
Adaptation of Gastronomy Companies to the Requirements of Economy 5.0: A Case Study

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Abstract:

Purpose: The aim of the article is to analyze the impact of Economy 5.0 on the functioning of catering companies, with particular emphasis on the role of digital technologies, robotization, pro-ecological solutions and a human-centric approach to the customer. The study focuses on the identification of activities implemented by Chata Polaka in the context of adaptation to the challenges of the new economic paradigm.

Design/Methodology/Approach: The study was based on the method of a qualitative interview conducted in July 2025 with the manager of Chata Polaka. On the basis of the answers obtained, an original qualitative inventory was developed, which enabled the categorization and analysis of initiatives implemented in areas important for Economy 5.0.

Findings: The results of the survey indicate that the surveyed company is implementing integrated digital solutions, analytical tools, elements of robotization and sustainability practices, while strengthening relationships with customers and suppliers. The analysis confirms that the synergy of technology and human-centric values can support operational efficiency and build a sustainable competitive advantage in the catering sector.

Practical Implications: The results obtained can be the basis for developing a digital transformation strategy for catering companies that want to adapt to the requirements of Economy 5.0. The presented solutions are universal and can be adapted in various industry segments.

Originality/Value: The added value of the article is the presentation of an empirical case study showing the practical implementation of the assumptions of Economy 5.0 in the catering sector. The combination of technological, pro-ecological and human-centric perspectives is a unique contribution to related literature.

Keywords: Economy 5.0, gastronomy industry, enterprise.

JEL codes: L83, O33.

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1. Introduction

Today's organizations operate in the conditions of dynamic technological changes, the growing complexity of the market environment and the increasing pressure related to the need for sustainable development. In the face of these challenges, the concept of Economy 5.0 is becoming increasingly important. It assumes the integration of advanced technologies with care for human well-being and the natural environment.

Economy 5.0 puts humans in the spotlight as the main beneficiary of digital transformation. At the same time, it stresses the need to create more inclusive, ethical and sustainable business models. For this reason, the topic of the impact of Economy 5.0 on the functioning of enterprises, especially on the IT industry, becomes extremely current and important both from a theoretical and practical perspective.

The choice of this research area is justified by the growing role of digital technologies, artificial intelligence, automation and analytical tools in shaping the operational efficiency and competitiveness of companies, while emphasizing pro-ecological activities and a human-centric approach to the customer. The added value of this article is the presentation of a case study of a company from the catering industry.

Chata Polaka implements solutions in line with the assumptions of Economy 5.0, showing how technological innovations can be integrated with traditional values and strategies of sustainable development. The article is structured with a theoretical part, which discusses the essence of Economy 5.0 and its importance for the catering sector. The empirical part is based on a qualitative interview with the person managing the audited company.

The discussion section presents an analysis of the results, conclusions, recommendations, research limitations and proposals for further fields of study in this area. This approach allows for a comprehensive look at the issues of adaptation of catering companies to the challenges and opportunities resulting from the new economic paradigm.

2. Literature Review

2.1 Theoretical Assumptions of Economy 5.0

The modern turbulent business reality makes every organization look for a way to strengthen its market position. Economy 5.0, also known as society 5.0, is a concept that integrates advanced technologies into various aspects of social and economic life, aiming to create harmonious and sustainable development. It is an idea that grew out of the need to meet the challenges of the modern world, which include

demographic change, urbanization, climate change, and growing social and economic inequalities (Angelini, 2024).

The concept of Economy 5.0 assumes the use of state-of-the-art developments in the field of artificial intelligence, the Internet of Things (IoT), robotics, big data and blockchain technology to create more integrated, efficient and inclusive societies. In contrast to Economy 4.0, which mainly focused on the automation and digitalization of production processes, Economy 5.0 emphasizes the centrality of humans in the economic and social ecosystem.

