

IMPACT OF NEW INNOVATIONS IN 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 tourism industry is an important component of same which includes number of sectors such as lodging, catering, transportation, visitor attractions, entertainment etc. Food & beverage service sector is considered one of the major fields which bring quite a great deal of profit and satisfying the tourist. Food and beverage service operations are continuing to improve and develop, together with progresses in quality. The tourism industry depends on good quality of food and beverages service because most of the tourist spend more than 25% (Outlook June, 2012 | Emerging Trends in Food & Beverage Services Retailing in India) of their expenses on same. In current scenario people don't like regular service style for food and beverage but they want some innovation which can be entertaining, attractive and presentable even physical environment which include service staff, ambience, table setting and lighting is also very important to attract the guests. Service quality plays a very important position to make the customers cheerful and insists them to revisit the restaurant. The food and beverage industry is subject to numerous trends and these trends have an impact on restaurant business success or failure. This study focuses on new trends and innovations admitted by food and beverage service style and why physical environment is important for any restaurant.

Index Terms – food and beverage service, innovation, trend, physical environment.

I. INTRODUCTION

Hospitality is identified as the act of giving true care and kindness to an unfamiliar person, friend or whoever is in need. Hospitality involves friendly treatment of visitors and is a very important sector in the tourism industry. Hospitality industry includes travel, accommodation, food and beverage service, meetings, and relaxation and entertainment (The International Institute of knowledge Mgmt, ICOHT-2017). The restaurant business has turned out to be a standout amongst the most beneficial enterprises on the world. Sustenance and refreshment division is one of the genuine pay creating offices in accommodation industry. Quality and style of service and visitors satisfaction are not kidding factors for achievement of food and beverage benefit division. So as to achieve consumer loyalty, it is extremely basic to distinguish and to foresee visitor needs and to have the capacity to fulfil them. In order to attain customer satisfaction, it is very essential to identify and to anticipate guest needs and to be able to satisfy them. Restaurateurs today are focusing on bringing something innovative on the table to attract footfall. They are brainstorming for doing something unique which has never been done before. The present situation focal point of hospitality industry is on creating of new innovations, advancements and friendly services which will helpful increment the consumer loyalty level. Restaurateurs today are concentrating on expediting something inventive the table to draw in footfall. They are conceptualizing for accomplishing something one of a kind which has never been done before. Presently food & beverage industry facing one of the major challenges that to sustain the customer for longer time. During the past investigations recent decades, there have been numerous adjustments in the purchasers' states of mind toward the food and beverage decision. These changes have an impact not only on the consumer part (regarding the food they consume) but also on the distributors of these food & beverages (regarding the foods and beverage they serve). By and by multi day public are looking for different and inventive style of food and drink benefit with upscale menu dishes and more refined stylistic layout and feeling in huge urban areas as well as in littler towns, because of different methods of media and the imaginative personalities who attempt to serve nourishment and refreshment in alluring ,engaging ,intriguing and eye engaging style and some time it can demonstrate the way of life and convention of a specific place which help in advancing the cooking and culture. To fabricate Guest satisfaction and client's dedication, eatery proprietors must gain ground toward better administration through administration quality. Food and Beverage service industry is extremely huge however this study focuses on impact of new trends and innovations admitted by food and beverage service style and why ambience is important for any restaurant.

II. LITERATURE REVIEW

Some important literature on the subject is reviewed in this section. Due to rapid growth of food & beverage industry people have many options so they are focusing on food & beverage service style. In this topic very few people did the research but little bit

similar topics are found. The purpose of this section is why food and beverage service is important to the hospitality sector and why we need to implement new trends in same for giving the new experience to the tourists in term of food and beverage service and why ambience is important.

