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Future of Food Seminar

Importance of Technology and Innovation in the Hospitality Sector

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Introduction

1. **Presentation Aim:** This presentation aims to explore the role of technology in the hospitality sector.
2. **Innovation Significance:** Innovation is crucial for enhancing customer experience and operational efficiency (Kazandzhieva et al., 2017).
3. **Technology's Impact:** Technology has transformed the hospitality sector, making it more efficient and customer-centric.
4. **Future Outlook:** potential impact of upcoming technologies.
5. **Seminar's Objective:** The seminar provides a platform to discuss these technological advancements and their implications.

(Molina-Castillo et al., 2023)





Event Overview

- 1. Presentation Overview:** Discussing technology's impact on the hospitality sector.
- 2. Importance of Innovation:** Innovation drives growth and efficiency in hospitality.
- 3. Technology's Role:** Technology enhances customer experience and operational efficiency.
- 4. Future Trends:** Exploring upcoming technological trends in the hospitality sector.
- 5. Seminar Objective:** To understand and discuss these technological advancements together (Kazandzhieva et al., 2017).



Market Factors

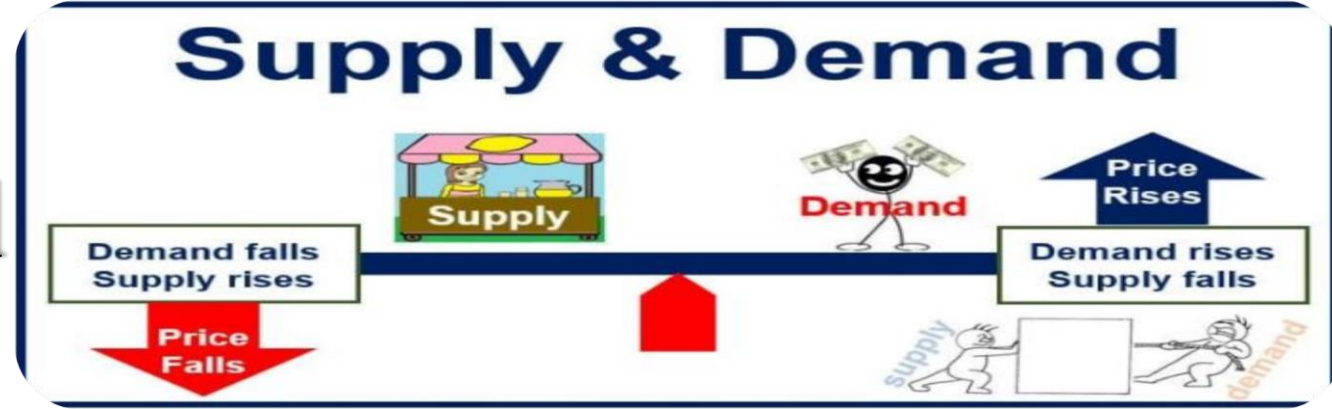
Hospitality Professionals:
Professionals seeking to integrate technology in their hospitality services.

Tech Enthusiasts:
Individuals interested in technology's application in the hospitality sector.

Investors and Entrepreneurs:
People seeking innovative ideas for investment or business in the hospitality sector.

Academics and Students:
Scholars and students studying technology's impact on the hospitality industry.

Supply and Demand



Growing Demand:

- Technology advancements increase demand for such hospitality sector seminars

Unique Offering:

- Seminar's unique focus on food and technology boosts demand

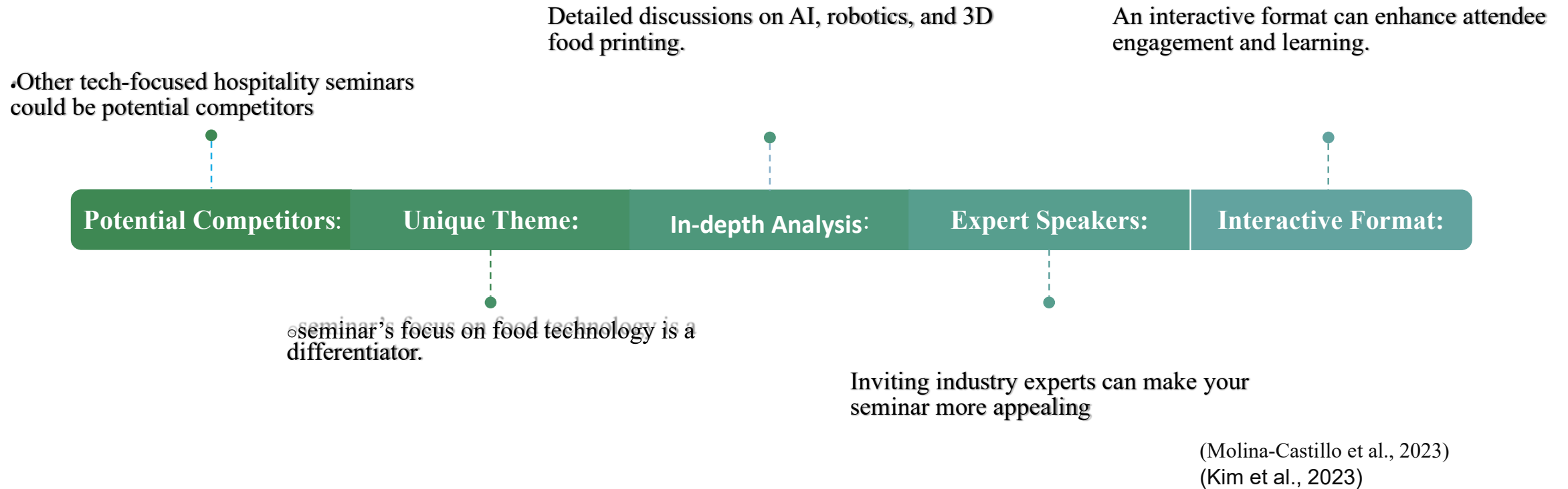
Professional Development:

