

ORGANIC GASTRONOMY IN HOSPITALITY AND TOURISM: A CATALYST FOR SUSTAINABLE DEVELOPMENT AND EUROPEAN INTEGRATION

[https:// 10.15673/fst.v19i2.3184](https://10.15673/fst.v19i2.3184)

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Cite as Vancouver style citation

Chernykhivska A. Organic gastronomy in hospitality and tourism: a catalyst for sustainable development and European integration. *Food Science and Technology*. 2025;19(2):4-17.
[https:// 10.15673/fst.v19i2.3184](https://10.15673/fst.v19i2.3184)

Цитування згідно ДСТУ 8302:2015

Chernykhivska A. Organic gastronomy in hospitality and tourism: a catalyst for sustainable development and European integration // *Food Science and Technology*. 2025. Vol. 19, Issue 2. P. 4-17. [https:// 10.15673/fst.v19i2.3184](https://10.15673/fst.v19i2.3184)

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Abstract. This article elucidates the conceptual foundations of transforming food practices in the hospitality and tourism sectors through the adoption of organic gastronomy as a pivotal tool for promoting sustainable development and facilitating Ukraine's integration into the European socio-economic space. It is argued that organic gastronomy represents not only an ecological alternative within the food system but also a vital component of cultural policy, gastronomic branding, and national sustainable tourism strategy. The scientific and practical foundation of the study is based on the strategic documents of the European Union, the current regulatory framework of Ukraine, and the United Nations Sustainable Development Goals. The study analyzes the potential of organic gastronomy as a tool for achieving the Sustainable Development Goals, particularly: Goal 2 – "Zero Hunger," Goal 3 – "Good Health and Well-being," Goal 12 – "Responsible Consumption and Production," Goal 13 – "Climate Action" and Goal 15 – "Life on Land." Organic gastronomy is considered an interdisciplinary phenomenon that integrates aspects of agricultural policy, environmental protection, gastronomic culture, tourism and the hospitality industry, contributing to the implementation of environmental, social and economic principles of sustainable development. A comparative analysis of organic food models implemented in leading European countries was conducted to identify best practices adaptable to Ukrainian conditions amid harmonization with EU standards. Key strategic barriers identified include the absence of a certification model for the HoReCa sector, limited consumer awareness, insufficient institutional support and underdeveloped infrastructure for organic product supply. The article proposes a roadmap for the development of organic gastronomy in Ukraine through 2030, which encompasses the introduction of a hybrid certification model for HoReCa establishments, the creation of educational programs and awareness campaigns targeting consumers and professionals, the integration of organic gastronomy into regional sustainable tourism strategies, and the establishment of state incentives to support organic initiatives. The findings hold practical significance for policymakers, hospitality and tourism industry stakeholders, green economy advocates and contribute to strengthening Ukraine's position as a responsible gastronomic destination in Europe.

Keywords: hospitality, tourism, organic gastronomy, sustainable development, European integration, Sustainable Development Goals, food practices, gastronomic policy, certification, green transformation, branding.

Introduction. Formulation of the problem

The contemporary landscape of hospitality and tourism is undergoing a decisive transformation, wherein food practices are not only adapting to consumer expectations but actively shaping the ethos of global travel. At the heart of this transformation lies the increasing prioritization of sustainability, cultural integrity, and health-conscious living – elements which converge most distinctly in the concept of organic cuisine. No longer confined to niche markets, organic culinary practices have become emblematic of broader socio-economic shifts and are now recognized as

strategic tools for enhancing sustainability and supporting the alignment of national practices with European standards and values.

Organic gastronomy, with its emphasis on ecological farming, ethical food production, and minimal processing, represents more than a culinary preference – it encapsulates a philosophy of care toward human health, biodiversity, and local heritage. In the tourism and hospitality sectors, the integration of organic food offerings is redefining service quality and destination appeal. Hotels, resorts, and restaurants that implement organic principles not only appeal to the

environmentally conscious traveler but also strengthen their positioning within the European integration process, where adherence to ecological norms and sustainable development goals is both a value and a requirement.

This trend holds particular importance for Ukraine, a country actively navigating the path toward full integration into the European community. The adoption of organic cuisine within Ukraine's hospitality infrastructure symbolizes a deeper commitment to shared European principles – especially in the realms of sustainability, public health, and rural revitalization. By fostering transparent supply chains, supporting ecological agriculture, and reducing dependence on industrialized food systems, Ukrainian tourism stakeholders demonstrate both readiness and determination to meet EU-aligned standards. Organic gastronomy in Ukraine is emerging as a soft power instrument, enhancing the nation's image abroad while cultivating internal resilience and identity based on ecological responsibility.

At the same time, the reconfiguration of food practices offers a unique opportunity to revitalize local economies and reinforce regional identities. By prioritizing organic and locally sourced ingredients, destinations create a symbiotic relationship between agriculture and tourism, generate added value for rural producers, and foster community resilience. This approach allows tourism to move beyond passive consumption and toward active participation in regional development, social equity and intersectoral cooperation.

Nevertheless, this transformation is not without challenges. Transitioning to organic food systems requires infrastructural support, knowledge dissemination, certification mechanisms, and strong stakeholder engagement. The hospitality industry must reimagine its operational models and prioritizes sustainability without compromising excellence. In this context, the problem lies in developing integrative frameworks that combine organic culinary values with economic viability, competitiveness, and alignment with supranational agendas.

The exploration of organic gastronomy within the hospitality and tourism sectors thus extends far beyond gastronomy – it reflects an emerging paradigm where food is both a symbol and a driver of sustainable transformation, cultural diplomacy, and European convergence. Understanding this paradigm is essential for redefining the future trajectory of tourism as not only an economic sector, but a steward of health, ecology, and shared human values.

Analysis of recent research and publications

In recent years, the tourism sector has increasingly prioritized sustainable practices, particularly in the domain of food and gastronomy. Eco-labels have emerged as powerful tools for promoting sustainable

culinary tourism by enhancing both consumer trust and destination branding. Studies reveal that the presence of eco-labels improves tourists' perception of environmental responsibility and motivates more conscious consumption behaviors, thereby contributing to long-term sustainability goals [1]. Furthermore, environmental policies implemented at regional and national levels act as significant pull factors in tourists' decision-making processes, influencing mobility patterns and destination choice through ecological incentives and regulations [2].

