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THE CHECKLIST FOR GREEN MYSTERY GUEST REPORT



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The Checklist for Green Mystery Guest Report

The Green Mystery Guest Checklist is a resource designed for Quality Inspectors, Mystery Guests, and Quality Managers within the tourism and accommodation industry. It serves as a tool for evaluating or self-assessing sustainability indicators across various areas within the accommodation ecosystem, including food, service, supplies, transport, events, external communication, and methods to promote sustainable behaviors and attitudes among guests. The checklist will be available in English and translated into Italian, Spanish, and Romanian to ensure widespread adoption within national territories and beyond.

Built around 100 sustainability elements covering all key areas relevant to accommodation, the checklist enables Mystery Guests to track whether these elements are present or absent. Its straightforward design makes it suitable for internal use, offering an ongoing reference to monitor sustainability efforts within an accommodation facility and identify areas for improvement. Evaluation forms for these sustainability elements will



be fully digital and accessible on the project's official website, with the ability to generate an automated report providing a score out of 100.

The selection of sustainability indicators is guided by two main research methods:

1. Analysis and review of scientific research, laws, and European and national directives in relevant sectors (such as food, services, supplies, transport, and external communication).

2. Field research involving 24 semi-structured interviews with experts across these sectors, based on jointly developed criteria.

During the implementation of the project, the partners have administered the checklist to over 100 participants, in order to gather information concerning the Green Mystery Guest Checklist and understand the usability of the checklist by a wide set of actors

The overall number of participants was: 33 participants from Spain, 41 participants from Romania and 35 participants from Italy, including a total of 109 participants.

The participants include all workers in the field of hospitality and with a role of supervision, in order to ensure that the people would be able to identify all the key elements concerning sustainability in the area of intervention (food delivery: bars



and restaurants, accommodation, and communication)

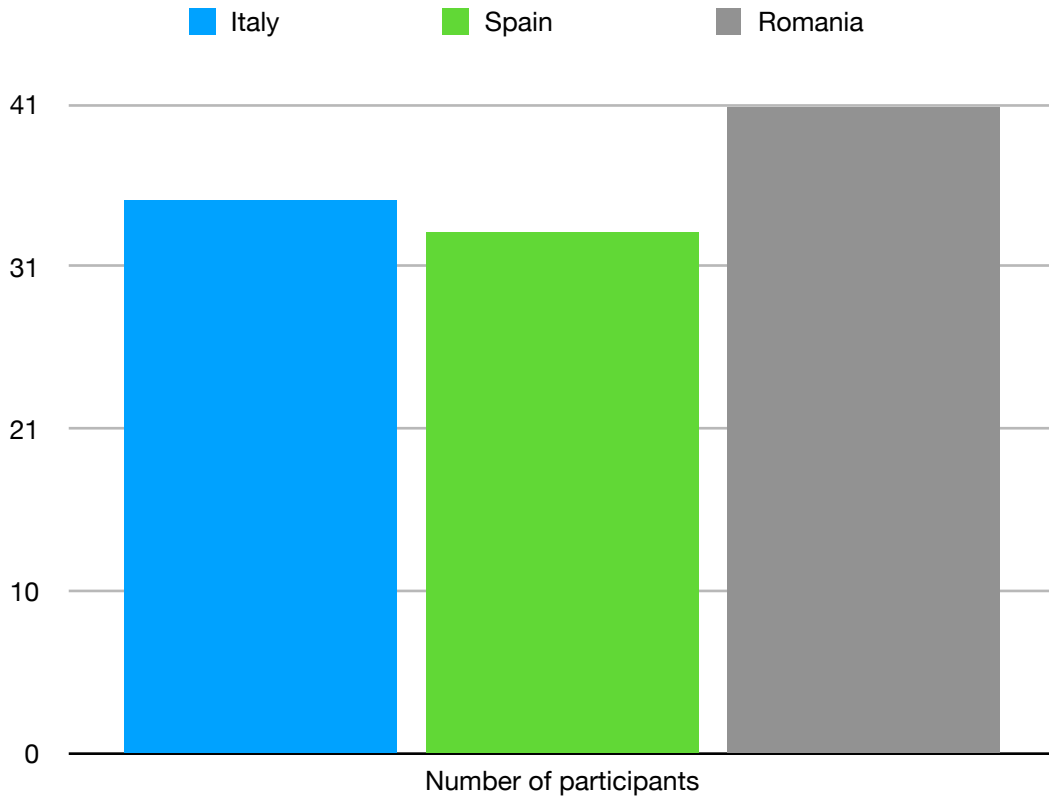


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1. The structure of the questionnaire

1. The introduction of the questionnaire



Welcome to the Checklist for Green Mystery Guest, a draft tool designed under the Erasmus+ Project "Green Mystery Guest" for helping Hotels and Restaurants to improve their green practices, resilience and competitiveness in the marketplace and favoring pro-environmental attitudes and behaviors in guests and staff members. In fact, this tool is based on over 100 indicators which can be present or absent in your enterprise and which can be therefore improved if found absent. Please, complete this document by clicking on "yes" if the indicator is present, "no" if absent. The option "not applicable" should be added in all cases where the service is not offered (for example a restaurant will put "not applicable" in all indicators concerning rooms, an accommodation service not offering food will put "not applicable" to all indicators concerning breakfast or dinner options). At the end of this checklist, you can also release your contact to be always updated on the Green Mystery Guest Project Results. The European Commission support for the production of this publication related to the Erasmus+ Project "Green Mystery Guest" (Project Reference nr: 2022-1-IT01-KA210-VET-000081020" does not constitute an endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

2. Results from Romania

Green Mystery Guest

Research Questionnaire & Summary Report

Romania



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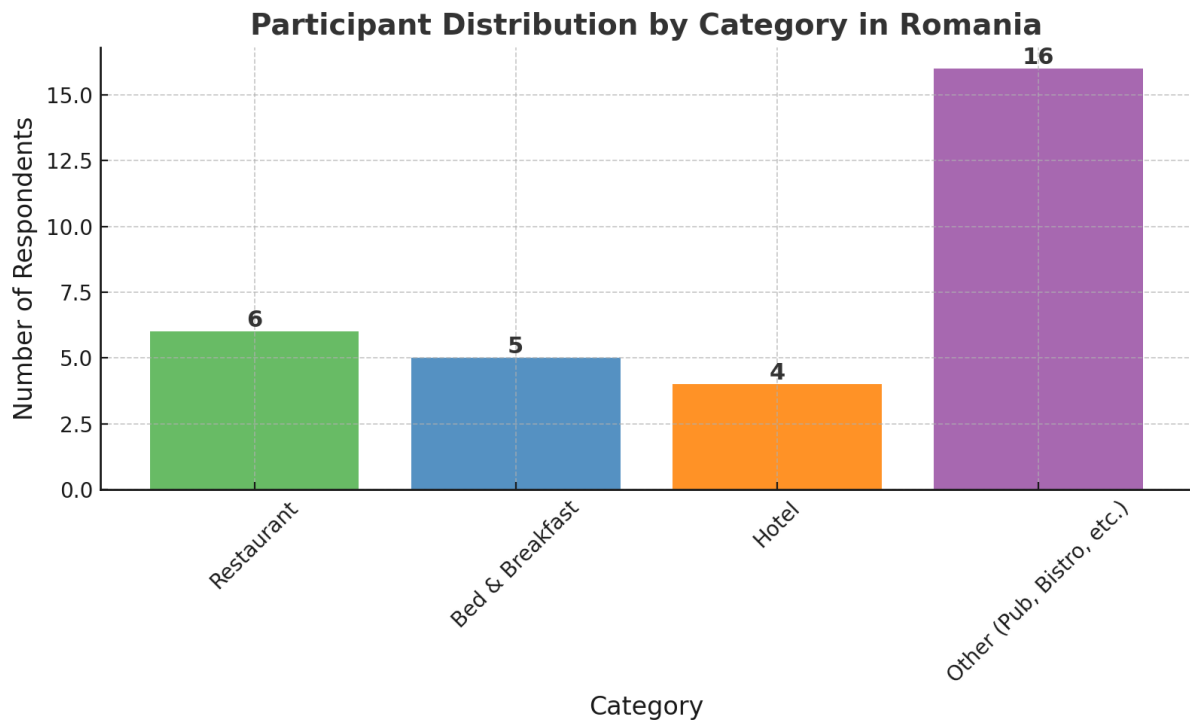


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Number of respondents: 31

Categories:

- Restaurant: 6
- Bed & Breakfast: 5
- Hotel: 4
- Other (Pub, Bistro, Lodge, Short term rental, Camping, etc.): 16



| | | | |
|--|------------|-----------|-----------------------|
| Section 1: Restaurant & Bar | YES | NO | NOT APPLICABLE |
|--|------------|-----------|-----------------------|



| | | | |
|--|---|----|----|
| 1. The service personnel knows in detail the origin of the raw materials | 0 | 16 | 15 |
| 2. The service staff knows how to express the peculiarities of the territory related to agro-food aspects | 5 | 9 | 17 |
| 3. The service staff communicates the advantages and peculiarities of the local ingredients | 5 | 9 | 17 |
| 4. The menu features a prevalence of ingredients from local raw materials (at least 50% of the menu options) | 1 | 8 | 12 |
| 5. The menu includes at least 1 vegan option for each section of the menu | 3 | 13 | 15 |
| 6. The menu consists of at least 25% vegan options | 3 | 13 | 15 |
| 7. The menu consists exclusively of seasonal food | 0 | 9 | 22 |
| 8. The lunch/ dinner menu is based on a short list (max 4 items per section; max 4 sections) | 0 | 11 | 20 |



| | | | |
|---|----|----|----|
| 9. Breakfast items have a “short list” (max 12 preparations) | 8 | 6 | 17 |
| 10. The elements of the breakfast have a sufficiently exhaustive explanation of the content through dedicated and readable labels | 16 | 2 | 13 |
| 11. Tasting menus are a common practice applied in the restaurant (offered at least weekly) | 0 | 15 | 16 |
| 12. There is a reservation system for food in advance which allows the restaurant to prepare the exact food needed in advance and reduce food waste | 0 | 19 | 12 |
| 13. Olive oil is organic and cold extracted exclusively with mechanical procedures | 0 | 15 | 16 |
| 14. It is possible to understand the origin of key ingredients in the menu proposal | 3 | 15 | 13 |
| 15. The drinks menu includes a significant section of non-alcoholic drinks (at least 50%) | 4 | 14 | 13 |



| | | | |
|--|----|----|----|
| 16. The drinks menu offers a section dedicated to drinks with low alcohol content (less than 5% alcohol per drink) - or simply does not offer alcoholic options (at least 1 condition has to be satisfied) | 0 | 18 | 13 |
| 17. Mono-dose products are not used (mini-packs of olive oil, balsamic vinegar, sauces, disposable bags of parmesan, etc.). Mini-packs are defined as lower than 100g or 100ml | 13 | 11 | 7 |
| 18. The service staff spontaneously offers the possibility to take away food in order to avoid food waste | 21 | 0 | 10 |
| 19. The menu is digitized and does not imply the use of paper | 5 | 12 | 14 |
| 20. The ingredients of the cocktails include at least 50% of natural elements as spices, fresh fruit juices, natural aromas (industrial syrups, industrial soft-drinks are excluded) | 0 | 16 | 15 |



| | | | |
|--|----|----|----|
| 21. The restaurant uses self-produced ingredients (including the production of spices, herbal tea preparations, vegetable garden, aquaculture, etc.) | 4 | 13 | 14 |
| 22. When requested a suggestion, the service staff spontaneously suggests the use of sustainable and healthy options | 11 | 4 | 16 |
| 23. The restaurant has in-house means to reuse ingredients that are normally discarded (e.g., distiller, canning from unused food, freeze drying, use of shells for stock, etc.) | 0 | 18 | 13 |
| 24. The restaurant uses every part of the ingredient including those usually discarded (e.g., skin, leaves, roots, bones, peel) | 1 | 15 | 15 |
| 25. Chairs and tables are made with sustainable materials (absence of plastic elements) | 16 | 9 | 6 |



| | | | |
|---|----|----|----|
| 26. When a suggestion on drinks or drink pairing is requested, the staff motivates sustainable choices (e.g., proposes an organic wine and communicates its qualities; offers a non-alcoholic drink without the use of industrial products, etc.) | 3 | 11 | 17 |
| 27. The restaurant does not offer drinks with added sugar | 0 | 23 | 8 |
| 28. The service staff is able to explain what is meant by "organic food" | 16 | 9 | 6 |
| 29. There is a policy of transparency on how food is processed (e.g. by labels explaining how meat is processed or simply service staff being able to explain it effectively) | 15 | 7 | 9 |
| 30. The use of packaged products in the breakfast room is absent (or strictly reserved for the section to guarantee a gluten-free breakfast) | 0 | 4 | 27 |
| 31. Food and beverage services only offer micro-filtered water | 0 | 23 | 8 |



| | | | |
|--|----|----|----|
| 32. Service personnel are able to effectively explain the portion sizes in order to bring a balanced meal and prevent food waste or overproduction | 15 | 5 | 11 |
| 33. There are ways to recycle fried oil or fried oil is not adopted | 18 | 0 | 13 |
| 34. Barbecue is absent or adopts important strategies for the reduction of its impact on the environment (ie Electric barbecue) | 15 | 3 | 13 |
| 35. The facility donates to food banks or charities to avoid wasting food from products suitable for consumption | 1 | 16 | 14 |
| 36. Food comes from local stores and farms in order to avoid long haul transportation | 4 | 11 | 16 |
| 37. The restaurant has their own ice cube machine in order to avoid buying ice packs in plastic bags | 16 | 2 | 13 |
| 38. Cooling chamber/ refrigerator/ freezer doors have audible alarms for open doors or automatic locks | 23 | 0 | 8 |



| | | | |
|--|----|----|----|
| 39. There is a temperature monitoring system for refrigerators, cooling chambers, and freezers | 18 | 5 | 8 |
| 40. The facility performs and documents the maintenance recommended by the manufacturer for electric and electronic devices to ensure that all equipment is working correctly and maintains energy efficiency levels | 27 | 0 | 4 |
| 41. Dishwashers/ washing machines are used only when they are full | 25 | 2 | 4 |
| Section 2: Hotels and accommodation structures | | | |
| 42. The laundry services use ecological detergents | 4 | 17 | 10 |
| 43. There is an information campaign to discourage the daily change of towels and bathrobes | 11 | 3 | 17 |
| 44. The hotel does not have disposable vanity kits but does have tanks for shampoo and shower gel | 4 | 9 | 18 |

| | | | |
|---|----|----|----|
| 45. The hotel has an automatic light off system for the rooms | 3 | 10 | 18 |
| 46. The facility uses renewable energy sources, such as solar or wind power | 4 | 27 | 0 |
| 47. The use of LED lights is prevalent | 17 | 14 | 0 |
| 48. The facility has a rainwater reuse system | 2 | 26 | 5 |
| 49. The facility has an automatic system for turning off the air conditioner if the windows are open | 4 | 27 | 0 |
| 50. The facility has a green space (plants, vegetable garden, garden, etc.) | 23 | 8 | 0 |
| 51. The transport services offered by the facility are green (e.g. electric car or minibus) or bicycles and scooters | 0 | 3 | 28 |
| 52. The room supplies are in sustainable materials (there is no use of plastic, polyester, the blankets are in cotton etc.) | 0 | 12 | 19 |