- **Trefor Griffith(2018)**- This investigation presume that There have been different changes to occur in the earlier years for food and beverage associations, driven as constantly by moving purchaser tendencies. The long standing eagerness for settlement has joined with a hankering for increasingly favourable decisions, and what's more accepting more plant-set up together sustenance concerning a versatile start. In the meantime, at the contrary end of the scale, advancement in liberal things with more diminutive bits has transformed into a key current example for the business.
- **Alfa (2018)**- The Author said in the event that you are intending to begin your own eatery you have to realize that there is such a great amount of rivalry around you and you should be the best in your area to pick up your clients trust. You should be in a situation to serve your clients so that they will return to your eatery. Making tasty nourishment is a necessary piece of running an eatery, however it doesn't stop with that, you have to guarantee finish consumer loyalty to have a fruitful business.
- **Mukhles M Al-Ababneh ,(2017)** Mentioned many benefits can be achieved by service quality such as establishing customer satisfaction, contributing to business image, establishing customer loyalty, and providing a competitive advantage to a business.
- **Muhamad Saufiyudin Omar,Hashim Fadzil Ariffin,Rozila Ahmad (2015)**-As a finish of this investigation demonstrates that spatial format, inside structure, shading and music have noteworthy associations with customer's fulfilment. The biggest commitment is shading trailed by spatial format, music and inside plan. The eatery administrator must ensure that; office format, lighting, temperature, scent, menu plan and course of action of seats and tables at their eatery are constantly kept up, and at ideal dimension so as to fulfil the clients.
- **Raja Irfan Sabir, Muhammad Irfan, Naeem Akhtar, Muhammad Abbas Pervez & Asad ur Rehman(2014)**-The results show that restaurant owners should focus more on these four factors of service quality, physical design, product quality and price if they think customer satisfaction as part of their marketing strategy yet among all these four variables they should take service quality as the most important tool of customer satisfaction, physical design or atmosphere has 2nd largest contributing effect towards customer satisfaction.
- **O. Mhlanga, Z. Hattingh and H.J Moolman (2014)** - In this examination creator reason that in formal full administration eateries clients expect a long ways past nourishment dissimilar to different classifications of eateries where sustenance is esteemed most. Albeit great nourishment is a fundamental segment of a fantastic dinner, the dimension of administration assumes a critical job in formal full administration eateries. In a formal full administration eatery great administration can spare an awful feast, however a decent dinner can't spare terrible administration. Despite the fact that the sustenance at a formal full administration eatery may not be as delectable as in different well known eateries, if the administration is brilliant the client will perceive the eatery and will in general be fulfilled (Cheng, 2006).
- **Russell Cox, Michael Davidson & Hugh Wilkins (2014)** - This exploration introduction will develop these outcomes and present a structure to outline the fundamental job of advancement in creating and supporting a feasible eatery business. While the writing talks about both radical and steady developments, the after effects of the examination unmistakably demonstrate that gradual advancements are the key drivers of eatery execution. As indicated by the eatery business people, directors and staff met up until this point, steady developments are fundamental to an eatery's achievement in four key regions. These key territories of development are identified with: item and administration; advertising; forms; and hierarchical culture. Advancements relating to the menu and improvements in the kitchen are unmistakably a key wellspring of progress for eateries.
- **Soultana (Tania) Kapiki (2012)** - There is a worldwide increment in the travel industry and cordiality both in vacationer entries and the travel industry use. The patterns that are for the most part influencing the eatery business are: the expanded worry with visitors' wellbeing and security; the upgraded assorted variety in the workforce arrangement; the significance of remarkable administrations prompting extra open doors for expanded income the new advancements which add to enhanced visitor administrations and improve aggressiveness and the connection amongst cost and esteem which is critical for the keen visitors of today. The pattern is an expanding number of eatery overall applying approaches benevolent to the earth.
- **Polder et al. (2010)** –According to the author definition of innovation means introducing new food & beverage product or bringing significant changes and improvement in the existing service and product which helps in economic growth of any restaurant.
- **Lim (2010)** - proposes that, customers' final satisfaction may have significant effect connected with atmosphere. Ambient conditions within the dining places have either a positive or negative effect on customer satisfaction.
- **Feroz Ahmed, Md. Shah Azam & Tarun Kanti Bose (2010)** - Nourishment benefit activities are not just in the matter of giving sustenance and refreshments; they are in the matter of making visitor pleasure. Accomplishing this objective