The relationship between organic agriculture and wellness tourism has been explored with a focus on how organic food practices contribute to environmental restorative experiences. Organic agriculture not only supports ecological balance but also enriches tourists' wellness experiences by offering natural, chemical-free food options that align with the growing demand for health-oriented travel [3]. In a broader sense, the development of food tourism increasingly highlights the importance of organic authenticity and innovative culinary approaches as key drivers that shape tourists' gastronomic preferences and enhance destination competitiveness [4].

Motivations for consuming local food products in tourism contexts are multifaceted and rooted in ethical, cultural, and sustainability considerations. Consumption theories applied to sustainable tourism illustrate that tourists often choose local foods not only for taste and freshness but also to support local economies and reduce environmental footprints [5]. The concept of "eco-gastronomy" integrates these motivations by promoting culinary authenticity intertwined with sustainable practices, fostering a deeper connection between food culture and environmental stewardship [6]. Empirical research supports the view that gastronomy tourism, particularly when emphasizing organic and local products, serves as a powerful catalyst for regional economic development and destination branding [7].

Research focused on consumer behavior reveals complex drivers and barriers in organic food consumption across different cultural settings. Systematic reviews highlight that psychological factors such as trust, perceived health benefits, and environmental awareness strongly influence consumers' willingness to purchase organic foods, while socioeconomic factors including price and availability pose significant barriers [8]. Behavioral studies on novel sustainable foods further demonstrate that acceptance depends on reducing uncertainties and increasing knowledge about such products, which remains a critical challenge for wider adoption [9].

Within the hospitality industry, practical challenges limit the widespread integration of sustainable food practices. Organizational inertia, lack of resources, and insufficient training are commonly reported barriers that hinder sustainability initiatives in foodservice operations [10]. However, regional cuisine branding

strategies have shown promise in enhancing destination attractiveness by emphasizing unique local food heritage and sustainable culinary identities [11].

In the broader context of global tourism, increasing attention is being paid to carbon footprints and eco-performance, especially in accommodation sectors. The adoption of carbon metrics and transparent reporting in hotels influences environmentally conscious travelers, encouraging businesses to improve sustainability standards [12]. Technological advances contribute by enabling smart tourism ecosystems where data-driven cybernetic frameworks optimize gastronomic experiences tailored to sustainability criteria [13]. The integration of smart food systems employing digital traceability, real-time monitoring, and eco-labeling supports more efficient and transparent supply chains within gastronomic tourism [14].

Consumer behavior in tourism continues to shift towards ethical considerations, with growing demand for restaurants that source ingredients responsibly and minimize environmental impacts. Ethical drivers have become key determinants in restaurant choice, reflecting a broader societal trend toward sustainability [15].

In Ukraine, researchers emphasize the importance of contextualizing global gastronomic tourism trends within local realities. Comparative analyses reveal the need to adapt international best practices to Ukrainian cultural, economic, and geopolitical conditions to foster sustainable tourism development [16]. Studies on gastronomic tourism resilience in wartime situations identify strategic support mechanisms that can sustain local food producers and hospitality businesses during crises [17]. The integration of culinary ethnology into hospitality practices further enriches sustainable development efforts by preserving traditional food cultures while promoting eco-friendly operations [18].

Gastronomic heritage holds a significant symbolic role in shaping national identity, with food traditions serving as a medium for cultural expression and community cohesion [19]. Moreover, the emergence of organic cuisine aligns closely with Ukraine's green economy initiatives, supported by evolving policies and investments aimed at strengthening sustainable food systems and promoting ecological innovation in the hospitality and tourism sectors [20].

The purpose of the study is to scientifically substantiate the role of organic gastronomy as a tool for transforming food practices in the field of hospitality and tourism, considering the challenges of sustainable development and the strategic guidelines of European integration.

Research objectives:

1. To analyze current trends in the transformation of food practices within tourism and hospitality, in the context of global environmental challenges.

2. To investigate European experience in implementing organic gastronomy in tourist destinations and the hotel and restaurant business.

3. To determine the impact of organic food practices on achieving the UN Sustainable Development Goals and on integration processes within the framework of European policies for sustainable tourism and hospitality.

4. To assess the potential of organic cuisine as a competitive advantage for tourist destinations and the hospitality sector through the popularization of local gastronomic heritage.

5. To formulate scientific and practical recommendations for implementing organic food practices in hospitality and tourism, considering both national and international contexts, including the development of a roadmap for the advancement of organic gastronomy in Ukraine.

Research materials and methods

This study is based on a comprehensive analysis of both quantitative and qualitative data, covering theoretical and empirical aspects of the development of organic gastronomy within the framework of sustainable development and European integration. Special emphasis is placed on organic gastronomy as a tool for achieving the United Nations Sustainable Development Goals (SDGs), specifically [21, 22]:

- Goal 2 – Zero Hunger;
- Goal 3 – Good Health and Well-being;
- Goal 12 – Responsible Consumption and Production;
- Goal 13 - Climate Action;
- Goal 15 – Life on Land.

These global goals provide the foundation for national policy development aimed at promoting the transition to sustainable agricultural production and environmentally friendly gastronomic practices.

Sources of Materials. The study utilized the following sources:

- Policy and regulatory documents of the European Union, notably the EU Organic Action Plan and the Farm to Fork Strategy, which are integral parts of the European Green Deal and outline strategies for integrating organic production and consumption into the agri-food sector and hospitality industry [23, 24];

- National regulatory acts of Ukraine governing organic production and nutrition, including the Law On the Basic Principles and Requirements for Organic Production, Circulation and Labeling of Organic Products;

- Official reports by the Organic Federation of Ukraine (2024) and data from the State Register of Organic Production Operators, which illustrate the certification status and development of the organic sector in Ukraine [25, 26];

- Results of a sociological survey conducted in 2023 within the framework of the Organic Ukraine project and the Swiss-Ukrainian initiative “Higher Value Added Trade in the Organic Sector,” covering over 1,200 consumers across six Ukrainian regions [27];

- A survey of 78 HoReCa enterprises in Kyiv, Lviv, and Odessa, conducted as part of a study by the Ukrainian Club of Agrarian Business (UCAB, 2024), aimed at identifying challenges in organic product supply and the degree of integration of sustainable gastronomic practices within the hotel and restaurant sector [28].

Research Methods:

1. **Documentary Analysis.** A systematic review of regulatory and strategic documents from the EU, Ukraine, and international UN programs was performed to identify key areas of support and development for organic gastronomy within the sustainable development context.

