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Constantly, society's current trends and needs and wants are changing. In the hospitality industry, it is vital for establishments to keep-up-to-date with current trends and new technologies and meeting customers expectations and satisfactions. Over time, technology has significantly changed and had a huge impact on the industry. Whether it be for marketing reasons and strategies, or technology to reduce tasks performed by workers, technology can be seen to significantly impact operational duties and service delivery.

To keep the business running smoothly, with lots of customers and good feedback, the media has played a huge role. Facebook<sup>-current</sup> for example, allows people to comment, share, post photos of their experience at a given restaurant which can be beneficial or detrimental to an establishment. It can get the business name out there and encourage customers to come and experience at given restaurant.

In terms of operational duties, technology has been seen to speed up processes, reduce tasks performed by workers and minimise time taken in the operations of the business. The impact of these



technologies such as online booking systems, food equipment used to cook / prepare food e.g. thermomix, all reduce time and work needed by employees, and simplifying tasks, ensuring that customers are not waiting long periods of time for meals. For business owners, this is a positive as it can reduce costs, by not having to pay staff for working hours or overtime to finish complete jobs, however it may be very costly to buy certain, specific equipment / technologies. As a result, in the long run, it will definitely reduce costs.

The hospitality industry is a very competitive industry, that requires establishments to have, be, and deliver the best to maintain customers and be a successful business. By keeping up to date with current trends and emerging technologies, there is more of a chance of the business receiving a good revenue.

Types of current and emerging technologies in the industry include; online booking systems, which reduces time and allows customers to access bookings from home, encourages them to come; pagers; ~~to which~~ are given to customers waiting for a table to be ready, allowing them to wander and not have to sit around and wait. Social media has a massive

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impact on operational duties and service delivery as it can provide more business, or hinder and have a negative effect.

Online booking systems are beneficial to operation duties, as minimal staff are not needed to do this task, which frees more time and reduces costs.

As these technologies ~~and more~~ can be beneficial to the industry, and establishments keeping up to date by having the most current and best ~~known~~ equipment; it requires trained staff to know how to use the equipment, and also requires other staff to be trained up, as everyone must be informed and understand processes and how to use. This overall can be negative on the establishment, as more hours and work time will be needed to train staff, ensuring they know how to use correctly.

In conclusion, current and emerging technologies can be seen to have a positive or negative effect, by reducing tasks, time, delivering meals as quickly as possible and providing customer with a quality experience, although can increase costs and workloads by implementing new technologies and training employees.

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