

## EMERGING TRENDS IN HOSPITALITY INDUSTRY

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### ABSTRACT

The hospitality industry is an imminent part of the tourism industry. The vital interest of the tourist in a hotel other than the location is what the cuisine offered. A quality food & beverage service operations are continuing to improve and develop with the demand for more extravagant presentation. Nowadays, with the rise of number of food bloggers and food hopping adventurers, people get a variety of food art presentation and thus the concern rises regarding not only the taste of the food but also how it has served and presented. They also expect the quality and standards maintained by the service personnel. The food and beverage service quality helps to attract the customer to in current environment because it shows positive image of particular place and local people. This study is a deep analysis of what all-new trends that can be implemented in hospitality sector.

**Keywords:** *Hospitality, Food & Beverage Service, Trend, Quality.*

### INTRODUCTION

In India, every city is having its own taste and flavor with the specialty of food. Food and tourism are always been closely integrated. Ultimate goal of every food & beverage strategy is to meet the driving revenue. The hospitality industry consists of hotels, restaurants, bars, banquets etc., and it is an imminent part of the tourism industry. The quality service of good food and beverage not only judged by the parameters of taste and its outlook but also on the manner of its service. A trend means 'a line of general direction of movement, a prevailing tendency of inclination, a style or choice, a line of development, or the general movement over time of statistically detectable change'. This study focuses on new trends we can apply in food and beverage service sector to make it much more impressive.

Varieties of trends are followed in food and beverage sector, which have impact on the success of the business. It is necessary to create customer's loyalty and their satisfaction of their travel experience. If the customer is satisfied then there are higher tendency to revisit the same outlet. As the time changes a numerous brands are available in the market. There is an immense activity going on in Food & Beverage Service industry in the last few years, including exciting new concepts, offerings and innovative service strategies. This study also shows that what is introducing next generation trends in food and beverage sector for example, now people are very health conscious so they wants healthy food .This study also show that why menu plays the important role in any outlet and how restaurants can attract the people to the particular place and gain profit .

### LITERATURE REVIEW

Hospitality involves supplying others with service, as well as displaying consistent excellence and efficiency. Specifically, the menu is an educator who specifically decides I what is to be made, (ii) what type of equipment and ingredients is necessary, and (iii) what qualifications should be available to employees. The menu also acts as a means to connect and sell (Kincaid and Corsun ,2003). He indicates that personal service is often offered by well trained workers as the main focus of the food presentation (Dittmer,2003).

The travel and tourism sector consists of five components: (a) tourist accommodation (hotels, motels, camps, cruise ships), (b) transport services (ships, aeroplane, trains), (c) food and beverage services (restaurants, bars, taverns, catering), (d) retail stores (gift shops, souvenir shops, craft shops) and (e) activities (recreation, education, industry, festivals, sporting events), (Kasavana and Brooks, 2007). It can also mean offering value profitably at any price range, thus displaying your own specific distinguishing points Most of all, hospitality should be a "place" where individuals can still be excellent people and spread their own personality and style (Hogan, 2008).

The hospitality industry faces a big challenge from the sound of the order taker's voice and the courteous way in, which the order is taken to the server,'s an ache to provide well-trained and professional workers in the room service department. He also noted that preparation makes the difference in the hospitality industry between ordinary service and excellent service. ( Richard M. walker ,George A. Boyne, 2009).The hospitality practices, among others, should concentrate on the guest for performance in service, emphasis high-touch instead of only high-tech and promote improvements, as well as innovations (Walker, 2009). It examined the developments in the hospitality industry's food and beverage sector have articulated the various advantages that can be accomplished by the quality of service, such as creating guest satisfaction, contributing to the overall business picture, establishing guest loyalty, and providing a business establishment with a

competitive advantage (**D. Melia 2011**). The demand for Indian food and beverage services is rapidly expanding. It is estimated that the compounded annual growth rate will be 25 percent (**Outlook June 2012**, Emerging Food & Beverage Services Retailing Trends in India) and will continue to grow at a similar pace in the coming years. The standard of the food and drink service tends to draw visitors to every destination in the current environment because it gives a good picture of a specific location and local people.