Professionals seeking knowledge enhancement increase demand for this seminar

Limited Supply

Few events focus on technology in food services

Competitor Analysis

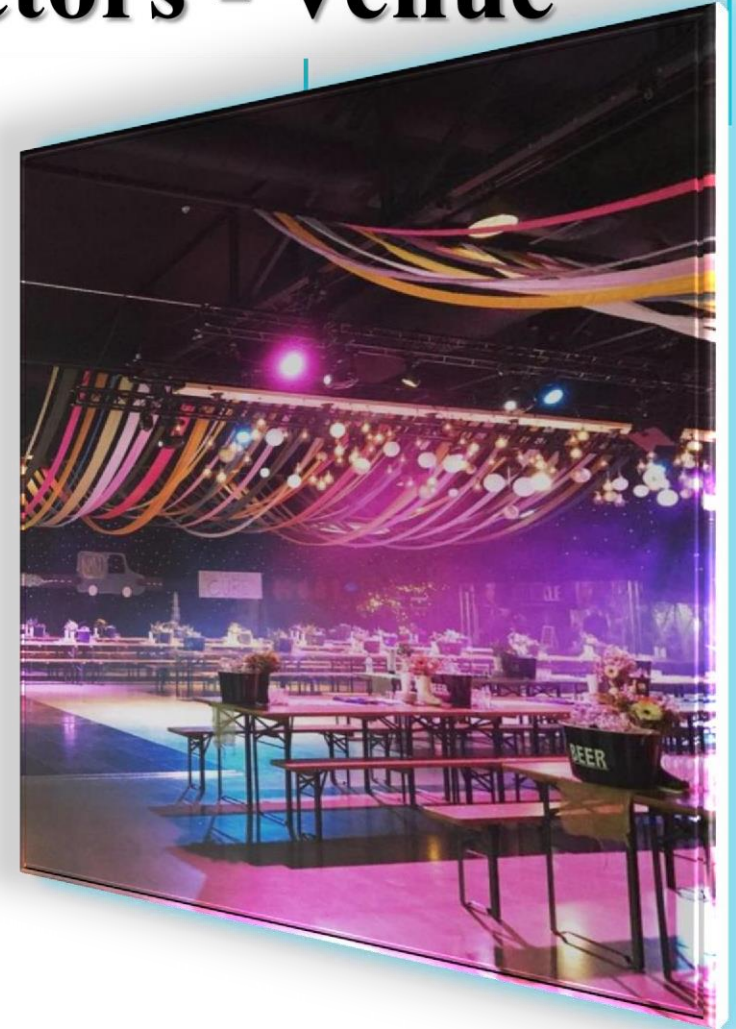




- **Venue Selection:** Choose a venue that aligns with the seminar's theme.
- **Availability:** Ensure the venue is available on the seminar's date.
- **Suitability:** The venue should accommodate the expected number of attendees.
- **Facilities:** Check if the venue has necessary facilities like projectors.
- **Location:** A central location can increase accessibility for the attendees.