2. **Comparative Analysis.** The comparative method was employed to study organic food policies in selected EU countries (Denmark, France, Germany, Italy), to identify best practices and assess their adaptability to Ukrainian conditions, considering European integration processes and harmonization of national legislation with EU standards [23, 29].

3. **Sociological Survey and Questionnaire.** Empirical data were collected through standardized questionnaires administered to consumers and HoReCa enterprises, ensuring representative samples and an in-depth understanding of awareness levels, consumer preferences, and barriers to the adoption of organic gastronomy.

4. **Statistical Analysis.** Quantitative data were processed using descriptive statistics and correlation analysis to identify patterns and relationships.

5. **Interpretative Synthesis.** Qualitative analysis of the results was conducted to develop a holistic understanding of the current state and prospects for organic gastronomy development in Ukraine, culminating in the creation of a roadmap for organic gastronomy development in Ukraine up to 2030.

The described methodology ensures high reproducibility of the study, facilitating its replication by other researchers and contributing to the advancement of scientific knowledge in sustainable development and European integration.

Results of the research and their discussion

In the current era of global economic transformation and escalating environmental challenges, the concept of sustainable development is becoming central to tourism and hospitality policies and practices. Organic gastronomy plays a vital role in this transition, serving not only as an expression of gastronomic culture but also as a powerful instrument for advancing environmental safety, social responsibility, and economic resilience. Its integration into the hospitality system represents a transformative shift in food practices, aligning with the goals of the United Nations Global Agenda for Sustainable Development.

The relevance of organic cuisine to the UN Sustainable Development Goals (SDGs) is evident in its capacity to contribute to multiple targets:

- **Goal 2 – Zero Hunger:** Organic agriculture supports the production of safer, higher-quality food, enhancing local food security and improving access to nutritious products [30]. This is particularly reflected in the strengthening of local supply chains and community-based food systems.

- **Goal 3 – Good Health and Well-being:** Organic products typically contain lower levels of pesticide residues and chemical additives, contributing to better health outcomes [31]. This is especially important in health resorts and wellness hotels, where organic menus help reduce toxic exposure.

- **Goal 12 – Responsible Consumption and Production:** The adoption of organic practices promotes reduced food waste, greater resource efficiency, and the advancement of circular food models [32]. Specific initiatives include composting organic waste, sourcing locally, and minimizing packaging.

- **Goal 13 – Climate Action:** Organic farming helps lower carbon emissions and preserves biodiversity, thereby playing a key role in climate change mitigation and adaptation [33]. For example, hotels can develop climate-neutral menus by using ingredients with minimal transport emissions and supporting regenerative farming.

- **Goal 15 – Life on Land:** By avoiding intensive farming techniques and promoting biodiversity, organic agriculture contributes to the protection and restoration of terrestrial ecosystems [21]. Hospitality businesses that partner with organic farms actively support environmental stewardship and ecosystem preservation.

Organic gastronomy thus emerges not only as a trend but as a strategic pillar in the reorientation of tourism and hospitality toward sustainability. Its cross-cutting impact on health, the environment, and the economy makes it an essential component of long-term transformation in food systems.

According to the United Nations Sustainable Development Goals, food systems should be safe, equitable, and environmentally responsible. Organic cuisine aligns closely with these principles by minimizing carbon emissions, reducing food waste, supporting organic agriculture, and promoting ethical logistics practices [21].

Within the hospitality sector, the integration of organic cuisine necessitates systemic changes in supply chains, the adoption of rigorous certification standards, and comprehensive staff training to ensure alignment with sustainability objectives.

Table 1 presents the relationship between organic gastronomy and the Sustainable Development Goals (SDGs), highlighting how organic culinary practices contribute to the achievement of global sustainability objectives in the context of hospitality and tourism.

Organic gastronomy is grounded in the use of environmentally friendly products cultivated without synthetic agrochemicals, genetically modified organisms (GMOs), or artificial additives. Its functioning is governed by strict certification frameworks such as EU Organic, USDA Organic and Bio Suisse which ensure traceability, transparency, and the resilience of food supply chains. Moreover, organic production is intrinsically linked to the preservation of biodiversity, soil health, and the mitigation of anthropogenic pressure on ecosystems, as evidenced by numerous interdisciplinary studies in agroecology and gastronomic ecology.

From a scientific and methodological perspective, organic cuisine represents a systemic model of a sustainable gastronomic environment. It integrates ecological feasibility, social responsibility, and economic adaptability. Implementing organic cuisine within hotel and restaurant operations requires a comprehensive restructuring of logistics, the modernization of management strategies, and the cultivation of a new culture of responsible consumption.

A comparative analysis between conventional and organic food system models allows for assessment of their respective impacts on sustainability indicators. The

following Table 2 presents key parameters illustrating the influence of each model on environmental performance, economic factors, and consumer behavior.

The data presented in the comparative analysis underscore the reduced environmental impact of organic gastronomy, alongside its increasing effectiveness in supporting both economic and social sustainability. The incorporation of organic models into the gastronomic industry contributes to the transformation of production and supply chains, a reduction in greenhouse gas emissions, the cultivation of environmentally conscious consumer demand, and the revitalization of local agricultural systems.

At the theoretical level, organic gastronomy is conceptualized as an integral element of the green economy – a model in which economic growth is decoupled from environmental degradation and the depletion of natural resources. Its integration into hospitality structures facilitates the implementation of key sustainability principles, including circularity, resource conservation, and social inclusion. In this regard, organic cuisine emerges as a holistic system capable of operationalizing an interdisciplinary approach to sustainable development within the tourism and hospitality sectors.

