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# New Innovations In Food And Beverage Service Industry And Beverage Service Quality In Hotels

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## ABSTRACT

A well-known fact is that the tourism industry, which encompasses a wide range of businesses like hotels, restaurants, transportation, tourist attractions, and other forms of amusement, may help a country's economy flourish. It is widely accepted that the food and beverage service sector is one of the most lucrative and profitable industries in the tourism industry. The operations and quality of food and beverage service are both improving and evolving constantly. In today's world, people don't want to be served food and beverages in the same old way; they want something new, engaging, appealing, and presentable. Even the physical environment, including service workers, ambience, table setting, and lighting, is crucial to attracting guests. In order to keep customers happy and encourage them to return, restaurants must pay attention to the quality of their service. There are several trends in the food and beverage sector, and these trends have an effect on whether or not a restaurant is successful. This study focuses on new trends and advances in food and beverage service style and the importance of a restaurant's physical environment.

**KEYWORDS:** food and beverage service, innovation, trend, physical environment.

## INTRODUCTION

Many countries' economic well-being depends heavily on tourism. Visitors who are satisfied with their unique travel experience and want to return are more likely to spread the word about their trip. Tourists who are happy with their vacation experience are more likely to recommend it to others, which can result in more money coming into a country's coffers. The upshot has been the introduction of a wide variety of tourism products, ranging from tangible to experiential, to entice tourists. Growth in India's Food and Beverage Services sector is rapid. Annual growth is predicted to reach 25 percent and will continue to rise at that rate for the foreseeable future. Over the past few years, the general F&B market landscape has changed.

There was a time when there were just a few restaurants to choose from. Today's clients, on the other hand, have an abundance of options. Exciting new concepts, new beverage offers, and new and inventive service components have emerged in the food and beverage service business over the past five years. What are the present and developing trends in the food and beverage industry? In the years to come, how will people eat, behave, and be served? While these trends may seem far-fetched now, they will eventually become commonplace in our daily lives. Study reveals that all good aspects of introducing next generation trends in food and beverage service,

such as the fact that today's health-conscious consumers demand healthy food, have a direct impact on how these trends are implemented. This research also explains why menus are so crucial in the food and beverage industry and how restaurants can draw customers to a certain location while also making a profit.

## **LITERATURE REVIEW**

**BAYAD JAMAL ALI (2021)** Hotel business, tourism services, event organising, and transportation are all part of the hospitality industry, which is estimated to be worth billions of dollars. This is a fast-growing industry that relies heavily on client satisfaction and service quality. If a company's image isn't enhanced by meeting the demands, requirements, and expectations of its customers, it will not be able to survive in the hospitality sector. Due to the unique nature of service in comparison to a product, the hospitality business has unique challenges to overcome. Failure is more likely in the service industry than in product sales. The pursuit for a long-term competitive edge is based on a focus on service quality. The hospitality sector has long acknowledged the need of ensuring client satisfaction and loyalty. Keeping up with the demands of today's consumers is more difficult than ever before. In the hotel industry, the customer is not only a part of the actual consumption process, but he or she may also have preexisting expectations of service and quality. It is becoming increasingly difficult to meet the needs of today's hotel business client. These researchers hope to learn how service quality affects client happiness. The study's findings will demonstrate the impact of several service quality parameters on hotel guest satisfaction. This study's analysis was based on a quantitative approach. This study involved participants. Emotional responsiveness, assurance, and tangible were shown to have a positive correlation with customer satisfaction in this study. However, reliability was found to have a negative correlation.

**RAKESH DANI, DR. YASHWANT SINGH RAWAL (2019)** It's common knowledge that the tourism industry, which encompasses a wide range of businesses like hotels, restaurants, transportation, tourist attractions, and other forms of amusement, may help a country's economy flourish. In terms of bringing in money, the food and beverage service sector is regarded one of the most lucrative. The operations and quality of food and beverage service are both improving and progressing. The tourism business relies heavily on the quality of food and beverage service because tourists spend more than a quarter of their total expenditures on this type of service. Today's guests are less interested in traditional food and beverage service and more interested in something new and exciting, even when it comes to the physical environment, which includes things like service employees, ambiance, table setup, and lighting. The quality of the service is critical in keeping customers happy and encouraging them to return to the restaurant. There are several trends in the food and beverage sector, and these trends have an effect on whether or not a restaurant is successful. This study focuses on new trends and advances in food and beverage service style and the importance of a restaurant's physical environment.

