

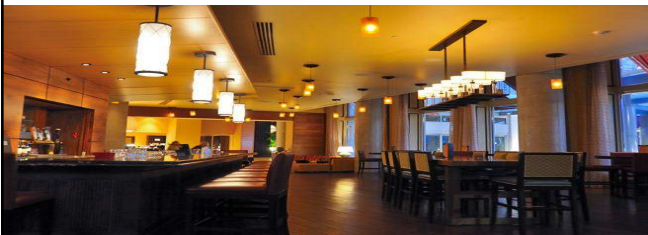
Class #8 ICT in restaurant sector

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Today Topics

1. Introduction to restaurant
2. Advantages from ICTs uses in restaurant
3. The role, impact, uses of ICT in restaurant
4. Case study

1. Introduction to restaurant



Restaurant

- A place where meals are prepared and served to customers
<https://dictionary.cambridge.org/dictionary/english/restaurant>
- A place where people pay to sit and eat meals that are cooked and served on the premises.
<https://en.oxforddictionaries.com/definition/restaurant>



Group #30 Type of restaurant

Type of restaurant (Base on the level of service)

1. Quick service restaurants
2. Casual restaurants
3. Fine dining restaurants
4. Street food



Quick service restaurants:

"It provide a limited number of food items to customers in a very short window of time, and generally customers order their food at a counter or through a drive-through and pay for their food before consuming it"



Casual restaurant

"Casual restaurant were initially created to cater to the needs and wants of the middle class who were looking to enjoy the activity of going out to eat and being served without the high price tag associated with upscale or fine dining restaurants"



Fine dining restaurants

"A high level of service is delivered and expected by the patron. The restaurant décor itself helps to deliver the feeling that a superior dining experience is about to be delivered by the staff and experienced by the customers"

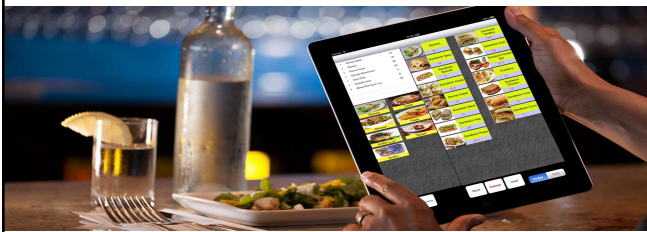


Street food

"food is ready-to-eat food or drink sold by a vendor, in a street or other public place."



2. Advantages from ICTs uses in restaurant



This is a normal life.

Normal life	Information needs	Action
I want to eat.	Where is the best place?	Search for information
Ok, I choose a restaurant to eat.	How to booking?	booking
I want to order the food.	How to order?	From menu
During waiting for the food	What do I do?	Play games or ??
Finish	How to pay the bill?	??

How to make customers happy?
How to do better services for customer?

Time line of ICT usage in restaurant

- Cash register
- POS
- Credit card
- POS from windows
- Back office management
- Online reservation
- Review from customers
- Management in Clouds
- Robotics

Booking



Ordering



Services

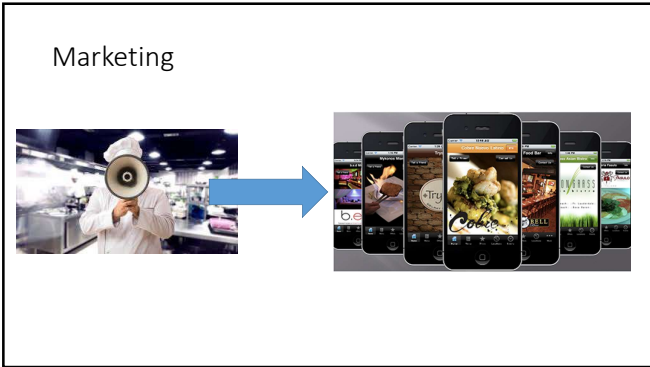


Cooking



Payment






Restaurant industry trends

1. Preferences for healthy food options
2. Modification of menu items driven by customer's need
3. Increase in food service options
4. Technological advancements
5. Environment sustainability
6. Inclination towards global cuisines
7. Focus on Generation Z

Ref: <https://assets.kpmg.com/content/dam/kpmg/pdf/2016/07/kr-gtl-an-appetite-for-change.pdf>

3. The role, impact, uses of ICT in restaurant



How is technology affecting the restaurant industry?

1. Reviews; Learning to deal with bloggers and online reviews is important for any restaurant making a name for itself today.
2. Communicating with the public; Most restaurants turn to either a website or social media (or both) to stay in touch with people in the public.
3. Convenience of mobility; Smart devices are also now being used for today and going to IOT.
4. QR codes; QR codes are quickly gaining popularity within the restaurant industry such as for payment, for promotion, for asking feedback, and etc.

Ref: <https://www.lightspedhq.com/blog/how-is-technology-affecting-the-restaurant-industry/#restaurant>

The uses of ICT in modern restaurant

- **Online reservations;** Mobile devices, Web site.
- **Social media for marketing;** Facebook, Location – based deals, Online reviews and ratings.
- **Mobile devices on the table;** Digital menu boards, games.
- **Ordering;** Digital menu card, Touchscreen Food Vendors, Tablet Restaurant Management, online ordering and online delivery, Kiosks and Tablets, Facebook ordering.
- **Services;** LED Alert Systems, Games.
- **Payment methods;** POS, credit card, Online coupons.
- **Management in the office;** Webcam-Enabled Monitoring.

4. Case study



Group #31
An Example of using ICT in restaurant sectors

Next week

- 31. Tourist attraction
- 32. An Example of using ICT in Tourist attraction sectors
- 33. E-marketing
- 34. E-commerce
- 35. An Example of using ICT in marketplace

Reference

- Muhittin Cavusoglu. 2015. An analysis of technology applications in the restaurant industry. USA: University of South Florida Scholar Commons.
- <https://www.peerbits.com/blog/restaurant-mobile-app-technology-benefits.html>