Table 1 – The Relationship between Organic Gastronomy and the Sustainable Development Goals

SDG	Area of Impact	Implementation Examples
SDG 2 – Zero Hunger	Support for local food security	Promoting access to quality food / Development of local production
SDG 3 – Good Health and Well-being	Reduction of pesticide exposure	Organic menus in health resorts
SDG 12 – Responsible Consumption and Production	Waste reduction	Composting of leftovers
SDG 13 – Climate Action	Reduction of carbon footprint / Local suppliers	Zero CO ₂ chain menus
SDG 15 – Life on Land	Rejection of intensive farming	Support for eco-farms

Table 2 – Comparative analysis of the impact of traditional and organic gastronomy on the components of sustainable development

Sustainability Component	Traditional gastronomy	Organic gastronomy
Environmental Impact	High carbon footprint; use of synthetic inputs	Low emissions; no synthetic chemicals; supports biodiversity
Food Supply Chain	Long, centralized, often opaque	Short, localized, transparent
Consumer Health	Higher risk of exposure to additives and pesticides	Reduced chemical exposure; health-oriented
Economic Model	Focus on cost-efficiency; large-scale suppliers	Support for small-scale producers; regional economy
Social Responsibility	Low producer traceability and ethical control	Ethical sourcing; fair trade practices
Waste Management	High food waste; poor composting	Emphasis on composting and waste reduction
Cultural Value	Standardized menus, less connection to place	Promotion of local identity and culinary heritage

Contemporary scientific discourse increasingly emphasizes not only the environmental benefits of organic cuisine but also its transformative potential in reshaping the logic of tourist consumption – from fulfilling basic utilitarian needs to enabling conscious and ethical choices. Within this paradigm, organic gastronomy is framed as a vehicle for implementing green economy principles – a model wherein economic activity aligns with ecological limits and resource use is optimized through renewable inputs, circular processes, and low-carbon technologies.

Reducing the carbon footprint has become a central pillar of sustainable food strategies, manifested in localized sourcing, seasonal menu planning, energy-efficient kitchen technologies, and advanced waste reduction practices. In this sense, organic cuisine transcends the boundaries of culinary offerings, functioning as a marker of environmental responsibility within the hospitality industry. It carries the potential to foster a new gastronomic ethic one in which each consumer decision is evaluated through the lens of ecological impact, social equity, and global climate imperatives.

In recent years, organic gastronomy in the European Union has evolved from a marginal initiative into an integral component of systemic policies targeting sustainability, rural development, and ecological awareness. This transformation is closely aligned with several United Nations Sustainable Development Goals (SDGs), particularly Goal 12 (Responsible consumption and production), Goal 13 (Climate action) and Goal 3 (Good health and well-being), which advocate for the integration of eco-conscious practices into food systems and the hospitality sector [21].

Based on a comparative analysis of current practices across EU member states, three distinct models of organic gastronomy development have been identified: state-centric, market-oriented and cultural-humanitarian. Each model reflects specific national approaches to policy design, economic incentives, stakeholder engagement and cultural framing.

1. State-Centric Model: Denmark. Denmark presents a leading example of a state-centric model in which organic gastronomy is fully institutionalized within national food policy. The Organic Cuisine Label, launched by the Danish Ministry of Food, certifies public kitchens (hospitals, kindergartens and schools) based on their use of organic ingredients, with over 90% of institutions reaching the 60–100% threshold [34]. The state provides financial support for chef training, supply chain logistics, and public awareness campaigns. This model is characterized by strong governmental intervention, legislative support, and consistent public funding mechanisms.

2. Market-Oriented Model: France and Germany. France and Germany follow a market-oriented approach, where policy frameworks set baseline

standards, but the private sector drives implementation. In France, the EGalim law mandates that 50% of public procurement must be high-quality food, with 20% organic [35]. However, much of the organic gastronomic activity is spearheaded by local restaurants, farmers' markets, and independent catering businesses. Similarly, in Germany, the BioSiegel certification encourages voluntary participation, allowing restaurants and supermarkets to promote their use of organic ingredients often comprising up to 55% of their offerings [36]. In both countries, organic gastronomy is positioned as a competitive advantage and brand enhancer.

3. Cultural-Humanitarian Model: Italy. Italy represents a cultural-humanitarian model that integrates organic gastronomy with gastronomic tourism and local identity. The PNB 2020 program supports the development of eco-gastronomic routes, culinary education initiatives, and regional food festivals [37].

In this context, organic cuisine is not solely associated with health and sustainability but also functions as a medium of cultural transmission, local heritage preservation and soft tourism diplomacy.

In contrast to the EU countries analyzed, Ukraine currently lacks a coherent national strategy for the development of organic gastronomy. While Law on the Basic Principles and Requirements for Organic Production, Circulation and Labeling of Organic Products provides a legislative foundation for organic production, it does not extend to consumption practices or the gastronomic sector. According to the Federation of Organic Movement of Ukraine (2024), only 4.3% of HoReCa establishments report partial use of organic products, most of which are uncertified or lack formal verification [38].

Despite these structural gaps, recent institutional developments signal incremental progress. Since 2023, Ukraine has implemented the Unified State Register of Organic Operators, a foundational step toward transparency and accountability in the sector [26].

However, the absence of state-supported incentive programs, public procurement policies, or targeted training for hospitality professionals continues to hinder systemic integration.

Table 3 outlines the typology of organic gastronomy models based on the experience of selected EU countries and the current state of their implementation in Ukraine, emphasizing regulatory frameworks, levels of integration into the HoReCa sector, and key characteristics.

The analysis suggests that Ukraine could benefit from adapting elements of each European model:

- From Denmark, the incorporation of public certification and state-financed training programs;
- From France and Germany, market stimulation through flexible certification and branding mechanisms;
- From Italy, cultural positioning of organic gastronomy as part of regional identity and tourism appeal.

Table 3 – Typology of Organic Gastronomy Models: EU Country Experience and the State in Ukraine

Model Type	Example Countries	Key Characteristics	HoReCa Penetration Level	Regulatory Framework
State-Centric	Denmark	Centralized certification, government funding, educational programs	90%+	Organic Cuisine Label, national standards
Market-Oriented	France, Germany	Partial mandatory requirements, private initiatives, labeling	50–55%	EGalim, BioSiegel
Cultural-Humanitarian	Italy	Gastrotourism, eco-branding, cultural policy	42–50%	PNB 2020
Formative Stage	Ukraine	Partial implementation of laws, isolated initiatives	<5%	Law No. 2496–VIII, Register of Organic Operators

By selectively adopting these components, Ukraine may establish a hybrid model that reflects both its institutional capacity and cultural uniqueness, while aligning more closely with European sustainability standards.

Unlike many European Union countries where organic gastronomy is actively integrated into the HoReCa sector, this trend in Ukraine remains nascent. The proportion of organic ingredients used in domestic restaurants is estimated to be under 5% .