Food & beverage service trends change day by day at a steady pace. It is not just the service provider's hand, who is eager to incorporate new market trends, but also the consumer who still searches for new and ground breaking trends introduced in the F & B industry. Customers are trained and well exposed today; they look for creative products that draw them like never before (**Yashwant S. Rawal & Rakesh Dani 2017**).

They concluded that fast food restaurants perceive the quality of service as a dire success factor. Restaurant management requires continuous improvements in service quality to achieve full customer satisfaction ( **Junaid Aftab & Huma Sarwar,2016** ). The factors that mainly affect the industry are: increased concern for the safety and protection of guests; increased diversity in the composition of the workforce; the value of outstanding services that contribute to additional income opportunities; New technologies that lead to improving guest facilities and improving competitiveness; the ageing of the population that directly affects tourism demand and the labor market for tourism; and the connection between price and value that is very significant for today's perceptive guests (**Soultana Kapiki .2012**) .

## **OBJECTIVE OF THE STUDY**

1. To understand the need of new trends in Hospitality Industry.
2. To understand the impact of new trends on the satisfaction level of the tourist.

## **RESEARCH METHODOLOGY**

This analysis is focused on descriptive information from secondary sources that is available. Secondary knowledge is gathered from a mixture of journals, magazines, newspapers, studies, posts, research papers and numerous websites.

## **HOSPITALITY RECENT TRENDS**

The hospitality industry is diverse and includes everything from hotels and other accommodation types, through to restaurants, bars, travel agents and tour operators. Furthermore, keeping pace with the wider industry is one of the ways owners can help to ensure their business is delivering an excellent customer experience. In this study, you will learn about thirteen of the most significant hospitality trends right now and in the future. These are explained in more detail below.

### **1. Local Experience**

In the hospitality industry are getting to grips with is the desire for tourists or travelers to enjoy local experiences. Many people do not simply want to experience a life similar to their own, but in a different location. Instead, they want to experience the authentic way of life in the location they visit. Hotels might provide local products, while other options like farmhouse accommodation can offer a more authentic guest experience. It can help travelers to take part in local activities.

### **2. Healthy and Organic Food & Drinks**

In the past, for restaurants, this has meant re-vamping menus with healthier options, including gluten free, dairy free, low fat, vegetarian and organic options. However, the trend for healthy food and drinks extends to hotels, catering services and even holiday as well, with healthier room service options, as well as healthier drinks sold behind bars. However, there has been something of a cultural shift, with people becoming more aware of the things they are putting in their bodies, leading to a healthy food and drinks trend.

### **3. Sustainability**

Increasingly, customers are concerned with environmental issues and want to know that the hotel they deal with are behaving ethically. For this reason, sustainability has been one of the most noticeable hospitality trends of recent times, with a growing number of hospitality businesses promoting their eco-friendliness. Examples -Restaurants promoting their vegetarian and vegan options, through to hotels that make use of smart light bulbs and smart heating to save energy. Within the accommodation sector, there are also decisions to be made about using more sustainable materials for things like towels and bed sheets.

### **4. Personalization**

In the hospitality industry, personalization is a major trend. Meanwhile, a growing number of hotel guests want to be treated as individuals, rather than just another anonymous customer.

Personalization can be deployed in a variety of ways. Within hotels, for example, returning customers can be automatically provided with similar services to last time they stayed, while a member of staff upon arrival, using GPS technology and booking data, can also personally greet them. Furthermore, with the rise of smart devices, hotel guests can also be enabled to use their own devices and accounts on entertainment platforms.

### **5. Smart Hotels**

In simple terms, a smart hotel is a hotel that makes use of internet-enabled devices, which are capable of sending data to one another. Smart hotel designs are tied in with the idea of the '*Internet of Things*' and have emerged as a more popular concept since smart speakers and smart hubs became popular consumer products.

A smart hotel might, for example, allow guests to control the heating or air conditioning from their phone, or turn on the TV by giving a voice command to a smart speaker. In many cases, smart rooms also automatically adjust things like the brightness of light bulbs, or the temperature of a radiator, in order to maintain optimal conditions.

### **6. Artificial Intelligence**

Artificial intelligence plays a number of different roles within the hospitality industry, but the main one is to improve customer service. One example of this is AI-powered chat bots, which can be used for online customer interactions, removing lengthy waiting times and providing swift, intelligent responses to questions.

