

CHAPTER I

INTRODUCTION

A. Background

Mossberg define a restaurant as "these areas where one could recover or rest one's body from hunger or tiredness." The restaurant is designated as a place where people can recover from hunger or exhaustion (Gustafsson et al., 2006). Restaurant industries are growing in popularity throughout the world, both in developed and developing nations. Because of the evolution of a more evolved era, the population's pattern of existence has shifted. It is understandable that many people do not have the time or energy to prepare their own meals. As a result, many people will delegate responsibility for food preparation to restaurant owners who can be counted on to provide high-quality food and beverage services. This rapid expansion is made possible by technological advancements, which have begun to dominate the global system and are on course to become the dominant force in the future.

Because of the rapid growth of information technology during this era of globalization, it is gaining momentum in a growing number of domains of human life. As a result of current, fast technical breakthroughs, it is vital for every field of business to stay current with technological advancements. One of these advancements is the use of technology in the restaurant industry.

Restaurants have evolved in tandem with technology improvements. Technology has become a major factor in the operation of restaurant businesses with the blossoming of the telecommunication industry, advancements in computer capabilities, and the development of sophisticated software to support delivery of services (Buhalis, 1998; Olsen and Connolly, 2000; (Cavusoglu, 2019). As a result, "with the advent of new technology and its impact on restaurant operations, one would believe that most firms in the restaurant industry would be IT oriented in the production and delivery of goods and services" (Oronsky and Chathoth, 2007, p.942;(Cavusoglu, 2019). There have been fast food restaurants that have developed the system to the point where the time required is decreasing and decreasing. Guests can receive their food in a matter of minutes, minimizing the time it takes to serve one visitor and increasing the number of guests who can be served. Restaurants will endure changes and alterations as a result of changing times and technology.

The current trends in the restaurant industry are the primary reason for the industry's rapid growth. Lifestyle, current trends, innovation, and the government are just a few of the key variables influencing the evolution of the restaurant industry over time. The restaurant industry's current trends include healthy and sustainable cuisine, internet ordering and food delivery, zero-waste goods, and plant-based cuisine. A variety of elements influence trends, including technological developments, pop culture, the economy, and the modern workplace. As a result of analyzing historical and current patterns, it will be possible to generate new trends that will emerge in the future.

Understanding restaurant trends and technologies, as previously said, is critical for success in the hospitality industry. For this reason, the writer has written

a book entitled Trend and Technology in the Restaurant Industry which will serve as a guide by giving fundamental knowledge about restaurant technology as well as the most recent restaurant industry developments.

B. Purpose

The aims of this seminar are to:

1. Disseminate the results of the book.
2. Displaying the results of the book.
3. Get feedback from related parties to improve the results of the book.

C. Benefits

The benefits of this seminar are expected to be a source of reference for those who are studying the Trend and Technology Restaurant Service concentration course. Readers can also learn about the technological advances that occurred during each of these eras. Readers will understand the history of restaurants from their inception to the present and future, will be familiar with service procedures from their inception to the present and future, will be familiar with the evolution of trends that occur in the restaurant industry from their inception to the present and future, and will be familiar with the evolution of the use of technology in the food and beverage industry.

D. Book Making

Initially, the writers and supervisor discussed possible book concepts. Because there was a great need for student textbooks, the writers and supervisor settled on a book that could be used by students enrolled in the Trend and Technology Restaurant Service concentration course in Universitas Pelita Harapan. "Trend and Technology in the Restaurant Industry," as the title suggests, covers topics such as the history of the restaurant industry, current and future restaurant trends, and the impact of technology on the industry. The writers first began by collecting the data regarding this topic from journals, textbooks, as well as websites. After the research and data collection is done, the writers went through an editing process. At this stage, the writers and illustrator discussed the content layout, cover design, design color selection, font selection, and the content of the material to be included in the book. Because this book is intended for younger readers, it features many eye-catching and colorful illustrations to appeal to that demographic. In addition, a word editing process was carried out. Rereading and reworking words or sentences, as well as researching how certain words or sentences are written correctly, are all part of the word editing process.