expects meticulousness and planning that starts well ahead of time of respecting the principal visitor. The visitor encounter is dictated by an assortment of interrelated variables from menu plan and place settings to plate introduction and style of administration. Every one of these variables assumes a huge job in accomplishing visitor fulfilment and must be made inside the physical and human limitations of the task (Cook et. al., 2007).

III. OBJECTIVES OF THE STUDY

The objectives of the study are as follows:

- Impact of new trends and innovations admitted by food and beverage service style.
- Impact of ambience is important for any restaurant.

IV. RESEARCH METHODOLOGY

This study mostly based on secondary data. During the research period I carefully reviewed and analyzed all available related articles, journals, conference presentations, books, media news, reports, internet documents and personnel observation.

V. FINDINGS OF THE RESEARCH

This section is based on review of literature and study found that there are getting continuously various innovations and changes in style of food and beverage service which is useful for earn profit to company and get different experience to people who like to eat different type food and beverage and it has been observed from different studies that now public visit the restaurants not only for food taste but to get new experience in the form of style of food & beverage service, entrainment facility, ambience etc. Some of the new innovations in food & beverage service styles are mentioned below-

Robotic Service Innovation

Machines have very important role in human beings life so engineers try to involve the machines in making full done food without using men hand which can help in prepare food fast and even deliver it fast to customers, it can reduce the labor. Now a day robot are working as cook and waiter in the restaurant some of the examples are given below-

Café X- is a completely computerized, cashless strength coffeehouse mark that has developed to a trio of San Francisco areas in the course of recent months. Encased in acrylic and fronted by contact screen tablets on which clients put requests and pay — in the event that they haven't officially done as such on their telephones — the booths house programmed espresso machines equipped for preparing Americanos, coffees, cappuccinos, lattes and level whites with clients' decision of privately cooked beans and drain types. Its barista, a mechanical style automated arm, plays out an arrangement of predefined movements, for example, pushing catches, moving a container from under the drain distributor to the syrup gadget, and conveying completed refreshment to a window for pickup. Contingent upon beverage unpredictability, it can deliver a normal of two beverages for each moment. The idea incorporates human staff members to help with the requesting procedure, instruct clients about menu things and fixings, and keep the bistro loaded.

Zume Pizza-- likewise in northern California, utilizes pizza-production robots — named Pepe, Giorgio, Marta, Bruno and Vincenzo — that handle dreary, low-ability assignments, for example, batter squeezing (multiple times quicker than a human can, and in flawless shapes), sauce spreading (correct sum inevitably) and putting pizzas into Zume's 800-degree stoves (no wounds) in the organization's focal generation office in Mountain View. Prescient innovation directs every day's creation, demonstrating both volume and kinds of pizzas that will probably fulfill request. Clients arrange on the web or by means of portable application, and their pizzas complete the process of cooking in travel in uncommonly structured conveyance vehicles, each fitted with many mechanized, shrewd pizza stoves. The apply autonomy helped generation, conveyance just model and on-course cooking join to cut costs, speed administration, and free up the new businesses' 120 or so human workers, which are all full-time, with advantages, to concentrate on increasingly inventive, instinctive and gifted undertakings. Zume Pizza clients arrange on the web or through portable application. Their pizzas are done in travel in exceptionally structured conveyance vehicles, each fitted with many mechanized, keen pizza broilers.

Robot Themed Restaurant— It is an India's first robot based eatery situated at Coimbatore city where sustenance is conveyed by robot. This eatery serve multi cooking nourishment visitors can put in their request on an iPad. The sustenance arranged by culinary specialist is then exchanged to the plate held by robot and they are modified to serve it at explicit table and clients can pick the nourishment. The Robots will likewise have the capacity to identify somebody obstructing its direction and demand them to move out their direction.