**SHAFIQUE UL REHMAN MEMON, VIJAYANTA RAMESH PAWASE (2021)** During the years 2019–20, the sudden outbreak of corona virus illness (COVID-19) quickly swept across the globe, affecting every country. Within months of the start of COVID-19, two of Asia's most powerful countries began instituting social isolation and lockdowns. Global economies, supply lines, and countries have all been affected by the current pandemic, which has spread indiscriminately across continents. The unexpected interruption has impacted the global food supply chain and the service sector in the food and beverage production industries, while major cities in China and India have shut down for several months. Food provides the energy needed for all bodily activities, including growth, development, and reproduction. The food supply chain is still susceptible to severe COVID-19 dangers, despite the fact that China and India have responded admirably to the continuing pandemic. This study focuses primarily on the continuing COVID-19 scenario in two major economies (China and India), providing insights into the pandemic's influence on the food and beverage industry sectors and exploring the policies and strategies for food supply chain sustainability.

**MATTHIASBREIERAANDREASKALLMUENZER (2021)** The COVID-19 lockdowns have had a particularly devastating effect on the global hospitality industry. Business model innovation (BMI) may be a solution to the COVID-19 dilemma, according to initial theoretical and practical observations in the hospitality industry. An intriguing fact is that certain hotels have begun to successfully modify their business models. To find out why and how these BMI recovery efforts have been so successful, six Austrian hospitality companies were studied in detail. A manager and one of their top stammgasts are interviewed for each case, which we triangulate with secondary data for the study's research purposes. Stammgasts play a crucial role in implementing BMI during and after the crisis to generate new revenue streams and increase liquidity, according to the findings.

**DR.RAKESH DANI (2021)** it is well-known that the hospitality sector may contribute to the economic success of any country, and the tourism business is an important component of the same that comprises hotel, catering, transportation, tourist attractions, and entertainment. In terms of bringing in money, the food and beverage service sector is regarded one of the most lucrative. The operations and quality of food and beverage service are both improving and progressing. The tourism business relies heavily on the quality of food and beverage service because tourists spend more than a quarter of their total expenditures on this type of service. Since consumers don't like the standard service style for food and beverage, they're looking for a new approach that's fun and appealing to the eye as well as engaging and presentable. This includes everything from table settings and lighting to service staff's demeanour. The quality of the service is critical in keeping customers happy and encouraging them to return to the restaurant. There are several trends in the food and beverage sector, and these trends have an effect on whether or not a restaurant is successful. This study focuses on new trends and advances in food and beverage service style and the importance of a restaurant's physical

environment. innovation, trend, physical environment are some of the terms that are used in the index

## **RESEARCH METHODOLOGY**

In most cases, secondary data was used in this investigation. As part of the research process during the study period, I meticulously studied and analyzed all of the relevant articles and publications that were available to me.

## **ANALYSIS**

It has been observed from various studies that people now visit restaurants not only for the food, but also for the style of food and beverage service. Listed below are a few of the most recent developments in food and beverage service.

**Robot Themed Restaurant**— It is the first robot-based eatery in India, and it is located in Coimbatore city. Multi-cooking nourishment can be requested on an iPod at this restaurant. The food prepared by a chef is then transferred to a plate held by a robot, which is subsequently reprogrammed to serve it at a specific table and customers can select the food. Additionally, the robots will be able to identify someone impeding their path and order them to move out of the way. Engineers are trying to incorporate machines into the process of creating and delivering food to clients in order to reduce the amount of time it takes to prepare and deliver meals, as well as the amount of manpower required. There are several examples of robots working in restaurants nowadays, some of which are included here.

## **Molecular Gastronomy**

Cooking and food preparation in the Molecular Gastronomy method make use of specific gases to enhance the flavor and texture of food and drink. In addition, a wide range of temperatures and viscosities are taken into consideration when preparing food. Molecular food preparation is not at all the same as the combination diet, as many people believe it to be. Gourmet specialists appear to be returning to the works of art after considerable promotion of molecular gastronomy, which Europe had done with a long time ago. It takes a few minutes to regain your composure when creating a molecular meal, which is why it has become so popular in India. Favored eateries for molecular cuisine include Fat Duck (London), Alinea (Chicago), The Bazaar (Los Angeles) and Rouge24 (Washington D.C) as well as the Indian Articulation in New Delhi, Paris, and Miami Beach. Following are some recipes for well-known foods.

