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The aim of the journal is to promote and enhance research development and innovation in the field of hospitality and tourism. The journal seeks to provide an international platform for hospitality and tourism educators, postgraduate student and researchers, to debate and disseminate research findings, facilitate the discussion of new research areas and techniques, and highlight best practices for industry practioners. The articles published in the journal take a multi-disciplinary and inter-disciplinary approach to study the marketing, finance, economics and social aspects of hospitality and tourism. Papers dealing with theoretical, conceptual and empirical aspects of the subject matter will be considered for publication.

Article Categories

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All articles are reviewed (double blind) by at least two academic experts in the particular field of the submitted paper prior to acceptance. A maximum of 45 days/1.5 months is envisaged for the completion of the blind review process.

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Frequency

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Conference Papers

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Conference Paper

Strategic Marketing Framework of Community Based Ecotourism: A Case of Panguil, Laguna Philippines towards Sustainable Perspective

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Abstract: This paper aimed to develop a strategic tourism marketing framework to save Panguil River Ecopark (PREP) from environmental degradation whilst promoting Panguil as model for Community Based Ecotourism in the province of Laguna. Panguil falls under the fourth class municipality of Laguna and endowed with cultural products and numerous natural attributes, such as falls, rivers, and nature trails. In turn, the local government developed one tourist destination named Panguil River Ecopark (PREP). The study was a combination of both quantitative and qualitative approach in nature. It involves descriptive method to address the objectives of this investigation. The primary collection of data involved different tools such as survey questionnaire, observation of the area, focus group discussion and together with Participatory Action Research (PAR). A preliminary meetings and workshop, and an in depth interviews with the Local Government Unit (LGU), visitors and locals of Panguil, Laguna, Philippines was also utilized in the study. Judgmental sampling was applied in gathering pertinent data while expert sampling was also incorporated. Through the integration of ethical standards, the gathered data were treated with utmost confidentiality. Cronbach Alpha was utilized in validating tool and framework narrative analysis was used in analyzing and interpreting the data. Based on Environmental Impact Assessment it was perceived by the respondents that PREP failed to implement carrying capacity likewise, the community was heavily reliant on said destination amidst numerous cultural resources present. Failure to resolve the problem may lead to environmental damage of PREP. To build sustainable CBET destination the study recommends the following: to offer alternative activities that will control the movement of visitors within the PREP particularly along Ambon-Ambon falls; introduce variety of cultural tourism products as part of the attractions; and implement reservation.

Keywords: Community based ecotourism, Panguil, sustainable tourism, marketing strategic framework, tourism marketing

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Introduction

Tourism is increasingly seen by all nations as a significant tool for achieving economic and spreading socio-economic growth benefits. Likewise, the industry has the highest and deepest aspirations of all people and is sensitive to its natural, cultural and environmental factors. Apparently, in the light of the increasing pace and scale of tourism activity in the Philippines, the turn of the new millennium marks a shift in the appreciation of relationships between sustainable development and tourism. In the same manner, the increasing stride of change and intensifying competition resulting from the globalization of trade, business and travel, the need to find new ways for destination communities to be competitive and yet retain a sense of place is critical.

One of the forms of sustainable tourism being promoted is ecotourism. Such concept is perceived as a significant tool for sustainable development wherein a number of developing countries are now adopting for socio- economic development. In the same notion, the term Community Based Tourism (CBT) or Community Based Ecotourism (CBET) is the best form of sustainable tourism that is managed and controlled by the community. Such type of tourism is being adopted by number of developing countries since it is anchored on the three main elements of sustainable development namely: economic efficiency, social equity and ecological sustainability. Thereby, the goal of CBET is to ensure natural resource conservation while conserving and protecting the environment and its cultural heritage is centered on the host community.

Consequently, many Community Based Ecotourism (CBET) destinations in the Philippines, despite having the products and services that are of interest to visitors, have difficulty in sustaining themselves both ecologically and economically. On the ecological aspect, one of the contributing factors that can be attributed to environmental degradation in some tourist destinations is when the community is heavily reliant on particular destination whereby the level of visitor use is greater than the environment's ability to cope within acceptable limits of change. On economic aspect, the poor or lack of marketing capacity by some local communities that despite the community has the potential to attract visitors to gain more tourism revenues failed to offer other alternatives activities and just focusing on promoting the destination itself.

Panguil is one of the municipalities of Laguna experiencing such kind of dilemma. Amidst several cultural resources the Local Government Unit (LGU) just focused on developing likewise promoting Panguil River Ecopark (PREP) as major destination. Nevertheless, several studies revealed that destinations can overcome this dilemma through collaboration and support with other stakeholders in diversifying their products and services.

Creating a competitive and sustainable tourism destination is deemed necessary despite it is a long-term process which includes optimal economic development of a destination, a higher level of life standard, ecological preservation, social and cultural heritage preservation. This stands for a success given the concept's diffusion among

academics, industry, government, and policy-actors at one level, whilst it shows at the same time a continued growth in the environmental impacts of tourism in absolute terms.

In this context, the study was conducted to provide assistance among the LGU's of Panguil on how to develop the municipality as model for CBET in the province of Laguna towards sustainable perspective. As adopted community of the Malayan Colleges Laguna (MCL) through the Center for Service and Community Engagement (CSCE) and in respond to one of missions of the institution which is to contribute to the solution of industry's and society's problems by the expert application of knowledge.

Similarly, in realization of achieving this mission, the study underwent different phases of study namely: Environmental Impact Assessment, Cultural Heritage Mapping and SWOT Analysis. This paper aimed to develop a strategic marketing framework to save Panguil River Ecopark (PREP) from environmental degradation and to promote Panguil and its neighboring communities highlighting their cultural heritage resources as tool toward CBET development.

Literature Review

Study Area

Laguna is one of the provinces in the Philippines comprising 24 municipalities and three cities. Panguil is one of the municipalities strategically situated at the southern tip of Sierra Madre mountain range. It is endowed with numerous cultural assets like native products, old churches and festival. Its natural attributes include the water falls, rivers, nature trails, forest, communities and cool breeze by the lake. It has eight barangays and the major attraction is Panguil River Eco Park (PREP) which offers numerous nature activities such as trekking to Ambon-ambon falls, river tubing, and camping. It was developed by the local government of Panguil in the year 2000 upon granting loan from the World Bank.

Figure 1. Map of Panguil River Ecopark

The neighboring communities of Panguil which offer unique features for its cultural features consist of: Pakil, known as a rustic town in the province where old religious rituals are preserved such as the Turumba sa Virgen which became famous for their Turumba Festival; Paete, a crafty town declared as Wood Carving Capital of the Philippines in 2005 famous for wooden sculptures of mostly religious items -; Lumban, the home of Lake Caliraya, a man-made lake often visited by nature lovers and sports people and dubbed as ' The Embroidery Capital of the Philippines"; Victoria- offering some of the most delicious delicacies including goats' and ducks' meat considered as 'Duck-Raising Capital of the Philippines"; and Pila, where historic layout has been preserved, and declared as a " National Historical Landmark".