Molecular Gastronomy

Molecular Gastronomy is an exceptionally cooking science which utilizes certain measure of gases in cooking and getting ready food and beverages. It is additionally about cooking food at various temperatures and viscosities. Molecular food method is totally not quite the same as combination sustenance which numerous individuals regularly consider as same. After the much promotion over Molecular gastronomy, which Europe had finished with a long while back, Gourmet specialist appear to return to

the works of art. There's part of fun comes up while making any molecular dish as it takes a few to get back some composure of your consideration as it's something else and that is the reason it has picked up ubiquity in India. Probably the best eateries celebrated for Molecular gastronomy in world are-Fat Duck (London), Alinea (Chicago),The Bazaar (Los Angeles),Rouge-24(Washington D.C),Haven (Miami Beach),Le Cheteaubraind (Paris)and Indian Articulation .some well known dishes with formulas are as given below-

Smoked beer- A bottle of your most loved brew, Indisputable evidence gadget (Smoking Gun device), Mesquite wood chips.

Science-The Indisputable evidence coats your nourishment with a surface-level mixture of smoky flavor. The manner in which it works is you stack the firearm up with your most loved seasoned wood chip or sweet-smelling herb and you light it. When the chips consume, the weapon makes and discharges a cooled smoke that can implant nourishments without warming or overcooking them. This is perfect for sustenance and drinks you ordinarily need to keep cool like brew or spread.

Disappearing Transparent Raviolis - Oblates (edible film discs to wrap the raviolis), your choice of filling as long as it has low-water content. Examples: foie gras, nutella, dried fruit, or vegetable coated in oil),Sealer device

Science- Fold the oblates in half and set the timer on the sealer between 1 and 1.5. Use the sealer to seal one side of the ravioli, creating an open-ended pouch. Fill the pouch with desired filling using a squeeze bottle. Seal the open-ended side of the pouch to close it using the sealer.

Chocolate-covered Strawberries Dipped in Pop Rocks-Strawberries, Chocolate (Milk, Dark or White), Popping sugar (like Pop Rocks).

Science -Popping Sugar and effervescence. Effervescence is a chemical reaction that results in the release of gas and the formation of foam, fizz and bubbles.

Home Stay

Home stay is altogether different contrasted with different methods of convenience, for example, a lodging, motel or quaint little inn which is regularly situated in the city or rural regions though the area of the home stay is ordinarily arranged in rustic regions where the entire network is as yet rehearsing the conventional lifestyle and grasping solid culture and customary practices. In this idea traveler profit customized credible sustenance and refreshment administration of specific place in conventional style. By and large, home stays give guests one of a kind chances to encounter the rich and affable societies of the town, see and experience astounding items particularly astonishing sustenance, meet and interface with the neighborhood individuals from the host nation, turn out to be a piece of a family and a vital piece of a family unit that is an unattractive ordeal; find out about conditions and societies through other peoples' eyes, contribute straightforwardly to the provincial economy and bolster the network preservation activities This style is renowned in all around the globe however generally in India. A portion of the home stay goals are Uttarakhand, Himanchal Pradesh and so on.

Street Food

By name only it is understood street food means that food sold on streets or we can say Street foods are foods and beverages that are prepared, cooked and sold in the street and other open public spaces. Food sold on the streets is an integral part of a country's cuisine. These food and drinks are important for the local eating habits to be known all around the world. Besides, they play an important role with local cuisine in preserving cultural and social heritage. Street food also appeals to tourists looking for cuisine culture and different tastes and this supports a country's tourism. As they provide income to the sellers, they are also important in generating employment. These foods are highly demanded both by the sellers and consumers because of their tastes, easy availability, low cost, cultural and social heritage connection, and being nutritional. India is very famous for street food & beverage.

