

# Reconfiguring Food Practices in Hospitality: Nudging, Smart Choice Architectures and Regenerative Value for Tourism 2040

## Track Chairs

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Food practices in hospitality are central to the transition toward smart, human-centered and regenerative tourism ecosystems. Hotels, restaurants, resorts and tourism destinations are complex food-service environments where food choices, operational routines, service design, digital infrastructures and sustainability pressures interact. Food waste, overconsumption, inefficient procurement, abundance-driven service standards and fragmented supply chains remain major challenges for tourism and hospitality, with implications for environmental performance, business reputation, destination resilience and social value creation.

This track explores how hospitality food systems can be reconfigured through behavioral, digital and regenerative innovation. It focuses on nudging, smart choice architecture, digital nudging, AI-enabled decision support, neurogastronomy and multisensory food experiences as mechanisms for promoting more sustainable and lower-waste food practices. By connecting customer behavior, service environments, staff routines, managerial decision-making and destination-level sustainability, the track adopts a multi-level perspective on food transformation in tourism and hospitality.

At the micro level, the track examines how tourists and guests make food-related decisions across menus, buffets, portion sizes, QR-code interfaces, AI-enabled recommendations, tap water choices and doggy-bag adoption. At the meso level, it considers how chefs, managers and frontline staff can redesign menu planning, procurement, inventory management, waste tracking, portioning and service routines. At the macro level, it links hospitality food practices to circular food systems, SDG 12.3, European food waste reduction targets, local supply chains, regenerative tourism and destination sustainability.

The track welcomes conceptual, empirical and methodological contributions from tourism, hospitality, behavioral science, sustainability, marketing, digital innovation, AI, sensory studies and organizational change. Contributions may include field experiments, case studies, comparative research, systematic reviews, conceptual frameworks and practitioner-scholar collaborations.

## Expanded Themes and Topics

### 1. Nudging and Sustainable Food Choices

- Menu nudging and sustainable menu design
- Buffet design and plate-waste reduction
- Portion-size choices and over-ordering prevention
- Social norm messages, defaults and feedback systems
- Doggy-bag adoption and leftover management

### 2. Digital and AI-Enabled Food Systems

- QR-code and AI-enabled menus
- Digital nudging and personalized recommendations
- Food waste tracking systems and dashboards
- AI-supported forecasting, procurement and inventory management
- Real-time feedback for guests, staff and managers

### 3. Neurogastronomy and Multisensory Dining

- Sensory cues and sustainable food behavior
- Emotional engagement and food satisfaction
- Immersive and multisensory dining experiences
- Sensory nudging and lower-waste consumption
- AI-enhanced personalization of food experiences

### 4. Organizational Change and Hospitality Operations

- Chef behavior and operational routines
- Staff engagement, training and behavioral change
- Menu engineering and procurement practices
- Organizational unlearning of abundance-driven routines
- Circular and adaptive hospitality practices

### 5. Regenerative Food Futures and Destination Value

- Circular food systems and surplus-food platforms
- Local, seasonal and plant-based food strategies
- Food waste reduction and SDG 12.3
- Destination-level food strategies and regenerative hospitality
- New metrics for waste reduction, resource efficiency and local value creation