



Innovation and New Product Development: Delving into Food and Beverage Managers' Perspectives

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Abstract

In order to survive in a competitive environment and make sustainable profits, hotel businesses must be different for competitive advantage and innovation. When the literature on innovation in hotel establishments is examined, it is seen that the studies reflecting the views of food and beverage managers are insufficient. The aim of this study is to reveal the perspectives of food and beverage managers about innovation and new product development processes in 4 and 5 star hotels in Antalya. For this purpose, semi-structured interview form was applied to hotel managers and the data were analyzed with qualitative analysis program. As a result of the analysis, two important themes emerged in 14 sub-themes. The first is the experience of food and beverage managers' in process of new product development. The second theme is the innovative features of their hotels as perceived by food and beverage managers'.

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