

TECHNOLOGICAL TRANSFORMATION IN FOOD AND BEVERAGE SERVICE: ENHANCING EFFICIENCY AND CUSTOMER SATISFACTION

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Abstract

This research study gives a methodical analysis of the literature examining how technology affects consumer satisfaction and operational efficiency in the food and beverage industry. The evaluation summarizes the results of previous studies on the application of technology in various aspects of the food service business, including ordering procedures, payment options, kitchen operations, inventory control, and customer feedback systems. The study indicates that technological advancements have transformed the food and beverage service sector, resulting in increased operational effectiveness and elevated consumer satisfaction. It examines the benefits and difficulties of adopting new technology, including data security, customer resistance to change, and privacy issues. The evaluation also emphasizes how technology may improve client experiences through the use of virtual reality, online booking tools, tailored recommendations, and social media integration. The discussion highlights how crucial it is for companies to use technology wisely to streamline processes and give customers interesting, personalized experiences. The limitations of the evaluated studies are discussed in the paper's conclusion, along with potential directions for future investigation into things like long-term effects, financial ramifications, upcoming technology, and cultural considerations.

Key words: *Customer satisfaction, Digital transformation, Efficiency, Food and beverage service, Technology.*

JEL Classification: *O32, L83, M21, D83, L86*

I. INTRODUCTION

The food and beverage service industry has not been exempted from the considerable changes brought about by technology (Vitsentatou et al, 2022; Demartini et al, 2018). The implementation of technology innovations like computerized inventory management, digital ordering systems, and cutting-edge payment methods has increased operational effectiveness over time. Additionally, the industry makes extensive use of information and communication technologies to tailor customer services, provide immersive dining experiences, and engage customers more successfully (Bocanegra et al, 2022; Lemke and Schifferstein, 2021; Neuhofer et al, 2014).

The industry's historical emphasis was mainly on conventional face-to-face services. However, the industry now relies increasingly significantly on technology due to the shifting nature of client needs and the advancement of technology (Dsouza and Dsouza, 2023). Studies are now being conducted to determine how this transition affects customer happiness and operational efficiency. The use of technology in food and beverage service operations may increase efficiency, reduce errors, manage resources, and

improve order accuracy, according to existing studies. Technology may improve the overall eating experience from the customer's point of view by bringing more convenience, customisation, and engagement.

However, the introduction of technology also has its drawbacks, such as concerns about data security and privacy, as well as potential opposition from customers who prefer conventional service methods.

To provide a thorough understanding of the effects of technology on operational effectiveness and customer satisfaction in the food and beverage business, this proposed systematic literature review would aim to combine existing research on the subject. It aims to understand the intricate interplay between these elements, focusing its investigation on actual data from several studies to pinpoint the advantages and disadvantages of this technological revolution.

Existing literature demonstrates that the rationale for choosing this issue is backed by several important considerations. First off, millions of customers and workers are impacted every day by the food and beverage industry, which is important to the global economy (Lew et al, 2020). Therefore, any changes that take place in this industry, like a rise in technology use, could have a significant impact. Second, with an emphasis on elements like efficiency and consumer satisfaction, there is rising interest in understanding the effects of technological

improvements on many businesses, including the food and beverage industry (Siegrist and Hartmann, 2020). This makes the subject extremely pertinent and timely for further research. Despite some individual studies (Cobos et al, 2016; Chou et al, 2012) examining various aspects of technology in food and beverage services, there seems to be a gap in the literature regarding thorough scholarly reviews that consolidate and present these findings in an approachable format for industry practitioners, researchers, and academics. Therefore, carrying out a thorough systematic evaluation of the available research would not only add to the body of knowledge but also aid identify areas that need additional research (Lew et al, 2020). This study would serve to identify knowledge gaps and provide guidance for upcoming research projects.

In light of this justification, it is possible to phrase the proposed research question as follows: "What are the associated advantages and challenges of this technological shift, and how does it impact the efficiency and customer satisfaction in food and beverage service operations?" This question will serve as the systematic review's direction and allow it to delve into the depth of the body of literature already in existence, covering various technological applications in service operations, their impact on the effectiveness and customer happiness, as well as any new difficulties that may arise.

II.METHODOLOGY

A thorough search strategy was used as part of the methodology for this systematic literature evaluation to find pertinent studies. Various keyword combinations on food and beverage service, technology, customer happiness, service efficiency, and digital transformation were used to search databases like Google Scholar, EBSCOhost, JSTOR, ProQuest, and ScienceDirect. The selection criteria were English-language publications written within the last 10 years that used qualitative or quantitative methodologies to examine how technology has affected food and beverage service operations. We took into account peer-reviewed articles, conference papers, business reports, and book chapters. Publications that did not explicitly analyse the adoption of technology in the food and beverage industry or did not emphasize consumer happiness or operational efficiency were subject to exclusion criteria.

