

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.

I. INTRODUCTION

Hospitality is recognized as the demonstration of giving genuine consideration and thoughtfulness to a new individual, companion or whoever is out of luck. A very important aspect of the tourism industry is hospitality, which entails welcoming visitors. The travel, lodging, food and beverage service, meetings, as well as relaxation and entertainment, are all parts of the hospitality industry (The International Institute of Knowledge Management, ICOHT-2017). One of the most profitable businesses in the world has emerged as the restaurant industry. In the lodging industry, one of the real pay-creating offices is the maintenance and refreshment division. The food and beverage benefit division's success is directly correlated to the quality, style, and level of customer satisfaction. It is of the utmost importance to be able to identify, anticipate, and satisfy visitor requirements in order to cultivate customer loyalty. It is absolutely necessary to be able to identify and anticipate guest needs in order to achieve customer satisfaction.

Today, restaurateurs are concentrating on offering something novel to attract customers. They are coming up with ideas for doing something completely novel that has never been done before. The hospitality industry is currently focusing on developing new innovations, advancements, and friendly services that will help increase customer loyalty. Nowadays, restaurateurs are concentrating on making the table more interesting in order to attract customers. They are thinking about how to carry out a one-of-a-kind task that has never been attempted before. One of the biggest challenges facing the food and beverage industry right now is keeping customers coming back for more.

Customers' attitudes toward the purchase of food and beverages have undergone numerous shifts over the course of recent research. Both the consumers (in terms of the food and beverages they consume) and the distributors (in terms of the foods and beverages they serve) will be affected by these changes. As a result of a variety of media and creative individuals who strive to serve nourishment and refreshment in alluring, engaging, intriguing, and eye-engaging style, and occasionally it can demonstrate the way of life and convention of a specific place, which help in advancing the

cooking and culture, the public is increasingly looking for different and inventive styles of food and drink benefit with upscale menu dishes and more refined stylistic layout and feeling in both large urban areas and smaller towns. Restaurant owners must advance toward better management by improving management quality in order to increase customer satisfaction and loyalty. This study focuses on the impact of new trends and innovations acknowledged by food and beverage service style and the reasons why ambience is important for any restaurant, despite the industry's enormous size.

II. LITERATURE REVIEW

This section looks at some important literature on the subject. People are concentrating on the type of food and beverage service because there are so many options in the food and beverage industry. Very few people have conducted research on this topic, but a few topics that are somewhat similar have been found. The motivation behind this part is the reason food and refreshment administration is essential to the friendliness area and why we really want to carry out recent fads in same for giving the new experience to the sightseers in term of food and drink administration

II. OBJECTIVES OF THE STUDY

The following are the study's objectives: The impact of emerging trends and innovations acknowledged by the style of food and beverage service. A restaurant's ambience has a significant impact.

IV. METHODOLOGY OF THE RESEARCH

This study primarily utilized secondary data. All relevant articles, journals, conference presentations, books, media news, reports, internet documents, and personnel observation were carefully reviewed and analyzed during the research period.

V. FINDINGS OF THE RESEARCH

This section is based on a review of the literature and a study that found that there are constantly new innovations and changes in the style of food and beverage service. This helps businesses make money and gives people who like to eat different kinds of food and drink new experiences. Other studies have found that people now go to restaurants not just to taste the food but also to get new experiences in the form of food and beverage service, entertainment, atmosphere, etc.

Robotic Service- Innovation Machines play a very important role in human life, so engineers try to involve machines in making full-cooked food without using men's hands. This can help prepare food quickly and even deliver it quickly to customers, which can reduce labor costs. Nowadays, robots are working as cooks and waiters in restaurants. Some examples are given below:

Café X is a completely computerized, cashless strength coffeehouse brand that has expanded to three San Francisco areas in recent months. The booths are covered in acrylic and have contact screen tablets on the front where customers can make requests and pay, if they haven't already done so on their phones. Inside the booths are programmed espresso machines that can make Americanos, coffees, cappuccinos, lattes, and level whites with the option for customers to choose between privately cooked beans and drain types. Its barista is an automated arm of a mechanical design that performs a set of predetermined actions, such as pushing catches, moving a container from under the drain distributor to the syrup device, and transporting finished refreshments to a window for pickup. It can serve up to two beverages at a time, depending on how unpredictable the beverage is. Humans will help with the requesting process, educate customers about the items on the menu and the fixings, and keep the bistro busy.