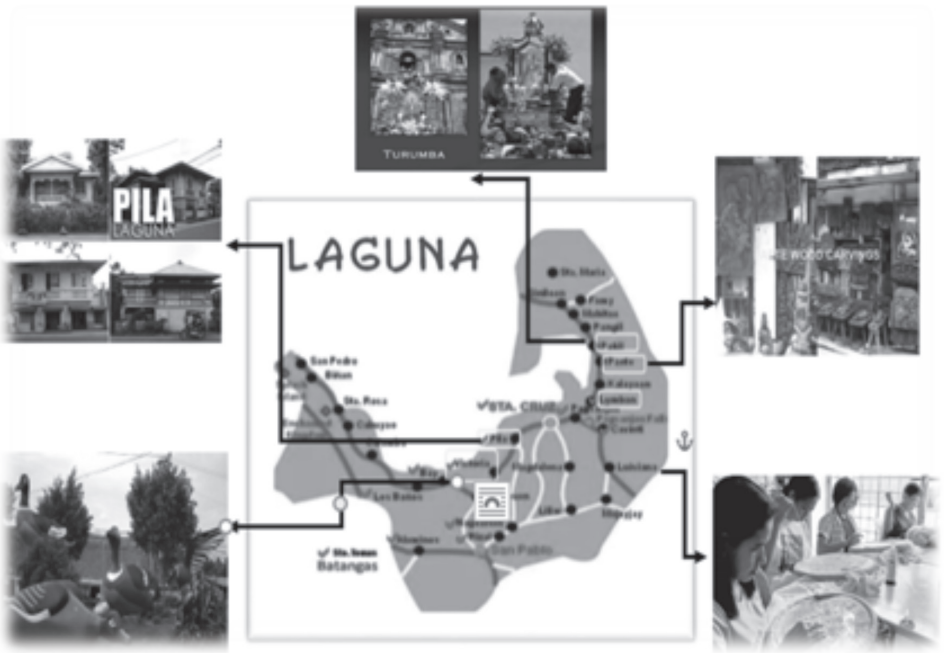

Figure 2. Map of Laguna and cultural resources of neighboring communities (Google Map)

Concept of Ecotourism and Community Based Ecotourism

The International Ecotourism Society (TIES) (2012), defined ecotourism as "a type of responsible travel to natural areas that conserves the environment and improves the well-being of local people". Whereas, the concept of Community Based Ecotourism (CBET) emerged in the mid1990s and generally small scale which involves interactions between visitor and host community. Such type of tourism suited to rural and regional areas. CBET is commonly understood to be managed and owned

by the community, for the community. It is a form of 'local' tourism, favoring local service providers and suppliers and focused on interpreting and communicating the local culture and environment (APEC, 2010).

Issues and Challenges on Developing Sustainable Tourism Destination

Several issues in relation to build a sustainable destinations in most developing countries. Such challenges attributed to the following factors: the lack of marketing capacity was one of the constraints identified (Boonratana, 2011); poor market access (Harrison and Schipani, 2007); dependent on a constant flow of visitors (Goodwin and Santilli 2009); marketing is a costly affair, frequently beyond the means of small to medium tourism enterprises therefore affecting the destinations' marketing capacities (Seif, 2001).

In a globalized and competitive environment, the tourism market has been recognized as a pillar for the growth and sustainability of tourism destinations (UNWTO, 2011). In the same notion, according to Pearce (2015), creating a competitive and sustainable tourism destination is deemed necessary in order to have a quality and systematic destination management. It implies a long-term process of change management, which includes optimal economic development of a destination, a higher level of life standard, ecological preservation, social and cultural heritage preservation.

Concept of Developing Sustainable Tourism Destination

The United Nation World Tourism Organization (UNWTO) and United Nation Environment Program (UNEP) cited, a sustainable development should ensure a controlled development of tourism by using resources, which are the basis of tourism development, for the current development, but at the same time by preserving the resources for further generations. Furthermore, according to Agenda 21 (UNWTO, 1992) sustainable development in tourism should be based on sustainable preservation of ecological, socio-cultural and economic components, with the presence of human activities and processes as a key fact. Hall (2011), also states that sustainable tourism presents a paradox, as it stands for a success given the concept's diffusion among academics, industry.

Related Study

According to Crouch (2006), there is no simple formula that can be followed when developing a sustainable tourism destination, since there are different views, attitudes and preferences – the societal prosperity, quality of life, and the situation and resources available may dictate, constrain or shape tourism development. Chan (2010), cited that one needs to recognize that sustainable tourism development is multifaceted and there is no "one size fits all" tourist destination. The study proposed a general conceptual framework for building and developing sustainable tourism destination

which takes into consideration: a) destination key attributes and the destination competitiveness components; b) the principles of sustainable tourism codes and guidelines; c) promotion of responsible tourism grounded in environmental and social principles with ethical values and social responsibility.

Methodology

The study underwent three phases consisting of Environmental Impact Assessment, Cultural Mapping and SWOT Analysis. The study is a combination of both quantitative and qualitative approach in nature. It involves descriptive method to address the objectives of this investigation. The primary and secondary data were obtained to different stakeholders in the field, people and institutions included in the promotion of ecotourism industries.

The primary collection of data involves different tools such as survey questionnaire together with Participatory Action Research (PAR), and observation of the area. A focus group discussion, preliminary meetings and workshop, and an in depth interviews made to convene the Local Government Unit (LGU), visitors and locals in Panguil, Laguna, Philippines were also utilized in the study. Judgmental sampling was applied in gathering pertinent data while expert sampling was also incorporated.

The initial copy of the instrument used was validated by the tourism experts for constructive criticisms, comments and suggestions. For the pragmatic approach of validation, content validity was utilized in the study to demonstrate the extent of the content of indicators in addressing different concerns faced by the destination. Through the integration of ethical standards, the gathered data were treated with utmost confidentiality by tallying the survey, transcribing and coding the result of interview and highlights of focus group discussion for easy interpretation of data. Letter of approval was designed to different concern parties to observe proper conduct.

Cronbach Alpha was utilized in validating tool and framework narrative analysis was used in analyzing and interpreting the data Framework analysis was given consideration relative to the concepts utilized. Statistical method using weighted mean and deductive analysis were employed leading to discussion of the results.

To address the objectives of the study, the primary and secondary data had been obtained from different categories of fields, people and institutions involved in promoting cultural tourism and ecotourism. The primary data has been collected through the following: observation on the area; formal and semi-formal interviews conducted with Local Government Unit (LGU), visitors and local people.

Results & Discussions

Phase 1- Environmental Impact Assessment

In 2015, an "Environmental Impact Assessment" (EIA) was conducted to determine the perception of stakeholders on the environmental impact of tourism existing in PREP as

presented in Table 1. An EIA is a process to monitor and examine tourism impacts on the environment (Pickering & Hill, 2007). The study utilized survey questionnaires with 100 stakeholders (visitors, LGU, Personnel) of PREP as respondents.

Table 1. Assessment on environmental impacts of tourism in Panguil River Ecopark as perceived by stakeholders in Panguil, Laguna

Environmental Impact indicators	Overall Weighted Mean	Verbal Interpretation
Zoning	4.22	"Always Implemented"
Code of Conduct	3.60	"Always Implemented"
Waste Management	3.44	"Sometimes Implemented"
Carrying Capacity	2.20	"Never Implemented"

It appears in Table 1, carrying capacity obtained the lowest weighted mean of 2.20 and interpreted as "never implemented". The same result revealed on the study conducted by Layug et. al (2015) wherein uncontrolled number visitors experienced during summer. In an interview with the General Manager (GM) of PREP, he mentioned that *"we don't really control the number of visitors as we take advantage to gain more revenues so we could pay for our loans at the World Bank"*. The over carrying capacity is a clear manifestation of the negative impact experienced at PREP. It is expected that failure to address the problem at the early stage may contribute toward environmental damage.

To address the problem on environmental degradation of PREP, a series of workshop among LGUs and local community of Panguil was facilitated between January to May 2016. The series of workshops were facilitated to teach the community on the importance of conserving and protecting their environment and how to develop and manage tourism sustainably.

Figure 3. Photos taken during the CBET Workshops

Phase 2- Cultural Heritage Mapping

In November 2016, a cultural heritage mapping was conducted in Panguil, Laguna having indigenous people and LGU as respondents. According to Hagen (n.d) cultural mapping is a valuable tool for identifying a community's strengths and its resources. This was directed to make an inventory of tourism assets present in Panguil and to determine the potentials of Panguil for CBET development.