The concept of sustainable development, which assumes the pursuit of harmony between economic growth and environmental protection and the transition from a model in which profit and efficiency are the main objectives to a model in which human and environmental well-being are a priority (Livingston *et al.*, 2022), also remains an important element of the Economy 5.0. Technology is supposed to be a supportive tool, not a dominant one, which results in the creation of new business models that integrate social and ecological needs.

Economy 5.0 also assumes a significant increase in social participation in decision-making processes. Through digital technologies, citizens are expected to have a greater say in shaping development policies and strategies (Jin *et al.*, 2024). These assumptions lead to increased transparency and accountability in public management.

In this way, Economy 5.0 promotes a more democratic and sustainable approach to social and economic development. Inclusiveness, striving to reduce social and economic inequalities, is also a key assumption. As part of Economy 5.0, technologies are to be accessible to all, guaranteeing equal opportunities for development and participation in the labour market for various social groups, including the elderly and people with disabilities (Li *et al.*, 2024).

Economy 5.0 can therefore be described as a vision of the future in which advanced technologies are used to serve humanity, promoting sustainable development, inclusiveness and greater social participation. It is an economic model that aims at the harmonious coexistence of technology, society and the natural environment, emphasizing human well-being as a central point of development (Mahmoud *et al.*, 2020).

The evolution of the concept of Economy 5.0 is a specific process that reflects the growing role of technology in shaping modern societies. Initially, the concepts of the Industrial Revolution focused mainly on mechanization (Industria 1.0), electrification (Industria 2.0), automation (Industria 3.0) and digitalization (Industria 4.0). Each of these stages introduced significant changes in the way societies produced goods and services, as well as in social and economic structures.

2.2 Functioning of Companies from the Catering Industry in the Realities of Economy 5.0

Undoubtedly, the catering industry in the reality of economy 5.0 requires the adaptation of operational processes, business strategies and customer service models to new market conditions (Figure 1). Digital technologies, automation, artificial intelligence, and sustainability all play a key role (Hassoun *et al.*, 2024; Kraus *et al.*, 2023).

Economy 5.0, which combines the achievements of the fourth industrial revolution with the concept of a human-centric approach, makes it necessary for catering companies to implement modern technological solutions. It is also necessary to adapt them to the needs, values and expectations of consumers (Atiku *et al.*, 2024).

The changing profile of the customer, who is increasingly environmentally conscious, requires personalization of the offer and a high-quality shopping experience, forces the integration of digital tools with traditional forms of service (Keskin, 2025).

In practice, this means introducing intelligent online booking and ordering systems, mobile applications that allow individual menu adjustments, as well as solutions that use data analysis to predict culinary preferences or optimize the use of raw materials (Dancausa Millán and Millán Vázquez de la Torre, 2024).

In the reality of Economy 5.0, the implementation of robotics in the processes of preparing and serving meals is also becoming important. This allows you to increase operational efficiency and reduce costs, while maintaining high hygiene and food safety standards (Demir *et al.*, 2019).

At the same time, the growing pressure to operate sustainably results in the need to use locally sourced and certified raw materials, reduce food waste, and minimize the carbon footprint by optimizing logistics processes (Amicarelli *et al.*, 2024; Moura *et al.*, 2024).

Catering companies in the 5.0 economy operate in an environment where competitive advantage is built on the synergy between technological innovations and social values. Business ethics, care for employee well-being, and creating an engaging work environment supported by digital tools also remain important (Balderas-Cejudo *et al.*, 2025; Popović *et al.*, 2025).

The development of communication channels based on social media and interactive platforms allow you to build lasting relationships with customers, and the real-time analysis of opinions and comments allow you to quickly respond to changing market expectations (Boccia and Covino, 2024). The introduction of virtual and augmented reality elements into the presentation of culinary offerings create new opportunities

for experience marketing (Sahiira Mohd Fikeri *et al.*, 2025), and blockchain technologies can provide full transparency on the origin and quality of products (Ali *et al.*, 2025). In addition, the importance of eco-catering is growing. It fosters the use of local resources and supports regional development (Pambudi *et al.*, 2024; Todorovic, 2025).