Restaurant Ambience

Ambience is the quality of the surrounding space that perceived by customers, it is the conscious designing of space to produce specific emotional effects in buyers that enhance their purchase probability. Ambience is made up of a set of elements, such as lighting, music, scent and color. Research in environmental psychology has suggested that ambience have a powerful impact on customer's attitudes, emotions and behavior. Some of the restaurant which is mainly popular for ambience is as given below-

Underwater Restaurant-These restaurants are basically located under the sea made from glass or transparent acrylic/fabric so that guest can enjoy and see under water life. **Itha(Conrad Maldives Rangali Island)**—the under It is the first underwater restaurant built throughout the globe. It is located 16 feet below the surface of water in the Indian Ocean. He outside is covered with clear acrylic. **Nathan outlaw at Al Mahara (Dubai)** - The restaurant features a number of private dining spots, all with a carefully designed underwater theme. Gold shell-inspired seating, wall detail with fish scale accents and striking coral-like lighting highlight the blue windows looking into the aquarium. **Undersea Restaurant (Hurawalhi Island Resort,Maldives)** - This incredible dining spot accommodates only 16 guests at a time for either breakfast, lunch or dinner.

Sky Scrapers Restaurant- These types of restaurant are located at very height such as top of the building from where guests can enjoy the food with view of whole city.

The Signature Room Restaurant: 1,054 ft

Located on the 95th floor of the John Hancock Center, The Signature Room Restaurant has the tagline 'the restaurant Chicago looks up'. Open for lunch, dinner and weekend brunches its menu to impress means you best book in advance.

Sky Restaurant at Tianjin Global Finance Center, China: 1,011 ft

Tianjin , China's fourth largest city. While the tower isn't the largest in the People's Republic, it does surpass 1,000 feet. You'll find Sky restaurant on the 72 floor of the Tianjin Global Finance Center, now talk about a high-flying business lunch!

Ding Xian 101, Taipei: 1,213 ft

Touted as the 'largest green building in the world' the Taipei 101 was at one point the tallest. Up on the 86th floor you'll find fine dining at Ding Xian with a traditional Taiwanese menu and plus furnishings said to rival that of Versailles.

Fly Dining, India, Bengaluru: 160 ft

started a new flying or hanging restaurant .A restaurant will not only offer you fine dining but will also fly you as high as 16 storey for a bird's eye view. The restaurant, Fly Dining, will be suspended mid-air for you to enjoy one-of-its-kind experience. Fly Dining is a deck with a 22-seater table that is lifted 160 ft in the air by a crane for diners to enjoy the views of Nagavara Lake and the city's green cover.

Themed Based Restaurant

These types of restaurants are based on any particular ambience with same cuisine. A theme based restaurant is one where the entire atmosphere and décor is geared to a particular theme, normally related to a regional or particular cuisine or in simple we can say any restaurant which is designed around the concept of any particular region.

Devil Island Prison Restaurant (China) And Kaidi Kitchen (Kolkata)

Ever dined in jail? You can at Devil Island Prison! Upon entering, patrons are assigned numbers, photographed, and fingerprinted. The restaurant itself resembles a prison, with sliding jail doors, metal floors, and iron bars. Guests dine in prison cells, served by waiters in black-and-white striped inmate uniforms.

Ninja Dining, New York

If you're looking for a unique restaurant in NYC, this warrior-themed restaurant's waiters are dressed like ninjas that deliver your order with a side of nun chuck tricks. That's definitely something we haven't seen before!

Chill Out, Dubai

This refrigerator lounge requires patrons to suit up in thermal clothing – parkas, shoes, and gloves – in order to enter the Inuit-inspired oasis. Inside, a complimentary drink awaits to help them defrost.

UFO, Mumbai

This revolving restaurant in Mumbai gives you a perfect spaceship experience. The seating arrangement and the lighting might make you think you have actually been abducted by aliens.