| | | | |
|---|----|----|----|
| 53. Formal quality assessment services explicitly ask to evaluate the sustainability elements of the facility (e.g., through specific questions included in the satisfaction questionnaire) | 0 | 11 | 20 |
| 54. The quality assessment services (ie customer care questionnaires) are done by digital means (without the use of paper - or with the use of recycled paper) | 9 | 2 | 20 |
| 55. The soap is of vegetal origin | 6 | 25 | 0 |
| 56. The packaging of disposable products is sustainable | 4 | 18 | 9 |
| 57. Water supply services have automatic sensors aimed at reducing waste | 19 | 12 | 0 |
| 58. Hand drying systems are used (no use of paper towels) | 7 | 20 | 4 |
| 59. Toilet paper dispensers are structured to prevent waste (e.g. single sheet dispensers rather than roll) | 0 | 31 | 0 |
| 60. The garage of the facility has electric car chargers | 0 | 6 | 25 |





| | | | |
|--|----|----|----|
| 61. The facility uses towels, sheets, napkins, blankets, etc. made of organic fabric | 0 | 30 | 1 |
| 62. The facility has a sensor to stop the Air Conditioning in case any window is left open | 4 | 27 | 0 |
| 63. The facility uses low-flow showerheads/toilets to reduce water consumption | 4 | 9 | 18 |
| 64. There are composting and recycling facilities for organic waste | 2 | 19 | 10 |
| 65. There are recycling bins throughout the facility | 28 | 3 | 0 |
| 66. The facility limits packaging by ordering products in bulk to avoid waste | 26 | 2 | 3 |
| 67. The facility returns packaging boxes/ glass bottles/ plastic containers for suppliers to reuse | 0 | 22 | 9 |
| 68. The facility is taking measures to minimize its impact on the local environment and biodiversity | 29 | 0 | 2 |
| | | | |





| Section 3: Communication | | | |
|---|----|---|----|
| 69. The facility communicates the elements related to energy efficiency (through billboards, brochures or communication on the website) and this information is easily accessible for guests (e.g. information in the elevator, dedicated and accessible page on the website, easy to understand graphics and text, etc.) | 22 | 0 | 9 |
| 70. The reception staff is able to indicate the elements related to the energy efficiency of the structure | 14 | 0 | 17 |
| 71. The communication and orientation information are offered in a digitized way (e.g. through apps, whatsapp information, website) | 27 | 3 | 0 |
| 72. The paper used for promotional and communication purposes is recycled | 3 | 6 | 22 |



| | | | |
|--|---|----|----|
| 73. The facility suggests the use of electric means of transport or public transport to reach other places and destinations (e.g., favoring the use of electric cars, electric scooters, bicycles, promoting walking tours) whether they are provided by the hotel itself or from other providers (public through the municipality or other paid services) | 3 | 0 | 28 |
| 74. The reception suggests activities to promote sustainability (through internal and external activities) | 7 | 6 | 18 |
| 75. The facility organizes initiatives for the promotion and protection of the environment at least on a monthly basis | 0 | 27 | 4 |
| 76. The facility has active synergies with other companies in the area characterized by elements of sustainability and communicates them externally (e.g., synergy with the farm whose name it communicates, adhesion to a campaign for the promotion of the sustainable agri-food chain) | 6 | 18 | 7 |



| | | | |
|---|----|----|----|
| 77. There are communication campaigns to reduce waste | 14 | 13 | 4 |
| 78. The drinks and snacks and the mini-bar have a prevalence of organic options | 0 | 11 | 20 |
| 79. The facility has a dispenser for micro-filtered water for guests to use | 4 | 23 | 4 |
| 80. The facility has means of communication for the protection of the surrounding area (mountain, sea, etc.) | 7 | 11 | 13 |
| 81. The cleaning products in the rooms and common areas are sustainable | 3 | 28 | 0 |
| 82. Receptionists and other support staff motivate the purchase of sustainable goods (e.g. additional food and organic products, visits to local farms that meet sustainability requirements, organic wines, natural cosmetics, etc.) | 2 | 0 | 29 |



| | | | |
|--|----|----|----|
| 83. The free samples given at the reception or in the restaurant take place in sustainable ways (e.g., gifts with paper envelope, without use of plastics) | 0 | 0 | 31 |
| 84. Cross-selling procedures favor sustainable products (in any sector, including textiles, clothing, cosmetics, etc.) | 0 | 0 | 31 |
| 85. The facility has an effective communication strategy to promote recycling | 16 | 0 | 15 |
| 86. It's possible to reduce the cleaning services or changing of towels and sheets if not-needed | 31 | 0 | 0 |
| 87. The facility provides a walking route to close interesting places in order to promote the reduced use of non-eco-friendly transport | 7 | 0 | 24 |
| 88. The facility actively engages and supports local communities | 16 | 11 | 4 |
| 89. The facility takes measures to preserve local culture and heritage | 31 | 0 | 0 |



| | | | |
|---|----|----|----|
| 90. The facility has a strategy concerning charitable donations or support to its community | 0 | 9 | 22 |
| 91. The facility donates surplus fresh food or personal care products to Food Banks or Non-Governmental Organizations | 0 | 27 | 4 |
| 92. The facility donates obsolete or unwanted equipment, electronics, furniture, drapes, and carpeting to charity or NGOs | 3 | 28 | 0 |
| 93. The facility incorporates local arts and crafts and makes information about the items available to customers | 11 | 20 | 0 |
| 94. There is a program in place to raise awareness among employees about sustainability issues and practices | 7 | 20 | 4 |
| 95. There is a program in place to train employees on sustainability issues and practices | 7 | 20 | 4 |
| 96. The facility has received green certifications or awards | 2 | 25 | 4 |



| | | | |
|---|----|----|----|
| 97. The facility engages reusable methods of informing customers of specials rather than one-time use printed documents | 21 | 3 | 7 |
| 98. The facility uses audiovisual materials aimed to promote its sustainability adopted in Youtube or internally through screens or other devices | 4 | 13 | 14 |
| 99. The facility uses social media posts for the promotion of its sustainability | 4 | 13 | 14 |
| 100. The facility uses a newsletter system and includes content promoting sustainability | 1 | 30 | 0 |
| 101. The facility publishes web articles designed to promote sustainability | 0 | 26 | 5 |

SUMMARY REPORT

The hospitality industry in Romania, covering restaurants & bars, hotels, bed and breakfasts, etc. and their communication strategies, shows a promising shift towards sustainability. The emphasis on local sourcing, energy-efficient operations, waste reduction, and digital communication signifies industry adaptation to global sustainability trends. However, a more unified approach across sectors, bolstered by employee training,



partnerships, and guest engagement, can solidify the industry's commitment to a sustainable future.

Analysis of Sustainable Practices in the Hospitality Industry

Section 1: Restaurant & Bar

Descriptive Statistics: Restaurants show some understanding of the origin of raw materials and the need to emphasize local and organic ingredients. While some service staff are trained to communicate the significance of local ingredients and the peculiarities of the territory, more training is needed in this area. Few menus reflect this sustainability approach, with vegan options and a push for local sourcing.

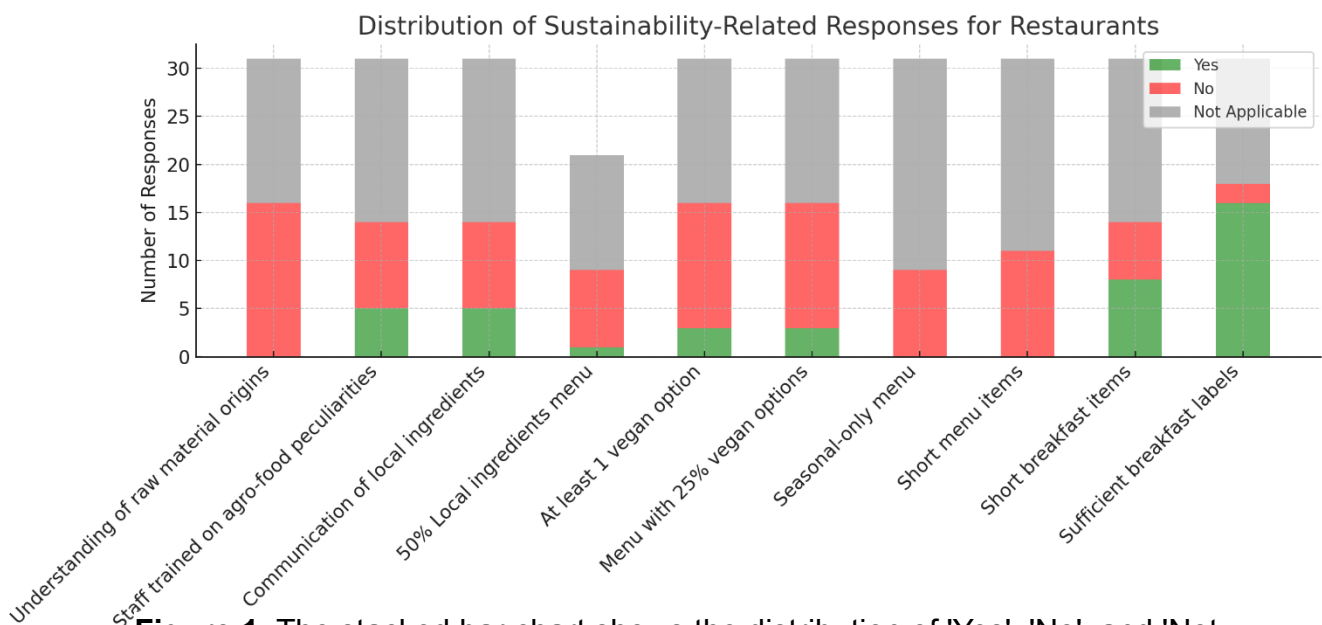


Figure 1. The stacked bar chart shows the distribution of 'Yes', 'No', and 'Not Applicable' responses across key sustainability-related questions in restaurants, focusing on areas such as raw material origin understanding, staff training, local ingredients in menus, and other sustainability practices. This visualization helps highlight areas where improvement is needed and those that are performing relatively better.



Trends:

- The survey results indicate that while there is some recognition of the importance of local and organic sourcing, the majority of restaurants have yet to consistently integrate this into their menus. Only a small portion of menus reflect significant use of local raw materials. This trend, when emphasized, can enhance local community support, provide fresher ingredients, and reduce environmental impacts from transportation.
- A notable gap in the training of service staff is evident, particularly in their ability to communicate the value and origins of local ingredients, as well as their connection to sustainability. Enhancing training programs can equip employees to engage customers better, thereby improving the restaurant's sustainable reputation and potentially increasing customer satisfaction.
- The survey reflects some positive shifts towards eco-friendly operations, such as the use of sustainable materials for furniture and offering practices like food take-away to minimize waste. However, more widespread adoption of such measures is needed, as reflected by the mixed responses.
- A promising trend is the usage of energy-efficient equipment within restaurants. Practices such as limiting energy consumption



through efficient appliance use and regular maintenance are being employed. This trend aligns with global efforts to reduce energy footprints and achieve sustainability goals in hospitality operations.

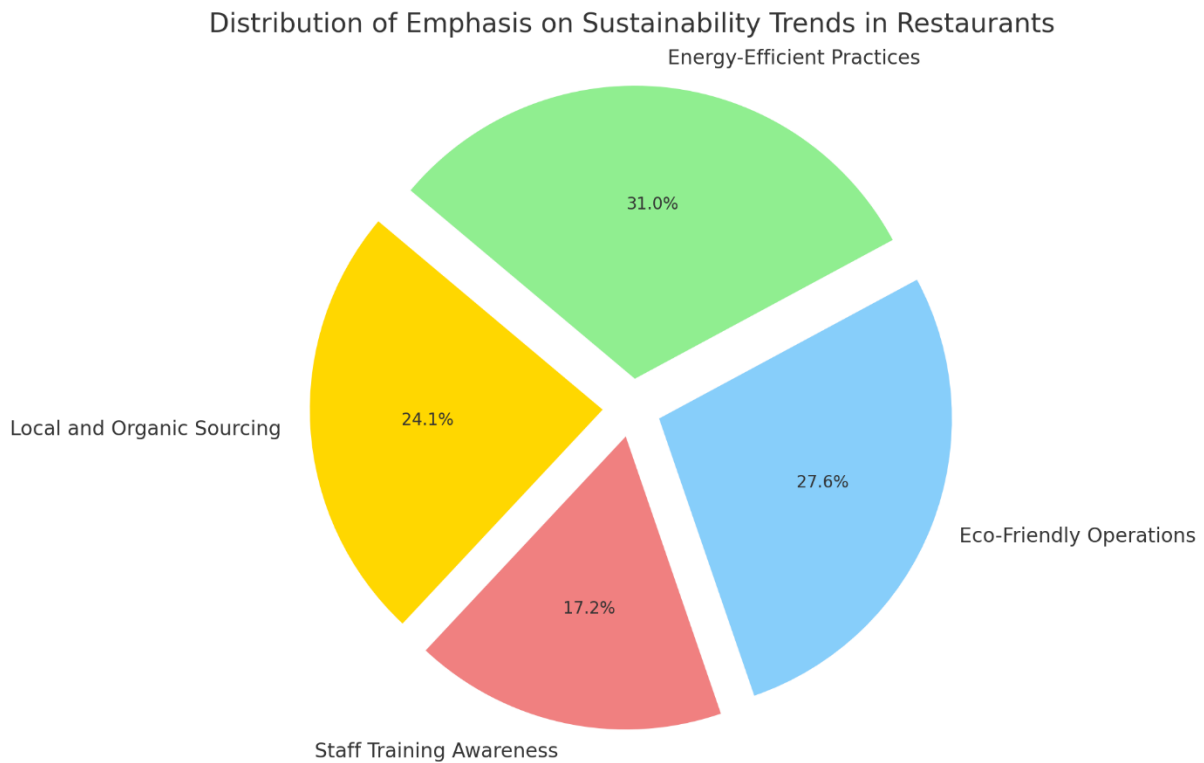


Figure 2. The pie chart illustrates the distribution of emphasis on key sustainability trends within restaurants, including local and organic sourcing, staff training awareness, eco-friendly operations, and energy-efficient practices. Each segment provides a visual breakdown of the focus levels, helping identify which areas are currently prioritized and which may need additional attention.

These trends, when further strengthened and adopted broadly, can significantly contribute to a greener and more sustainable hospitality industry in Romania. Consistent focus on local sourcing, training, eco-friendly operations, and energy efficiency is vital for driving positive change and enhancing the industry's environmental impact.



Recommendations:

- Enhance staff training to improve communication about sustainability.
- Innovate menu to emphasize vegan and local offerings.
- Invest in sustainable technologies.
- Implement feedback systems and collaborate with local farmers.

Section 2: Hotels and Accommodation Structures

Descriptive Statistics: Hotels are adopting sustainable practices such as using sustainable detergents and discouraging daily towel changes. The implementation of energy-saving measures is still evolving. LED lighting, green spaces, and waste reduction measures are fairly commonly practiced.

Trends:



- **Development of Green Infrastructure:** many hotels are increasingly incorporating green spaces, such as gardens and vegetable patches, within their premises. This not only enhances aesthetic appeal but also supports biodiversity, contributes to better air quality, and can be integrated with guest experiences to raise awareness about environmental sustainability.
- There is a strong emphasis on energy efficiency, evident from the adoption of LED lighting and other energy-saving measures. Resource efficiency also extends to water-saving technologies and the use of renewable energy sources, though there remains room for broader implementation.
- Hotels have shown commitment through measures such as reducing packaging waste, promoting recycling, and discouraging the overuse of consumables like towels. Such initiatives are crucial to minimizing environmental impact and aligning with sustainability goals.
- An increasing number of hotels are opting for eco-friendly amenities, such as sustainable detergents, organic fabric items, and environmentally conscious room supplies. This transition showcases a shift towards more responsible consumption patterns within the industry.