As a result, the functioning of catering enterprises in the conditions of Economy 5.0 requires comprehensive adaptation in which economic, social and environmental goals are balanced. Technological development primarily serves to improve the quality of life of consumers and strengthen the competitiveness of the industry (Moura *et al.*, 2024; Keskin, 2025).

3. Methods and Materials

3.1 Methods

The aim of the study was to analyze the impact of Economy 5.0 on the functioning of a company in the catering industry in the context of the implementation of modern technologies, sustainable development strategies and a human-centric approach to customer service.

The formulated research hypothesis assumed that catering companies implementing solutions in line with the assumptions of the 5.0 economy, combining technological innovations with pro-ecological activities and personalization of the offer, achieve higher operational efficiency and greater customer satisfaction.

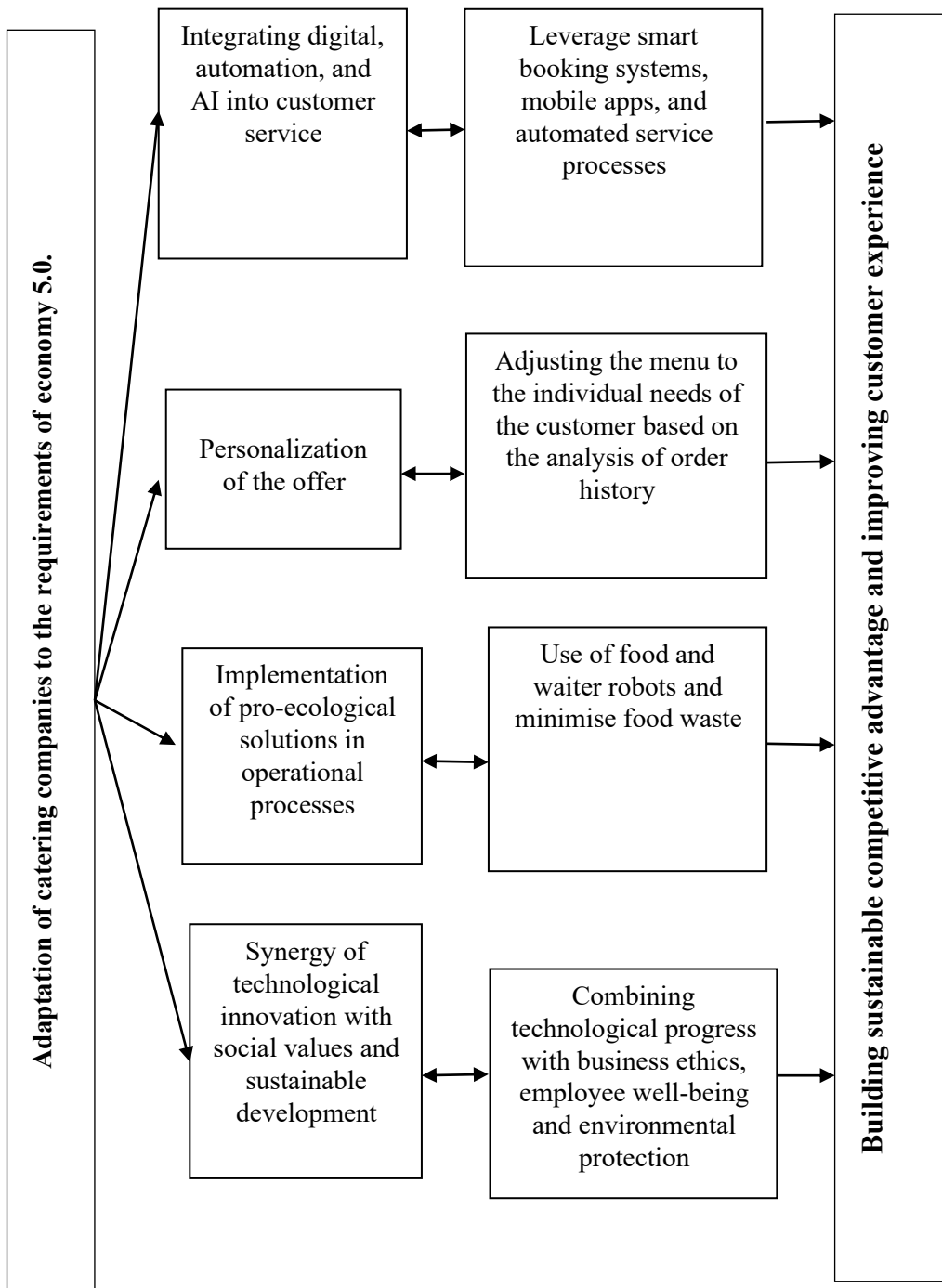
The study was based on research questions on what technologies and solutions have been implemented in the analyzed company, how they affect its competitiveness, how they shape relationships with customers and suppliers, and to what extent they support the implementation of sustainable development goals.

