placed at three different contact points: at the entrance of the restaurant, at the buffet and on the guest tables. The results show the efficacy of the chosen communication tools in promoting food waste reduction. Context manipulation yielded an immediate reduction in edible plate waste. Moreover, the guest table emerged as the most influential point of contact.

COUNTRY

Spain (Island of Gran Canaria)

IMPLEMENTED BY

Sunprime Atlantic View (four-star hotel) in Maspalomas, Gran Canaria, Spain

DURATION

9 July 2017 to 29 July 2017

BUDGET

Total
EUR 5.000

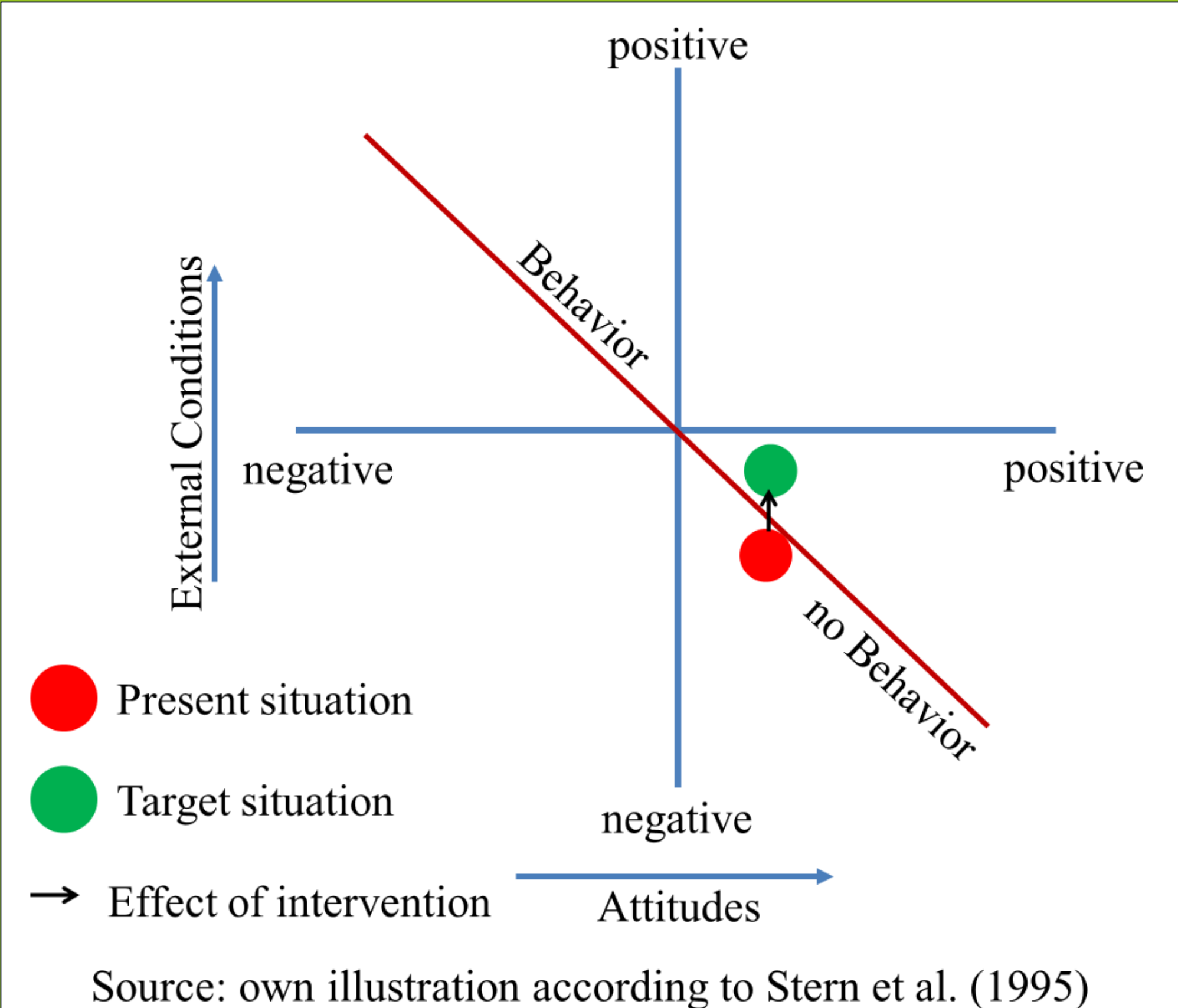


Baseline	Test Phase	Δ Test Phase – Baseline per guest in g	Δ Test Phase – Baseline per guest in %
edible plate waste per guest in g	edible plate waste per guest in g		
13.84	13.03	-0.81	-5.85
18.72	16.46	-2.26	-12.08
20.86	12.02	-8.84	-42.41
21.34	18.06	-3.28	-15.39
20.32	17.27	-3.05	-15.02
18.99	17.76	-1.23	-6.47
14.65	15.61	0.96	6.53
18.39	15.74	-2.65	-14.39

RESULTS

There was a statistically significant 14.39% decrease in plate waste, amounting to 2.65 grams per guest. During the test phase, 393 hotel guests participated in the hotel breakfast. Taking into account guest rotation, it is estimated that approximately 500 individuals were exposed to the intervention.

With respect to the attitude-behavior-context theory, the context change caused by the communication tools was strong enough to lift the overall attitude-context combination above the behavioral threshold.



Source: own illustration according to Stern et al. (1995)

Are you interested in this initiative? Ask the author for further information:

Contact
Prof. Dr. Hannes Antonschmidt
SRH Berlin University of Applied Sciences
Hannes.Antonschmidt@srh.de



Let's reduce consumer food waste!
Solutions from the European Consumer Food Waste Forum

5 June 2024
Brussels, BE **PUBLIC EVENT**

Full study: Antonschmidt, H., & Lund-Durlacher, D. (2021). Stimulating food waste reduction behaviour among hotel guests through context manipulation. *Journal of Cleaner Production*, 329, 129709. DOI: <https://doi.org/10.1016/j.jclepro.2021.129709>