- Despite various sustainable measures in place, there remains a gap in effectively communicating these initiatives to guests. Increased transparency and guest engagement regarding sustainability efforts can enhance awareness and encourage guests to participate in eco-friendly practices during their stay.

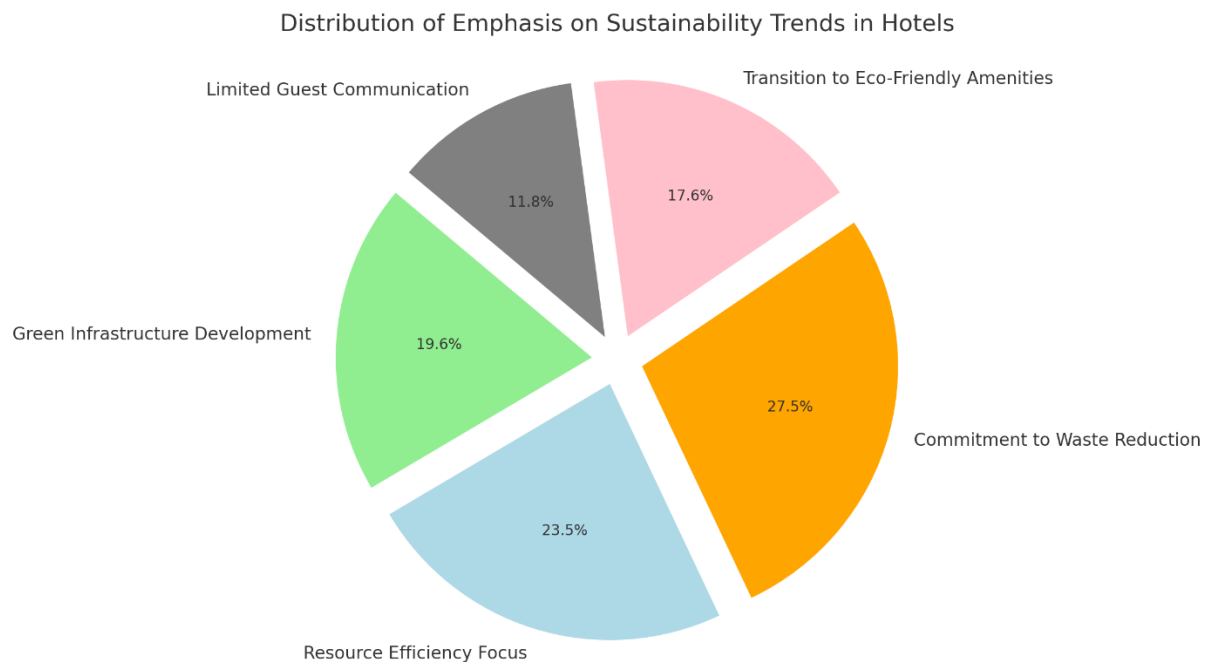


Figure 3. The pie chart illustrates the distribution of emphasis on key sustainability trends in hotels and accommodation structures, highlighting areas such as green infrastructure development, resource efficiency, waste reduction, transitioning to eco-friendly amenities, and communication gaps with guests.

Recommendations:



- Enhance communication about sustainability initiatives.
- Increase investments in energy efficiency.
- Broaden sustainable practices across all operations.
- Innovate with amenities and engage with suppliers.
- Empower guests to participate in sustainability initiatives.

Section 3: Communication

Descriptive Statistics: Communication in the hospitality sector is transitioning to digital means, reducing reliance on paper. While sustainable transport is being promoted occasionally, there's a need to emphasize local sustainable activities and products further.

Trends:

- **Movement Towards Digitized Communication:** the hospitality industry is actively transitioning from traditional paper-based communication to digital methods. This change is evident through the use of apps, websites, and electronic messaging systems to communicate with guests.
- **Active Promotion of Sustainable Activities:** hotels and related establishments are beginning to promote sustainable activities, such as eco-friendly tours, local experiences with minimal environmental impact, and educational programs on sustainability. While some facilities have made considerable progress, there is





room to expand these offerings and further engage guests in sustainable practices.

- **Variable Waste Reduction and Recycling Practices:** Waste reduction and recycling efforts within the sector are currently variable, with some establishments showing strong commitments while others lag behind. Common practices include the reduction of disposable items, recycling initiatives, and efforts to minimize packaging. The level of implementation can differ widely, reflecting the need for consistent standards and practices across the industry.
- **Emerging Employee Training in Sustainability:** employee training on sustainability is beginning to gain traction, though it remains far from widespread. Training staff on sustainability practices and empowering them to communicate these efforts to guests can significantly enhance the impact of a hotel's environmental initiatives.



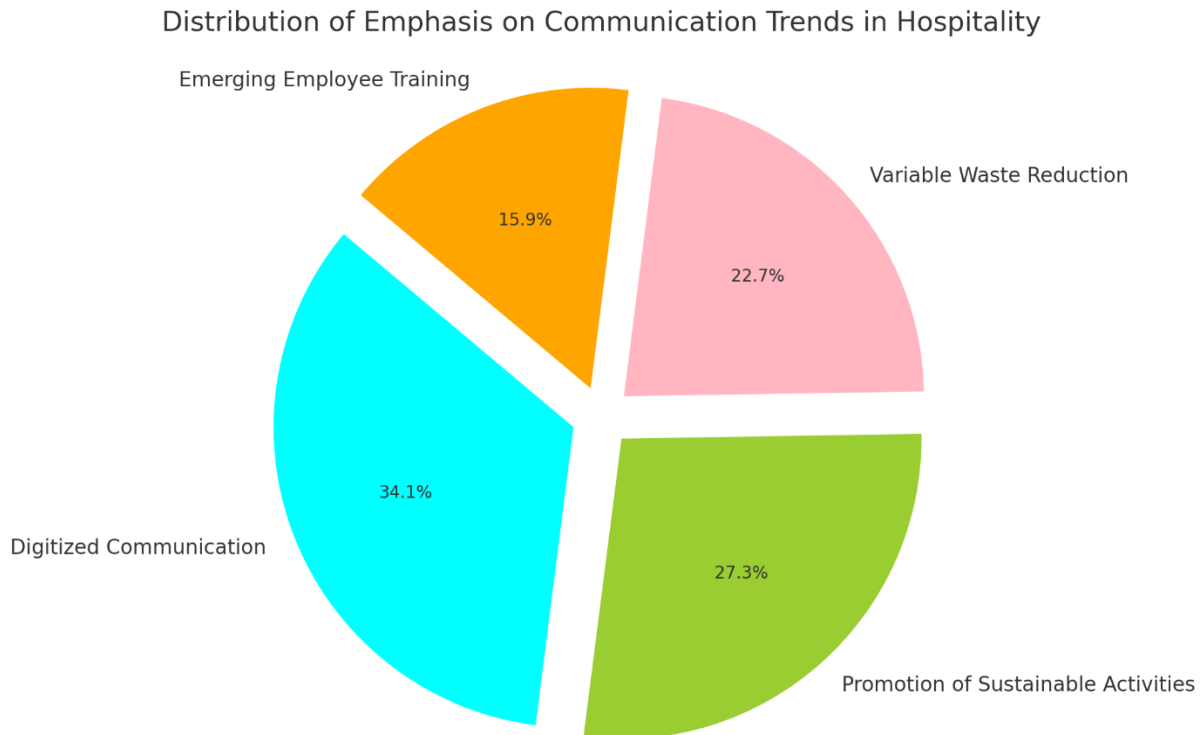


Figure 4. The pie chart illustrates the distribution of emphasis on key communication trends in the hospitality sector, focusing on digitized communication, the promotion of sustainable activities, variable waste reduction and recycling practices, and the emergence of employee training in sustainability.

Recommendations:

- Strengthen digital communication platforms.
- Enhance partnerships with local sustainable businesses.
- Provide comprehensive employee training on sustainability.
- Highlight green certifications or awards.
- Engage guests in sustainability initiatives and optimize waste management strategies.
- Regularly review and improve the communication strategy.

GENERAL AREAS OF IMPROVEMENT

While the progress is commendable, there's room for enhancement:

- Currently, there's some disparity in the adoption of sustainable practices across sectors. A more standardized approach, perhaps through industry guidelines or collaborations, can lead to more consistent results.
- The success of sustainable initiatives largely depends on those implementing them. Therefore, investing in comprehensive training for employees, from service staff in restaurants to housekeeping in hotels, is crucial.
- Establishments should look at broader collaborations, be it with local farmers, sustainability consultants, or tech companies offering green solutions. Such partnerships can drive innovation and lend authenticity to sustainability claims.
- For sustainability efforts to truly resonate, guests need to be active participants. Whether it's through rewards for eco-friendly choices or educational programs about Romanian nature and ecology, the involvement of guests can amplify the impact of green initiatives.



CONCLUSION

The hospitality industry in Romania, reflecting global sustainability trends, has initiated its green journey. While the steps taken, from local sourcing to digital transformations, are promising, the path to a fully sustainable future requires concerted and collaborative efforts. By harmonizing practices, investing in people, and involving guests, Romania can position itself as a sustainable tourism hub, showcasing not just its rich heritage but also its commitment to a greener tomorrow.

3. Results from Spain



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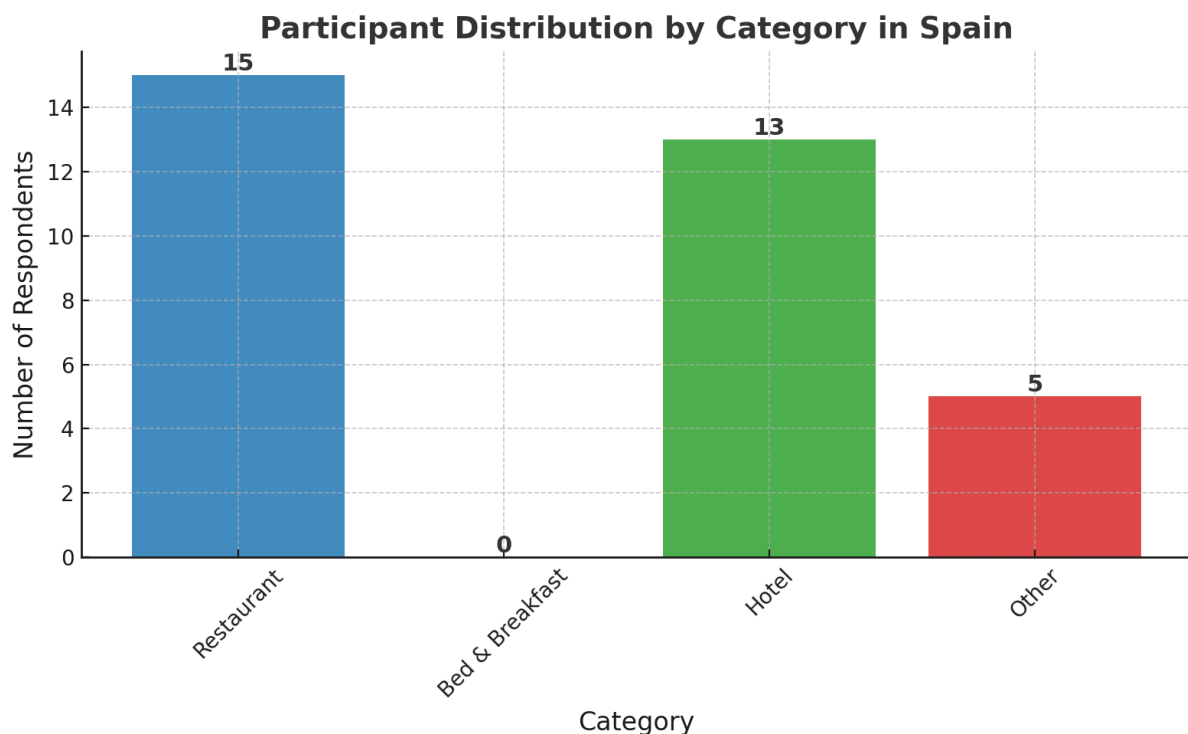
Research Questionnaire & Summary Report

Spain

Number of respondents: 33

Categories:

- Restaurant: 15
- Bed & Breakfast: 0
- Hotel: 13
- Other (Pub, Bistro, Lodge, Short term rental, Camping, etc.): 5



Section 1: Restaurant & Bar





- **Raw Material Knowledge (0 Yes, 16 No, 15 Not Applicable):** No respondents indicated that service personnel knew the origin of raw materials. This highlights a significant gap in staff training related to sustainable sourcing and supply chain awareness.
- **Communication of Local Ingredients (5 Yes, 9 No, 17 Not Applicable):** Only 5 establishments reported that their staff communicated the benefits of local ingredients, suggesting limited emphasis on promoting local food culture and sustainability.
- **Menu Composition (1 Yes for 50% Local Ingredients, 3 Yes for Vegan Options):** Menu-related sustainability practices, such as local sourcing and offering vegan options, show limited adoption. This suggests a need for greater menu innovation and a focus on sustainability-friendly offerings.

Trends:

- **Local Ingredient Communication:** There is limited effort in communicating the benefits and origins of local ingredients, which reflects a need for better training and awareness among service staff to promote sustainability values effectively.
- **Vegan & Local Menu Offerings:** The low presence of vegan options and local sourcing on menus suggests that many restaurants have not fully embraced the shift toward sustainable food offerings.
- **Raw Material Knowledge:** The lack of understanding about the origin of raw materials points to a critical gap in the knowledge of



service personnel, underscoring the need for training to enhance transparency and promote locally sourced, sustainable ingredients.

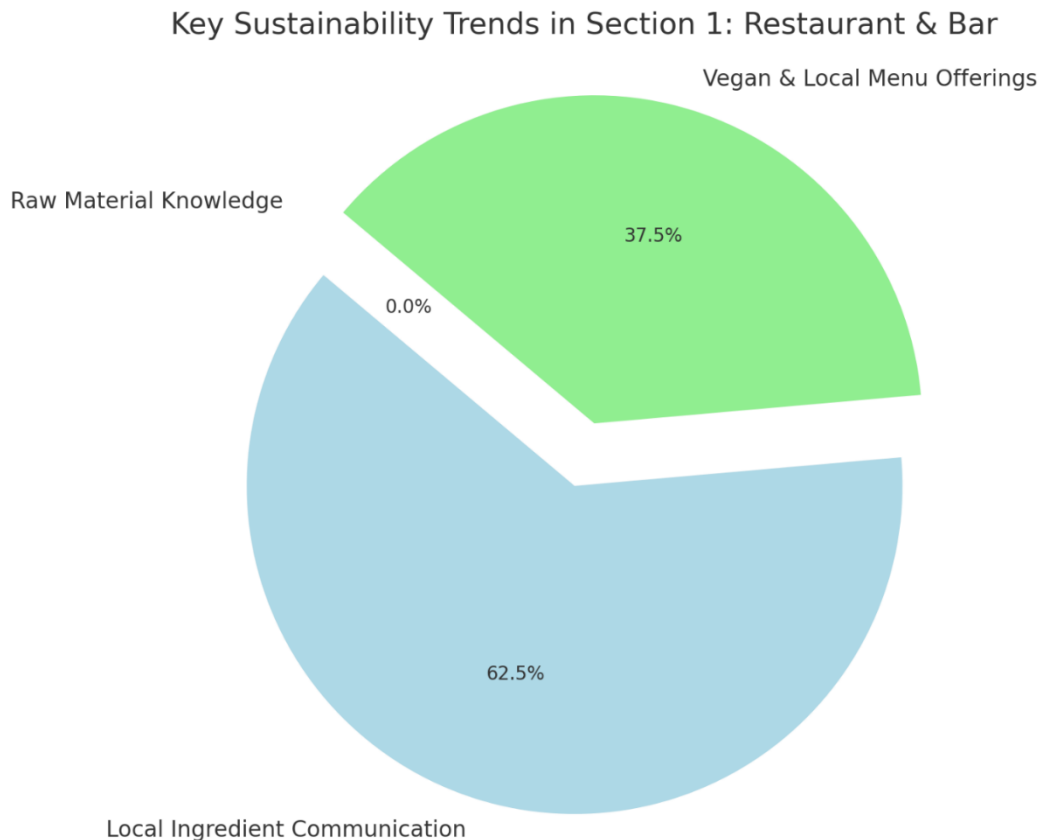


Figure 5. The pie chart illustrates the distribution of key trends observed within the sustainability practices of the Restaurant & Bar section. It emphasizes three major areas: communication of local ingredient benefits, incorporation of vegan and local menu offerings, and the knowledge of raw material origins among service personnel. The data shows limited emphasis on communicating the value of local ingredients, minimal adoption of vegan and local options in menus, and a lack of understanding of raw material origins. This highlights areas that require significant improvement to align with sustainable practices.