A qualitative interview conducted in July 2025 with the manager of the Chata Polaka restaurant became a research method. The interview included ten detailed questions.

They concerned the impact of Economy 5.0 on the daily functioning of restaurants, implemented digital technologies, the use of robotization, pro-ecological activities, changes in relations with suppliers, building customer experience, the role of social media, the impact of the pandemic on the transformation process and development plans in the context of Economy 5.0. The questions were open-ended.

This made it possible to obtain in-depth, descriptive answers. On the basis of the collected material, an original qualitative inventory was developed, which was presented in a tabular form, including a description of activities, their categorization, objectives and reference to specific research questions.

Figure 1. The impact of Economy 5.0 on companies in the catering industry,



Source: Own study.

3.2 Results

In order to gain in-depth knowledge about the impact of Economy 5.0 on the functioning of enterprises in the catering industry, a qualitative interview was conducted with the manager of the Chata Polaka restaurant. The conversation allowed us to identify specific actions and technological solutions implemented in the company.

It also made it possible to assess their importance for competitiveness and quality of service. They were asked how Economy 5.0 affects the daily functioning of restaurants. The response pointed out that the current market reality requires combining modern technologies with a human-centric approach, and this is manifested in the use of online booking systems, mobile applications and analytical tools, while maintaining the traditional atmosphere of Polish cuisine.

The next question concerned digital technologies implemented in recent years. The manager mentioned the integrated reservation system, a mobile application enabling orders with delivery and an analytical module allowing to predict the demand for specific dishes. Then the issue of data analysis on customer preferences was raised. It was explained that analytical tools analyzing order history and social media reviews are used. This allows you to personalize the menu and better plan the purchase of raw materials.

With regard to robotization in the restaurant's operations, the use of semi-automatic kitchen equipment and modern systems supporting the operation of the kitchen was indicated. They improve the repeatability of food quality and shorten the preparation time. They were also asked about combining technological innovation with ecology.

The use of energy-efficient equipment, waste segregation, reduction of food waste through precise production planning and cooperation with local suppliers were emphasized.

The next question concerned changes in relations with suppliers in the context of Economy 5.0. It was answered that digital platforms are used to verify the quality and origin of products. This increases transparency in the supply chain and reduces lead times. It also discusses the steps taken to provide an exceptional customer experience. The combination of traditional atmosphere with modern service was indicated here: online bookings, virtual menus and a warm, homely atmosphere.

They asked about the role of social media in the development of restaurants. It was explained that they are used for promotions, customer feedback analysis, marketing campaigns and live broadcasts that show the food preparation process and special events. When asked about the impact of the Covid-19 pandemic on the pace of implementation of Economy 5.0 solutions, it was emphasized that it was a period of intensive development of online orders, the introduction of contactless forms of

payment and new procedures for picking up meals. The last question concerned development plans in the context of economy 5.0. Further automation of kitchen processes, implementation of an intelligent loyalty system based on artificial intelligence and expansion of the offer with vegan and organic dishes were indicated.