Pizza production robots named Pepe, Giorgio, Marta, Bruno, and Vincenzo are used by Zume Pizza, which is also in northern California. These robots handle tedious, low-ability tasks like squeezing batter (multiple times faster than a human can, and in perfect shapes), spreading sauce (the correct amount inevitably), and putting pizzas into Zume's 800-degree stoves (no wounds). Everyday production is guided by prescient innovation, which demonstrates the quantities and varieties of pizzas that are most likely to satisfy demand. Customers place their orders online or through a mobile app, and the pizzas are cooked on-the-go in unusually designed transport vehicles equipped with numerous automated pizza stoves. The new businesses' 120 full-time, all-benefits employees were freed up to focus on more innovative,

instinctive, and gifted projects thanks to the application autonomy, which assisted generation, conveyance just model, and on-course cooking. Customers of Zume Pizza can make reservations online or through a mobile app. Their pizzas are finished in movement in especially organized transport vehicles, each fitted with many motorized, sharp pizza ovens Robot Themed Café — It is an India's most memorable robot based restaurant arranged at Coimbatore city where food is conveyed by robot. This diner serve multi cooking sustenance guests can place in their solicitation on an iPad. The food that has been prepared by a chef is then transferred to the robot's plate, and the robot is changed to serve the food at a specific table so that customers can choose what they want. The robots will also be able to find someone who is blocking their path and tell them to move out of their way.

The use of specific amounts of gases in the preparation and cooking of food and beverages is known as molecular gastronomy, and it is a particularly cooking science. It also involves cooking food at different temperatures and viscosities. The method of making molecular food is very different from the combination food that many people think is the same. Gourmet experts appear to have returned to their works of art following the extensive promotion of molecular gastronomy, which Europe had ended a long time ago. Making any molecular dish is fun in part because it takes a few to regain your composure because it's different, which is why it's become so popular in India. Some of the best restaurants known for their molecular cuisine are Fat Duck in London, Alinea in Chicago, The Bazaar in Los Angeles, Rouge-24 in Washington, D.C., Haven in Miami Beach, Le Chateaubraind in Paris, and Indian Articulation. Some well-known dishes with formulas are as follows: smoked beer—a bottle of your favorite brew; indisputable evidence—the Smoking Gun device; and mesquite wood chips. Science: The undeniable evidence covers your food with a mixture of smoky flavors at the surface level. The way it works is that you light the gun by stacking it with your favorite seasoned wood chip or sweet-smelling herb. The weapon produces and releases a cool smoke when the chips consume, allowing it to implant food without overcooking or warming it. This is ideal for beverages like beer or spread that typically need to be kept cool.

Vanishing Straightforward Raviolis - Oblates (palatable film plates to wrap the raviolis), your decision of filling as long as it has low-water content. Examples: foie gras, nutella, dried fruit, or an oil-coated vegetable) Sealer apparatus Science: Fold the oblates in half and set the sealer's timer to 1 to 1.5 minutes. Seal one side of the ravioli with the sealer to make an open-ended pouch. Using a squeeze bottle, add the desired filling to the pouch. Using the sealer, seal the pouch's open end to close it.

Strawberries coated in chocolate and dipped in Pop Rocks: strawberries, chocolate (milk, dark, or white), and popping sugar (similar to Pop Rocks). Science: Effervescence and popping sugar. A chemical reaction known as effervescence results in the release of gas and the formation of foam, fizz, and bubbles.

The area of the home stay is typically arranged in rustic regions where the entire network is still practicing the traditional lifestyle and grasping solid culture and customary practices, whereas other methods of convenience, such as a lodging, motel, or quaint little inn, are typically located in the city or rural regions. Travelers can take advantage of this concept to receive traditional, customized, and reliable food and beverage administration for a specific location. Most of the time, home stays give guests unique opportunities to meet and interact with locals from the host nation, see and experience amazing things, especially amazing food, become a part of a family and an important part of a family, and experience the rich and friendly society of the town. learn about societies and conditions through the eyes of other people, directly contribute to the local economy, and support network preservation efforts. This style is popular all over the world, but typically in India. Uttarakhand, Himachal Pradesh, and other states are among the home stay objectives.

