

Impact of New Innovations in the Food and Beverage Service Industry

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Abstract: *It is a well-known fact that hospitality is a sector that can contribute to the economic growth of any country and the tourism sector is its most important sector which includes a number of sectors such as accommodation, food, travel, tourist attraction, and entertainment. The food and beverage industry is considered one of the major industries that generates very high profits and satisfaction for tourists. In the food and beverage industry, there has been improvement in quality and in continuous growth and development. The tourism industry depends on quality food and beverage service as most tourists spend more than 25% of their expenditure (Outlook June 2012 | Emerging trends in food & beverage services retailing in India) on the same not regular service style of food and beverage of people in present scenario Likes but they want something innovative that can be entertaining, engaging, and presentable Sea physical environment including service personnel, atmosphere, table settings and lighting are also very important to attract guests Service pa occupies a very important place in order to satisfy the customers and requires the return of the restaurant. The food and beverage industry depends on a number of factors and these factors influence the success or failure of the restaurant business. This review focuses on the newest trends and innovations adopted by the food and beverage industry and why environmental sustainability is important for any restaurant*

Keywords: Food and Beverage Sector, Innovation, Trends, Physical Environment.

I. INTRODUCTION

Hospitality is marked by genuine care and kindness toward a stranger, or a friend in need. Hospitality includes friendly hospitality and is a very important area of the tourism industry. The hospitality industry includes travel, accommodation, food and beverage services, events, leisure and entertainment. The restaurant industry has emerged as one of the most profitable industries in the world. One of the real payroll departments in the construction industry is the nutrition and ration department. Quality of service and style and satisfaction of tourists is not a lucky factor for the growth of the food and beverage profit sector. Differentiating and anticipating tourist needs and the ability to meet them is key to building customer loyalty. Being able to recognize anticipate and meet guest needs is essential to customer satisfaction. Today, restaurateurs focus on bringing something new to the table to attract foot traffic. They aim to do something unique that they have never done before. The current position of the hospitality industry's focus is on creating innovative, progressive, and friendly services that will help increase customer loyalty levels. Today, restaurateurs focus on rushing something fresh to the table to attract foot traffic. They decide to do something unique that they have never done before. Recently, the food and beverage industry is facing one of its major challenges: keeping customers longer. Over the past decades, there have been many changes in consumer attitudes towards food and beverage decisions and these changes affect not only consumers (regarding their food consumption patterns) but also the distributors of these foods (regarding food and drink consumption). Many days masses seek various discovering options with food and beverage prices and upscale menu dishes with feel and great sophisticated style and layout in urban areas as well as small towns, due to media channels and psychological personalities who are attractive, attractive, pleasant and good Try to serve nutrition and freshness in an elegant manner and for a while it can reflect the lifestyle and conventions of a particular place which helps to elevate the culinary arts and culture. To ensure guest satisfaction and customer loyalty, restaurant owners must access efficiency through quality operations. While the food and beverage industry is very large, this study focuses on the impact of innovation and adoption on the food and beverage business model and why context is important for any restaurant.

Objective:

1. The impact of new trends and innovations adopted by the food and beverage service format
2. The impact of ambiance is important for any restaurant.

II. LITERATURE REVIEW

Trefor Griffith (2018) This study suggests that there may be changes over the years for the food and beverage association, which continues to be driven by consumer behavior. Settlement's long-term eagerness is joined with aspiration for more adaptive decisions. Meanwhile, at the opposite end of the scale, the rise of liberalized products with many particles has now turned into a dominant paradigm for the industry.

Alfa (2018)- The Author stated that on the occasion on which you intend to start your very own eatery, you need to recognize that there is a sort of excellent quantity of competition around you and also you must be high-quality in your region to choose from your clients consider. You should be in a situation to serve your customers so that they may return to your eatery. Making tasty nourishment is an important piece of running an eatery, however, it would not prevent that, you need to ensure purchaser loyalty to have a fruitful business.

Mukhles M Al-Ababneh,(2017) Mentioned many blessings may be achieved by providing fines such as organizing patron pride, contributing to the commercial enterprise picture, setting up consumer loyalty, and imparting a competitive gain to a commercial enterprise.

Polder et al. (2010) –According to the author's definition, innovation refers to the introduction of new food and beverage products or significant changes and improvements to an existing service and product that contribute to the economic growth of a restaurant.

Lim (2010) - suggests that the final satisfaction of the customers can be significantly influenced by associated environmental factors. Conditions in restaurants influence customer satisfaction positively or negatively.

Feroz Ahmed, Md. Shah Azam & Tarun Kanti Bose (2010) Nourishment advantage sports are not just within the count number of giving sustenance and refreshments; they are within the count number of making traveler pride. Accomplishing this objective requires meticulousness and planning that starts nicely in advance of the time of respecting the fundamental traveler.

III. RESEARCH METHODOLOGY

This look at generally primarily based on secondary information. During the studies period, I cautiously reviewed and analyzed all available related articles, journals, convention shows, books, media information, reviews, net files, and employee statements.

IV. CONCLUSION

The changing lifestyle of people has got the trend of eating out, therefore, it is very important for restaurants to always provide new customer experiences in dining, according to previous research most restaurants focus only on food but the food can be visually catching of entertainment, high media coverage, or word of mouth recommendation to entice customers to visit the restaurant. The decor, ambiance, and service standards should all contribute to the customer's perception of the dining experience. While talking about some of the innovations in the food and beverage industry, they have both positive and negative effects. Robotic restaurants are good as an innovative idea that can help an organization to use fewer people and help deliver food and drinks to customers faster which helps restaurant owners to reduce pressure but also invest heavily to buy robots and also maintenance costs is strong. Another aspect affecting the hospitality industry. Giving guests a personalized service experience makes an impact. Molecular gastronomy, this kind of cooking experiments with different things using synthetic physical arrangement of fixtures by providing synthesis, or combining the best atomic synthesis of fixtures This sounds a bit daunting, but realize you made a meal is reproduced from the same fixtures with the help of specific synthetic combinations. This requires a ton of experimentation, obvious hardware, and additional synthetic intensification to allow for interesting fixes or innovations. This means, your formula has unnatural particles in it but the food will not lose its authentic taste and uniqueness, which means you get the same taste but fit as a drum, and a consistent Meal is never burnt, which is definitely an incredibly good position for obvious reasons. You get the opportunity to attend something completely new designed by the very best fix, adding to

the wow factor. Molecular gastronomy seems less tragic for the well-being of the individual because it involves the use of a certain amount of gas to produce a meal. In 2017, these nutrition policies will emerge and pave the way for traditional Indian cuisine. The use of prosthetic specialists to bring about surface modification, shading, and nutritional introduction has been modeled for many years now but from some personal well-being issues as seen in the background, if this occurs, it will exit the market.

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