VI. CONCLUSIONS OF THE STUDY

The changes taking place in people's life styles have caused the habit of eating outside to evolve so it is very important for the restaurants that give always customer new experience of dinning ,as per previous studies most of the restaurants focuses only in food but the food alone may not bring people to a restaurant at the first time but the lure might be an eye-catching of exterior design, entertainment, a great media review, or a word of mouth recommendation will pull the customer to visit the restaurants. The decor, ambience and service standards must all contribute to the customer's perception of the dining experience. As we discuss some of the new innovation in food and beverage service sector, it has both positive and negative impacts.

Robotic restaurant are good as a new concept which can help organization for using less manpower and help in fast delivery of food and beverage to consumers which help to reduce pressure from restaurant owners but invest huge amount to buy robots and maintenance is also expensive. Another side it's affected on hospitality personnel job. It effect on to give personalized service experience to the guests.

Molecular Gastronomy, this sort of cooking tries different things with the synthetic and physical arrangement of the fixings by presenting synthetic concoctions, or joining good atomic syntheses of fixings. This sounds somewhat terrifying, realizing that your dish was deconstructed and reproduced from similar fixings with the assistance of specific synthetic concoctions. This cooking is entirely an investigation of synthetic responses that happen in sustenance. It requires a ton of experimentation, explicit hardware and extra synthetic intensifies that permit the recreation of fixings or formation of new ones. This implies, your sustenance contains unnaturally happening particles in it yet food doesn't lose its flavor and unique fixings, which implies you get a similar taste yet fit as a fiddle and consistency .The food is never broiled, which is unquestionably an incredible favorable position for evident reasons .You get the chance to have a go at something completely new produced using a similar dearest fixings, in addition to the Wow factor. Molecular Gastronomy is viewed as minimal unfortunate for an individual's wellbeing as it

includes utilization of gases at certain dimension to make a one of a kind dish. In year 2017, this sort of sustenance pattern will exit and clear a path for customary Indian Food. The utilization of synthetic specialists to bring about changing the surface, shading and introduction of sustenance is in pattern from ages now however because of some genuine wellbeing cases as of late been seen while having this, it will exit from the market.

Home stay is exceptionally celebrated idea in current patterns visitor remain in towns or a long way from the city and furthermore have food and beverage according to neighborhood convention and culture Giving business roads to numerous nearby individuals, the home stay the travel industry conspire has taken grasp in numerous regions of the country territories. Create roads of independent work and so forth. Most ladies (who fill in as neighborhood aides, and who get the money installments) felt that the pay from Home stays has rolled out a noteworthy improvement in their lives. The pay has given them more prominent basic leadership controls at home that they hadn't had previously. Investment in the Home stays fortifies the feeling of pride nearby individuals have their way of life, ways of life, surroundings in addition to furnished chances to communicate with individuals from different nations. It has prevailing with regards to moving the vacationer from customary well known visitor goals to new places which has advanced new goals and give elective salary source to provincial venture.

There is no uncertainty that street food is delicious and modest, Bhat (2000) announced that road nourishments are modest and accessible that in numerous nations, they frame a basic piece of the eating routine since they are overwhelmed by normality and consistency over all pay gatherings, especially among the urban poor. The street food assume an imperative financial job in meeting nourishment and healthful prerequisites of city purchasers at moderate costs to the lower and center salary individuals. All things considered, there is additionally a few wellbeing perils related with them. This food could be the primary channel for transmission of extreme and deadly sicknesses that could be hazardous. Tainting to these foods could result from pre-or post-cooking pollution from the food handlers. Street food sellers are frequently unlicensed, untrained in food security and sanitation, and work under unrefined unsanitary conditions. Street food required and sufficient legal regulations and rules regarding safety measures have not been set and this situation creates health risk relating with street foods. Studies have shown that in most countries' policies there is no legal arrangement for food safety and application or the sale of street food.

People dine in any restaurant not only for food and beverages but they visit for getting memorable and special experiences and which can fulfill by only ambience and new innovation in restaurant.

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