Thematic analysis was used to discover essential themes in the literature, tabular synthesis was used to quickly compare key findings and narrative synthesis was used to summarize and narratively explain findings. A thorough analysis of previous studies on the effects of technology on food and beverage service operations was made possible by this methodology.

III.LITERATURE REVIEW

Impact of Technology on Operational Efficiency

Ordering systems are one important area where technology has significantly changed things. The way orders are placed in the sector has been transformed by mobile apps and internet platforms (Dsouza and Dsouza, 2023). By lowering labour expenses and eliminating errors, the broad adoption of ordering through apps has increased operational efficiency. The frequency of wrong orders has dramatically decreased since the incorporation of precise digital inputs, improving operational accuracy overall and customer happiness. Applications and websites for online meal ordering and delivery have a bright future in the restaurant industry since they benefit both customers and service providers in several ways. Digital platforms can build a strong market presence by offering personalised services to their target audience at fair costs (Reddy and Aradhya, 2020).

Payment systems are another area where technology has had a positive influence. As a result of the use of digital payment methods including touchless and mobile payments, transaction times have been shortened, improving customer experiences and reducing wait times (Rasoolimanesh et al, 2014). Najib and Fahma (2020) include convenience, efficiency, improved security, cost savings, improved financial management, and increased accessibility to financial services as benefits of digital payment systems. However, the move to digital payments makes it necessary to put in place strong security measures to protect client information from potential breaches. In kitchen operations, the application of technology has brought significant improvements. Automated cooking systems and inventory management systems, as well as RFID-based tracking, have streamlined food preparation and delivery processes (Tussyadiah et al, 2020). These technological advancements have resulted in reduced food waste, increased accuracy in order fulfilment, and improved overall operational efficiency.

Another area where technology has had a significant impact is inventory management. By accurately forecasting demand, monitoring stock levels in real-time, enforcing FIFO management, improving order accuracy, and enhancing product traceability, advanced inventory management systems enable real-time tracking of stock levels and assist in reducing food waste at restaurants (Riesenegger and Hübner, 2022). These qualities aid in cost reduction and effective resource use. However, elements like supplier compatibility and employee training are essential for the successful implementation of such systems.

Impact of Technology on Customer Satisfaction

Digital customer feedback tools have revolutionized the way the restaurant industry measures customer satisfaction (Kim and Velthuis, 2021). Because of the use of these technologies, businesses are increasingly concentrating more on proactive reputation management strategies than on reactive ones, where they primarily address customer complaints or problems. Using online consumer review platforms, restaurants can monitor and assess customer comments in real-time, which provides them with valuable insights into customer preferences, reveals areas for improvement, and enhances their reputation overall. Restaurants are now able to actively engage with customers, quickly address problems, and establish solid online reputations, which has increased customer happiness and loyalty.

Customer satisfaction was a crucial factor in a study on the success of electronic customer relationship management (e-CRM) that was conducted by Al-Bashayreh et al. in 2022. The study's conclusions underscore how important customer satisfaction, level of service quality, privacy, and technological readiness are to the success of e-CRM. The study also highlights how customer satisfaction plays a mediating role in the connections between trust and e-CRM success as well as between service quality and e-CRM success. These observations highlight the importance of customer happiness for the success of such systems and provide managers and practitioners with useful advice for adopting e-CRM systems. Specifically focusing on the connection between digital customer service and customer-to-customer interactions, Bacile (2020) investigates the effect of online rudeness on customers' perceptions of the service climate, highlighting how negative online interactions can affect customers' perceptions of the service environment.

Role of Technology in Enhancing Customer Experiences:

The usage of Virtual Reality (VR) and Augmented Reality (AR), online reservation systems, tailored recommendations, and social media platform integration are just a few examples of how technology may improve consumer experiences. The hospitality sector has discovered that VR and AR are useful tools, particularly for improving dining experiences. These technologies boost consumer happiness by offering entertaining content and educational content regarding

meals (Koo et al, 2022). VR and AR make eating more interesting and memorable by submerging clients in virtual worlds or enhancing their natural settings.

