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Purchasing Local for Sustainable Development – and improved hospitality experiences

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Learning goals

This chapter will help readers to understand and critically reflect on the benefits and challenges of purchasing locally on the three dimensions of sustainability. After reading this chapter, readers will have the ability to:

- 1 Understand the term local, its ambiguity and its connection to sustainability;
- 2 Understand the social, economic and environmental benefits of local purchase;
- 3 Be aware of the importance of local purchasing to enhance sustainability, yet, be able to reflect that buying local does not automatically mean being sustainable;
- 4 Know different movements and trends supporting a more sustainable hospitality industry by purchasing local goods.

Introduction

You might have heard the famous slogan “think global, act local” already. The thought behind this slogan is simple: the idea is that you should nurture a ‘care for all’ mentality and think of all humans and of the Earth itself (Cavagnaro & Curiel, 2012; 2023), while the actions that you take are local because these local steps can be of benefit to all of us. If you research that matter or the issue of sustainability further, you will find more slogans that are related to and inspired by the original slogan, such as “think global, buy local” or “think global, eat local” (Flint, 2004;