ACADEMIC
WEEKLY DIGEST

#HOSPITALITYatSurrey

THE FUTURE OF FOOD SERVICE

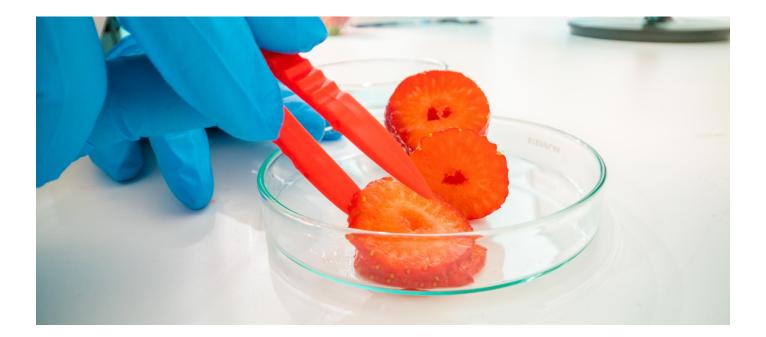## THE INTERPLAY BETWEEN HUMANS AND TECHNOLOGY

Global megatrends such as climate change and resource scarcity, shift in political and economic power, demographic change, and disruptive technological breakthroughs are transforming food service. This week we feature the work of **Aarni Tuomi** and **Prof Iis Tussyadiah** on the interplay between the social and the technical aspects of food service to imagine the future of the sector.
Have a great week!

What's in this issue:

TRENDS DRIVING CHANGE IN FOOD SERVICE

Department of Hospitality
School of Hospitality & Tourism Management
University of Surrey | surrey.ac.uk/SHTM

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Trends driving change in food service

AARNI TUOMI
PROF IIS TUSSYADIAH

In light of the aforementioned megatrends, this study aimed to identify and discuss key changes impacting the service concept of food service, with particular focus on service interaction, its structure, and setting. Adopting a LEGO® Serious Play® approach, this study brought together experts from a myriad of industries to share their visions for the future of food service.

The study found three key trends at play:

- The increasing demand for **alternative protein** products, most notably foodstuff that is cultivated in vitro e.g. through fermentation
- The need for creating **seamless customer experiences** facilitated by ubiquitous sharing of data across different touchpoints and service providers
- **Automating** most routine manual, information, and people processing tasks to cut costs and to reduce points of friction or wait

Covid-19 brings its own spin to all of the above, whereby the need to build resilient supply chains, safe and traceable customer journeys, and low- or no-touch service processes becomes ever more imperative.

FURTHER READING

Tuomi, A., Tussyadiah, I.P. (2020). Building the sociomateriality of food service. International Journal of Hospitality Management, 89, 102553
Link: **bit.ly/35cxzYL**