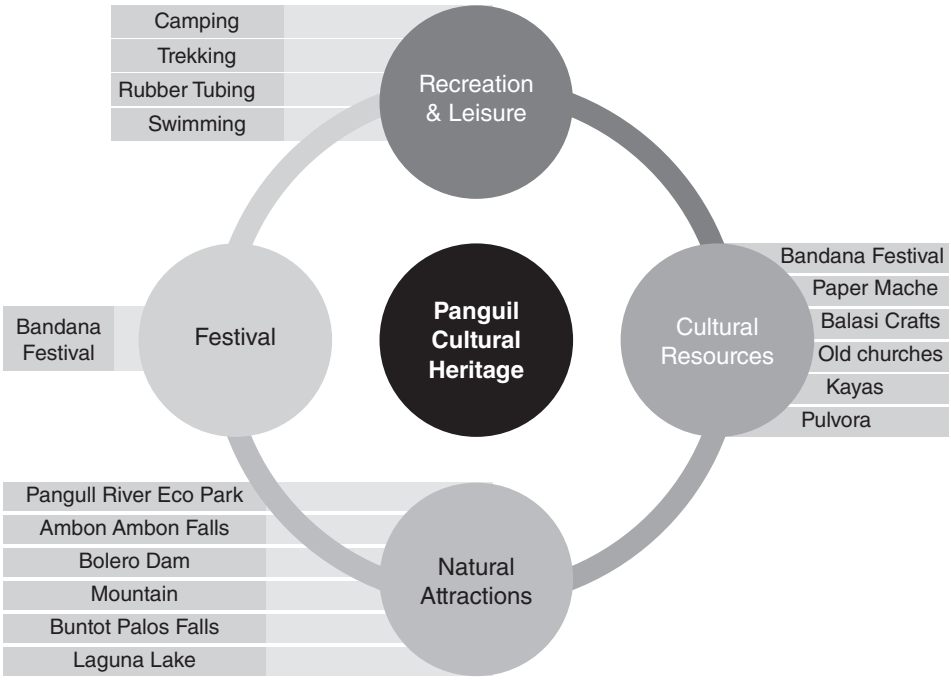

Figure 4. Cultural Heritage Mapping of Panguil, Laguna

Interestingly, Panguil is feasible for CBET in terms of base product since it has numerous natural and cultural attractions. Unfortunately, having base product for CBET development is not enough. Other factors for selecting ecotourism project sites is "Experience" wherein there should be an element for product development (Reyes and Mencias, 2012).

Phase 3- SWOT Analysis

In 2017, a SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis was conducted on the third phase to reveal the potential of the survey area. A SWOT analysis allows certain firm to identify their competitive advantage and to understand

the current and potential environment in which the product or services will be marketed (Lamb et.al. 2013). Through SWOT analysis research method is often used in business fields its use has now been extended to natural resources management to assess the decision and policy directive in a systematic manner (Schmoldt et al., 2001). The strengths and weaknesses (local analysis) are the internal factors while opportunities and threats (global analysis) are external factors (Harfst et al., 2010). SWOT analysis was done through empirical observation, group interview from different stakeholders namely, the Local Community, LGU's, Tourism Officers and literature review to determine whether the area has the potential to develop into CBET.

Strength	**Weakness**
Richness of natural and cultural attraction	Lack of ecotourism planning
Presence of ecosystems falls, river, lake, mountain, forests	Inadequate infrastructures
Having a pleasant and convenient environment	Poor market access or lack of marketing capacity
The place is accessible	Insufficient care to protect natural, historical and cultural values
Local community are friendly and hospitable	Limited activities
	The sale of local products not being planned
	The lack of marketing capacity
	Absence of tourism package
Opportunities	**Threats**
Existing natural and cultural attractions for responding new demands of tourists	Lack of water flowing in the river and possibility of drought
Making variety in tourism products and markets in order to attract tourists all year round	Natural disaster like floods, earthquakes
Having regular tours	Lack of attraction and activities
Increasing the quality of tours of tourism services and facilities	Absence of local policy in ecotourism management
Strategic coordination between regional tourism office and local government	Lack of skills and knowledge on operating PREP
Planning for new projects and allocated budget	Vulnerability of environment through scattering of waste
Contribution of handicrafts to tourism as entrepreneurial activities	Failure to implement carrying capacity

Figure 5. Summarizes the principal strengths, weaknesses, opportunities and threats on the proposed CBET development.

Based on analysis, it shows that among the strengths the presence of ecosystems falls, river, lake, mountain, forests obtained the highest answer. The analysis is based on an informal interview with the respondents. Likewise, it also appeared in the cultural mapping under tangible assets conducted by Roxas & Hurano (2016). The presence of ecosystems denotes that the area has potential to be developed into CBET since falls, river, lakes, mountain and forest are based product of ecotourism development (Mencias, 2012). This is similar to the study conducted by Hong & Chan (2010) entitled: Strength-weakness-opportunities-threats Analysis of Penang National Park for Strategic Ecotourism Management wherein the presence of unique features such lakes, mountains and forests obtained the highest among the strength identified.

As to weaknesses, poor market access or lack of marketing capacity obtained the most number of answers. The emphasis made by the GM of PREP. When asked "why do you think, Panguil cannot attract more visitors despite it is accessible and has unique features? "we do not know how to start on how are we going to promote our place despite we have natural resources and numerous handicraft products, we only relied through word of mouth since we have no budget or enough funds to market our community". It appears therefore that most of the results pertains to planning and marketing issue. The finding is similar to the study of Boonratana (2011) entitled: "Sustaining and Marketing Community-Based Tourism: Some Observations and Lessons Learned from Thailand", wherein it revealed that the lack in marketing capacity same with the dilemma experienced by other community tourism destinations and less investment provided, both in terms of financial and trained human resources.

In terms of opportunities, many of the respondents claimed that making variety of tourism products and markets in order to attract tourists all year round could be the best option. The data is based from focus group discussions among LGUs of Panguil and tourism officer during the CBET workshop. This implies that Panguil has a huge potential to be developed into CBET destination and willingness of locals to be involved to market their products. This also support in support to Tourism Master Plan 2016-2022 where one of the strategic directions is to encourage local communities to expand product development. The findings also reconcile with the study of Anuar et. al. (2015), "Developing of Tourist Friendly Destination Concept: A Quantitative Study". The study cited that all attributes are "important" in measuring tourist friendly destination in tourism namely: dimensions of activity – wherein there is a need to provide a varied activities where the value of ethnic has been embedded in art cultural and historical activities, offering diverse entertainment activities and special events need to achieve the tourist's demands.

Pertaining to threats, failure to implement carrying capacity had the most frequent answers. The data is similar to the survey conducted among 100 tourism

stakeholders of Panguil namely: visitors and staff personnel of PREP. This implies that failure to implement carrying capacity is a clear manifestation of undermining the environmental aspect of sustainability. The threats perceived by the stakeholders is evident in several studies wherein very often negative aspects of ecotourism are associated with environmental deterioration as environmental carrying capacity thresholds have been exceeded. On the study conducted by Kantawateera et. al. (2014), "A SWOT Analysis of Tourism Development in Khon Kaen, Thailand" the study revealed that concentration is in economics, but it contributes to a loss in terms of environmental issues if carrying capacity is not implemented.

Conclusion and Recommendation

One important consideration prior to destination promotion, one has to conduct environmental impact assessment on the first stage. Whilst tourism has the potential to contribute in a positive manner to socio-economic achievements at the same time, its fast and sometimes uncontrolled growth can be the major cause of degradation of the environment and loss of local identity and traditional cultures. The next stage is to undertake cultural mapping, to explore other natural and cultural resources of a particular destination and to determine what other alternative activities to offer; and SWOT analysis should be done at the last stage to identify the competitive advantage and to understand the current and potential environment in which the product or services will be marketed.

The following are recommended to build a sustainable perspective:

- Introduce variety of tourism products to attract tourists all year round by introducing alternative activities like team building, mountain climbing that will control the flow of visitors within the Ambon-ambon Falls.
- Offer other alternative cultural products like "Kayas" where students can learn how to create artworks using a piece of stick and visit the "Balasi Crafts" and where visitors can buy souvenir and decorative items made of paper
- Develop tourism circuit by tapping the neighboring communities of Panguil like the Paete which is known for *"Wood Carving Capital of the Philippines"* and Lumban dubbed as *"Embroidery Capital of the Philippines"* as added attractions.
- Strictly adopt carrying capacity which can be done through the implementation of reservation policy.
- Create interactive website to monitor and control number of visitors.
- The marketing media and activities should be delivered through partnerships and collaboration with other stakeholders.

Figure 6: Meeting with the LGU of Panguil and Familiarization Tour with the Association of Travel and Tours Facilitator Inc. (ATTFI) and Tour Operator United Reform Advocacy Vigor Excellence League (TOURAVEL)

- The development and design of promotional materials will be done though collaboration with Multi Media Arts of the institution whilst advertising and publicity will be delivered by the Local Government Unit of Panguil and its neighboring municipalities.

The proposed marketing strategic framework can serve as a generic holistic framework to guide the tourism destination towards sustainable development and ensure that all stakeholders benefit accordingly. Further research may be undertaken to validate the proposed marketing strategic framework for sustainable tourism perspective.