Recommendations:





1. Establish comprehensive training programs focused on the origins and benefits of local ingredients, as well as the broader context of agro-food sustainability. This will help staff communicate these values effectively to customers.
2. Encourage restaurants to incorporate a higher percentage of locally sourced and vegan options into their menus. This shift can improve environmental sustainability, reduce food miles, and cater to the growing demand for plant-based diets.
3. Adopt practices such as eliminating single-use items, offering take-away options to minimize food waste, and integrating sustainable packaging. Such initiatives can align restaurants with modern eco-conscious dining standards.

Section 2: Hotels and Accommodation Structures

- **Ecological Detergents (4 Yes, 17 No, 10 Not Applicable):** The use of ecological detergents is limited, with only 4 establishments adopting them, indicating low commitment to environmentally friendly cleaning solutions.
- **Energy Efficiency (LED Lights - 17 Yes, 14 No):** While LED lighting usage is prevalent in 17 cases, a significant portion still



does not adopt energy-efficient lighting, reflecting partial integration of energy-saving measures.

- **Renewable Energy Usage (4 Yes, 27 No):** The adoption of renewable energy is notably low, showing a critical gap in sustainable energy practices.

Trend:

- Although some hotels and accommodations are incorporating energy-efficient solutions, such as LED lighting, widespread integration is still lacking. Increasing the use of energy-efficient technologies can lead to cost savings and a reduced carbon footprint, positioning establishments as leaders in sustainable operations.
- The data shows a clear deficit in the adoption of ecological cleaning products and renewable energy sources. Using eco-friendly detergents aligns with reducing water pollution and environmental harm, while renewable energy can substantially cut greenhouse gas emissions. These areas present untapped potential for establishments to enhance their green credentials and appeal to eco-conscious guests.
- Many hotels show a willingness to adopt some eco-friendly practices, but the data suggests inconsistent efforts in areas like



green amenities and comprehensive waste reduction. Addressing these gaps with standardized measures across the industry can further strengthen the commitment to sustainability, foster guest loyalty, and align with global environmental goals.

Key Sustainability Trends in Section 2: Hotels and Accommodation Structures

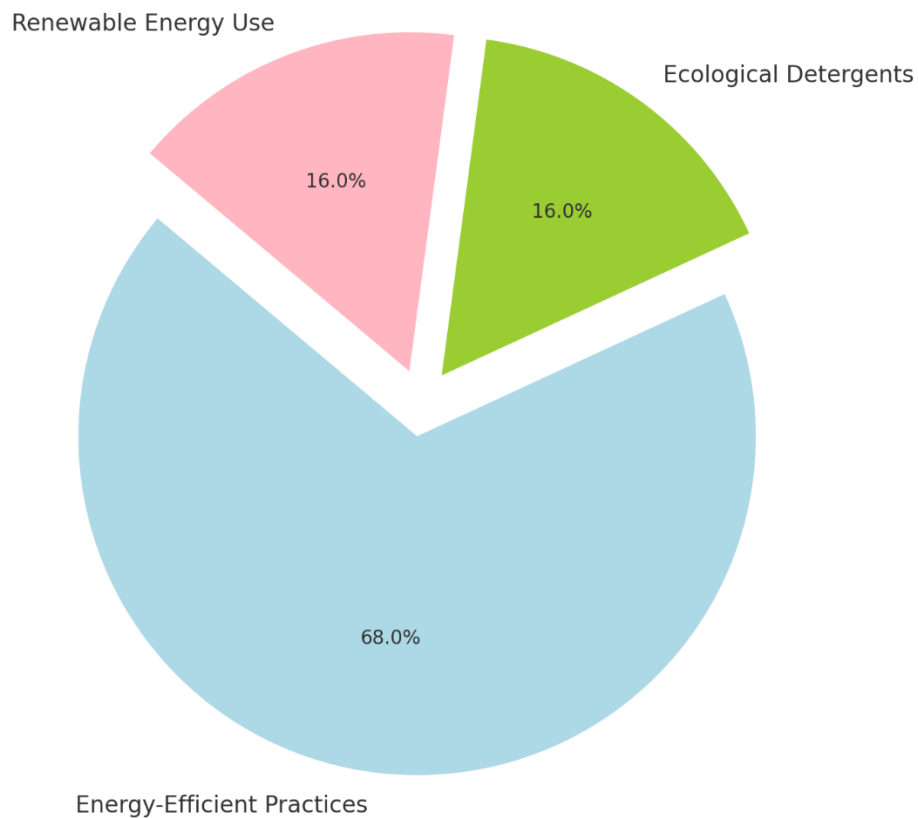


Figure 6. The pie chart illustrates the distribution of key sustainability trends within hotels and accommodation structures, focusing on the use of ecological detergents, energy-efficient practices (such as LED lighting), and renewable energy usage. While there is a partial adoption of energy-saving measures, the limited use of ecological detergents and renewable energy sources highlights critical gaps that need addressing.

Recommendations:



1. Transition to eco-friendly cleaning solutions to reduce the environmental impact of cleaning operations and enhance the brand image among eco-aware guests.
2. Encourage a sector-wide shift towards the adoption of LED lighting, renewable energy sources, and other energy-efficient technologies. Incentives such as cost-sharing or tax credits can accelerate adoption.
3. Introduce consistent standards for waste reduction and recycling across hotels. This includes bulk ordering, composting, and eliminating single-use plastics in guest amenities.
4. Foster green spaces such as gardens or eco-friendly recreational areas, contributing to local biodiversity and providing guests with sustainable experiences.

Section 3: Communication

- **Digitized Communication (27 Yes, 3 No):** A large majority of establishments have transitioned to digital communication, reflecting a positive shift towards reducing paper use and enhancing efficiency.





- **Sustainability Promotion Campaigns (14 Yes, 13 No):** Efforts to promote sustainability through campaigns and communication strategies are variable, suggesting a need for more consistent and engaging practices.
- **Employee Training in Sustainability (7 Yes, 20 No):** Employee training on sustainability remains limited, indicating an opportunity for more comprehensive staff engagement and knowledge dissemination.

Trends:

- **Strong Emphasis on Digitized Communication:** a high proportion of responses indicate that establishments are leveraging digital means to communicate with guests, reducing paper use and streamlining interactions.
- **Inconsistent Sustainability Campaigns and Engagement:** efforts to promote sustainability initiatives among guests and staff are variable and could benefit from more consistent application and visibility.
- **Limited Staff Training on Sustainability Practices:** the relatively low adoption of comprehensive staff training programs reflects an area that can be further developed to enhance the impact of sustainability efforts in the hospitality industry.

Recommendations:





- Establish clear, engaging communication channels to inform guests of sustainable initiatives. Digital platforms, in-room information displays, and social media campaigns can effectively convey such messages.
- Develop training programs that emphasize sustainability's role in everyday operations and customer interactions, enhancing staff understanding and their ability to engage guests.
- Ensure that campaigns and activities promoting sustainability are consistent and visible. This includes providing guests with opportunities to participate in eco-friendly activities, workshops, and events.



Key Sustainability Trends in Section 3: Communication

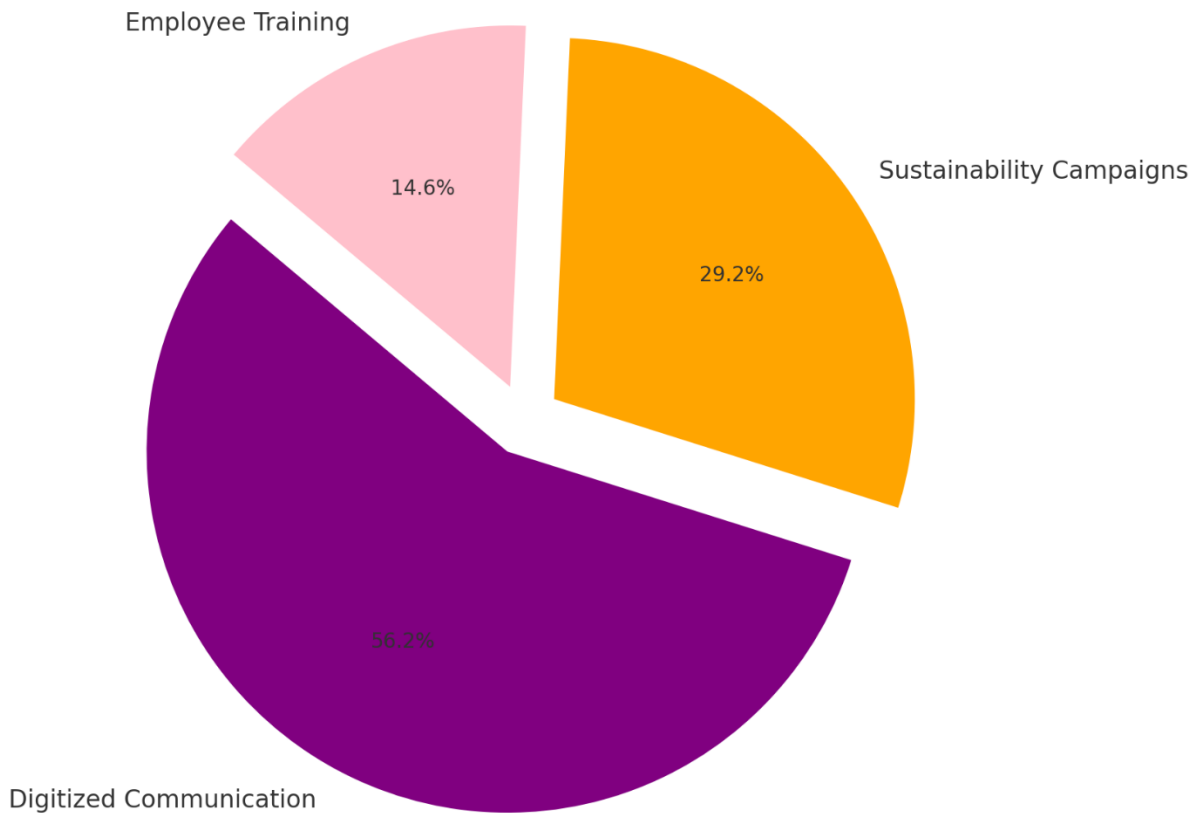


Figure 7. This pie chart represents the key trends observed in communication practices within the hospitality sector. The chart emphasizes the strong shift towards digitized communication methods, indicating a positive move away from paper-based communication systems. However, it also highlights the inconsistent efforts seen in promoting sustainability campaigns and engaging customers and staff effectively. Another notable observation is the limited extent of staff training on sustainability practices, indicating a significant opportunity for growth and comprehensive staff engagement strategies.

Conclusions



The analysis across all sections of the hospitality sector demonstrates a meaningful but uneven adoption of sustainability practices. While positive steps have been taken, there remains significant room for improvement, particularly in areas such as staff training, energy efficiency, local sourcing, and the use of eco-friendly amenities. Establishments must work towards a more holistic approach to sustainability, ensuring that every aspect of their operations contributes to a greener future. Consistent communication and engagement with both staff and guests can enhance the industry's reputation and drive a collective commitment to environmental stewardship. Adopting these recommendations will align the hospitality sector with global sustainability goals and strengthen its appeal to environmentally conscious travelers.

4. Results from Italy



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Green Mystery Guest

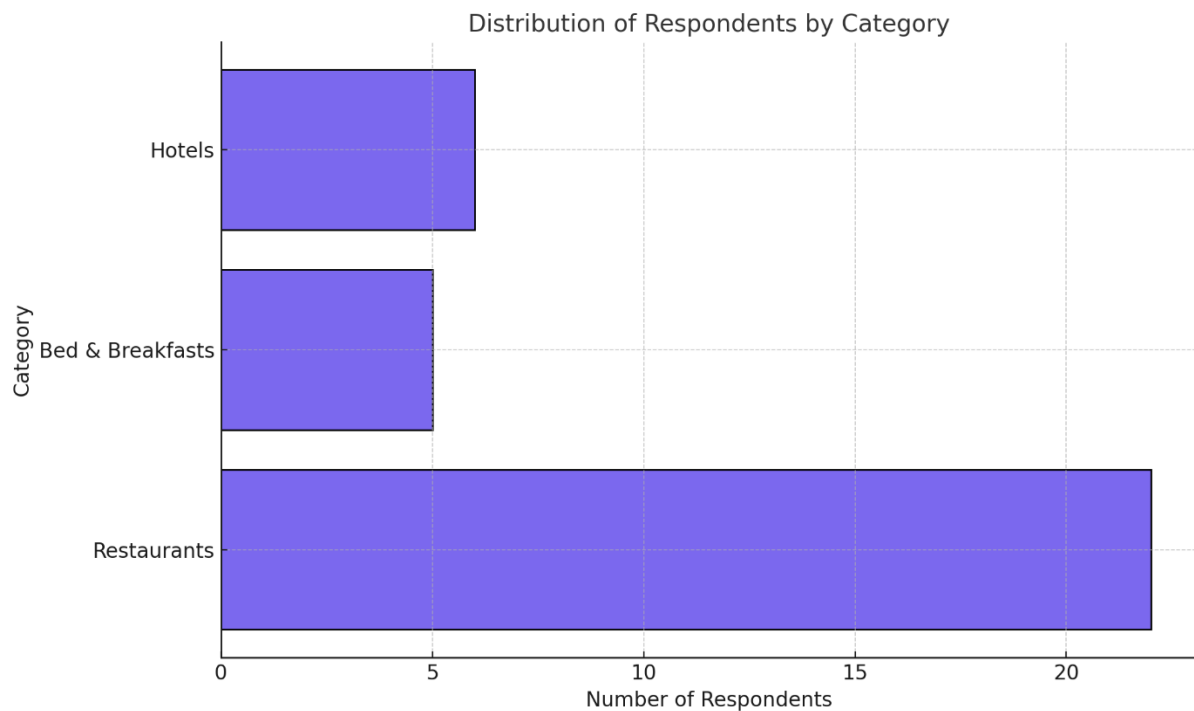
Research Questionnaire & Summary Report

Italy

Number of Respondents: 33

Categories:

- **Restaurants:** 22 respondents
- **Bed & Breakfasts:** 5 respondents
- **Hotels:** 6 respondents



Section 1: Restaurants and bars - results and analysis



The evaluation of sustainability practices within the restaurant and bar sector in Italy reveals efforts toward embracing environmentally conscious operations, but significant gaps remain that warrant attention.