An analysis of the answers obtained allows us to conclude that the Chata Polaka restaurant effectively adapts to the requirements of Economy 5.0. It uses modern technologies in a way that strengthens operational efficiency, transparency of operations and customer satisfaction, while maintaining the character and values of traditional Polish cuisine.

3.3 Discussion

The quintessence of the considerations presented in this study is Table 1, which is a synthetic approach to the identified activities, which are the company's response to the challenges and opportunities resulting from the realities of Economy 5.0. The initiatives reflect a multidimensional approach to transformation, including the integration of digital technologies and artificial intelligence into operational processes, the development of robotization in the kitchen, the implementation of pro-ecological solutions, and shaping a positive customer experience.

The synergy between technological aspects and human-centric values is clearly visible, in which innovations serve both to increase efficiency and quality of service, as well as to build transparent, ethical relationships with suppliers and reduce the negative impact of operations on the environment.

An analysis of Table 1 indicates that the company is not limited to implementing individual improvements, but is implementing a coherent transformation strategy, in which each area of activity is subordinated to the principles of sustainable development and long-term building of competitive advantage. This approach proves that adaptation to the 5.0 economy can simultaneously support innovation, brand image and customer satisfaction, being a model example of the effective use of its assumptions in the catering sector.

Table 1. *Chata Polaka's initiatives as part of Economy 5.0 – quality inventory*

Action	Category	Purpose	Source (Qr.)
Online booking system	Digital Operations	Ease of use / accessibility	1
Mobile app for ordering and delivery	Digital Operations	Customer Convenience / Reach	2
Analytical module of demand forecasts	Analytics/AI	Production planning / waste reduction	2
Analysis of order history and feedback	Analytics/AI	Personalization of the offer	3
Semi-automatic	Robotization	Quality repeatability /	4

kitchen appliances		time	
Systems supporting the operation of the kitchen	Robotization	Reduction of preparation time	4
Energy-efficient appliances	Balance	Reduction of energy consumption	5
Waste segregation	Balance	Waste management	5
Production planning to reduce waste	Balance	Less food waste	5
Cooperation with local suppliers	Supplier Relations	Short supply chain / quality	6
Platforms for verifying origin and quality	Supplier Relations	Transparency	6
Virtual menu	Customer experience	Transparency of the offer	7
Homely, traditional atmosphere	Customer experience	Quality of experience	7
Social media campaigns and analytics	Social media	Engagement / feedback	8
Live Kitchen/Event Streams	Social media	Authenticity / Promotion	8
Contactless payments	Resilience/Pandemic	Security and speed of service	9
Contactless Pick-up Procedures	Resilience/Pandemic	Hygiene / Business Continuity	9
Further automation of kitchen processes	Development plans	Scalability / Efficiency	10
Intelligent loyalty system (AI)	Development plans	Personalization / retention	10
Expansion of the vegan and eco offer	Development plans	Response to trends / ecology	10

Source: Own study.

On the basis of the interview, conclusions can be drawn that reflect the degree of adaptation of Chata Polaka to the conditions of Economy 5.0. The analysis of activities indicates that the company implements a strategy based on the comprehensive integration of modern technologies with traditional values. This allows us to effectively combine innovation with a human-centric approach to customer service.

There is a strong focus on the digitalization of processes (including the use of online reservation systems, mobile applications and analytical tools). They allow for the personalization of the offer and optimal production planning. Robotization plays a significant role, affecting the repeatability of quality and shortening the service time. It is also possible to implement pro-ecological solutions, such as cooperation with local suppliers, reducing food waste and using energy-efficient equipment.

In addition, an important element of the strategy is the active use of social media. They are used for promotion, building relationships with customers and monitoring their opinions.

The initiatives undertaken indicate a coherent and long-term development policy, in which Economy 5.0 technologies are used in a way that supports operational efficiency, customer experience quality and sustainable development. As a consequence, this strengthens the company's competitive position on the catering market.

