DIGITAL TRANSFORMATION OF FOOD AND BEVERAGE SERVICE –SPECIAL REFERENCE TO HOSPITALITY MANAGEMENT

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ABSTRACT

The very reason of writing this article is to highlight our contrasting ideas, methods and ways on our dependency on machines and artificial mechanical set ups around us along with computers and seeking perfection in digitalization. Contrarily our personal feel, like and loving of cooking is diminishing to catch up with personal gains and commercial benefits. But, the hospitality industry is in need of fast and efficient service. Therefore, it is wiser to depend on machines than feelings. This article contains descriptive study about the digitalization on food and beverage service. Data has been collected by the review of so many articles and websites.

Key words: Digitalization, food and beverage service, hospitality industry.

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1.1 INTRODUCTION:

The food and beverage industry is transforming under pressure of consolidation, uncontrollable population growth, increase in health and beauty care along with safety regulations and new trends driven by the millennial customers.

With uncontrollable growth of population around the globe, where there are tremendous changes in areas like food habits, time constraints, new modern recipes, huge ratio difference in production and consumption of food and beverage products, we can't stick to the old policy of cooking with

passion and love taking our own sweet time, but must go digital with robots which can be more beneficial to one and all.

The sad part what we literally see is, the love, the care, the extra mile we normally take to please the guests in the hospitality industry would all go missing completely and perhaps permanently. We could foresee machines producing tons and tons of food and beverages with digital perfection, but lacking in the real treat of 'preparing with love like our own mother at home'. But, then, who has the time to cook or eat leisurely? We are in space age where digitalization is making everybody work faster and faster and to adopt the policy "LETS GO DIGITAL".

So, we get benefits out of digitalization, like, speed to market, innovation, quickly incorporate new technologies, agility, improved compliance, reduced risk, perfection, overall efficiency and most importantly cost reduction.

Tag Line: Digitalization works with speed and confidence.

1.2. OBJECTIVES:

- To understand the impact of digitalization or transformation in food and beverage service
- To analyze the benefit of digitalization or advanced technologies in the hospitality industry
- To study the advanced technology or digital tools that can be utilized for future development

1.3 METHODOLOGY:

The study is made on secondary data. Hence, information has been collected from many web pages, certain books and support from intellectuals are taken as reference here to finish my article about the subject.

1.4 SIGNIFICANCE OF THE STUDY:

The eating and drinking patterns and passion are getting more individuals nowadays. In future the food and beverage industry would be tailor made to consumer demand. For example, we may witness 10 members of a family getting Butter chicken according to their individual palate, which includes slightly different colors, different textures, and different aroma for each one of them in no time.

In a star hotel, a chef-de- rang or a commi-de-rang takes order for a major meal, gets into the production area, places the order through Aboyeur and literally waits for 15 to 20 minutes to pick up the order, but in case of robot or a machine producing and delivering, it might take hardly 5 minutes. It is possible only if we agree to go digital. Perhaps in very near future, we might witness machines taking over completely from humans for cleaning, cutting and cooking.

Customer's vivid imagination, their interest in the quality products has increased drastically, that includes how a product might affect customer health, seeking for high quality ingredients, the careful production processes and sustainability.

Specially, the health conscious people are interested in both ingredients and full production cycle of their food. Referring to the cooking at the hotels and resorts by humans, let us not worry about how human brain works, sometimes even out of the box, (comparing to machines whereby they are just programmed and don't have their own ideas,) but certainly we must settle down for more speedy, accurate, reliable and efficient work through digitalization.

Transformation to digitalization system or methods in food and beverage industry is creating opportunities for numerous organizations to innovate and invest more rapidly and drive inefficiency out of their businesses.

1.6 DIGITAL TOOL IN F&B SERVICE:

Online food and beverage deliverers:

For example companies like Zomato and Swiggy in India is very popular among youngsters.

Zomato

Zomato is a restaurant search and discovery service founded in 2008 by Indian entrepreneurs Deepinder Goyal and Pankaj Chaddah. It currently operates in 24 countries.It provides information and reviews on restaurants, including images of menus where the restaurant does not have its own website.

Swiggy

Swiggy is an Indian online food ordering and delivery platform founded by Sriharsha Majety, Nandan Reddy and Rahul Jaimini in August 2014. The company is based in Bangalore, Karnataka as Bundle Technologies Pvt Ltd.

Vending machine:

Most companies that offer vending machines will stock, supply, and service them while splitting the proceeds with whatever business agrees to host them. It's a charming way for a business to make sure that its clients and employees are satisfied when they get thirsty or want a snack.

