

A Study on the Emerging Innovations of Technology and its Effect on Food and Beverage Industry

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Abstract: *One important part of this is the impact of new innovations on the food and beverage service industry, which includes lodging, catering, transportation, visitor attractions, entertainment, and other industries. The food and beverage service industry is one of the major ones that makes a lot of money and pleases tourists. Both the operations of the food and beverage service and advancements in quality are continuing. The majority of tourists spend more than 25% of their budgets on food and beverages (Outlook June, 2012*

Emerging Trends in Food & Beverage Services Retailing in India). As a result, the tourism industry relies on high-quality food and beverage service. People today don't like the traditional food and beverage service style; instead, they want something new that can be entertaining, attractive, and presentable. The physical environment, including the service staff, ambience, table setting, and lighting, is also very important for attracting guests. The quality of the service has a significant impact on how happy customers are and whether or not they return to the establishment. Numerous trends affect the food and beverage industry, and these trends can make or break a restaurant business. This study focuses on food and beverage service style-related new trends and innovations, as well as the significance of a restaurant's physical environment.

Keywords: Food and beverage service, innovation, trend, and physical environment are index terms.

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