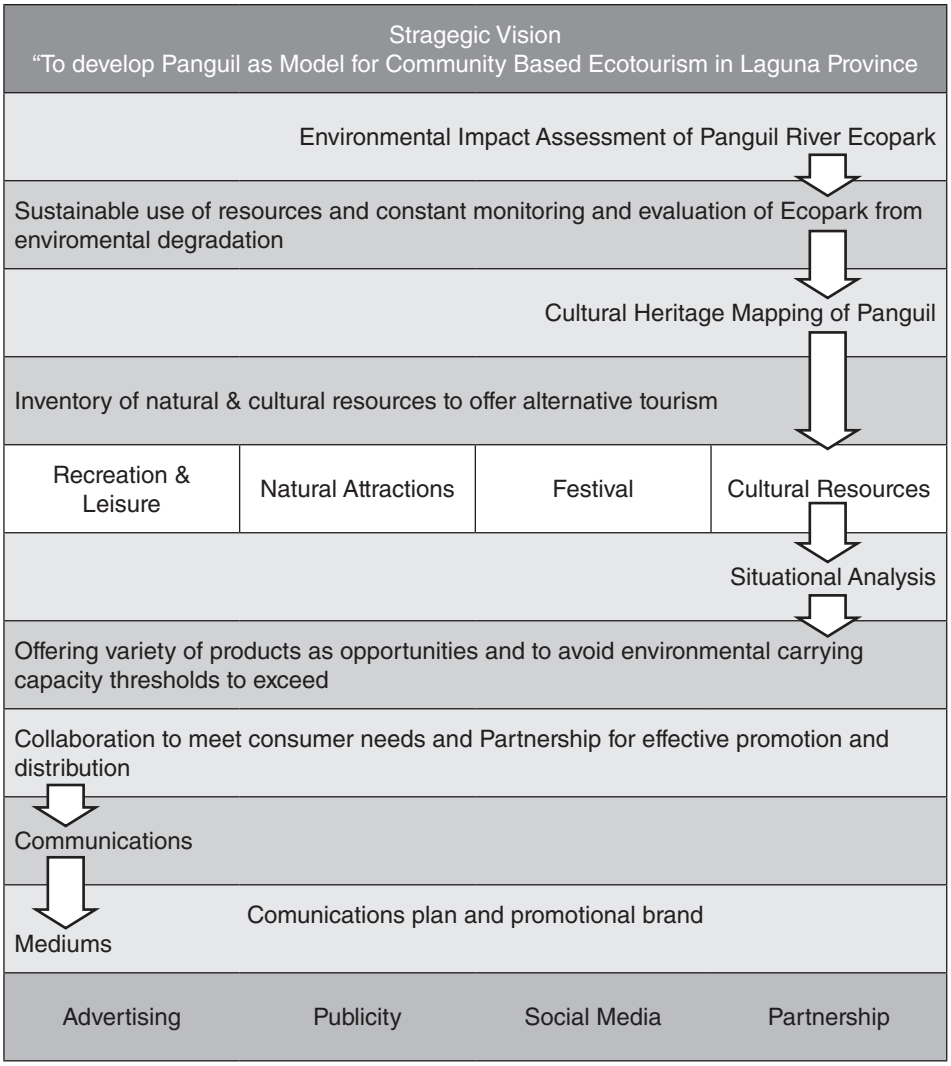

Figure 7. The proposed strategic marketing framework of Panguil River Ecopark toward Sustainable Perspective

Another research avenue may involve comparative studies for different tourism destinations worldwide, which may generate more holistic findings.

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Conference Paper

The Impact of Measure and Time on Quality Wine-Food Pairing

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Abstract: Matching wine with food is a process to enhance the dining experience. In recent days, the food and wine pairing has been a modern art and fostering an industry of books and media with guidelines for pairing of particular food and wine. This study focussed to analyse the attributes which enhances the wine – food combinations, taking into consideration the three main attributes namely, the measure of wine and food, exact time taken to record one's wine and food appreciation and the time gap between each wine-food pairing. The study involved 21 respondents (group of students) from Bangalore between the age group of 21 – 25 years (Millennials) who examined and analysed the food and wine combination. The study examined 4 Indian wines with 2 types of matching Indian food. The findings of the study were: the right measure of wine for food – wine pairing is 30 ml, right amount of food is 15 gm, the ideal time gap between each food and wine paring is 5 minutes in order to avoid palate fatigue and the exact time taken by each respondent to taste and record their appreciation is 60 seconds (1 minute). The limitations of the study are the paper involves a smaller sample size of only 21 respondents. The study focused only on the millennial group who live in Bangalore. The study involved Indian food and Indian wine pairing. Thus the results of the study could not be generalised for the whole country or state. The further studies which plan to have a formal wine – food pairing session can use the results of this study which proves the accurate measure of food and wine required along with the exact timing to avoid palate fatigue and enhance the pairing.

Keywords: Wine – food pairing, millennial wine consumption, palate fatigue, Indian wine, Indian food. measure of wine and food

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Introduction

Without expecting a rich or fragrant meals, wines are always ideal match to any good cuisine. I ndian foods have a wonderful and many flavor combinations which can be well suited to different wine styles and the aromas can be matched. The wines

can be matched with the Indian cuisine which are rich in spices in order to bring out the taste and flavors. A reference can be picked up for the study which found matching of wine with spicy Korean cuisine and the findings are said to be difficult with Western Cuisine (Kim & Lecat, 2017). In addition, as per the study (Duarte Alonso, Bressan, O'Shea, & Krajsic, 2014), to draw more attention towards wine consumption the best tool is pairing local food with local cuisine.

The proposed research targets the Millennials as they are the future society who would indulge in purchases and consumption. This study focuses on the age group between 18 – 25 years. The Millennials are keen to search and gather information in fulfilling their wants. Social media plays an important part in their lives. They spend 17 hours per week on the internet and the breakup of it would be 35% on emails and social media, 30% on online entertainment and 23% on searching information. This group is in the process of getting into jobs and deciding what they want and how they want. They have been given many choices and opportunities in lives to empower themselves. Moreover, their spending power would go beyond the spending power of the previous generations. In 2020, India's population will constitute 36% of Millennials, i.e., those who were between mid-1990 to early 2000. In the line with the study (Roe & Bruwer, 2017), which proved that elderly consumers were more probable to purchase fine wine than young consumers. The young consumers represent a promising market segment for the wine industry. Same time, it is not known how much they know about wines, matching wine and food and appreciating wines. With above said mentioned qualities of Millennials, the age group is proposed to be involved in the study which aims to check the right measure of food and wine and the exact timing required for food and wine pairing session to enhance the taste and flavors.

Literature Review

(Cliff, 2001) the paper aims in recording the changes in wine's aroma and colour in 3 different shaped glass and the study suggests to research on changes in wine intensity in different glasses. An idea developed from this study has it used 40ml of wine for examination, therefore to understand the exact measure of wine which would be apt and accurate for wine pairing. The efforts of increasing wine consumption were done through relevant research studies.

Palate Plays a Vital Role in Wine Appreciation

The perception of taste can be divided into sweet, acid and bitter. The tongue contains a lot of sensors called papillae. The different kinds of taste are sensed by different papillae. The brain registers the sense as the molecule gets in touch with the papillae. As time goes, more molecules bind to a papillae and making it desensitize and thus palate fatigue happens.

In wine appreciation palate is given more importance as it senses the flavors and taste of wines. To cleanse the palate between each wine appreciation water and fresh bread was served (Pickering & Demiglio, 2008). The amount of wine given during appreciation should be consistent in order to consider it as 'fair'(Cicchetti & Cicchetti, 2008). To avoid palate fatigue due to time constraints, the study which planned to examine 6 wine and cheese combination reduced to 4 pairings (Harrington, McCarthy, & Gozzi, 2010). A mixed tasting scale method was used in (Bastian, Payne, Perrenoud, Joscelyne, & Johnson, 2009) where the respondents pick up a bit of cheese and then a sip of wine and for palate cleansing water and apples were used. Considering the importance of palate in wine appreciation this study aims to examine the right measure of food and wine, the exact time taken for recording the appreciation and the time gap between each pairing. The main goal in finding these aspects is to avoid palate fatigue during food and wine pairing.