A primary focus of the evaluation was on the service personnel's understanding of the origin of raw materials and their ability to convey the unique characteristics of local agro-food products. While a portion of staff demonstrated competency in this area, a significant number did not possess adequate knowledge. This highlights a critical gap in training and education on sustainability and local sourcing, which is necessary for strengthening the sector's role as a promoter of local culture and sustainable practices.



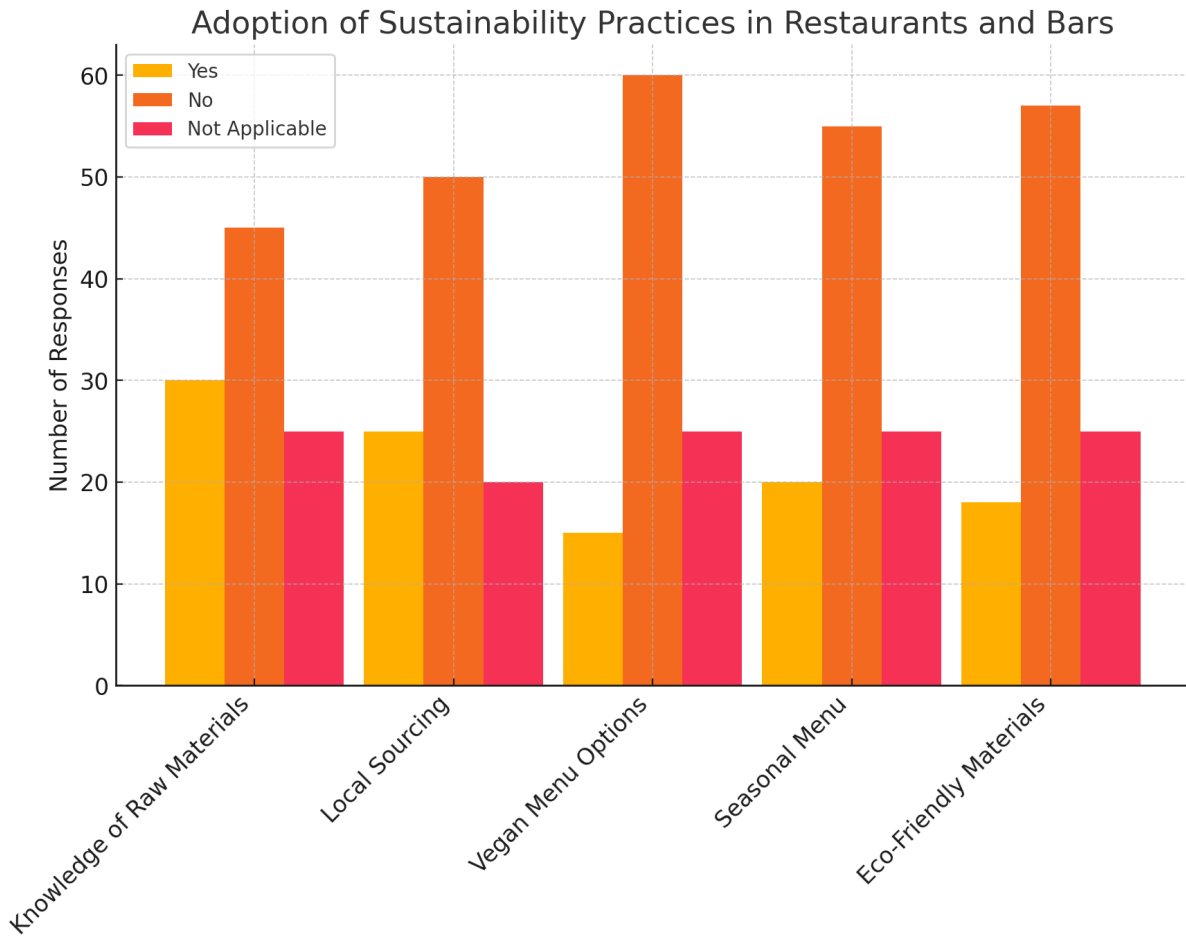


Figure 8. A bar chart illustrating the proportion of "Yes," "No," and "Not Applicable" responses for questions related to staff knowledge of raw materials and local sourcing reveals a mixed adoption of these practices. A larger portion of establishments marked these questions as "No," emphasizing the need for targeted training and educational initiatives.

The Italian survey also results indicate limited integration of vegan and vegetarian options, with only a small number of establishments offering a variety of plant-based dishes across different sections of their menus. Furthermore, less than half of the menus were found to prioritize locally sourced ingredients, falling short of the expected benchmarks for sustainable menu offerings.

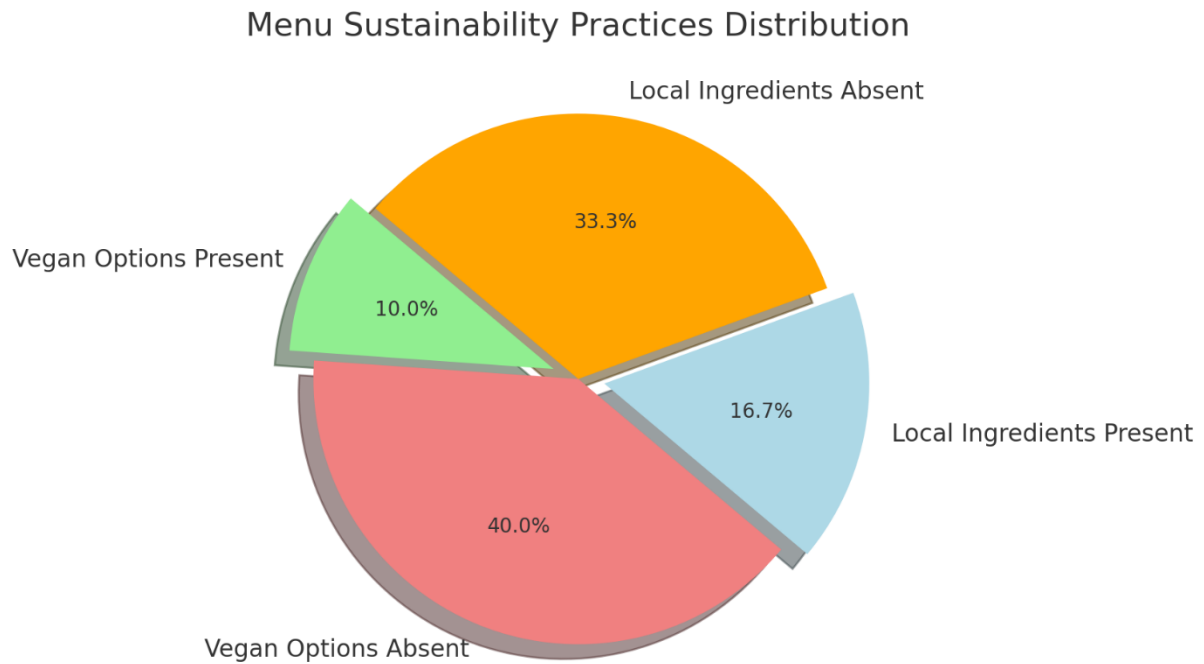


Figure 9. A pie chart displaying the distribution of menu-related sustainability practices, including the presence of vegan options and the use of locally sourced ingredients, shows a clear opportunity for improvement. The small percentage of establishments meeting these criteria suggests a need for a broader industry shift towards more sustainable and plant-based offerings.

Unfortunately, the adoption of seasonal menus was sporadic, with some establishments embracing the concept but many others failing to do so. Similarly, the use of eco-friendly materials, such as sustainable tableware and chairs, was evident in a subset of locations but not widespread. This partial implementation of eco-friendly practices indicates a fragmented approach to sustainability that must be addressed through more consistent guidelines and industry standards.

On the other hand, positive trends were observed regarding waste reduction initiatives. Some restaurants have implemented measures to allow guests to take away leftover food to minimize waste. However, the practice was not universally applied. The transition to digital menus, while reported by some establishments, has not fully replaced traditional paper-based menus in all cases.

Trends:

1. While some establishments recognize the value of local sourcing, the low number of menus featuring a significant proportion of locally sourced ingredients suggests that more robust policies and incentives are needed to encourage this practice.
 2. The observed gaps in service personnel's ability to communicate the origin and benefits of local ingredients underscore the necessity for comprehensive staff training programs.
 3. Although efforts are being made to adopt eco-friendly materials and reduce waste, widespread application remains inconsistent across establishments.
-

Recommendations:

1. Establish comprehensive training focused on the origins and benefits of local ingredients, sustainable food practices, and customer communication to empower staff and improve customer engagement.



2. Encourage the development of menus that prioritize plant-based and locally sourced ingredients to align with sustainable dining trends and customer demand.

3. Introduce industry-wide guidelines to promote the consistent adoption of eco-friendly materials, waste reduction, and digital solutions.

Section 2: Hotels

In the Italian hospitality sector, hotels and other accommodation structures are increasingly adopting sustainable practices. However, the integration of green initiatives is often inconsistent across establishments, reflecting areas of both progress and the need for further action.

A positive trend observed in hotels and accommodations is the integration of energy-efficient technologies, such as LED lighting and systems to automatically turn off lights when not in use. While many establishments have embraced energy-saving lighting, fewer have implemented renewable energy solutions, such as solar panels or wind power. This imbalance indicates a partial commitment to resource efficiency that could be improved with more comprehensive energy initiatives.



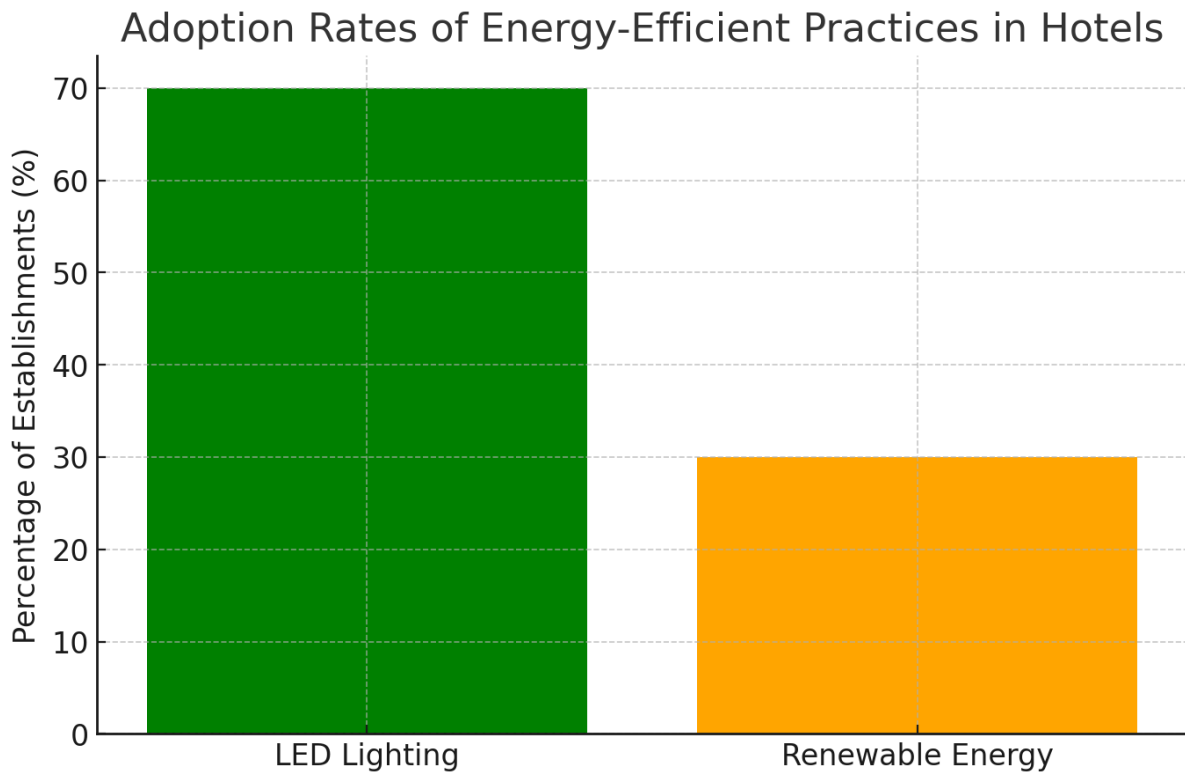


Figure 10. A bar graph comparing the adoption rates of LED lighting versus renewable energy usage highlights a gap between basic energy-saving measures and more transformative renewable energy solutions.

Many establishments reported using eco-friendly detergents and other sustainable amenities, contributing to lower environmental impact. However, the use of such products was not universal, and there remains a gap in terms of broader adoption of environmentally friendly cleaning and personal care products. Some hotels have adopted reusable or biodegradable packaging, but others continue to rely on disposable vanity kits.

Proportion of Hotels Using Eco-Friendly Detergents

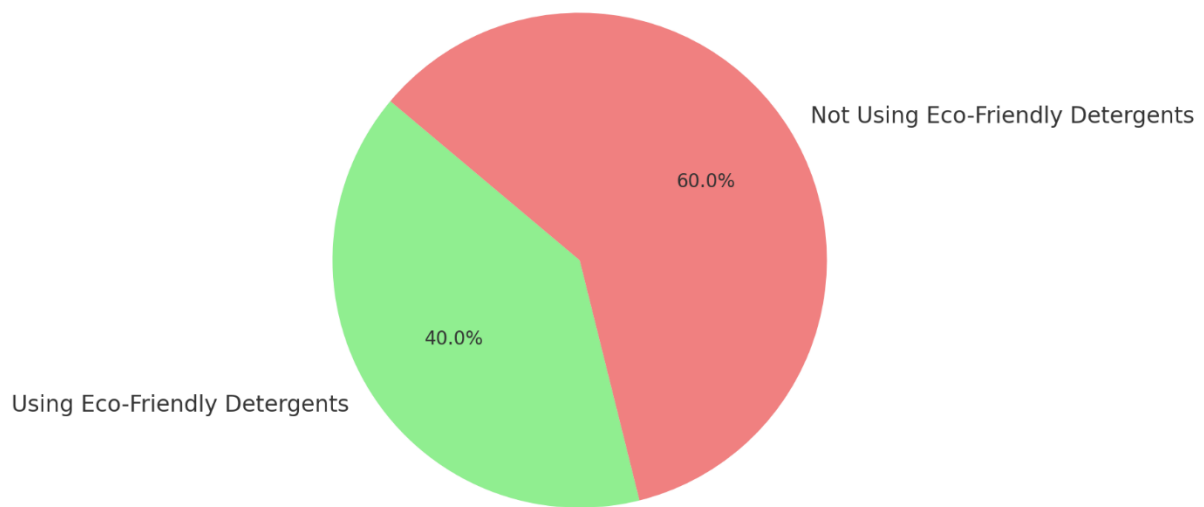


Figure 11. A pie chart displaying the proportion of hotels using eco-friendly detergents compared to those that do not demonstrates an opportunity for broader standardization of sustainable cleaning practices.

The inclusion of green spaces, such as gardens or small vegetable patches, in hotel premises contributes positively to biodiversity, guest experience, and air quality. Nevertheless, water-saving technologies, such as low-flow showerheads and greywater reuse systems, are less commonly found. The inconsistency in water conservation measures highlights a need for more uniform approaches across the sector.