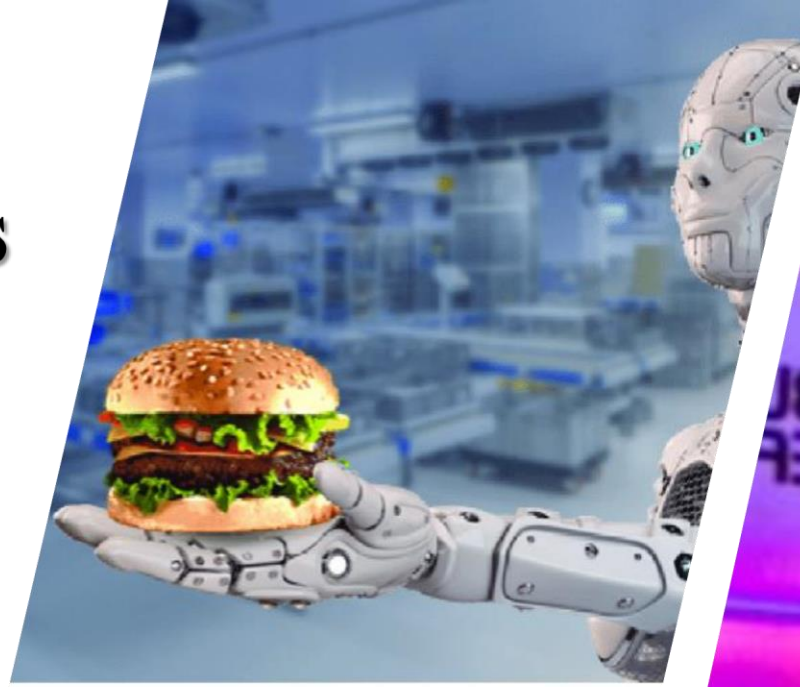


Operational Factors - Venue



Operational Factors - Resources

- **Catering:** Plan for food and beverages suitable for the seminar's duration.
- **Lighting:** Ensure adequate lighting for visibility and ambience during presentations.
- **Parking Facilities:** Check if the venue has sufficient parking for attendees.
- **Seating Arrangement:** Arrange comfortable seating for the expected number of attendees.
- **Technical Equipment:** Arrange necessary technical equipment like microphones, speakers, and projectors.



Operational Factors - Skills

- **Communication Skills:** Staff should effectively communicate with attendees, speakers, and vendors.
- **Technical Knowledge:** Understanding of seminar's theme and related technology is crucial.

- **Problem-solving skills:** Ability to quickly resolve any issues that may arise.
- **Organizational Skills:** Staff should efficiently manage event logistics and time schedules.
- **Customer Service:** Excellent service skills to ensure a positive attendee experience.
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(Molina-Castillo et al., 2023)



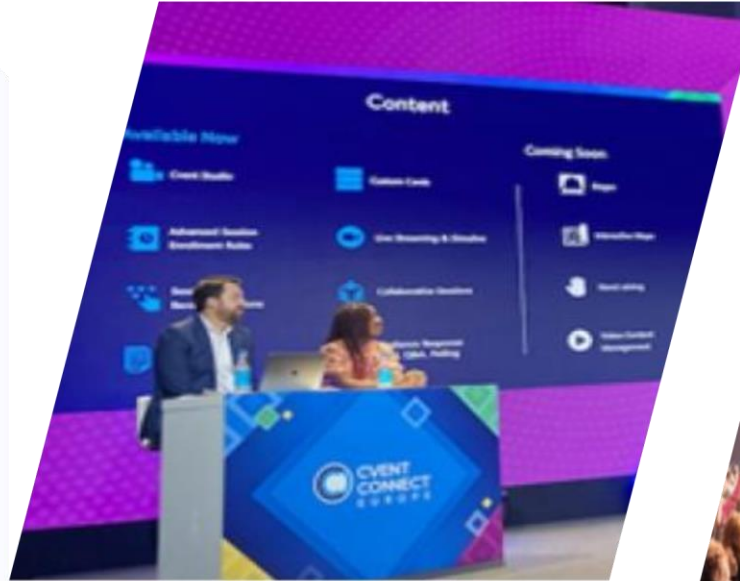
Financial Factors - Costs

- **Venue Rental:** Cost of renting the venue for the seminar duration.
- **Catering Services:** Expenses for food and beverages provided during the seminar.
- **Technical Equipment:** Costs associated with renting or purchasing necessary technical equipment.
- **Staff Wages:** Payment for the event staff, including any overtime costs.
- **Miscellaneous Expenses:** Additional costs include decorations, marketing, and contingency expenses.



Menu item	Total sold	Sales mix
Steak	5	22
Pasta	3	13
Burger	15	65
Total	23	100

Financial Factors - Revenue



- **Ticket Sales:** Primary revenue source through sales of entry tickets.
- **Sponsorships:** Collaborate with tech and hospitality brands for event sponsorship.
- **Exhibitor Fees:** Charge fees from exhibitors showcasing their products or services.
- **Advertising:** Sell advertising space in event materials and digital platforms.
- **Merchandise Sales:** Sell event-themed merchandise as an additional source of revenue.

(Kapiki, 2012)

Menu Planning



Personalized Menus: AI can create personalized menus based on customer preferences.

Efficient Inventory: AI helps in efficient inventory management and reduces wastage.



predictive Analysis: AI can predict popular dishes based on historical data.