Millennials

(Srivastava, 2013), the study aims to find out wine consumer's practices, belief and attitude in India. This results that there was no awareness about wine consumption and no wine culture followed. People consume wine for the sake of enjoyment. The gap identified was that 3 generations were involved in the study leaving out the Millennials, to bridge this gap the proposed study would involve Millennials as samples. The study targets Millennials because they are the thriving future market and any awareness given to them would make them a sensible wine consumer of tomorrow.

Food and Wine Pairing

Compared to other alcoholic beverages, wine is the only drink which goes along with food. Food and wine pairing is a process of pairing food with wine to enhance the dining experience. In earlier days the only rule which was believed in wine and food combination was that 'red wine with red meat and white wine with white meat'. Those days have changed now, recent days the wine and food are even paired with matching taste, flavors and aroma, in which olfactory evaluation plays a vital role.

As per the preliminary study done with regards to understand the current trends and consumer preference towards wine pairing with Indian cuisine, various star hotels and popular standalone restaurants in Bangalore were contacted. It was understood that expect one hotel (Bene restaurant, Sheraton) which provides exclusive set menu of 4 courses with 3 glasses of pairing wine at the rate of Rs. 2500 for non – vegetarian and Rs. 2000 for vegetarian menu, no other restaurants have any exclusive concept of pairing wines with food. The same would be done if a customer requests. In addition, the customer's request is also very minimal.

This is because the customers choose more beer or whisky over wines. Whisky or

other spirits are preferred more and many times because of the high alcohol content. Beer is preferred by many Indians to go along with the food. Therefore, this results in low consumption of wines in Indian market. This is due to consumers are unaware of wines and its flavors which could go well with our regional cuisine. This is where knowledge and wine involvement would play a vital role. When the consumers are aware about the wine product that would create some sort of influence over purchase intentions. Knowledge should include the information about grape variety, the taste of wines and how pairing enhances the taste. This would not only boost the wine consumption but also increases the awareness among consumers who would become sensible and loyal wine drinkers.

As per (Srivastava, 2013) in India in the perspective of wine consumption more awareness would in turn increase the growth of social acceptance. The awareness on wine consumption can be spread by conducting wine and food pairing sessions which would enable a customer to practically understand how the taste and flavor of wine and food are enhanced. Many times, the customer's face an unpleasant dining experience when either wine or food dominates each other. Keeping this in mind, this study aims in analysing the right measure of wine and food, time gap between each pairing and the exact time taken by each respondent to record their appreciation. More awareness is needed on wine – food pairing for which more research should be done to shed light on this matter. This study focuses in helping the researchers by obtaining accuracy standards in the perspective of measure and time so that the conducted study can be done at perfect accuracy to prove the enhancement of taste in food and wine combinations.

Problem Statement

The alcohol consumers in Indian market are attracted towards whisky, brandy, rum and beer and very less percentage of consumers consume wine. The wine companies cannot advertise their brands to attract the customers as there is a ban on alcohol advertisement in India. This can be overcome by creating awareness among consumers in regards to sensible drinking, as wine is lesser in alcoholic content (compared to whisky and other spirits) and also has many medicinal values as it reduces coronary heart disease, increases prolonged existence(Philippe, 1995) and hypertension (Samoggia, 2016). One of the ways to create wine awareness or engage customers is by matching wine with food as wine is the best alcoholic beverage which marries well with food. The tasting sessions can be conducted directly to customers or through training restaurant staffs which in turn creates brand awareness among consumers. In addition, matching wine with food should not create any customer dissatisfaction due to palate fatigue which might create a reverse reaction towards wine consumption. To enhance the taste of food, wine and food - wine combination is the basic aim of a wine pairing session. The pairing would be apt and perfect if

the measure of food and wine and time gap between each tasting are perfect. The expected outcomes from the study would be aspects that would enhance the wine-food combination, namely, the right measure of wine and food, required time gap between each tasting and the time taken to record the appreciation.

Research Approach

This section connects the problem definition with the literature review and the problem statement being, 'Examining the right measure of food and wine, exact time involved for pairing a wine and food and evaluating the impact of the same on level of wine- food appreciation and palate fatigue of millennial customer group'.

Both qualitative and quantitative research method was used. The research questions are as follows:

- What is the drinking frequency of millennial customers when it comes to beer, wine and spirits?
- What is the right measure of wine in wine-food pairing that would enhance the combination?
- What is the right measure of food in wine – food pairing that would enhance the combination?
- How much time would the respondents take to analyse, appreciate and record their wine pairing responses?
- What would be the right time gap in between each wine-food pairing in order to avoid palate fatigue of the respondents?

The following are the objectives of the study

1. To examine the right amount of measurement of wine for wine and food pairing in order to enhance the food and wine combination
2. To analyse the right amount of food for wine – food pairing which would increase the level of satisfaction on the customer
3. To examine the exact number of seconds to be taken by the customer for appreciating food and wine pairing
4. To analyse the time gap between each wine – food pairing to avoid palate fatigue

Methodology

The study involved 21 respondents who were between the age group 21 – 25 years, i.e. Millennials who reside in Bangalore. The sample had 17 men and 4 women. The study targets the Millennial group as any awareness created among them would have a great influence in the future wine market and would make the Millennials practice sensible drinking. The samples were divided into 2 groups, namely, conditioned and non – conditioned group. The conditioned group consisted of 14 samples and the

remaining respondents were grouped under unconditioned. The difference between the groups was that a training session was provided to the conditioned group in regards to tasting of wine using olfactory evaluation. The training was not provided to the unconditioned group in order to determine the importance of training. The study involved 4 Indian wines namely, Four Seasons – Sauvignon Blanc (white wine) and Shiraz (red wine) and Kinvah - Sauvignon Blanc (white wine) and Shiraz (red wine). The two brands, namely, Four Seasons and Kinvah were chosen because the study aims to involve a fast moving costly wine and a cheap brand, so the former is costlier and the latter is slightly cheaper and both the brands are familiar with the customers and moves fast in the market in Bangalore. The pairing foods chosen were Chicken Tikka to match the red wine and Palak Paneer to match with the white wines. The samples were requested not to discuss with each other as the discussions might influence the evaluations. There was no rejection of samples as the study involved smaller group and which was easy to monitor and get the wine-food appreciation recorded. The data collected were statistically tested by using One – way ANOVA, Correlation, Paired t- test and Tukey test using Minitab 17 and Microsoft Excel.

Findings & Discussion

Results

Factors like habit of alcoholic consumption, gender, age group, income or pocket money, day scholar/ hostelite, part time job was tested to find its effect on monthly spending on alcoholic consumption. To find the relationship of each factor with the monthly spending on alcoholic consumption, a correlation test was done and the results are mentioned in Table 1.

Correlation between dependent variables and monthly spending on alcoholic consumption

Table 1. Correlation between dependent variables and monthly spending on alcoholic consumption

Dependent Variable	R Value
Gender	0.392
Habit of Alcoholic Consumption	–0.362
Age Group	–0.220
Income or Pocket Money (Rs.)	–0.071
Day Scholar/Hostelite	–0.120
Part Time Job	–0.216

According to Table. 1, the result proves that gender has a positive medium interaction (r = 0.39) with the monthly spending on alcoholic consumption, the reason that men consume more alcohol when compared with women. The winemakers to create market segmentation strategy to attract women towards wine. The habit of alcohol consumption has a negative, medium relationship (r = -0.36) with the monthly alcohol expenditure. This gives an understanding that the more the habit of consuming alcohol increases the spending on alcohol. The age group also had a weak, negative relationship (r = –0.22) on alcoholic expenditure, which means that as they customers grow elder they tend to spend more on alcohol. The part time job had a negative, moderate correlation with the monthly spending on alcoholic consumption (r = –0.25), this is due to the money they earn in the part time job and they tend to spend on alcoholic consumption. Being a day scholar or a hosteller had a correlation on monthly spending on alcohol as the r value shows a negative and weak relationship (r = –0.12), this means students staying away from the family (hostellers) spend more on alcoholic consumption. The age group between 21 – 25 show same level of spending on purchasing alcohol, the data might change if the results are compared with other age groups (Gen X and Echo Boomers). The study also examined the effect of age, gender and income on habit of alcohol consumption and the result is mentioned in Table 2.