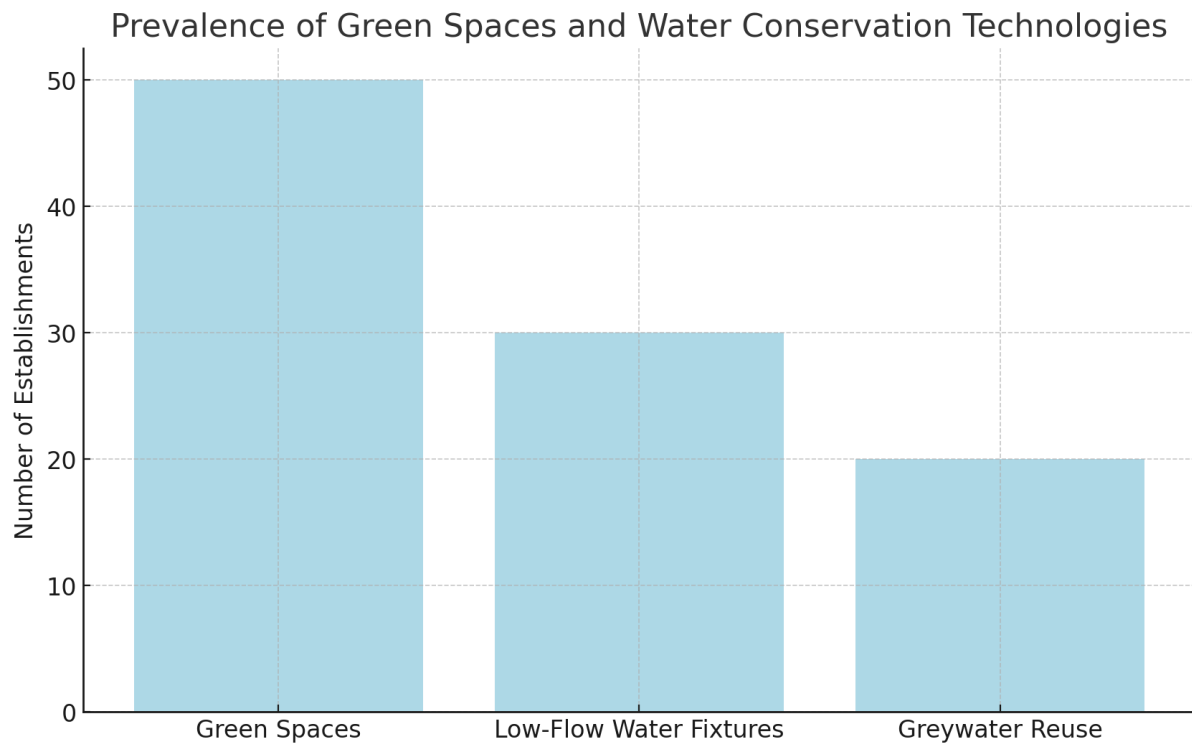


Figure 12. This chart highlights the prevalence of green spaces compared to the use of water-saving technologies, such as low-flow fixtures and greywater reuse systems, indicating areas where further improvements in water conservation practices can be made.

Finally, despite several accommodations adopting green practices, their communication of these initiatives to guests remains inconsistent. Increased transparency and guest engagement are vital for maximizing the impact of sustainability efforts and ensuring that guests are aware of and participate in eco-friendly practices.

Trends:



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1. Establishments are making strides in energy efficiency and the creation of green spaces, but the use of renewable energy sources remains limited.
2. While some establishments are committed to using environmentally friendly detergents and reusable amenities, others continue to rely on less sustainable options.
3. A disparity exists in the implementation of water-saving measures, reflecting opportunities for industry-wide improvements.

Recommendations:

1. Establishments should be incentivized to adopt solar panels, wind energy, and other renewable sources.
2. Introduce regulations or guidelines to ensure a consistent use of eco-friendly detergents and packaging across all accommodations.
3. Develop more effective strategies for communicating sustainability practices to guests, including digital displays, brochures, and interactive experiences.

Section 3: Communication



In the context of sustainability practices within the hospitality sector in Italy, effective communication plays a pivotal role in promoting eco-friendly initiatives to guests and staff alike. This section explores the key communication strategies used by hotels and accommodation facilities to convey their sustainability efforts, highlighting both strengths and areas for improvement.

A substantial number of establishments have transitioned from traditional paper-based communication to digital means. The use of apps, websites, and electronic messaging to provide information to guests has reduced paper consumption and improved the speed and flexibility of guest interactions. Despite this progress, a complete transition to fully digitized systems remains a challenge for some hotels, reflecting variability in the adoption of digital communication.



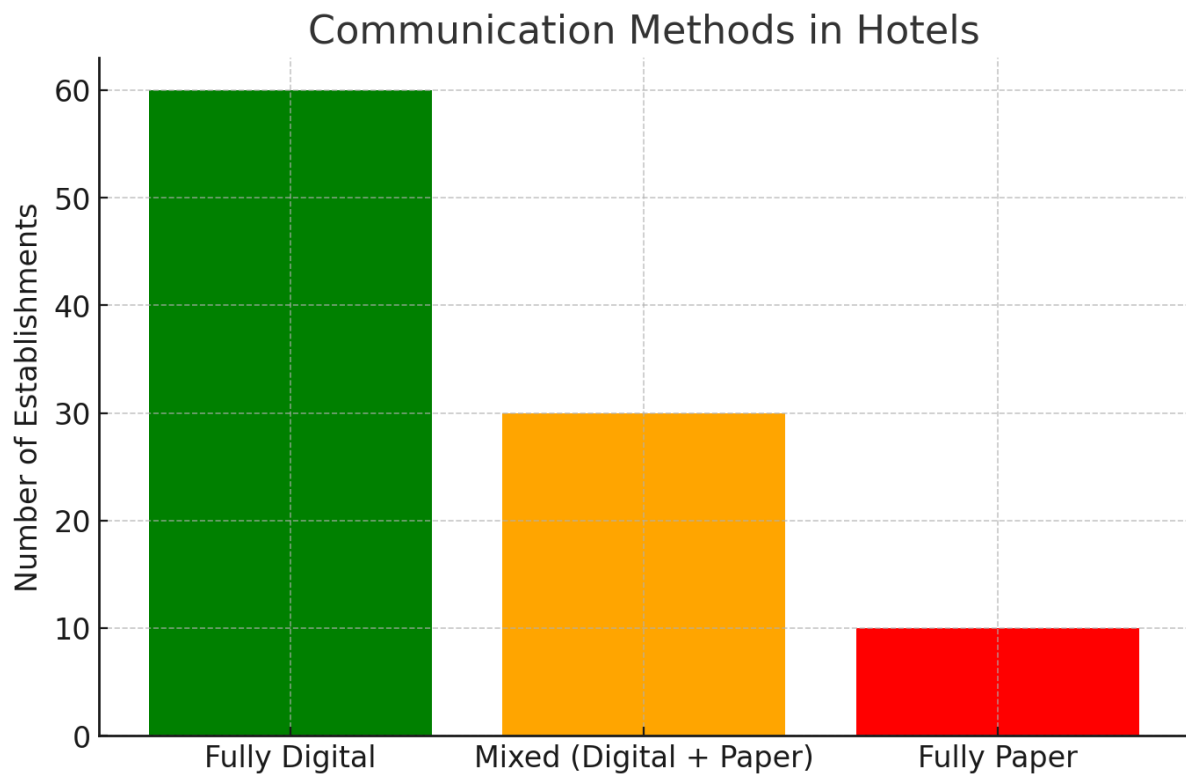


Figure 13. A bar chart comparing the proportion of establishments that have fully transitioned to digital communication against those still using a mix of digital and paper methods would illustrate this point effectively.

The promotion of sustainability through communication campaigns and guest engagement activities is inconsistent across the sector. While some hotels have developed strong, visible campaigns to reduce waste, promote local products, and engage guests in eco-friendly initiatives, others either do not prioritize such communication or fail to engage guests meaningfully.

Prevalence of Sustainability Campaigns in Hotels

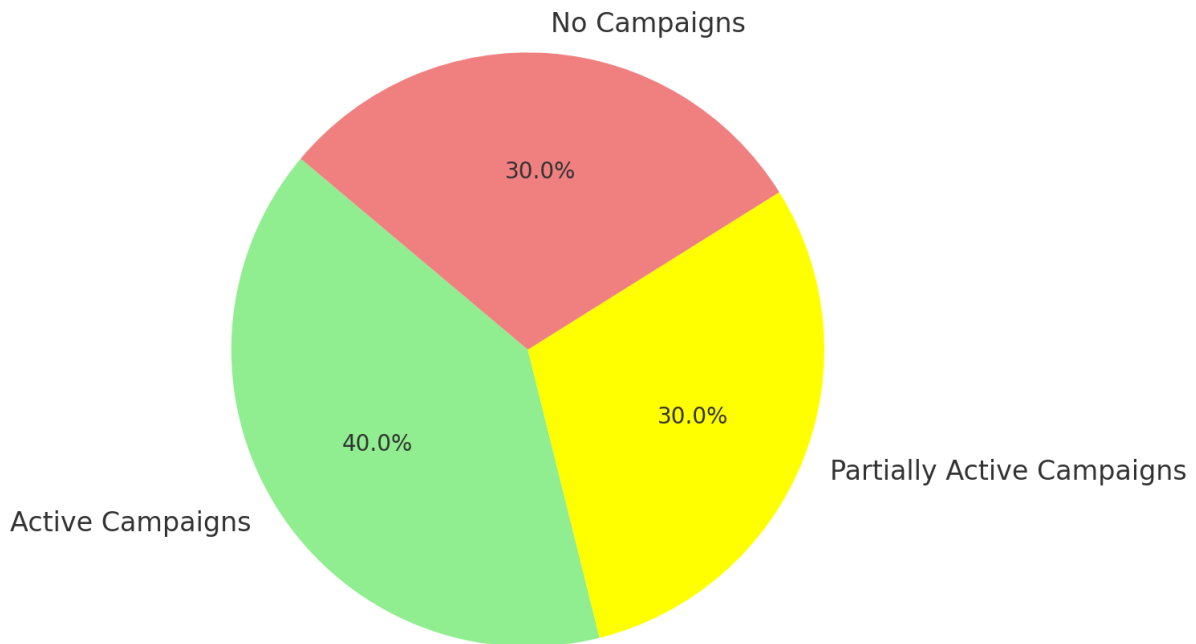


Figure 14. A pie chart depicting the distribution of hotels with active communication campaigns, partially active campaigns, and no campaigns highlights the uneven emphasis on promoting sustainability through guest interaction.

Employee training on sustainability communication remains limited in many establishments. Staff members often lack comprehensive knowledge of the eco-friendly practices being implemented within their hotels, limiting their ability to engage guests effectively. Improved staff training can significantly enhance communication of sustainability initiatives, fostering greater guest awareness and participation.

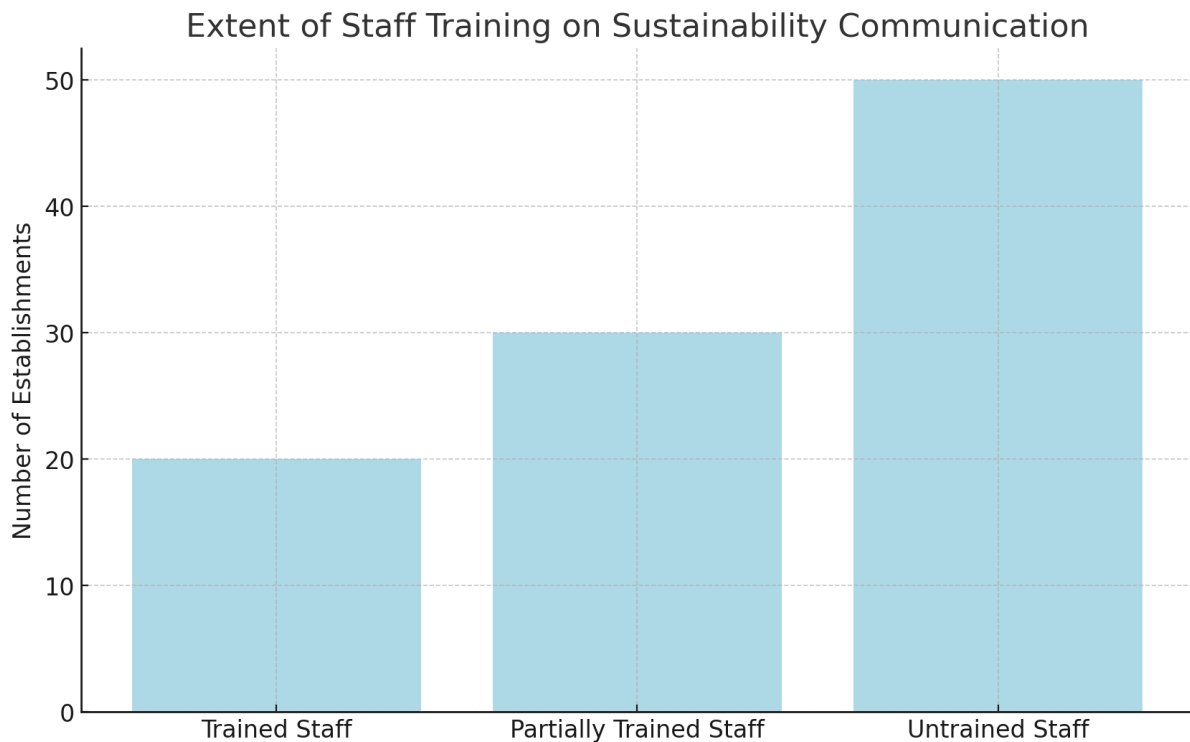


Figure 15. This chart reveals the extent of staff training in sustainability communication, illustrating the proportion of trained, partially trained, and untrained staff. The large number of untrained staff underscores the need for comprehensive training programs.

Trends:

1. Many establishments have successfully shifted towards digital communication, reducing paper usage and enhancing guest interaction efficiency. However, some still rely on paper-based methods, creating inconsistency.
2. The promotion of eco-friendly campaigns and guest engagement activities varies widely, indicating a need for more consistent and engaging practices across the industry.



3. A lack of comprehensive training programs on sustainability limits the potential of staff to communicate effectively with guests.

Recommendations:

1. Complete the transition to digital communication by adopting systems such as apps, QR codes, and other electronic resources to inform guests about sustainability practices.
2. Develop uniform communication strategies to ensure that all guests are aware of and can participate in eco-friendly activities during their stay.
3. Provide in-depth training for staff on sustainability initiatives, empowering them to communicate these efforts and engage guests effectively.

Conclusions



The assessment of Italy's hospitality sector through the Green Mystery Guest Checklist has highlighted promising efforts as well as significant areas for improvement in sustainability practices. With responses collected from 31 establishments across categories such as restaurants, bed and breakfasts, hotels, and combined subcategories, the data offers a comprehensive overview of the sector's approach to environmental responsibility.

A strength identified among many establishments is their commitment to incorporating local and organic sourcing within their food offerings. By emphasizing the use of ingredients from nearby producers, these establishments are not only supporting local economies but also reducing their overall carbon footprint through minimized transportation emissions. This trend demonstrates a growing recognition of the importance of sustainable food practices in the hospitality industry.

Additionally, there has been a notable adoption of energy-efficient technologies such as LED lighting in many accommodations. This reflects a willingness to reduce energy consumption, align with global sustainability goals, and create eco-conscious environments for guests. The sector has also made progress in minimizing waste, with initiatives such as offering take-away options, digitizing menus to cut paper use, and integrating reusable or recyclable materials where possible. Despite these advances, several gaps persist. One of the most pronounced challenges is the inconsistent integration of renewable



energy solutions, such as solar panels or wind energy systems. While energy-efficient measures like LED lighting are widely adopted, the broader shift to renewable energy remains limited. Expanding these efforts would represent a major step forward in reducing environmental impact.

The availability of plant-based and vegan menu options also remains insufficient in many establishments. While some progress has been made, the majority of menus are still predominantly centered around traditional offerings, highlighting the need for more diverse and innovative menu options that align with sustainable and health-conscious consumer trends.