However, there are additional uses for artificial intelligence technology too. For instance, some hotels have introduced AI and voice controlled customer service or tourist information hubs within their hotels. Meanwhile, AI can also be used to sort through data, automatically adjust processes, and so on. .

### **7. Robots**

One of the most exciting hospitality trends is the emergence of robots, which are defined as machines built to carry out complex tasks, either autonomously or semi-autonomously. They are often equipped with artificial intelligence, and can help those operating in hospitality management by generating speed, cost and accuracy improvements.

Hilton, for example, introduced a robot concierge recently, which is able to respond to human speech and answer questions. Some travel agencies have experimented with robots to pre-qualify customers as they wait to speak to agent, while the Henn -Na Hotel in Nagasaki, Japan is entirely robot-staffed.

### **8. B- leisure Travel**

'B-leisure' is the name given to trips which combine business travel with leisure activities, and it is increasingly popular, especially among the millennial generation. As an example, a traveller may initially visit a location to attend a business meeting or conference, but then extend their stay to turn it into a holiday. This is one of the most interesting hospitality trends for those in the industry to respond to, as '*B- leisure*' travelers are likely to want spontaneous services, excellent access to information and fast communication . Mobile apps are one way to achieve this, while hotels need to try to remove as many barriers to booking as possible.

### **9. Virtual Reality**

This is one of the most potentially game-changing hospitality trends, because VR technology has the capacity to digitally alter a person's entire surroundings. Those in the hospitality industry can apply this in a number of interesting ways. Hotels might use VR technology as part of their booking processes, allowing users to experience a highly realistic digital version of their hotel rooms before booking. Meanwhile, travel agents can use virtual tours/ 360 videos of tourist attractions to sell holidays.

### **10. Augmented Reality**

Finally, augmented reality technology is similar to virtual reality technology in many ways, but rather than creating a new digital environment for users, it is concerned with enhancing real-world environments through graphical or informational overlays. Unlike VR technology, it also usually requires nothing other than a smart phone and an app. Augmented reality apps can be designed so that users can point their phone at a restaurant and see reviews, or opening times. Hotels and other accommodation types can also use augmented reality to provide interactive tourist information maps within their properties, or to create fun opportunities to create user generated content.

### **11. Going cashless**

Restaurateurs are beginning to phase out cash in their operations. This saves them time by avoiding bank deposits and has obvious operational benefits: fewer handling errors and incidents of theft; and instead, greater transparency and liquidity. Future payments through electronic fingerprints, retina scans or even facial recognition.

## **12. Self-service kiosks Grab and Go**

People are mobile, and always on the go. Over the past years we have seen the 'grab and go' trend develop. People are more time sensitive, or as market research agency Mintel puts it, "time is of the essence". Today consumers are looking not only for health-conscious snacks allowing them to bypass lengthy meal times, but also expect fast snacks to be good for them.

What is new is that self-service kiosks, accessible 24/7, are becoming the new grab and go on Railway terminal and bus terminal and there will be no surprise if we see some 24/7 outlet opened in main city area.

## **13. Home made products**

The year 2019 is also going to be the year of homemade products. As governments encourage the development of start-ups, there is a blue ocean that is just waiting to be exploited. Hence with the expansion of food delivery services; we should expect a lot more home chefs to come forward with their own unique products, providing for a wide selection of F&B offerings across all ethnicities. Along with key success factors will be convenience, quality, healthy food, which is locally sourced and has ethnic appeal.

## **CONCLUSION**

It can be inferred from this paper that food & beverage service patterns are evolving day by day. It is not just the service provider who is willing to incorporate new business trends, but also the consumer who is always searching for the latest and creative trends introduced in the F & B industry. Customers are trained and well exposed today; they are searching for innovative stuff that will draw them like never before. Customers are very happy paying good cash these days to the degree that they get value for it. Not only good food, but a creative form of F&B service, and these customers are health conscious and price responsive. Today, people of the new generation want to make this sector more exciting because most people like to have food outside their homes. We conclude from the above study that the implementation of the latest technologies and techniques could lead to another stage in the food & beverage field.

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