Street foods are foods and beverages that are prepared, cooked, and sold in the street and other open public spaces. By name only, it is understood that street food refers to food sold on the streets. Street food is an essential component of a nation's cuisine. These drinks and foods are important because they help people all over the world learn about the local eating habits. In addition, they contribute significantly to the preservation of social and cultural heritage through the local cuisine. Street food also attracts tourists interested in culture, cuisine, and new tastes, which helps a country's tourism industry. They are crucial to the creation of employment in addition to providing sellers with income. Due to their flavor, ease of availability, low cost, cultural and social heritage connection, and nutritional value, these foods are highly sought after by both sellers and consumers. India is well-known for its street food and drinks.

The quality of the surrounding space that customers perceive in a restaurant is known as "ambience." Ambience is the deliberate design of space to produce specific emotional effects in customers that increase their likelihood of making a

purchase. A collection of things, like lighting, music, scent, and color, make up the atmosphere. According to environmental psychology research, ambiance has a significant impact on customer attitudes, feelings, and actions. Below is a list of some of the restaurants that are most well-known for their atmosphere: the "Underwater Restaurant." These restaurants are essentially located under the sea and are made of glass or transparent acrylic or fabric so that guests can enjoy and observe aquatic life. The under Itha (Conrad Maldives Rangali Island) is the first underwater restaurant built worldwide. In the Indian Ocean, it is 16 feet below the water's surface. Clear acrylic covers the outside. Nathan outlaw at Al Mahara (Dubai): The restaurant has a number of private dining areas, each with an underwater theme that has been carefully designed. The blue windows that look into the aquarium are highlighted by seating made of gold shells, wall detail with fish scale accents, and striking lighting that looks like coral. Undersea Restaurant (Hurawalhi Island Resort, Maldives): This amazing restaurant can only hold 16 people at a time for breakfast, lunch, or dinner.

Themed-Based Restaurant: These restaurants serve the same food in a particular setting. Any restaurant that is designed around the idea of any particular region is considered to be a theme-based restaurant. A theme-based restaurant is one in which the entire atmosphere and décor are geared to a particular theme, typically related to a particular cuisine or regional cuisine. Kaidi Kitchen (Kolkata) and Devil Island Prison Restaurant (China) Have you ever eaten in jail? At Devil Island Prison, you can! Customers are given a number, photographed, and fingerprinted when they enter. The restaurant itself has sliding doors, metal floors, and iron bars that make it look like a prison. Inmates dressed in black-and-white striped uniforms serve diners in prison cells. Ninja Dining, New York If you're looking for a unique restaurant in New York City, this warrior-themed establishment's waitstaff are dressed as ninjas and will deliver your order with nunchuck tricks. We definitely haven't seen anything like that before! Chill Out, Dubai To enter the Inuit-themed oasis, guests at this refrigerator lounge must don parkas, shoes, and gloves to keep warm. Inside, a complimentary beverage is waiting to aid in defrosting. UFO, Mumbai This Mumbai restaurant with a rotating floor offers the ideal spaceship experience. You might believe that alien VI has actually taken you hostage because of the seating arrangement and lighting.

VI. CONCLUSION

Conclusions of the Study: As people's lifestyles have changed, eating outside has become more common. As a result, restaurants need to give their customers a new dining experience every time they visit. Previous research has shown that most restaurants only focus on their food. However, food alone may not bring people to a restaurant for the first time; instead, an appealing exterior design, entertainment, positive media coverage, or a word-of-mouth recommendation may entice customers to come back. The customer's perception of the dining experience must be influenced by the decor, ambiance, and service standards. We'll be talking about some recent innovations in the food and beverage service industry, which have both positive and negative effects. Robotic restaurants are a novel idea that can help businesses save money by employing fewer people and speeding up the delivery of food and drinks to customers. This helps restaurant owners feel less pressure, but it costs a lot to buy robots and keep them running. Another aspect has an impact on the employment of hospitality staff. It makes it possible to provide guests with a personalized service experience. By presenting synthetic concoctions or joining good atomic syntheses of fixings, Molecular Gastronomy experiments with the synthetic and physical arrangement of the ingredients. Realizing that your dish was deconstructed and recreated from similar ingredients using specific synthetic formulations sounds a little frightful. This cooking is entirely an investigation into the food's synthetic responses. It necessitates a great deal of experimentation, specific hardware, and additional synthetic intensities that make it possible to recreate or create new fixings. This means that your food contains naturally occurring particles but does not lose its flavor or unique fixings. As a result, you get the same flavor, consistency, and fit-as-a-fiddle quality. The food is never grilled, which is unquestionably a fantastic advantage for obvious reasons. You get the chance to try something new made with the same expensive fixings, in addition to the WOW factor.

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