**Smoked beer**- A bottle of your favorite brews the Smoking Gun device and some Mesquite wood chips round out the essentials. Your food is infused with a subtle smoky flavor thanks to scientific proof. Stacking the pistol with your favorite seasoned wood chip or aromatic herb and lighting it is how it works. Weapons produce cooled smoke when chips are consumed, which may be used to implant nutrients without heating or overcooking them. Brew or spreads that need to be kept cool can be stored in this cooler.

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**Disappearing Transparent Raviolis** - Any filling, as long as it has low water content, can be used to make olates (edible film discs used to wrap raviolis). A few examples include foie gras, nutella (dried fruit, or vegetables coated in oil), and nuts. A sealant machine Science- Using the sealer, fold the oblates in half and set the timer between 1 and 1.5 minutes to seal them. Make an open-ended bag out of the ravioli by sealing one end with the sealer. Using a squeeze bottle, add the necessary amount of filling to the pouch. Close the pouch by sealing the open end with the sealer.

**Home Stay** It's impossible to compare a home stay to other forms of accommodation, such as a hotel, motel, or cute little inn, because a home stays is typically set up in rural areas where people are still living the traditional way of life and learning about their local culture and traditions. In this concept, a traveler can benefit from a tailored, authentic, and traditional food and beverage service in a specific location. By and large, home stays offer guests one-of-a-kind opportunities to experience local rich and friendly societies, see and experience amazing things, particularly amazing food, meet and interact with locals from the host country, and become part of an extended family, which can be an unpleasant experience. Guests can learn about local conditions and societies through the eyes of others, and contribute significantly to society. This design is well-known throughout the world, but it is particularly well-known in India. Uttarakhand, Himanchal Pradesh, and other places in the Himalayas are on the list of possible homestay destinations.

### **Street Food**

Street foods are foods and beverages that are made, cooked, and sold on the street or in other open public areas, as the name implies. The cuisine of a country is incomplete without street food. In order for the world to learn about local eating customs, certain foods and beverages are essential. To top it all off, local food plays a vital role in sustaining cultural and social traditions. Tourists interested in learning about a country's culinary history and sampling its diverse cuisine appreciates the variety of flavors found in the country's street food. They're vital for creating jobs because they pay the sellers well. Taste, convenience, low cost, cultural ties, and nutritional value are all reasons why these meals are so popular with both sellers and buyers. Street food and beverages are a big part of the culture in India.

### **Themed Based Restaurant**

In these restaurants, the atmosphere and cuisine are centered on the same theme. One of the most common types of theme restaurants is one where the entire ambience and décor is focused on a specific theme, usually tied to a specific area or specialty cuisine.

### **Devil Island Prison Restaurant (China) and Kaidi Kitchen (Kolkata)**

Ever eaten in prison? At Devil Island Prison, you can! Customers are photographed and fingerprinted as soon as they enter the facility. Sliding prison doors, metal floors, and iron bars

adorn the inside of the restaurant. Inmates dressed in black and white stripes serve guests in prison cells.

### **Ninja Dining, New York**

Waiters at this ninja-themed restaurant in New York City wear ninja costumes and do nunchuck techniques to deliver your food. The first time we've ever seen something like it

### **Chill Out, Dubai**

In order to access this Inuit-inspired haven, guests must don thermal apparel, including parkas, shoes, and gloves. Upon entering, they will be given a complimentary beverage to help them defrost.

### **UFO, Mumbai**

This Mumbai spinning eatery gives you a taste of space. Seating and lighting may give you the impression that you've been abducted by extraterrestrials.

## **CONCLUSION**

As people's lifestyles have changed, they've developed a new habit of dining out, and restaurants must provide a unique dining experience to keep their customers coming back. As a result of these changes, many restaurants now focus solely on food, but the lure may be an eye-catching exterior design, entertainment or a great media review, or a word of mouth recommendation. The customer's view of the eating experience is influenced by a variety of factors, including the setting, ambiance, and level of service. The latest innovations in the food and beverage service business have both positive and negative effects as will be discussed in the following paragraphs. New concepts like robotic restaurants can benefit organizations by reducing the need for human resources while also enabling them to provide customers with food and drink more quickly, all while relieving restaurant owners of some of their administrative burdens. However, robotic restaurants require significant up-front and ongoing financial investments. In addition, it has an impact on the employment of hospitality workers. Because of this, guests are given individualized service.

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