Seasonal Adjustments: AI can adjust menus based on seasonal availability.

Robotics in Food Preparation

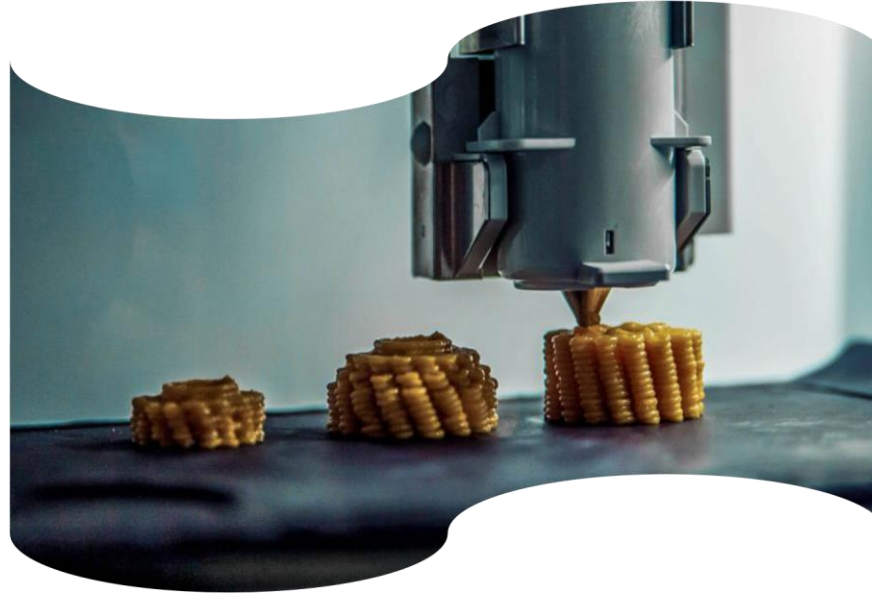
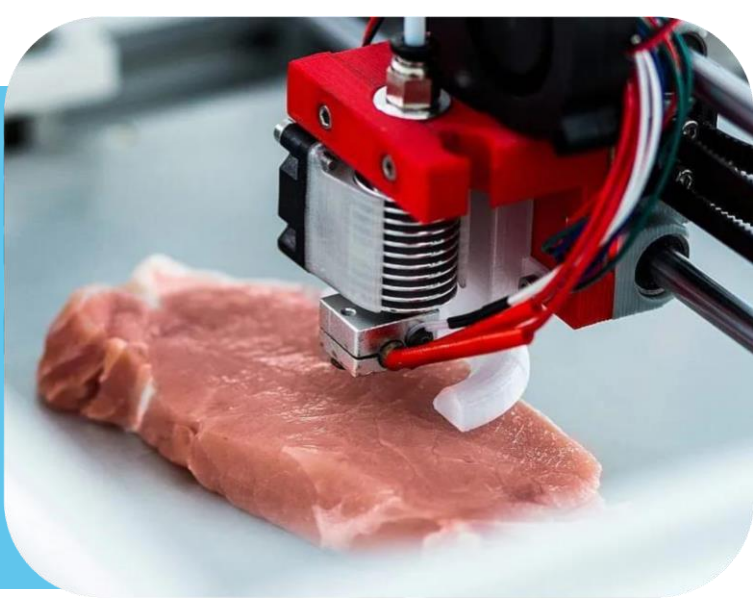
- **Precision:** Robots ensure precise measurements and consistency in food preparation.
- **Efficiency:** Robotics can increase speed and reduce waste in kitchens.
- **Safety:** Robots can handle dangerous tasks, improving safety in kitchens.
- **24/7 Operation:** Robots can operate continuously, increasing productivity in food services.
- **Innovation:** Robotics introduce innovative methods in food presentation and delivery.

(Ivanov et al., 2019)

(Kılıçhan & Yılmaz, 2020)



Impact of 3D Food Printing



- **Customization:** 3D printing allows for personalized food shapes and compositions.
- **Efficiency:** 3D food printers can produce complex dishes quickly and accurately.
- **Nutrition:** 3D food printing can create meals tailored to dietary needs.
- **Sustainability:** 3D printing could use alternative, sustainable food sources like insects.
- **Innovation:** 3D food printing introduces new possibilities in food presentation.

(Zsarnoczky, 2018)
(Lee et al., 2021)



Future Trends

- **Smart Hotels:** IoT devices for personalized guest experience and operational efficiency.
- **Virtual Reality:** VR for immersive booking experiences and staff training programs.
- **Biometrics:** Facial recognition for seamless check-ins and enhanced security measures.
- **Sustainability Tech:** Technology aimed at reducing waste and promoting sustainable practices.
- **Data Analytics:** Leveraging big data for personalized marketing and improved services.



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