One of the primary barriers is the inadequacy of the current legal framework. The Law of Ukraine “On the Basic Principles and Requirements for Organic Production, Circulation and Labeling of Organic Products” No. 2496–VIII, adopted on July 10, 2018 and effective from August 2, 2019, primarily addresses agricultural production. It does not include provisions adapted to the needs of the food service sector [39].

Specifically, while the law mandates that products labeled as organic must contain at least 95% certified organic ingredients, it fails to outline preparation standards for foodservice establishments or mechanisms for certifying HoReCa operators as part of the organic supply chain. This legal omission creates a regulatory vacuum for restaurants wishing to adopt organic practices.

Some progress has been achieved through the 2023 launch of an open Register of Organic Operators by the State Service of Ukraine for Food Safety and Consumer Protection. This registry enhances transparency and traceability in the circulation of organic products [26].

As of April 2025, 258 operators were listed, the vast majority of whom are agricultural producers or raw material processors [40]. However, restaurant businesses are notably absent from this registry, as the current legislation neither requires nor enables their certification.

In addition to regulatory barriers, low consumer awareness further impedes the development of organic gastronomy. According to a recent sociological survey, over 50% of Ukrainian respondents either do not

recognize organic labeling or misunderstand its significance [41]. This informational gap undermines the formation of stable demand, which is essential for driving supply-side adaptations.

Logistical and economic constraints also play a critical role. The high cost of certified organic ingredients, a limited network of local suppliers, and the lack of cold chain infrastructure severely limit the feasibility of incorporating organic products into restaurant operations. These barriers are especially acute in a context of fluctuating demand, compounded by broader economic instability and post-crisis recovery conditions.

Despite the current systemic and regulatory barriers, the trajectory of organic gastronomy development in Ukraine appears promising, provided that by-laws are adopted to adapt existing organic legislation to the specific realities of the HoReCa sector. A particularly important step would be the creation of a voluntary certification system for public catering establishments, enabling restaurants to be formally recognized as organic service providers. The institutionalization of partnerships between the hospitality industry and certified producers could serve as a foundation for developing organic menus aligned with European standards, thereby enhancing the international competitiveness of Ukraine’s gastronomic tourism sector.

Nevertheless, systematic academic research in this field remains limited in Ukraine, especially in comparison with broader European trends. While recent years have seen an increase in publications focused on consumer attitudes, market structure, and barriers to organic product development, the HoReCa sector continues to be underexplored.

Empirical data currently available are primarily presented in the reports of the Organic Federation of Ukraine (2024) [38] which examined more than 100 certified operators and in the publications of OrganicInfo.ua [40], which systematize data from the official State Register of Organic Operators maintained

by the State Service for Food Safety and Consumer Protection of Ukraine (2024).

A notable contribution comes from a 2023 sociological study conducted under the Organic Ukraine and Swiss-Ukrainian project “Higher Value Added Trade in the Organic Sector.” This survey covered more than 1,200 consumers in six regions of Ukraine and revealed the following key findings (Fig. 1) [27]:

- 56% of respondents could not recognize organic products by their logo;
- only 11% associated organic products with better health and taste attributes;
- 42% were not willing to pay a premium for organic alternatives.

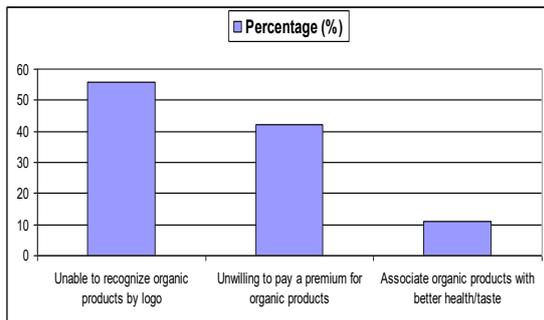


Fig. 1. Public Awareness and Perceptions of Organic Products in Ukraine, 2023

These results reflect insufficient consumer awareness and the lack of a clearly formed, sustainable demand – two critical factors hindering the development of organic gastronomy within the restaurant industry.

In addition, research by the Ukrainian Club of Agrarian Business [28] examined logistical and economic aspects by surveying 78 HoReCa enterprises across Kyiv, Lviv and Odesa. The findings indicate that (Fig. 2):

- only 9% of establishments systematically purchase organic products;
- 87% reported difficulties sourcing such products due to low domestic supply;
- 62% considered current legislation either ambiguous or incompatible with HoReCa realities.

Furthermore, the Organic Federation of Ukraine (2024) [25] reported that on average, no more than 5% of ingredients used in restaurants in Kyiv, Lviv and Kharkiv are of organic origin. Most establishments rely on uncertified local suppliers due to the absence of specialized organic distribution channels.

Data from the State Register of Organic Operators reinforce these observations. Between August 2023 and April 2025, the number of registered organic operators increased from 113 to 258, yet none of these represent public catering establishments (Fig. 3).

This underscores a critical legal gap: the current certification framework, focused exclusively on producers and processors, does not permit restaurants or cafes to obtain organic status, thereby creating a regulatory vacuum in the service sector.

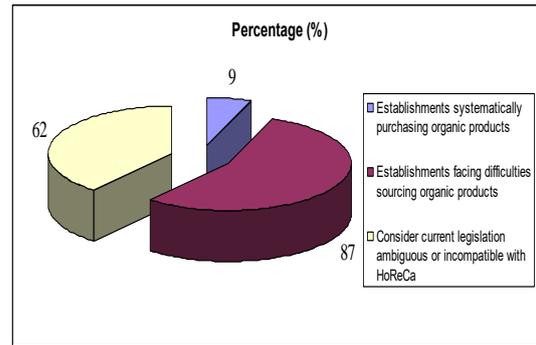


Fig. 2. Barriers to the Adoption of Organic Products in the Ukrainian HoReCa Sector, 2024

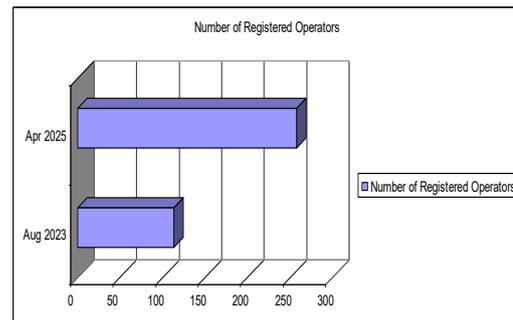


Fig. 3. Number of Registered Organic Operators in Ukraine (August 2023 – April 2025)

The available evidence highlights a series of interconnected challenges:

- An incomplete legal framework excluding HoReCa establishments from certification eligibility;
- Low public awareness of organic labeling and benefits;
- Limited supply and high costs of certified organic ingredients;
- Lack of infrastructural and logistical capacity for consistent organic integration in foodservice.