Correlation between dependent variables and the habit of alcoholic consumption

Hypothesis:

- Age is related to the habit of consumption of alcohol
- Gender has an effect on habit of consumption of alcohol
- Income or pocket money is correlated with habit of alcoholic consumption

Table 2. Correlation between dependent variables and the habit of alcoholic consumption

Dependent Variable	R Value
Age	0.281
Gender	0.157
Income/Pocket money	0.339

The results (*Table 2*) state a positive weak relationship of age (r = 0.28) and gender (0.16) and a positive, medium relationship (0.34) of income/pocket money on the habit of consumption of alcohol. The results depict that irrespective of age and gender people possess the habit of alcoholic consumption. Wine awareness and knowledge provided to this particular age group would increase future wine consumption and educate on sensible drinking. The results determine a medium

effect of income/pocket money on habit of alcoholic consumption. As the income level increases the habit of alcoholic consumption also increases. As more wine knowledge will lead to more wine purchases, this can be used by the wine makers and the wine authorities of the state.

Frequency of Alcohol Preferences

The study attempted to test the preference of customers in regards to wine, beer and spirits and to determine their frequency level. The study used One – way ANOVA and Tukey Test to analyse the significant difference statistically and the Figure 1, Table 3 and Table 4 depicts the result of the analysis.

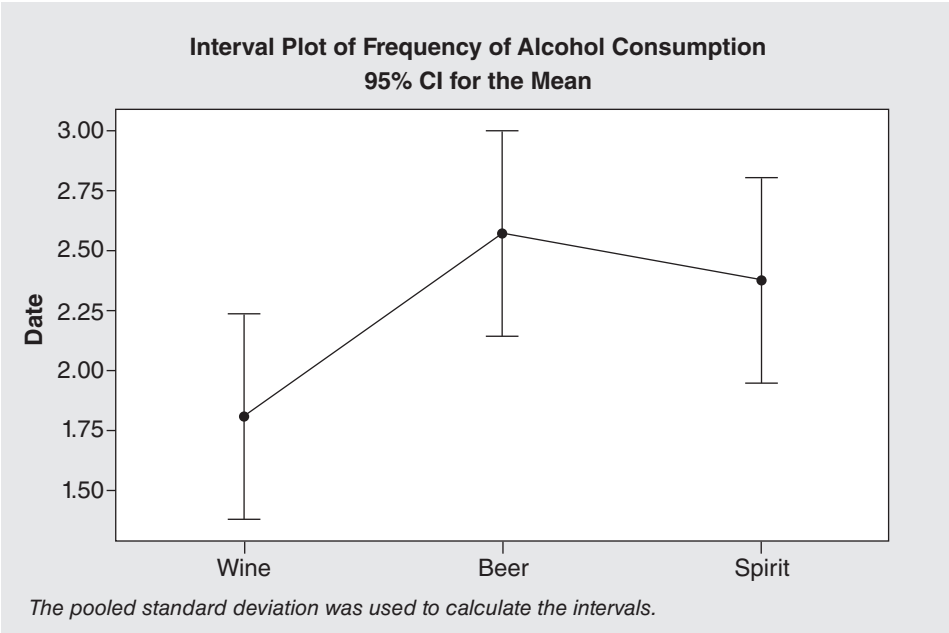

Figure 1. Frequency of drinking wine, beer and spirit

Hypothesis:
H_0: There is no significant difference between the groups in terms of frequency of consumption of wine, beer or other spirits.
H_a: There is a significant difference between the groups in terms of frequency of consumption of wine, beer or other spirits.

Table 3. One – way ANOVA result on frequency of drinking wine, beer and spirit

Anova: Single Factor

SUMMARY

Groups	Count	Sum	Average	Variance
Wine	21	38	1.810	0.662
Beer	21	54	2.571	1.257
Spirit	21	50	2.381	0.948

ANOVA

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	6.603	2.000	3.302	3.455	0.038	3.150
Within Groups	57.333	60.000	0.956			
Total	63.937	62.000				

Table 4. Tukey's result on significant factor

HSD[.05]=0.73; HSD[.01]=0.91	
M1 vs M2	P<.05
M1 vs M3	non-significant
M2 vs M3	non-significant

As per Table 3, the result proves that the p value is lesser than the alpha value (0.04 < 0.05) and thus rejecting the null hypothesis and proving that the groups are significantly different from each other. A Tukey's test (Table 4) was conducted to determine which mean amongst the set of means differ from the result and the same states that a significant result between consumption frequency of wine and beer.

According to Figure 1, interpretation is that frequency of wine consumption is lesser when compared with consumption of beer and spirits. In this regards, beer stand in the first position (38% of consumption and mean value of 2.57) and followed by spirits (35 % and mean value being 2.38). This gives a strong justification in regards to research on wines to improve the consumption level.

Measure of food and wine

Among the 21 samples, 7 members evaluated 15 gm of food with 25 ml of wine, next 7 members evaluated 15 gm of food and 30 ml of wine and the last 7 members recorded their rating for 15 gm of food and 40 ml of wine. This was done to determine the right measure of food and wine to record a food and wine pairing evaluation. The result of the same is illustrated in Table 5.

Hypothesis:
H_0: There will not be any differences among groups in terms of different measures of wine with the measure of pairing food item
H_a: There will be differences among groups in terms of different measures of wine with the measure of pairing food item

Table 5. One Way ANOVA results to determine the ideal measure of food and wine
Anova: Single Factor
SUMMARY

Groups	Count	Sum	Average	Variance	Std. Erro
Group A	7	26	3.714286	0.238095	0.184428
Group B	7	22	3.142857	0.142857	0.142857
Group C	7	26	3.714286	0.238095	0.184428

ANOVA

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	1.52381	2	0.761905	3.692308	0.045323	3.554557
Within Groups	3.714286	18	0.206349			
Total	5.238095	20				

A one – way ANOVA was used to analyse the difference and a Tukey's HSD to identify the significant different mean. The ANOVA results in Table 5 state that the p-value is lesser than the significant value (0.003 < 0.05) and hence the null hypothesis is rejected. Therefore, there is a significant difference between the groups (Group A ≠ Group B ≠ Group C).

According to Tukey's HSD test stated in Table 6, derives at a result that significant difference between Group A and Group B; Group B and Group C, whereas no significant difference found between Group A and Group C. According to the Tukey's result, Group B which used the measure of 30 ml of wine and 15 gm of food for wine – food pairing seems to be significantly different and all respondents behave similarly as the standard error (0.142857) shown in Table 5, is lesser when compared the other two groups. Therefore, according to Tukey's test in Table 6 and taking less standard error into consideration, the analysis proves that, the measure of 30 ml of wine with 15 gm of food would be the ideal measure of food and wine pairing evaluation.

Table 6. Tukey's HSD results to determine the ideal measure of food and wine

HSD[.05]=0.62; HSD[.01]=0.81	
M1 vs M2	P<.01
M1 vs M3	non – significant
M2 vs M3	P<.01

Time Gap between Each Pairing

As one of the objectives of the pilot study to determine the right time gap between each wine pairing in order to avoid palate fatigue which might influence the other following evaluations. To determine the time gap, among the 21 samples, 7 members were given a time gap of 3 minutes between each evaluations, the next 7 members were given 5 minutes' time gap and the last group of 7 members were given 7 minutes of time gap. The result is illustrated in Table 7.

Hypothesis:

H_0: There will not be any differences among groups in the perspective of time gap between each pairing

H_a: There will be differences among groups in the perspective of time gap between each pairing

Table 7. One – way ANOVA result to determine the ideal time gap between evaluations

Anova: Single Factor

SUMMARY

Groups	Count	Sum	Average	Variance	Std. Erro
Group A	7	25	3.571429	1.285714	0.428571
Group B	7	16	2.285714	0.238095	0.184428
Group C	7	26	3.714286	0.571429	0.285714

ANOVA

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	8.666667	2	4.333333	6.204545	0.008921	3.554557
Within Groups	12.57143	18	0.698413			
Total	21.2381	20				

The one – way ANOVA was used to test statistically and the results in Table 7 prove that there is a significant difference between the three groups as the p – value is lesser than the significant value (0.009 < 0.05). To analyse the significantly different mean a Tukey's HSD Test was done and the results illustrated in Table 8.