The way that consumers schedule their eating experiences has been changed by online reservation systems. Customers can make bookings using these systems with simplicity and flexibility depending on their choices, which ultimately increases customer satisfaction (Jun et al, 2023). Customers are empowered and have a better overall eating experience when they can reserve tables for their preferred time and location.

Enhancing consumer satisfaction and encouraging repeat business depends heavily on personalized recommendations. Food businesses can use AI and data analytics to deliver individualized meal recommendations by analysing consumer preferences and previous orders. Customers receive a personalised experience thanks to this degree of personalization, which increases their sense of value and overall pleasure (Kraus et al, 2019).

Businesses are increasingly relying on the integration of social media platforms to interact with clients, market their products, and collect feedback. Businesses can boost customer satisfaction by utilizing social media channels to establish an interactive and quick contact channel with customers (Barger et al, 2016). Customers may interact directly with the company, share their stories, and offer feedback, which strengthens the feeling of connection and raises their level of satisfaction.

The research results show how technology has a substantial impact on the hotel industry's operational effectiveness and customer happiness. The ordering process, payment options, culinary operations, and inventory control have all seen advancements because of technology. These developments have decreased labour expenses, decreased mistakes, streamlined procedures, and improved resource usage. Digital customer feedback systems have revolutionized how organizations assess customer satisfaction by enabling them to respond quickly to complaints and make data-driven decisions for service enhancement. The studies also stress how crucial customer happiness is as a determinant of the effectiveness of technological solutions like e-CRM. Table 1, 2, 3 and 4 highlight the studies on technology adoption in the hospitality sector.

Table 1. Key Findings of Studies on Customer Relationship Management (CRM) and Technology Adoption in the Hospitality Sector

Study Title	Author(s)	Journal	Key Findings
Evaluating Electronic Customer Relationship Management System Success	Al-Bashayreh, M., Almajali, D., et al.	Sustainability (2022)	Customer satisfaction mediates the success of electronic CRM systems.
Digital customer service and customer-to-customer interactions	Bacile, T. J.	Journal of Service Management (2020)	Online incivility negatively affects customers' perceived service climate in digital customer service interactions.
How voice can change customer satisfaction: a comparative analysis between e-commerce and voice commerce	Kraus, D., Reibenspiess, V., et al.	14th International Conference on Wirtschaftsinformatik (2019)	Voice commerce has a positive impact on customer satisfaction compared to e-commerce.

Table 2. Studies on Technology Adoption and Customer Experience in the Hospitality Sector

Study Title	Author(s)	Journal	Key Findings
A technology adoption and implementation process in an independent hotel chain	Cobos, L. M., Mejia, C., et al.	International Journal of Hospitality Management (2016)	The technology adoption process in hotels involves various stages and factors.
The disruptive mobile wallet in the hospitality industry: An extended mobile technology acceptance model	Lew, S., Tan, G. W. H., et al.	Technology in Society (2020)	Mobile wallets have a significant impact on the hospitality industry and are influenced by various factors.
Investigating the adoption of digital payment system through an extended technology acceptance model	Najib, M., and Fahma, F.	International Journal on Advanced Science, Engineering and Information Technology (2020)	The extended TAM model explains the adoption of digital payment systems by SMEs in Indonesia.

Table 3. Studies on Technology and Innovation in the Food and Beverage Industry

Study Title	Author(s)	Journal	Key Findings
Green practices in the restaurant industry from an innovation adoption perspective	Chou, C. J., Chen, K. S., et al.	International Journal of Hospitality Management (2012)	The adoption of green practices in restaurants is influenced by innovation factors.
Food industry digitalization: from challenges and trends to opportunities and solutions	Demartini, M., Pinna, C., et al.	IFAC-PapersOnLine (2018)	Digitalization presents both challenges and opportunities in the food industry.
The Digital Transformation of the Marketing Mix in the Food and Beverage Service Supply Chain	Vitsentzou, E., Tsoulfas, G. T., et al.	Sustainability (2022)	The digital transformation of the marketing mix impacts the food and beverage service supply chain.

Table 4. Studies on Consumer Behavior and Engagement in the Hospitality Sector

Study Title	Author(s)	Journal	Key Findings
Social media and consumer engagement: a review and research agenda	Barger, V., Peltier, J. W., and Schultz, D. E.	Journal of Research in Interactive Marketing (2016)	Social media plays a crucial role in consumer engagement and requires further research.
Investigating the effect of online incivility on customer perceived service climate	Bacile, T. J.	Journal of Service Management(2020)	Online incivility has a negative impact on customer perceived service climate.