These constraints form a self-reinforcing cycle, wherein weak demand discourages supply, and limited supply restricts consumer engagement. Breaking this cycle will require multi-stakeholder interventions involving legislative amendments, business model innovations, educational campaigns, and targeted support for logistics and distribution systems.

Strategically, Ukraine stands to benefit from:

- Adopting a hybrid certification model (inspired by EU best practices);
- Introducing fiscal incentives for organic HoReCa operators;
- Positioning organic gastronomy as part of national tourism branding and regional development strategies.

Table 4 provides a summary of empirical research on organic gastronomy in Ukraine, outlining key findings, research methods, and thematic focuses relevant to the development of sustainable food practices in the national hospitality and tourism sectors.

Table 4 – Summary of empirical research on organic gastronomy in Ukraine

Year	Author(s) / Source	Sample / Scope	Key Findings	Implications	Sample / Scope
2023	Organic Ukraine (joint Swiss-Ukrainian project)	1,200+ consumers across 6 regions	- 56% cannot identify organic products by logo - 11% believe organic food is healthier and tastier - 42% unwilling to pay premium	Low consumer awareness and demand hinder market growth	1,200+ consumers across 6 regions
2024	Organic Federation of Ukraine	>100 organic operators; 3 major cities (Kyiv, Lviv, Kharkiv)	- Only 5% of restaurant ingredients are organic - Most products uncertified local supply	Lack of certified organic supply and specialized suppliers	>100 organic operators; 3 major cities (Kyiv, Lviv, Kharkiv)
2024	Ukrainian Club of Agrarian Business (UCAB)	78 HoReCa enterprises in Kyiv, Lviv, Odesa	- 9% systematically purchase organic products - 87% report supply shortages - 62% cite unclear legislation	Regulatory and supply chain barriers limit organic use	78 HoReCa enterprises in Kyiv, Lviv, Odesa
2023–2025	State Service for Food Safety and Consumer Protection (Register of Organic Operators)	258 registered organic operators	- Increase from 113 to 258 operators - No catering establishments included	Legal gap excludes restaurants from certification	258 registered organic operators

Therefore, organic gastronomy within the European context functions not only as a mechanism for greening food practices but also as an instrument of cultural diplomacy, regional branding, and the promotion of sustainable consumption patterns. As part of the Farm to Fork Strategy, the European Commission has identified the transition to organic production and consumption as a cornerstone of the European Green Deal framework [33].

Across European Union member states, multi-level models of organic gastronomy have been implemented, characterized by a synergistic blend of regulatory frameworks, government incentives, and grassroots initiatives. This comprehensive approach facilitates the integration of organic practices into diverse foodservice contexts, promoting environmental sustainability alongside socio-cultural and economic development.

The synergy between tour operation, the quality of hospitality services, and organic gastronomy serves as a strategic lever in the context of sustainable development. Effective cooperation between tour operators and hospitality establishments, enhanced by digital technologies, contributes to the rational use of resources, improved service quality, and increased customer satisfaction. This approach supports the economic sustainability of the tourism sector, reduces environmental impact through optimized logistics, and

promotes social responsibility of businesses in the regions [42].

The study of organic gastronomy implementation practices in European countries is crucial for adapting corresponding approaches within Ukraine’s food, tourism, and agro-industrial systems. A comparative analysis enables the identification of typological development models in the organic gastronomy sector and assesses their potential for successful implementation in Ukraine.

Denmark is recognized as a leader in organic gastronomy among EU countries. As early as 2012, Denmark introduced the Organic Cuisine Label, certifying food establishments based on the percentage of organic ingredients in their menus (30–60%, 60–90%, over 90%). Furthermore, in 2021, the Danish government supported the updated Organic Action Plan, which promotes the integration of organic food in public procurement – particularly in schools and hospitals – chef training programs, and preferential treatment for restaurateurs [34].

France implements a territorial branding model for organic products, focusing on the development of local gastronomic initiatives combined with geographic indication. The Ambition Bio program fosters sustainable value chains linking farmers, processors, and restaurants. The government sets minimum quotas for organic food in school meals (at least 20%) and

finances communication campaigns highlighting the benefits of organic food [35].

Germany emphasizes the integration of organic practices within a green gastronomic infrastructure through the comprehensive BioStadt program, which includes the development of “bio-cities” featuring organic restaurants, farmers’ markets, food hubs, and educational spaces. Organic gastronomy here is positioned as a key component of urban sustainability policies, linked to climate goals, food waste reduction, and the circular economy [36].

Italy, as the birthplace of the Mediterranean diet, actively combines organic gastronomy with cultural heritage. Agritourism farms with organic certification receive legislative support and tax incentives. In the regions of Tuscany, Emilia-Romagna, and Apulia, regional eco-gastronomic strategies focus on exporting local organic products, promoting the slow food movement, and developing gastro-tourism [37].

This comparative analysis highlights four models potentially relevant to shaping a distinctive Ukrainian pathway in organic gastronomy development.

All these models share a common feature – active state participation in creating enabling conditions for the sustainable development of gastronomy through subsidies, education, certification, popularization, and export promotion. For Ukraine, a synthesis of France’s territorial approach with Denmark’s institutional experience, adapted to local conditions, appears particularly relevant.

Employing such a comparative approach allows not only for a critical evaluation of foreign experience but also for the formulation of a realistic strategic framework to guide the transformation of Ukrainian gastronomy towards organic and sustainable development.

The most relevant approach for Ukraine is a hybrid model that combines elements of state regulation (as exemplified by Denmark), market stimulation (as observed in France), and cultural positioning (as in Italy). This approach will enable not only the enhancement of sustainable consumption levels but also the creation of an export-oriented gastronomic brand integrated into tourist routes and local initiatives. The successful implementation of this strategy requires the development of a National Plan for the Development of Organic Gastronomy, analogous to Italy’s PNB 2020 program.

