

Good example of research paper on consumer demand in food and beverages

[Business](#), [Customers](#)



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OUTLINE:

Introduction

- Significance of the tourism industry: Tourism is one of the significant industries even in present industrialized and advanced modern era
- Role of food and beverages in the tourism industry

Thesis Statement: Consumer demand for food and beverages emphasize on prevailing trends regarding quality, safety, price as well as culture and behavior of three stakeholders including guests, employees and employers.

Background/Literature Review

Review of fresh and process food & beverages:

- Process foods and beverages: Modern technologies and convenience have played a vital role in process foods.
- Consumer satisfaction: Consumer satisfaction depends on safe, healthy and clean label. Clean label trend is emerging on the globe due to existing eco-friendly campaign. Food and beverages that are free from preservative or

additives are gaining attention of the consumers. This is imperative for employers to concentrate on such process foods.

- Cultural values of the tourists: There is a drastic difference of cultural values among different nations like Chinese, European, Asian and so forth.

Prevailing Trends

- Firstly, quality of the product cannot be understated that should be maintained at affordable price.

- At second, emerging trends of natural and fresh products have a significant impact on consumer demands.

- In addition, taste of the consumer depends on cultural values and employees strategies.

- Lastly, safe and healthy food and beverage should be monitoring with portable electronics laboratory equipment by the employees.

Analysis of Trends

- Impact of collaborative relationships among guests, employee and employer

- Personal belief.

Conclusion

All things considered; there are numerous aspects and trends that influence consumer demand of food and beverages. These are linked with quality and safety issues as well as culture and behavior of tourists, employees and employers.