A recommended framework has been developed to direct future studies in this area after performing a thorough literature analysis on the effect of technology on operational effectiveness and customer satisfaction in the hospitality sector. The main constructs of technology adoption, operational efficiency, customer satisfaction, and mediating factors are identified by this framework.

The Technology Adoption construct includes various kinds of technology developments, including Ordering Systems, Payment Systems, Culinary

Operations, and Inventory Management. Within the hospitality sector, these technologies have the potential to enhance customer experiences and operational processes.

Another important construct is Operational Efficiency, which encompasses elements like order accuracy and processing speed, resource utilization, process streamlining, and cost reduction. These components aid in streamlining operational performance and lowering service delivery inefficiencies.

Customer satisfaction is measured by factors including customer feedback tools, reputation management, personalization, communication channels, and service quality as the dependent variable in the framework. Businesses can raise customer satisfaction levels and create enduring relationships with their customers by controlling these aspects successfully. The independent variables of technology adoption and operational efficiency as well as the mediating factors can have an impact on customer satisfaction.

The Mediating factors include technological readiness, service climate, customer happiness, and trust in both technology and service providers. In order to mediate the links between the independent variables and customer satisfaction, these components are crucial. For example, better levels of customer satisfaction can have a beneficial impact on customer satisfaction, while greater trust in technology and service providers can strengthen the effects of technology adoption and operational efficiency on customer satisfaction.

Based on the proposed framework, several hypotheses have been formulated

H1: Technology Adoption (including advanced Ordering Systems, Payment Systems, Culinary Operations, and Inventory Management) will positively and significantly impact Customer Satisfaction.

H2: Technology Adoption (including advanced Ordering Systems, Payment Systems, Culinary Operations, and Inventory Management) positively and significantly impact Operational Efficiency

H3: Operational Efficiency (characterized by higher Order Accuracy and Processing Time, enhanced Resource Utilization, streamlined Processes, and Cost Reduction) will positively and significantly influence Customer Satisfaction.

H4: Operational Efficiency mediates the relationship between Technology Adoption and Customer Satisfaction.

H5a: Trust in technology moderates the relationship between Technology Adoption and Operational Efficiency.

H5b: Trust in service provider moderates the relationship between Technology Adoption and Operational Efficiency.

H6a: Trust in technology moderates the relationship between Technology Adoption and Customer Satisfaction.

H6b: Trust in service provider moderates the relationship between Technology Adoption and Customer Satisfaction.

H7: Technology Adoption positively and significantly impacts Favorable Service Climate

H8: Favorable Service Climate positively and significantly impacts Customer Satisfaction.

H9: Favorable Service Climate will mediate the relationship between Technology Adoption, and

Customer Satisfaction.

H10: Technological Readiness moderates the relationship between Technology Adoption and Favorable Service Climate

H11: Technological Readiness moderates the relationship between Technology Adoption and Customer Satisfaction.

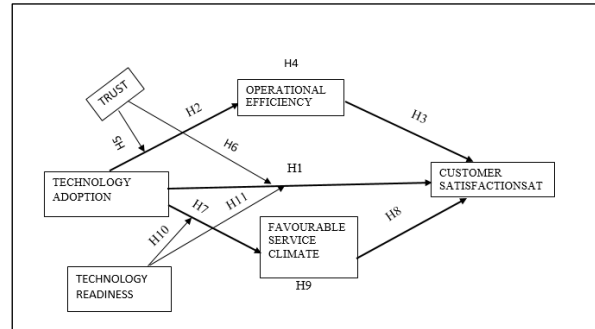


Figure 1: Proposed Model

IV.IMPLICATIONS

This report presents a thorough analysis of how technology affects customer happiness and business success in the food and beverage service sector. The studies under consideration are in line with the body of literature and highlight the advantages of implementing technology in a number of areas, such as ordering processes, payment options, kitchen operations, inventory control, and customer feedback systems (Riesenegger and Hübner, 2022; Vitsentatou et al, 2022; Lew et al, 2020; Siegristand Hartmann, 2020; Kim and Velthuis, 2021). These technology advancements have shown to increase accuracy, decrease labor costs, streamline operations, better utilize resources, and evaluate client input more effectively.

Theoretical implications include a deeper understanding of how technology might improve customer satisfaction and business productivity. The studies highlight the significance to consider and take into account specific technological advances, as well as their possible benefits and drawbacks, in a variety of business contexts. These empirical analyses validate and enhance the body of knowledge. Practical implications suggest that organizations can adopt and utilize technology efficiently to create engaging and tailored customer experiences, utilizing technologies such as VR, AR, online reservation systems, personalized recommendations, and social media integration (Lemke and Schifferstein, 2021; Koo et al, 2022; Vitsentatou et al, 2022; Jun et al, 2023). This, in turn, leads to increased customer satisfaction and loyalty.