Once the machine is stocked, it's time to test it. How this works is that you put money into the machine and then you test the vending machine to determine if it reads coins and paper money correctly. Notes are scanned with a laser, which allows the machine's internal computer to figure out the bill's amount. Coins are measured much the same way — the machine measures for

diameter and thickness of each coin, so that the machine can count the total. The latest vending machines often accept credit or debit cards, which work the same way as they do in any retail environment. All methods of purchasing should be tested to ensure a smooth user experience.

Tablet to take orders:

Rajat Suri doesn't hate waiters. He just hates waiting. That explains why he crafted the Presto touch-screen tablet, which lets diners peruse menus, order, and pay without ever talking to a server.

The Restaurant Industry has always understood the benefits of using a hand held order taking system to bring operational efficiency, customer satisfaction and increased table turnover rates. However cost of hand held devices/PDA has been prohibitive and the industry continued with pen and paper (KOT Books) until now. With the introduction of inexpensive android based tablets the restaurant industry has started embracing hand held order taking systems. KOT books and pen and paper will soon be history when it comes to restaurant order taking.

Service by robots:

Many places and companies like Momentum Machines are strong signals for where fast food is heading because people crave speed and low cost - two qualities that human-run restaurants can't offer the way robot-powered restaurants can.

Instead of talking to a cashier to order their food and beverage items, some diners build their meals on touch screens and pick them up from windows. There are no chefs or servers in sight.

Not every restaurant will necessarily go full-robot. Fine-dining restaurants depend on people feeling comfortable, not rushed. And robots don't tend to inspire a warm, inviting feeling. But fine-dining is still ripe for automation behind the scenes.

"Maybe they'll focus still on making the food by hand and focusing on quality ingredients, but there could be parts of the experience that could have some level of automation."

1.7 MAJOR FINIDINGS OF THE STUDY:

With the rise of information and technology, especially the online commerce, the door to door or the so called home delivery companies have reached to their zenith in prompt and efficient delivery through their digital technologies.

The leading fast food chain McDonald Company makes business of 2.5 million dollars, whereas KFC outlets make 942.000 dollars with the help of digitalization. It is all because of mere support of humans and total dependency of digitalized machines.

Coffee, a mandatory stimulant drink in India was once unknown to India until, Baba Budan, a pilgrim came to India with seven coffee beans from Yemen in the 17th century. Today India boasts of holding the 3rd highest position in growing coffee seeds in Asia and 5th position in the entire world, with 267.510 tons valued at 652.35 million US dollars. Without technological aid these amazing figures would have been impossible.

Wine making: the grapes are either cut from the vine by human hands with shears or they are removed by machines. Nowadays it is machine which makes the major contribution in the total work. Then there are special machines which remove the stems from the clusters and lightly crush the grapes. Once crushed, another piece of wine making machine does the pressing work that removes all the juice completely and leaves only the grape skin behind. Then comes fermentation with the help and addition of yeast (microscopic fungus). After the aging, machines again start working on bottling, corking and labeling with precision. Of course without machines again it is absolutely impossible to shift and transfer the product for selling.

Similar to food and beverage industry lots and lots of other industries are going digital these days. For example we can witness the change in patterns and styles of wrist watches, where from winding to automatic to quartz and now to Fit Bit watches which can monitor pulse and heart beat counts. Their yearly production has reached from 60 thousand in 2010 to 14 million in 2017.

1.8 CONCLUSION:

Digitalization can promise the world of tomorrow, the efficiency, sustainability and security undoubtedly. We can only refer in books and web pages in future aboutour sweet memories of preparing food with passion, care and interest. In this modern era, we have no other option left than to accept and embrace digitalization comprehensively. Obviously, in the service industry one cannot expect the extra mile that staff used to go to please customers but accept the services rendered by robots with artificial gestures. Major transport industries like sea, road, and air are depending on machines, to provide meals to their passengers on board. Airlines are providing millions of meals every day in their inflight catering divisions.

Benefits of digitalization…

- Innovation
- Agility
- Speed to market
- Precision
- Improved quantity and quality
- Reduced risk
- Efficiency
- Streamlining
- Cost reduction.

With the utmost utilization of digitalization as far as food and beverage industry is concerned, we could predict and confidently say: "yes, we can cater thousands in a matter of few hours easily."

My article might bring mixed reactions, yes, it is true we have to change according to time and technology, but we can always maintain our family recipes, secret ingredients and the real passion for preparing and consuming food and beverages at least at our own places.

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