The integration of organic gastronomy into Ukraine’s national sustainable development policy necessitates a strategic reassessment of approaches that, until now, have remained fragmented. Within the context of European integration, there is a pressing need not only to adopt effective foreign models but also to establish a synergistic mechanism that combines state regulation, market competition, and socio-cultural responsibility. European experience demonstrates that the most effective frameworks are hybrid models which

integrate sustainable agriculture policies, green tourism, and support for local culinary traditions.

For Ukraine, such a combination could form the foundation of a new eco-gastronomic paradigm that would strengthen food security and enhance the country’s international reputation in the ecotourism market. Considering the climatic and agricultural diversity across its regions, organic gastronomy can become an endogenous resource for local development. Nevertheless, its implementation requires the systematic integration of educational programs, financial certification mechanisms, and partnerships among government, business and the scientific community.

The interaction between the gastronomic and tourism sectors is especially pertinent, the emergence of organic food clusters in frontline and rural areas could serve as an effective instrument for socio-economic sustainability.

A key strategic priority should be the incorporation of organic gastronomy into national policies aimed at achieving the United Nations Sustainable Development Goals. Goals such as No. 2 (Zero Hunger), No. 3 (Good Health and Well-being), No. 12 (Responsible Consumption and Production), and No. 13 (Climate Action) can be realized through the development of a green culinary identity that integrates ethical consumption, local production and education for a sustainable future.

The integration of organic gastronomy into Ukraine’s food and hospitality sectors presents both significant opportunities and complex challenges. As global awareness of sustainability intensifies, organic cuisine is increasingly recognized for its potential to promote environmental stewardship, enhance public health, and stimulate rural economies. However, Ukraine’s organic gastronomy sector remains in its nascent stage, constrained by regulatory gaps, limited consumer awareness, and infrastructural deficiencies.

A systematic analysis of strengths, weaknesses, opportunities, and threats (SWOT) is therefore essential to identify critical factors influencing the sector’s development and to inform strategic interventions that can accelerate its growth in line with European and global sustainability agendas (Table 5).

The SWOT analysis highlights Ukraine’s considerable strengths, such as its rich agricultural resources and emerging institutional frameworks, which provide a solid foundation for expanding organic gastronomy. Nonetheless, the sector faces pronounced weaknesses, including insufficient legal regulations tailored to the gastronomy field, low consumer awareness, and supply chain limitations that restrict access to certified organic products. These internal challenges must be addressed to capitalize on external opportunities such as European integration, growing gastronomic tourism, and increasing global demand for sustainable food practices.

Table 5 – SWOT Analysis of Organic Gastronomy Integration in Ukraine

Strengths (S)	Weaknesses (W)
<ul style="list-style-type: none"> - Growing consumer interest in healthy eating and environmentally friendly products; - Availability of natural resources and agricultural potential for organic farming development; - Initial initiatives with the registration of organic operators and increasing their numbers; - Support from international programs and projects aimed at developing the organic sector. 	<ul style="list-style-type: none"> - Low public awareness of organic products and their labeling; - Incomplete regulatory framework that does not adequately cover the gastronomy sector; - Limited supply chain infrastructure and logistics for organic products, including lack of cold chain systems; - High cost of organic products and insufficient purchasing power among consumers.
Opportunities (O)	Threats (T)
<ul style="list-style-type: none"> - European integration and the possibility of adapting best European practices and standards; - Development of gastronomic tourism focused on organic cuisine as a competitive advantage; - Formation of conscious consumer demand through educational campaigns and promotion of organic culture; - Potential creation of organic food clusters, especially in rural and frontline regions. 	<ul style="list-style-type: none"> - Lack of a clear national strategy supporting organic gastronomy; - Competition from imported non-organic products with lower prices; - Economic instability and external challenges affecting investments in the sector; - Insufficient number of qualified specialists in organic gastronomy and agroecology.

To overcome these threats and unlock the full potential of organic gastronomy, Ukraine must adopt a multifaceted strategy that integrates policy reform, market incentives, and cultural promotion. Enhancing consumer education, developing certification mechanisms specific to the hospitality sector, and fostering partnerships between government, business, and research institutions will be critical. This holistic approach can transform organic gastronomy into a key driver of sustainable development, supporting food security, economic diversification, and environmental protection while positioning Ukraine competitively on the international ecotourism stage.

Roadmap for the Development of Organic Gastronomy in Ukraine.

The development of a comprehensive roadmap for organic gastronomy in Ukraine is of strategic importance for coordinating efforts across multiple sectors and stakeholders. It serves as a guiding framework that aligns national policies with international sustainability standards, ensures efficient resource allocation, and facilitates the integration of organic practices into the hospitality and tourism industries. By clearly defining stages, goals, and responsible entities, the roadmap fosters transparency, accountability, and long-term commitment, which are essential for overcoming existing barriers and accelerating the growth of organic gastronomy as a pillar of sustainable development.

1. *Stage I: Audit and institutional reset (2025–2026).* The first stage requires a comprehensive audit of the state of organic gastronomy in Ukraine. This involves an analysis of the capacities of farms, restaurants, certification bodies, the state of legislation and the market. In parallel, the national strategy for the development of organic production should be updated with an emphasis on the HoReCa sector. It is necessary

to create a specialized interdepartmental coordination body for the development of organic gastronomy at the level of the Cabinet of Ministers.

2. *Stage II: Formation of educational and information infrastructure (2026–2027).* The key task is to develop professional educational programs in organic cooking based on universities, vocational schools and non-formal education centers. In parallel, information campaigns should be implemented on the benefits of organic food for the population, as well as training programs for restaurateurs and farmers. The media, municipalities and international partners (e.g., Erasmus+, Green Skills projects) should be actively involved.

3. *Stage III: Development of cluster infrastructure (2027–2029).* This stage involves the creation of regional organic gastronomy clusters – associations of local farmers, processors, catering establishments, educational institutions and tourism operators. Clusters will ensure the formation of a full value chain: from field to table to tourist. An important condition for success is the provision of preferential loans, grants and tax incentives to cluster participants through public-private partnership programs.

4. *Stage IV: European integration and export strategy (2029–2030).* At the final stage of the roadmap, organic gastronomy should be integrated into Ukraine's export policy and join European gastronomic initiatives, such as Organic Cities Network Europe and Sustainable Food Places. This will allow promoting the Ukrainian organic brand on international markets, attracting gastronomic tourists, and forming a positive image of the country as an ecological and responsible producer.

The infographic in Fig. 4 visually summarizes the key stages and strategic actions necessary for the sustainable development and effective implementation of organic gastronomy in Ukraine's hospitality and tourism sectors.