V. SCOPE FOR FURTHER STUDIES

Future studies should use rigorous research approaches in order to validate the suggested framework and offer evidence for the connections between the constructs. The relationships between the independent variables (Technology Adoption and Operational Efficiency), the mediating variables (Customer Happiness, Trust, Service Climate, and Technological Readiness), and the dependent variable (Customer Satisfaction) can be measured using quantitative surveys, data analysis techniques, and statistical tests, such as regression analysis and structural equation modeling (SEM).

Qualitative research techniques, such as focus groups or interviews, can offer deeper insights into the individualized experiences and viewpoints of consumers and business professionals in addition to quantitative methods. These methods can reveal specific mechanisms and elements affecting the connections between operational effectiveness, customer happiness, and technology adoption. Qualitative approaches also enable a more detailed comprehension of the contextual and cultural factors on technology adoption and their effects on the hospitality. The usage of Virtual Reality (VR) and Augmented Reality (AR), online reservation systems, tailored recommendations, and social media platform integration are just a few examples of how technology may improve consumer experiences. The hospitality sector has discovered that VR and AR are useful tools, particularly for improving dining experiences. These technologies boost consumer happiness by offering entertaining content and educational content regarding meals (Koo et al, 2022). VR and AR make eating more interesting and memorable by submerging clients in virtual worlds or enhancing their natural settings.

VI. LIMITATIONS

When evaluating the results, it is critical to be aware of the limitations of the reviewed study. The studies were carried out in various settings, which can limit how broadly their conclusions can be applied. The effectiveness of tools and methods utilized in one setting might not necessarily translate to another. Applying the findings to other situations within the diverse hospitality sector should therefore be done with caution, taking into account differences in client wants, cultural customs, and operational challenges.

Another limitation is the potential tendency to overemphasize the benefits of implementing new technology while underestimating its disadvantages and difficulties. The studies show how technology enhances operational efficiency and customer satisfaction, but they may not fully address potential obstacles including high installation costs,

incompatibility with existing systems, and the requirement for employee training. To provide a more complete knowledge of technology adoption in the hotel business, future research should look into these potential downsides and negative effects.

The long-term effects and financial ramifications linked to the implementation of technology in the hotel business may not have been properly investigated in the analyzed studies. Although the immediate advantages of adopting new technology may be obvious, it is vital to look into its sustainability and long-term effects on the business. Additionally, it is crucial to conduct a thorough analysis of the financial implications of implementing new technology, including up-front costs, ongoing costs, and prospective income changes. By analyzing the long-term effects and financial implications of technology adoption in the food and beverage service sector, future research should concentrate on filling these gaps.

Finally, it's possible that the studies we analyzed overlooked or under examined cultural variables. It is crucial to carefully analyze how customer perceptions, attitudes, and cultural norms are impacted by the adoption of new technologies. Cultural factors can have a big impact on how well technology is accepted and used in different hospitality situations. Future studies should examine cultural variety and look into how changes in technology connect to or deviate from cultural norms and behaviors.

VII. CONCLUSION

The review on how technology affects customer satisfaction and operational effectiveness in the food and beverage service industry combines and synthesizes empirical findings from numerous studies. The review highlights the advantages and difficulties of industry technology adoption and offers insightful information for academics, researchers, and practitioners. The reviewed studies add to the body of knowledge by deepening our understanding of how technology can improve operational effectiveness and customer happiness. They underline how crucial it is to take into account particular technologies, as well as their possible advantages and drawbacks in various business sectors. Businesses may create engaging and customized experiences for customers by integrating technology like VR, AR, online reservation systems, personalized suggestions, and social media integration, which increases customer happiness and loyalty.

Future study should investigate potential difficulties, downsides, as well as the sustainability and long-term implications of technological adoption in order to solve these limits. The study emphasizes the need of utilizing technology successfully to optimize operations, improve customer experiences, and secure competitive advantages in the food and beverage

service industry. Understanding and utilizing technology's potential allows firms to adapt to changing consumer expectations and stay competitive in a fast-paced market.

Overall, this paper is a useful tool for academics, researchers, and professionals in the food and beverage service sector. It offers a road map for future research,

addressing the need to get past obstacles, look into potential problems, and examine emerging trends. It helps businesses make wise decisions to improve operational effectiveness and boost customer satisfaction in a rapidly changing technological environment.

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