Table 8. Tukey's HSD result to determine the ideal time gap between evaluations

HSD[.05]=1.14; HSD[.01]=1.49	
M1 vs M2	P<.05
M1 vs M3	non – significant
M2 vs M3	P<.05

The results as per Table 8, prove Group A was different from Group B; Group B from Group C, whereas there was no difference between Group A and Group C. As per the Tukey's test, Group B which had 5 minutes' gap between each wine – food pairing seems to be significantly different and all respondents behave similarly and also the standard error (0.184428) shown in Table 7, is lesser when compared the other two groups. Therefore, according to Tukey's test in Table 6 and taking less standard error into consideration, the analysis proves that, 5 minutes' is considered to be ideal time gap between wine- food pairing evaluation.

Comparison of Treatment and Control Group on Wine Evaluation (Four Seasons and Kinvah Sauvignon Blanc Pairing with Palak Paneer)

Hypothesis:
H_0: There will not be any differences among groups irrespective of the training provided
H_a: There will be differences among groups in the perspective of training provided

Table 9. T-test: Two-sample assuming unequal variances

Four Season - Sauvignon Blanc and Palak Paneer	**Treatment Group**	**Control Group**	**Kinvah- Sauvignon Blanc and Palak Paneer**	**Treatment Group**	**Control Group**
Mean	3.071	1.714	Mean	2.571	1.857
Variance	1.302	0.238	Variance	0.418	0.476
Observations	14.000	7.000	Observations	14.000	7.000
Hypothesized Mean Difference	0.000		Hypothesized Mean Difference	0.000	
Df	19.000		Df	11.000	
t Stat	3.808		t Stat	2.283	
P(T<=t) one-tail	0.001		P(T<=t) one-tail	0.022	
t Critical one-tail	1.729		t Critical one-tail	1.796	
P(T<=t) two-tail	0.001		P(T<=t) two-tail	0.043	
t Critical two-tail	2.093		t Critical two-tail	2.201	

Comparison of Treatment and Control Group on Wine Evaluation (Four Seasons and Kinvah Shiraz Pairing with Chicken Tikka)

Hypothesis:
H_0: There will not be any differences among groups irrespective of the training provided
H_a: There will be differences among groups in the perspective of training provided

Table 10. t-Test: Two-sample assuming unequal variances

Four Season - Shiraz and Chicken Tikka	**Treatment Group**	**Control Group**	**Kinvah - Shiraz and Chicken Tikka**	**Treatment Group**	**Control Group**
Mean	3.500	2.286	Mean	3.000	3.857
Variance	0.577	1.238	Variance	0.769	0.143
Observations	14.000	7.000	Observations	14.000	7.000
Hypothesized Mean Difference	0.000		Hypothesized Mean Difference	0.000	
Df	9.000		Df	19.000	
t Stat	2.600		t Stat	-3.122	
P(T<=t) one-tail	0.014		P(T<=t) one-tail	0.003	
t Critical one-tail	1.833		t Critical one-tail	1.729	
P(T<=t) two-tail	0.029		P(T<=t) two-tail	0.006	
t Critical two-tail	2.262		t Critical two-tail	2.093	

As stated in Table 9, the p value of both Four Seasons and Kinvah Sauvignon Blanc pairing is lesser than the alpha value (Four Seasons - 0.001 <0.05 and Kinvah – 0.043 < 0.05), which shows a significant difference between the conditioned and unconditioned group. So the null hypothesis is rejected and hence treatment group ≠ control group.

As stated in Table 10, the p value of Shiraz (both Four Seasons and Kinvah) pairing is lesser than the alpha value (Four Seasons - 0.029 < 0.05 & Kinvah – 0.006 < 0.05) and hence rejects the null hypothesis and proves a significant difference, i.e., treatment group ≠ control group.

Therefore, the significant difference proved between the treatment and control groups proves the effect of training on wine evaluation and thus justifies the need of training.

During the wine pairing evaluation, as one of the objectives state in identifying the time taken by the panel members to evaluate the wine and record their ratings. As per the observation during the session, the time taken for each person to evaluate the ratings of wine was 1 minute (60 second).

Conclusion

When compared with other studies which used a random measure of food and wine for wine-food pairing and to avoid palate fatigue the respondents were given water, apple or bread. This study focused in finding out the exact measure of food and wine for wine and food combination, the right time gap between each pairing and the exact time taken by each respondent to record their appreciation of the pairing. The study involves the millennial group of customers, i.e., people who fall under the age group of 18 – 25 years. The study only used people between 21 – 25 years because as the respondents live in Bangalore and the Karnataka's legal drinking age is 21 years. The millennial group is targeted as they are the future customers in tomorrow's market and if wine consumption and sensible drinking are motivated among them will make millennials the future and loyal customers in the wine market. However, it is found that millennial customers wine consumption was less when compared to beer and other spirits. This shows that the customer group needs awareness in terms of wine consumption and its benefits towards health and sensible drinking. The one of the ways to promote wine consumption is wine and food pairing as it would make the customers understand how wine and food complement each other when paired together. As the wine's alcoholic percentage is less (12% - 13.5%) when compared to spirits (44%), the awareness created on wine consumption will make customer to shift from spirits to wines and thus motivates sensible drinking. The study also finds that gender positively correlates with the habit of alcohol consumption. This factor can be used by wine marketers to segment their products according to the gender of the customers. In addition, marketers can use one more correlation found in this study, that is, a strong positive correlation between age, gender and income level with the habit of alcoholic consumption. Therefore, answering to the research questions: The millennials of Bangalore less frequently consume wine when compared to beer or other spirits and most frequently consumed drink is beer. The right measure of wine and food for a perfect wine – food pairing according to the study is 30 ml and 15 gm respectively. Each respondent took 1 minute to appreciate the wine – food pairing and to record their preference. In order to avoid palate-fatigue the ideal time gap between each tasting identified by this study is 5 minutes.

Contributions to the Literature

Therefore, from the study the following have been identified:

The frequency of wine consumption is lesser when compared to beer or other spirits among Millennials. (38% of consumption and mean value of 2.57), spirits (25 % and mean value being 2.38) and wine (27% with a mean value of 2.25) according to Figure 1. This finding could help the wine marketers to concentrate and plan strategies to increase the sale of wine by attracting consumers who consume whisky and rum, etc. by the way of creating wine awareness and sensible wine drinking.

The differences between treatment and control group is found be significant and thus proving the need and effect of training. As per Table 9 and Table 10, differences between the control and treatment group effect of training is proved (Four Seasons - 0.001 <0.05 and Kinvah – 0.043 < 0.05) and (Four Seasons - 0.029 < 0.05 & Kinvah – 0.006 < 0.05). The wineries to boost their sales of wine in the country like India which has a ban on alcohol advertisement would implement training programs for the restaurant and hotel staff who in turn to get in touch with the consumers and spread brand awareness and will help in increasing the wine sales.

The ideal time to be given to evaluate and record the wine pairing preference is found to be 60 seconds (1 minute). The right amount of wine and food for pairing is 30 ml of wine and 15 gms of food (0.003 < 0.05 and the significant difference lies in Group B who tasted 30 ml of wine and 15 gms of food) (Table 7 and Table 8). The ideal time gap between each evaluation in order to avoid palate fatigue is 5 minutes (0.009 < 0.05, the significant difference lies in Group B who had a time gap of 5 minutes between each wine and food pairing) (Table 7 and Table 8). If the palate fatigue is avoided that would give a wonderful dining and wine tasting experience to the diners. The Karnataka Wine Board thrives in creating wine awareness all over Karnataka and conducts wine tasting sessions to increase wine sales. This part of the findings of the study would help in avoiding palate fatigue and enhances the taste of food and wine together and creates a wow moment for the guest who might choose a wine along with the food on his/her next visit to a fine dining restaurant.

In nutshell, the findings of the study would help the wineries and wine marketers to boost their sale by enhancing the taste of wine and food and spread wine awareness by implementing wine and food pairing with the defined time and measure found in this study to create high level customer satisfaction and to spread sensible wine consumption. Moreover, the results of the study further can be used by researchers who have a plan to conduct formal wine and food tasting as a part of their study in order to evaluate wine appreciation.