4. Conclusions

Based on the conclusions of the case study, recommendations for companies in the catering industry can be formulated. They concern effective adaptation to the requirements of Economy 5.0. The implementation of digital solutions should include integrated reservation systems, mobile applications and analytical tools enabling personalization of the offer and demand forecasting.

This will allow for better adaptation of production to the real needs of the market and reduction of raw material losses. It is worth developing the robotization of kitchen processes. This will contribute to increasing the repeatability of food quality, shortening service time and relieving staff of routine work.

It is also important to implement a sustainable development strategy through the use of local and certified suppliers, the use of energy-efficient equipment, minimisation of food waste, as well as the implementation of a transparent purchasing policy. It is also recommended to consciously use social media as a tool to build relationships with customers, obtain feedback and strengthen the brand image in the digital space.

It is crucial to maintain a balance between technological innovation and human-centric values. This allows you to maintain brand authenticity while increasing operational efficiency. Such an approach is conducive to building a sustainable competitive advantage and strengthening customer loyalty. The result is the long-term development of the company in the realities of Economy 5.0.

Future research directions in the area of adaptation of catering companies to the requirements of Economy 5.0 may focus on an in-depth analysis of the impact of the integration of artificial intelligence and robotization on the quality of customer experience and the study of the operational efficiency of enterprises. It is worth expanding the scope of research to include the assessment of the long-term effects of implementing a sustainable development strategy (including measuring the actual impact of pro-ecological practices on profitability and brand image).

An important area of inquiry may be the analysis of the role of social media in shaping customer loyalty in the conditions of intensive digitization and the study of

the effectiveness of data-based personalization of the offer in the context of changing consumer preferences. It also seems reasonable to conduct comparative research between catering enterprises of different sizes and with different business models. This will allow you to identify adaptation best practices.

Future studies may also consider the impact of new immersive technologies, such as augmented and virtual reality, on the marketing of experiences in gastronomy. In addition, it is worth analyzing cultural and social conditions. They may determine the effectiveness of the implementation of the assumptions of Economy 5.0 in various market segments.

Such targeted research will allow for the creation of precise models of implementations. They will respond to the needs of customers. They can also achieve the strategic goals of enterprises in a dynamically changing market environment.