Another key area requiring attention is staff training on sustainability practices. Inconsistent training levels hinder the ability of staff members to effectively communicate the value of eco-friendly practices, local sourcing, and other green initiatives to guests. This gap underscores the need for comprehensive and consistent employee education to empower staff as champions of sustainability.

On the communication front, there has been a transition towards digital methods, reducing reliance on paper and enhancing guest interaction. However, there remains room for improvement in engaging guests with sustainability campaigns. Not all establishments consistently promote eco-friendly practices to their guests, missing opportunities to foster awareness and active participation in sustainable behaviors.



To fully harness the potential of Italy's hospitality sector as a leader in sustainability, several key steps should be prioritized. Expanding the adoption of renewable energy solutions will be critical, alongside broader offerings of plant-based and locally sourced menu items. Enhanced training programs for staff will enable them to better communicate and engage guests, ultimately strengthening the industry's reputation for environmental responsibility.

Improved communication strategies that highlight sustainability initiatives will also be vital. Engaging guests through visible and interactive eco-friendly practices can foster a deeper connection and commitment to sustainability throughout their stay.

To conclude, while Italy's hospitality sector has shown commendable progress in embracing sustainability, more work remains to ensure consistent implementation and widespread impact. Through collective efforts, the sector can become a model of sustainable tourism, balancing environmental stewardship with the rich cultural and gastronomic experiences for which Italy is renowned. By building on its current strengths and addressing its areas of improvement, the hospitality industry can lead the charge in creating a more sustainable future for all.

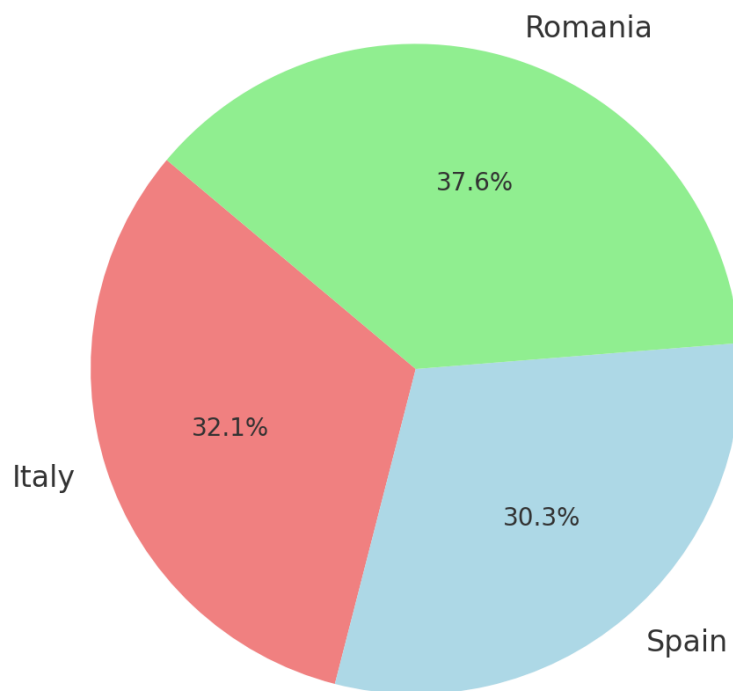
General commentary on the Green Mystery Guest Checklist Report



The Green Mystery Guest Checklist report provides a great evaluation of the hospitality sector's sustainability practices across Italy, Spain, and Romania.

Across the three countries, there is a noticeable move towards embracing energy efficiency, with many establishments adopting basic measures like LED lighting. This shift indicates a growing recognition of the importance of reducing energy consumption, reflecting a sector-wide commitment to minimizing environmental impact.

Distribution of Respondents Across Countries



The hospitality sector has shown efforts to source food locally and emphasize regional ingredients. This trend not only supports local economies but also helps reduce the carbon footprint associated with



transporting goods over long distances. By promoting eco-friendly food practices, establishments are actively contributing to both environmental sustainability and community well-being.

A substantial portion of establishments has transitioned from paper-based communication to digital formats, including digital menus, apps, and electronic messaging. This change has resulted in more efficient guest interactions, a reduction in paper waste, and a move towards environmentally friendly communication methods. The trend also reflects the hospitality industry's adaptability to digital transformation. Various waste management strategies have been employed across the hospitality sector, including composting, offering guests take-away options, and reducing packaging. These measures highlight an increased awareness of waste reduction's importance, with many establishments taking practical steps to minimize their environmental impact.



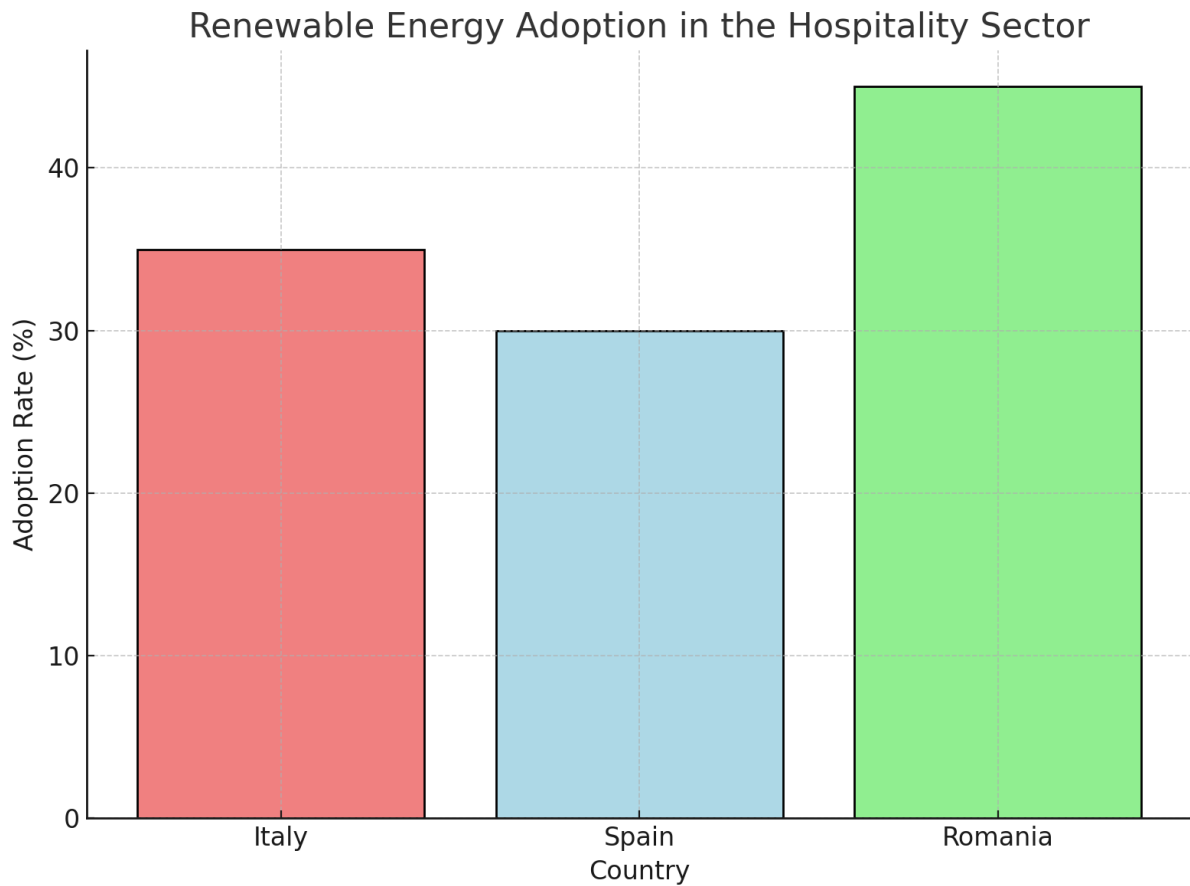


Figure 15. The bar chart illustrates the comparison of renewable energy adoption rates in the hospitality sector across Italy, Spain, and Romania. It shows the varying levels of integration of renewable energy sources like solar and wind, highlighting areas where efforts are more prominent and where further progress is needed.

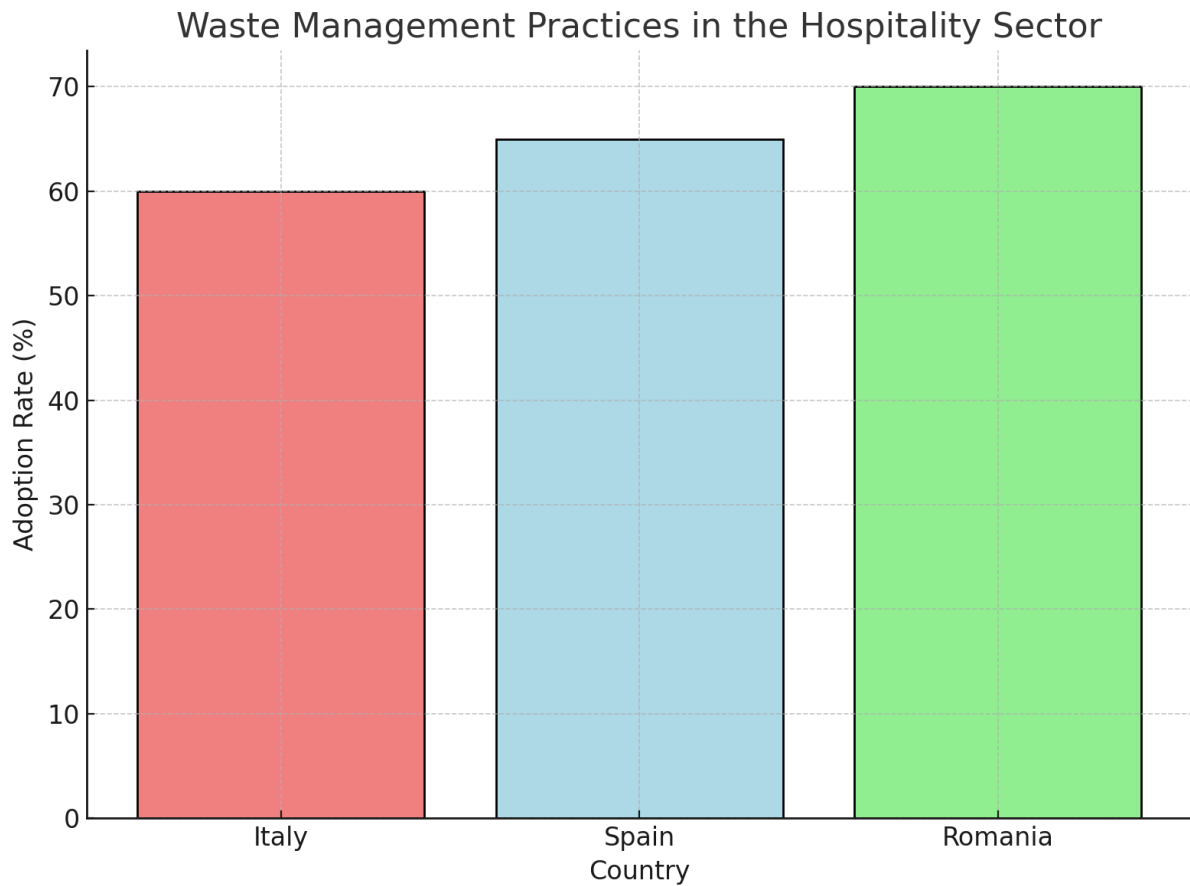


Figure 16. The bar chart provides a comparison of waste management practices in the hospitality sector across Italy, Spain, and Romania. It illustrates the varying adoption rates of waste reduction initiatives, such as composting, reusable packaging, and other eco-friendly practices aimed at minimizing waste impact.

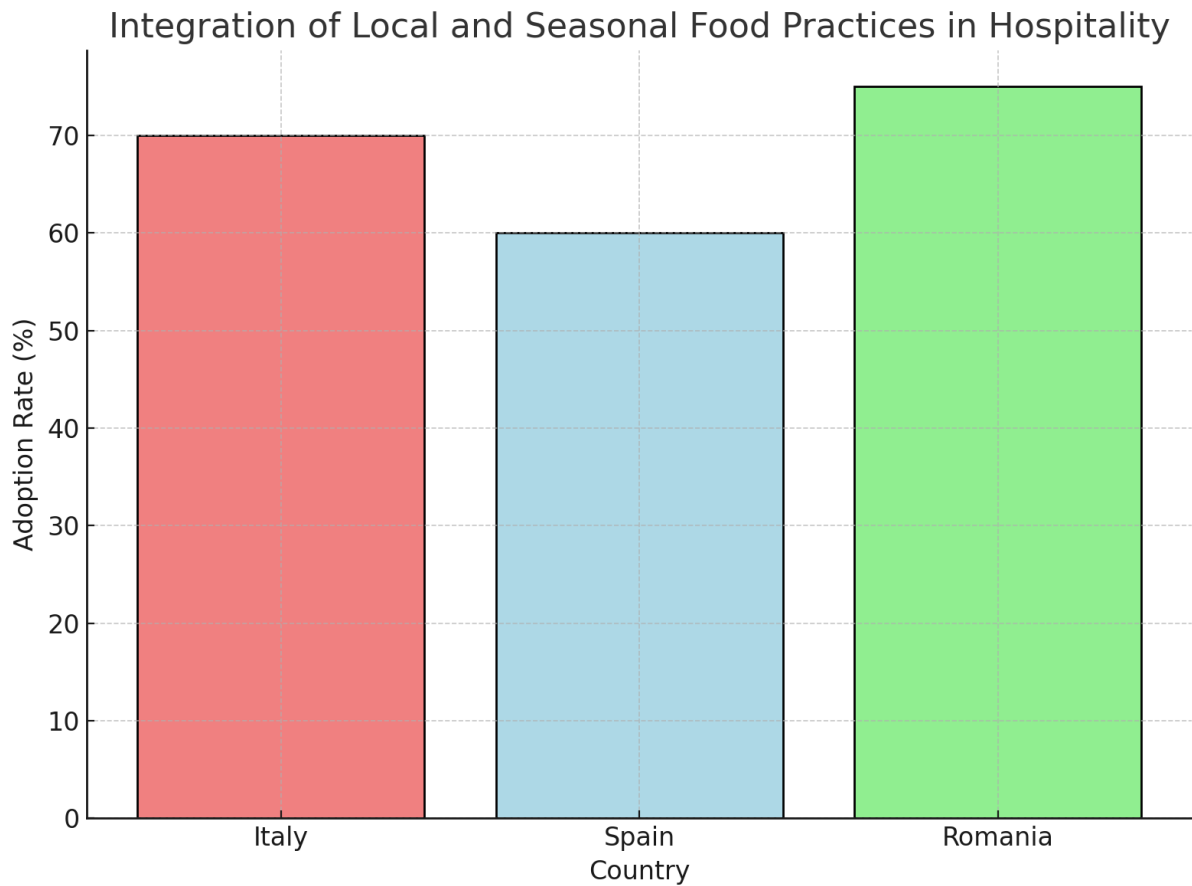


Figure 18. The bar chart illustrates the adoption rates of local and seasonal food practices in the hospitality sector across Italy, Spain, and Romania. This visualization highlights the emphasis on integrating locally sourced and seasonal ingredients, which plays a significant role in promoting sustainability and reducing the environmental impact of food sourcing.

While these positive trends are encouraging, the data also underscores the challenges the sector faces in consistently integrating sustainable practices. Further progress depends on addressing gaps in areas such as renewable energy adoption, comprehensive staff training, and expanding sustainable food offerings. By building on these strengths and tackling existing challenges, the hospitality sector in Italy, Spain, and

Romania can continue to evolve as a global leader in sustainable tourism.