UKRAINIAN GASTRONOMY DEVELOPMENT PLAN 2025 to 2030

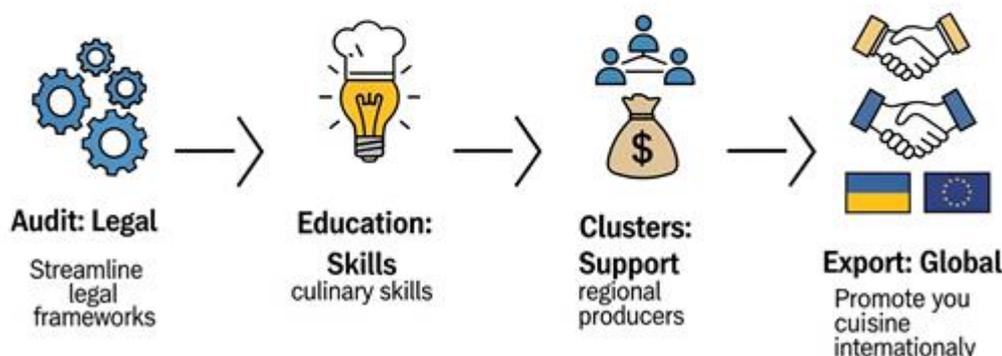


Fig. 4. Infographic of the Development Stages of Organic Gastronomy in Ukraine

Thus, the proposed roadmap provides a clear and actionable pathway for transforming Ukraine's organic gastronomy sector into a competitive and sustainable industry. Its successful implementation will require coordinated efforts from government agencies, private sector actors, educational institutions and civil society. Ultimately, this strategic approach will not only enhance food quality and environmental protection but also strengthen Ukraine's position in the global organic market and contribute meaningfully to the achievement of the United Nations Sustainable Development Goals.

Conclusion

The conducted study confirms that organic gastronomy is not only a component of sustainable food systems but also a strategic driver of environmental responsibility, public health and cultural identity in the context of global and European development goals. The analysis of EU strategic documents and best practices (e.g., Denmark, Germany, Italy and France) reveals that the institutionalization of organic gastronomy in public policies significantly accelerates its integration into the agri-food and hospitality sectors. This process is reinforced by targeted certification frameworks, fiscal incentives and educational campaigns aimed at both producers and consumers.

In Ukraine, despite the presence of a legal foundation for organic production, the organic gastronomy segment remains underdeveloped. The absence of certification mechanisms for HoReCa operators, a fragmented supply chain and low consumer

awareness present significant barriers to the sector's expansion. Empirical data gathered from both consumers and hospitality enterprises confirm the limited availability of certified ingredients and a lack of confidence in the organic labeling system.

At the same time, Ukraine demonstrates potential for dynamic growth in this area, especially in the context of its European integration path and commitment to the Sustainable Development Goals. The results of the study suggest the need for systemic solutions that include:

Adoption of a hybrid certification system for organic food service establishments;

Integration of organic gastronomy into national tourism and regional development strategies;

Development of targeted educational programs to increase awareness among consumers and hospitality professionals;

Institutional support for building logistics and infrastructure for organic product supply.

A key outcome of the research is the proposal of a Roadmap for the development of organic gastronomy in Ukraine until 2030, which outlines strategic priorities and stakeholder actions across regulatory, economic, and social dimensions.

Thus, organic gastronomy in Ukraine can become a transformative tool for aligning with EU food sustainability models, strengthening national gastronomic branding and achieving long-term ecological, health, and cultural benefits.

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ОРГАНІЧНА ГАСТРОНОМІЯ У СФЕРІ ГОСТИННОСТІ ТА ТУРИЗМІ: КАТАЛІЗАТОР СТАЛОГО РОЗВИТКУ ТА ЄВРОПЕЙСЬКОЇ ІНТЕГРАЦІЇ

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Анотація. У статті розкрито концептуальні засади трансформації харчових практик у сфері гостинності та туризмі через впровадження органічної гастрономії як одного з ключових інструментів забезпечення сталого розвитку та інтеграції України до Європейського соціально-економічного простору. Обґрунтовано, що органічна гастрономія є не лише екологічною альтернативою в системі харчування, а й важливим елементом культурної політики, гастрономічного брендингу та національної стратегії сталого туризму. Науково-практична основа дослідження сформована на основі стратегічних документів Європейського Союзу, чинної нормативно-правової бази України та Цілей сталого розвитку ООН. У межах дослідження проаналізовано потенціал органічної гастрономії як інструменту реалізації Цілей сталого розвитку, зокрема: Цілі 2 – «Подолання голоду», Цілі 3 – «Здоров'я і благополуччя», Цілі 12 – «Відповідальне споживання і виробництво», Цілі 13 – «Боротьба зі зміною клімату» та Цілі 15 – «Збереження екосистем суші». Органічна гастрономія розглядається як міждисциплінарне явище, що поєднує аспекти аграрної політики, охорони довкілля, гастрономічної культури, туризму та індустрії гостинності, забезпечуючи інтеграцію екологічних, соціальних та економічних принципів сталого розвитку. Проведено порівняльний аналіз моделей органічного харчування, що впроваджуються у провідних країнах Європи, з метою виявлення практик, які можуть бути адаптовані до українських реалій у процесі гармонізації з нормами ЄС. Серед стратегічних бар'єрів визначено відсутність сертифікаційної моделі для сфери HoReCa, недостатню обізнаність споживачів, слабку інституційну підтримку та нерозвинену інфраструктуру постачання органічної продукції. У статті запропоновано дорожню карту розвитку органічної гастрономії в Україні до 2030 року, що включає: запровадження гібридної моделі сертифікації для закладів HoReCa; створення освітніх програм і просвітницьких кампаній для споживачів і фахівців; інтеграцію органічної гастрономії до регіональних стратегій сталого туризму та розробку державних стимулів для підтримки органічних ініціатив. Результати дослідження мають прикладне значення для формування державної політики, розвитку індустрії гостинності та туризму, просування зеленої економіки та зміцнення позицій України як відповідальної гастрономічної дестинації в Європі.

Ключові слова: гостинність, туризм, органічна гастрономія, сталий розвиток, Європейська інтеграція; Цілі сталого розвитку; харчові практики; гастрономічна політика; сертифікація; зелена трансформація, брендинг.