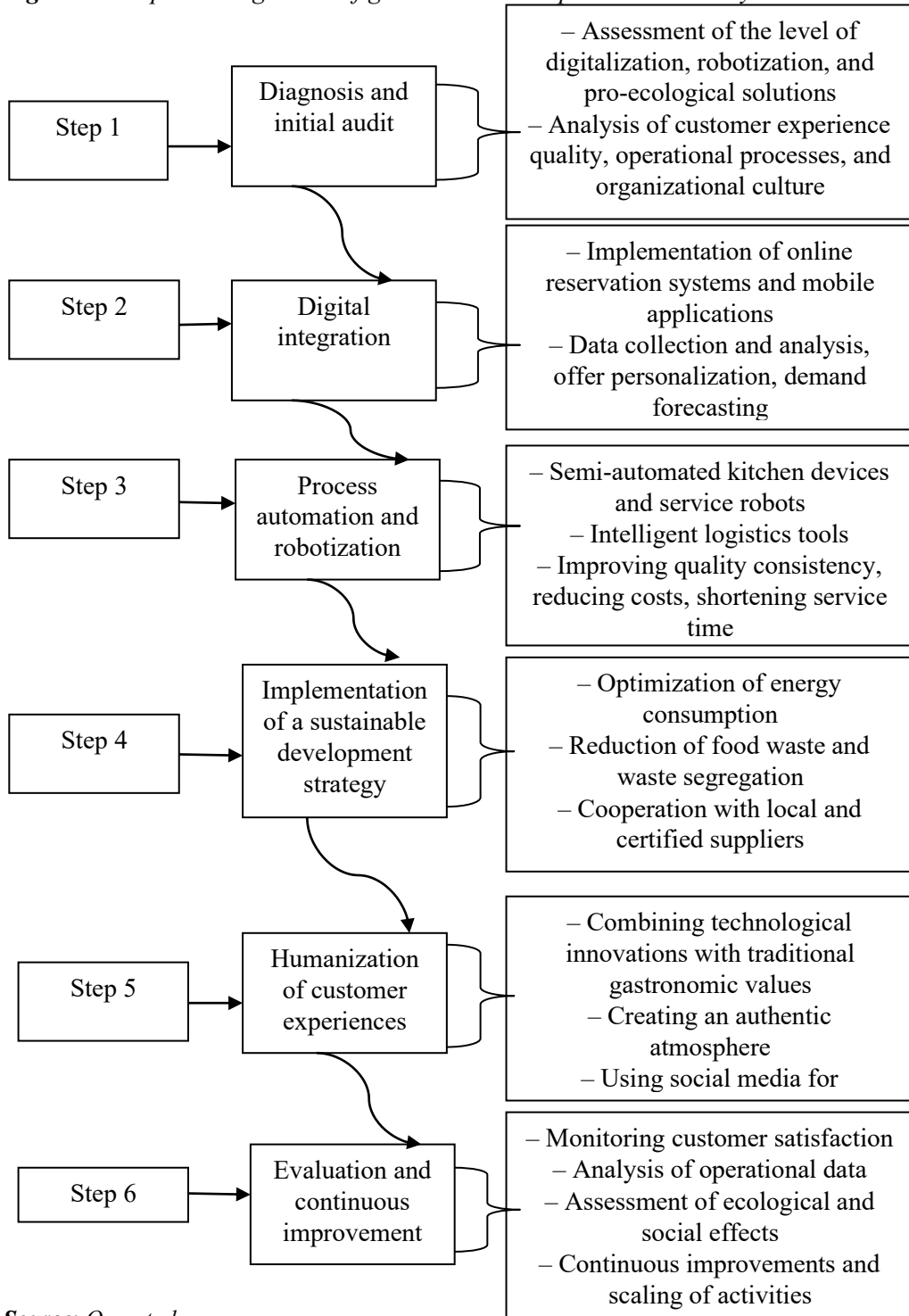
Based on the conducted interview, it was possible to develop an adaptation algorithm for gastronomic enterprises to the requirements of Economy 5.0 (see Fig. 2). This algorithm has a sequential character and comprises six stages, starting from diagnosis and audit of the current state, through digital integration, process automation, and the implementation of a sustainable development strategy, up to the humanization of customer experiences and the evaluation stage.

This approach makes it possible to capture the logic of actions that should be undertaken in order to effectively adapt a gastronomic enterprise to the realities of Economy 5.0. The model constitutes a synthetic reflection of the practices identified in the examined case.

The algorithm presented in Figure 2 is a universal nature. It can serve as an adaptation tool not only for gastronomic enterprises but also for other entities within the service sector. Its design is based on a sequential order of actions that combine technological innovations with pro-ecological and human-centered values.

As a result, it may constitute a practical framework for organizations seeking to effectively implement the assumptions of Economy 5.0 in a dynamically changing market environment.

Figure 2. Adaptation algorithm of gastronomic enterprises to Economy 5.0.



Source: Own study.

5. Limitations

The qualitative interview encountered limitations. They resulted primarily from the nature of this research method, based on an in-depth conversation with one manager in the audited company. The information obtained, although detailed and embedded in the realities of the company's operation, reflects the individual perspective.

This, however, may lead to a reduction in the full objectivity of the situation. The interview was conducted in the context of a specific case study, hence the conclusions of the analysis are contextual and cannot be directly generalized to all catering enterprises. An important limitation is that the data obtained are declarative and based on the respondent's subjective assessment.

And this may be related to the tendency to present activities in a way that is favorable to the image of the organization. In addition, the study did not include direct observation of processes or analysis of internal documentation, which certainly limits the possibility of full triangulation of data sources. In addition, the results reflect the state of the company in a specific time period, and dynamic technological and market changes may modify the scope and form of activities related to adaptation to Economy 5.0 in the future.

6. Conflicts of Interest

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

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