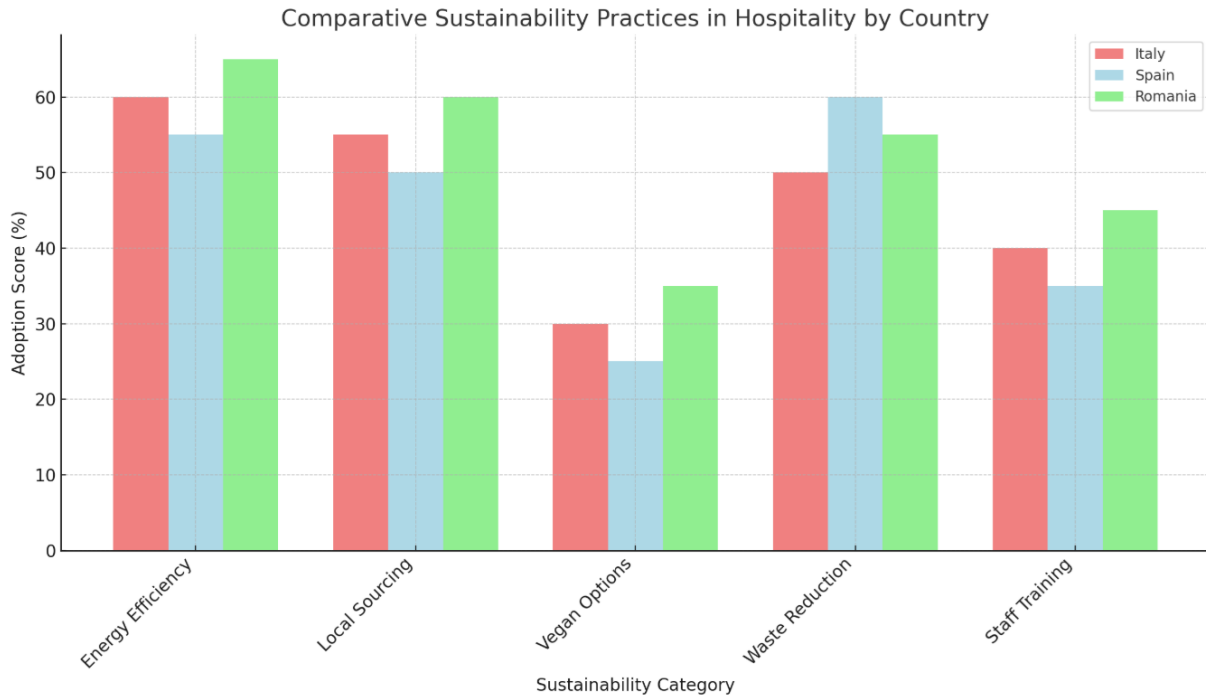


Figure 17. This chart illustrates the adoption scores for key sustainability categories such as energy efficiency, local sourcing, vegan options, waste reduction, and staff training in each country. The chart highlights areas where progress has been made and where further improvements are needed.

ANNEXES 1. THE CHECKLIST

The indicators of the Green Mystery Guest model

Restaurant and bar



1. The service personnel know in detail the origin of the raw materials
2. The service staff know how to express the peculiarities of the territory in agro-food terms
3. The service staff communicates the advantages and peculiarities of the local ingredients



4. The menu features a prevalence of ingredients from local raw materials (at least 50% of the menu options)
5. The menu includes at least is able to provide a vegan preparation for each section of the menu
6. The menu consists of at least 25% vegetarian options
7. The menu consists exclusively of foods that respect seasonality
8. The menu has a “short list” (define what is meant)
9. Breakfast items have a “short list” (define what you mean)
10. The elements of the breakfast have a sufficiently exhaustive explanation of the content (through dedicated labels)
11. The menu offers tasting options for the whole table and has an effective reservation system which therefore favors the reduction of food waste
12. The olive oil for the dressing is organic
13. It is possible to understand the origin of key ingredients in the menu proposal
14. The drinks section includes a significant section of non-alcoholic drinks (at least 25%)
15. The drinks section offers a section dedicated to drinks with low alcohol content (less than 5% alcohol per drink) aimed at discouraging the use of alcohol
16. Disposable products are not used (bags of olive oil, balsamic vinegar, sauces, disposable bags of parmesan, etc.)





17. The service staff spontaneously offers the possibility to take away food and avoid food waste
18. The menu is digitized and does not imply the use of paper
19. The ingredients of the cocktails make minimal use of drinks of refined and industrial origin (50% of the cocktails include at least one natural element)
20. The restaurant uses self-produced ingredients (including the production of spices, herbal tea preparations, vegetable garden, fish farming, etc.)
21. When requesting a suggestion, the service staff spontaneously suggests the use of sustainable and healthy options
22. Does the restaurant have in-house means to reuse ingredients that are normally discarded (e.g., distiller, canning from unused food, freeze drying, use of shells for stock, etc.)
23. The restaurant uses every part of the ingredient (e.g., skins, leaves, bones)
24. Chairs and tables are made with sustainable materials
25. The service staff, if a suggestion on the pairing of drinks is requested, offers and motivates sustainable choices (e.g., proposes a wine as organic and communicates its qualities; offers a non-alcoholic drink without the use of refined products, etc.)
26. The restaurant does not offer soft drinks (or has a non-prevalent use of) or high sugar content





27. The service staff is able to explain what is meant by "organic food"
28. Is there a policy of transparency on how food is processed (e.g. by billboards explaining how meat is processed or simply service staff being able to explain it effectively)
29. The use of packaged products in the breakfast room is absent (or strictly reserved for the section to guarantee a gluten-free breakfast)
30. The quality standard of the oil is high (organic oil cold extracted exclusively with mechanical procedures)
31. Food and beverage services only offer micro-filtered water (they do not have bottled options)
32. The drinks are offered in glass bottles
33. Service personnel are able to effectively explain the size of the courses in order to bring a balanced meal and prevent food waste or overproduction
34. Non-sustainable cooking methods are absent - check - (frying, embers)
35. Napkins are reusable (no paper, fabric ones)
36. Food comes from local stores and farms in order to avoid transportation.
37. The restaurant has their own ice cube machine in order to avoid buying ice packs with plastic bags.





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38. The daily menu should be vegan only 2-3 days per week to promote this option among people.

Hotel



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1. The laundry services use ecological detergents
2. There is an information campaign to discourage the daily change of towels and bathrobes
3. The hotel does not have disposable vanity kits but does have tanks for shampoo and shower gel
4. The hotel has an automatic light off system for the rooms
5. The hotel has sustainable means of energy production (e.g. solar panels)
6. The use of LED lights is prevalent
7. The hotel has a rainwater reuse system
8. The hotel has an automatic system for turning off the air conditioner if the windows are open





9. The hotel has a green space (plants, vegetable garden, garden, etc.)
10. The transport services offered by the hotel are green (e.g. electric car or minibus) or bicycles and scooters
11. The hotel has energy stations for recharging electric means of transport
12. The room supplies are in sustainable materials (there is no use of plastic, polyester, the blankets are in cotton etc.)
13. Formal quality assessment services explicitly ask to evaluate the sustainability elements of the hotel (e.g., through specific questions included in the satisfaction questionnaire)
14. The formal hotel quality assessment services are done by digital means (without the use of paper - or with the use of recycled paper)
15. The soap is of vegetable origin
16. The use of soap bars is preferred
17. The packaging of disposable products is sustainable
18. Water supply services have automatic sensors aimed at reducing waste
19. Drying systems (phones, towels) are used without the use of paper
20. Toilet paper dispensers are structured to prevent waste (e.g. single sheet dispensers rather than free roll)
21. Reusable fabric paper available instead of 1 use rolls.





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22. The garage of the Hotel has electric car chargers

23. The hotel uses organic fabric for towels, sheets, napkins, blankets, etc.

24. The hotel has a sensor to stop the AC in case any window is left open.

Communication



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1. The hotel communicates the elements related to energy efficiency (through billboards, elements of the brochure or communication on the website) and this information is easily accessible for guests (e.g. information in the lift, dedicated and accessible page on the website, easy to understand graphics and text, panel that communicates externally the energy produced by the plants)
2. The reception staff is able to indicate the elements related to the energy efficiency of the structure
3. The communication and orientation information is offered in a digitized way (e.g. through apps, whatsapp information, website)
4. The paper used for promotional and communication purposes is of recycled or non-existent origin
5. The hotel suggests the use of electric means of transport or public transport to reach other places and destinations (e.g., favoring the use of electric cars, electric scooters, bicycles, promoting walking tours) whether they are provided by the hotel itself or from other providers (public through the municipality or other paid services)



6. The reception suggests activities to promote sustainability (through internal and external activities)
7. The hotel organizes initiatives for the promotion and protection of the environment at least on a monthly basis
8. The hotel has active synergies with other companies in the area characterized by elements of sustainability and communicates them externally (e.g., synergy with the farm whose name it communicates, adhesion to a campaign for the promotion of the sustainable agri-food chain)
9. There are communication campaigns to reduce waste
10. The distribution systems for drinks and snacks and the mini-bar have a prevalence of organic options
11. The hotel has a dispenser for micro-filtered water for guests to use.
12. The receptionists are able to explain the energy efficiency elements of the structure
13. The hotel has means of communication for the protection of the surrounding area (mountain, sea, etc.)
14. The cleaning products in the rooms and common areas are sustainable
15. Receptionist and other support staff motivates the purchase of sustainable goods (e.g. additional food and organic products, visits to local farms that meet sustainability requirements, organic wines, natural cosmetics, etc.)





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16. The free samples released at the reception or in the restaurant take place in sustainable ways (e.g., a single sample of 10cl of spirits is not sustainable and produces more waste than one biscuit in a paper bag)
17. Cross-selling procedures favor sustainable products (in any sector, including textiles, clothing, cosmetics, etc.)
18. The hotel has an effective way to promote the use of recycling
19. For customers staying for a short period of time, if they agree, the cleaning services and changing of towels and sheets can be reduced or non-needed. - Spain
20. The hotel can provide a walking route to close interesting places in order to promote the reduce use of transport - Spain
21. QR's with common FAQs around the hotel. - Spain

General sustainability indicators in tourism facilities:



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- **Energy efficiency:**

RB & H - Are energy-efficient appliances and lighting systems used in the facility?

RB & H - Is the facility using renewable energy sources, such as solar or wind power?

RB & H - Is there a program in place to monitor and reduce energy consumption?

H - Are there any policies in place to promote sustainable transportation options for guests?

RB & H- Are there charging stations for electric vehicles available on the property?

RB - Do cooling chamber/refrigerator/ freezer doors have audible alarms for open doors or automatic locks?

RB & H - Is there a temperature monitoring system for refrigerators, cooling chambers, and freezers?

RB & H - Does the facility perform and document the maintenance recommended by the manufacturer for electric and electronic devices to ensure that all equipment is working correctly and maintains energy efficiency levels?

RB & H - Does the facility have lighting controls, such as sensors and timers, in low-occupancy/ low traffic areas?



- **Water conservation:**

RB & H - Is the facility using low-flow showerheads/toilets to reduce water consumption?

RB & H - Is there a program in place to monitor and reduce water consumption?

RB & H - Is there a rainwater harvesting or greywater reuse system in place?

RB & H - Does the facility repair all water leaks the moment they are noticed.

RB - Does the facility use running water to melt ice in sinks or thaw food?

RB & H - Are dishwashers/ washing machines operated only when they are full?

- **Waste management:**

RB & H - Is there a recycling program in place?

RB & H - Are there composting and recycling facilities for organic waste?

RB & H - Are measures in place to reduce the use of single-use items?

RB & H- Are there recycling bins throughout the facility?



RB - Does the facility donate to food banks or charities to avoid wasting food from products suitable for consumption?

RB & H - Does the facility limit packaging by ordering products in bulk to avoid waste?

RB & H - Does the facility return packaging boxes/ glass bottles/ plastic containers for suppliers to reuse?

- **Sustainable procurement:**

RB & H - Are environmentally-friendly and locally-sourced products used in the facility?

RB & H - Is there a policy in place to promote sustainable procurement?

- **Biodiversity conservation:**

RB & H - Is the facility located in a protected area or near a sensitive ecosystem?

RB & H - Is the facility taking measures to minimize its impact on the local environment and biodiversity?

RB & H - Are there any green spaces or gardens on the property?



- **Community engagement and cultural preservation:**

RB & H & C - Is the facility actively engaging with and supporting local communities?

RB & H - Is the facility taking measures to preserve local culture and heritage?

RB & H - Does the facility have a strategy concerning charitable donations or support to its community?

RB & H - Does the facility donate surplus fresh food or personal care products to Food Banks or Non-Governmental Organizations?

RB & H - Does the facility donate obsolete or unwanted equipment, electronics, furniture, drapes, and carpeting to charity or NGOs?

RB & H - Does the facility incorporate local arts and crafts and makes information about the items available to customers?

- **Employee training and awareness:**

RB & H & C - Is there a program in place to raise awareness among employees about sustainability issues and practices?



RB & H & C - Is there a program in place to train employees on sustainability issues and practices?

RB & H & C - Is there a program in place to raise awareness among guests about sustainability issues and practices?

- **Green certifications and awards:**

RB & H - Has the facility received any green certifications or awards?

- **Miscellaneous:**

RB & H - Does the facility engage reusable methods of informing customers of specials rather than one-time use printed documents?

RB & H - Does the facility recycle damaged towels and sheets as cleaning rags or craft torn or worn linens into other usable items?

RB - Does the facility provide incentives and discounts to customers who use refillable mugs and to-go containers?





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Poderío Training & Research is an organization dedicated to empowering individuals, communities, and organizations through training, research, and development programs focused on sustainability, environmental stewardship, and social inclusion. Their approach integrates practical training, scientific research, and innovative methodologies to foster sustainable practices across various sectors. By offering workshops, consulting services, and tailored training programs, Poderío Training & Research aims to equip people with the skills and knowledge necessary to implement sustainable solutions, enhance community development, and contribute to a more resilient and inclusive society. Their work encompasses a wide range of themes, including eco-friendly practices, sustainable tourism, community engagement, and capacity-building, making them a valuable resource for those committed to fostering sustainability and social impact.

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Igor Vitale International (IVI) is an Italian organization specializing in applied psychology services across various fields, including clinical, social, forensic, work & organization, environmental, disability, neuroscience, and school psychology. Based in Foggia, Puglia, IVI operates as a small and medium-sized enterprise (SME) with a network of around 100 experts in psychology and human sciences. This organization is involved in numerous initiatives to promote social inclusion, education, and sustainability through applied psychology. IVI actively participates in European projects, particularly through the Erasmus+ program, contributing expertise in psychology, training, social inclusion, and environmental sustainability.

The organization is also deeply involved in research activities, producing articles, e-books, and resources on psychology-related topics. These publications are aimed at disseminating knowledge, promoting best practices, and advancing the application of psychology in everyday life and professional settings.

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Travel Hospitality Events Management (THEM) is a Bucharest-based consultancy firm with over 30 years of experience in the hospitality and restaurant industry. Specializing in hotel, restaurant, and catering management, THEM brings together an international team of experts to deliver tailored solutions in operational optimization and quality assessment, including the unique use of mystery guest evaluations to enhance service standards.

Currently, THEM focuses on sustainable food practices, advising businesses on healthy, eco-friendly menu design and sustainable choices within the hospitality sector. They also play an active role in the European educational landscape, particularly through Erasmus+ projects, where they have contributed to initiatives that promote stress management, effective communication, and sustainable tourism marketing for rural hospitality businesses. THEM's work is grounded in enhancing service quality, fostering sustainable practices, and ensuring that hospitality establishments are equipped to adapt to modern challenges.

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