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## Cultivating ethical culinary practices and sustainability awareness in culinary education: Fostering responsible future chefs

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### ABSTRACT

The global culinary landscape is increasingly shifting towards ethical practices and sustainability, driven by consumer demand and environmental stewardship. Culinary education institutions are pivotal in embedding these principles into their curricula to foster responsible future chefs. This study addresses the research gap in integrating sustainability and ethical responsibility into culinary education by proposing a comprehensive model based on the Norm Activation Model and the Attitude-Behavior-Context theory. The model investigates the relationships among contextual forces (positive role models, experiential learning, policy and institutional support), Norm Activation Model (awareness of consequences, ascription of responsibility, personal norms), and responsible culinary behaviors (food waste reduction, energy-efficient cooking, sustainable sourcing). Data were analyzed using integrated generalized structured component analysis (IGSCA) and necessary condition analysis (NCA). Results indicate that experiential learning and policy and institutional support significantly impact awareness of consequences, while personal norms strongly drive responsible behaviors. The necessity logic further identifies crucial antecedents required for achieving these behaviors. This study provides valuable insights for culinary educators and policymakers to develop effective curricula focused on ethical and sustainability-oriented practices, emphasizing experiential learning and institutional support to cultivate ethical and sustainable culinary practices.

### 1. Introduction

Recently, the global culinary landscape has experienced a significant shift towards ethical and sustainable practices (Samuel et al., 2023). As the hospitality and tourism industry continues to grow, the demand for responsible culinary professionals has become increasingly evident (Zhang & Tavitiyaman, 2022). This paradigm shift is not only a response to consumer demand but also a crucial aspect of environmental stewardship and social responsibility. Ethical culinary practices involve principles of fairness, social responsibility, and minimizing harm in all food-related activities (Hornig et al., 2019), while sustainability awareness focuses on

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