

# 7 Social and Cultural Impacts of Technological Integration

## **Aim**

Explore the changing cultural and customer expectations for the culinary and food service industry in the digital age.

## **Objectives**

1. Explore the digital divide and how social inclusivity can be maintained.
2. Evaluate the impact of digital transformation and strategies to link digital to service operations.
3. Identify the ethical, legal and moral obligation in adopting technology within culinary and food service operations.
4. Explore ethical issues and the application of regulatory frameworks relevant to new technology.

## **7.1 Introduction to social and cultural impacts of technological integration**

Organisations need to be aware of changes in society and with this the new demands and opportunities it can present. Are the customers of yesterday the same as the customers of today? The rapid advancement of technology has significantly influenced and changed consumer behaviour and expectations for culinary and food service operations. The social and cultural shifts, which in part are driven by globalisation and digital innovation, have reshaped how customers engage with food services, demanding greater convenience, personalisation, transparency, and requiring ethical responsibility from businesses.

The impact of the global pandemic in 2020 fundamentally changed the views on how we socially interact, spend money and engage with food businesses. Understanding different cultures and societies, addressing their norms, values, beliefs and their engagement as social groups is beneficial to developing new markets and extending others. The rapid development into Industry 5.0 and the future of 6.0 has caused businesses to rethink their offer and business plans. The development of technology is driving further towards a cashless society and increased interaction through smart technology. Multiple generations are developing a shift towards high technology interactions, for booking tables, ordering, paying for bills and leaving feedback. The traditional methods or