Limitations

The paper also has its own limitations and firstly it involves a smaller sample size as a future study can be done with a larger sample size and that would have impact of the results. Secondly, the study only target respondents who were between the age group 21 – 25 years, i.e., millennials who live in Bangalore and thus the result of the study cannot be generalized to the entire population. The study involved only 4 wines and 2 types of food items. In addition, the wines and food items used in the study were Indian. The results might vary, if more number of wines and pairing food items were used. The future research can be done on analysing the satisfaction of customers in a restaurant setup in terms of wine – food pairing using the results of this study as guideline. As the results show that there exists a strong correlation between gender

and habit of alcoholic consumption, a future research can be done to identify the differences between genders in terms of wine and food pairing.

Scope for Future Research

These results can be used in the future by researchers who focus on examining food and wine pairings. The right measure of food and wine, in addition with the right time will improve the quality of the analysis to be done. The restaurants and hotels can also adopt the same in order to create awareness and educate customers amount wine – food pairing and how it will impact the dining experience. This is because when trying to making customers understand the art of wine – food pairing, it should not go wrong as at times wrong measure of either wine or food might dominate each other rather than complementing each other. This would result in customers or respondents in creating a wrong impression about the pairing as the mistake would spoil their palate. As per the saying 'First impression is the best impression' the right measure and time followed in wine and food pairing would enhance the complete dining experience giving no room to mistakes.

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Conference Paper

A Cursory Content Study of Indian Wine Label vis-à-vis New World Wine Label to Enhance Impulse Buying among Novice Wine Consumers

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Abstract: The purpose of the paper is to decipher cursory content study of Indian wine labels in relation to new world wine available in Indian wine markets, specific to Bangalore, which induces an impulse purchasing pattern based on the label design, colour and pictorial depictions for novice wine consumers in Bangalore, India. The decision to purchase a bottle of wine is often difficult for consumers. Influenced by levels of self-confidence, the decision to buy between competing characteristics of the wine products offered can affect the consumer's decision behavior. Research has suggested that the front label conveys key information to consumers relating the benefits of purchasing a wine product (Barber, Nelson Ismail, Joseph; Taylor, D Christopher). Indian wines are retailed in multiple licensed outlets, competing with new world wines, across different formats, beginning from Government retail stores, wine boutiques, retail stores in shopping malls and counter beverage kiosks. In almost 75% of beverage retailing in India, it's found that all Indian wines are retailed together along with imported label counterparts. As such, Indian wines and wine labels compete with the registered New World brands through catchy labels to be selected by discreet consumers. The millennial and experimental wine market in Bangalore is a large, but untapped important segment new to wine consumption. The study analyses, inspite of stringent and somewhat archaic wine licensing policies and coupled with a conservative bottled up cultural mind-set, New-world wine label designs appeal to millennial and novice consumers better, enhancing impulse buying more than Indian wines, through a unique on- your- face and somewhat hedonistic, label images that New World wines offer.The study concluded that new world wine labels were capable to create a wow factor, and enhance impulse buy, irrespective of the wine bottle content, to induce purchase and attracts different market segments rather than quality.The paper focuses on how Indian wine labels vis-a-vis to New World Wine label could enhance the buying awareness among novice wine consumers.

Keywords: Indian wines, New World wines, labels, impulse buying, novice consumers, informative wine labels

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Introduction

(Elliot & Barth, 2012) The wine market of millennial is large and very significant segment which is new to wine consumption. (Boudreaux & Palmer, 2007) suggests some charming facets to design a wine label and this proposed study to throw some light in Indian wine industry analysis the design as per the preference of millennials of South India and the information that needs to be provided to connect with the wine and wineries which would further induce purchases. According to (Laeng Bruno , Suegami Takashi, 2016) the gaze at a specific label of a wine bottle and the preference towards the same bottle has found to have a strong relationship and thus enhancing the design, colour and information on the wine label becomes more significant to act as a purchase driver. The study focuses on New World Wine labels as India is one of the New World wine producing regions and also according to (Duarte, Jeremy, Alonso, & Northcote, 2010) has stated that there very limited discussions on the emerging New World wine regions where traditional wine making is not followed and the same becomes a challenge. Though traditional wine making is a challenge in New World wine producing regions same time according to study (Wongprawmas, Spadoni, Wongprawmas, & Spadoni, 2018) innovation is one of the successful tools used in New World wine regions which the Old World wine regions lack. This has caused a rival competition between Old and New World wine regions as the New World wine regions have started to grow fast in the international market (Campbell & Guibert, 2006). Still, the persists situation where customers were willing to pay more for Old Wine region wines than New World wine regions (Moulard, Babin, & Griffin, 2015). The same study has found that the wine of New World wines with more information about the terroir had been more valued than the wines with vague information (Moulard et al., 2015). One of the ways to show up more information is the wine labels, in a country like India where advertisement of alcohol is not permitted.

(Tonder & Mulder, 2016), states that the front label of the wine is the first point of contact for a customer and the elements on the label should not be undervalued. This paper focused on organic wine purchasing done by women and the elements of the front label which plays an important role as a purchase driver. (Wettlaufer, 2018), proves that alcohol label can act as a tool to create awareness and helps in monitoring alcohol consumption. (Mello & Borobia, 2008) states that the colour and shapes in the design on a wine label builds a perception in consumers in the perspective of the wine's quality. (Thomas & Pickering, 2006) study proved that the information on the front label of a wine bottle is considered more important than the back label information. (Kelley, Hyde, Bruwer, Kelley, & Hyde, 2015) proves that back label wine information acts as a purchase driver more in women than men in United States as it includes the information on food pairings. (Roma et al., 2013) study gives a clear understanding to include details like geographical information, varietal, vintage, alcoholic content, etc. on a wine label as these are the factors which are considered in price formation. (Elliot

& Barth, 2012) the study tested the then consumers between the age group 19 – 22 years on the factors on which they give importance during wine purchases and the result states that the consumers give importance to the brand, features, producer and origin. (Lim et al., 2009) describes an automatic wine label recognition system which deals with different styles and sizes of font and their obstacles. (Gawande, Shukla, & Mishra, 2017) , mentions the list of labelling regulations which include name, address of the wine maker, brand name, net quantity, month and year of manufacture and MRP (Maximum Retail Price). The wine label creates a connect with the winery and its background information(Kelley et al., 2015).

Wine labels capable to create awareness, about the wine's quality, and explain details of the wine, act as a first point of contact induce purchase and attracts different market segments. This paper hence aims to focus on how Indian wine label with regards to New World Wine label could enhance the buying awareness among novice wine consumers. This research objective was focused because the Indian wine market is growing 30% annually in the last 10 years and in the future the growth is predicted to be higher. Though the average per capita consumption is only 4.6 ml still it is considered to be in a better position when compared to the earlier days where there were no markets for wine in India. The various state governments of India have waived of the excise duty on wines to encourage more wine consumption. In a country like India, where whisky, brandy and rum dominates, the wine consumption is much lesser. Moreover, wines are considered to be highly sophisticated drink and given a choice to the customer, he or she would pick up an imported wine rather an Indian wine. This emphasis a study to be done to understand the level of Indian wine label awareness compared to the wine labels of New World wine producing countries. The findings of the study would help the wine manufacturers to enhance the wine labels as it is gets into the first contact with the customers (Tonder & Mulder, 2016) and would enable to market itself in India where there exists a ban on alcoholic advertising.

Methodology

The study involves 46 novice consumers from Bangalore, who volunteered to be a part of this study located in the southern part of India. The sample size is stated as a research limitation, as only respondents willing to answer were involved in the study, reason being many consumers come from a conservative background and unwilling to be a part of the respondent. The consumers participated in the study are in the age group between 18 – 25 years. This segment of consumers was targeted because they are the millennial group and who are the future consumers in the wine market. If wine awareness created on this group would definitely create an impact on the future wine consumption. The study used a questionnaire survey to collect the information about wine label awareness and the same was tested for its validity and the Cronbach's alpha value of the questionnaire is 0.7. As India falls into the category of New World wine producing region and the study

focusses to analyse how Indian wine labels could enhance the purchasing awareness in wine consumers, so, wine label images of nine New World Wine countries were used, namely, Argentina, South Australia, Canada, Chile, China, India, New Zealand, South Africa and USA were chosen. These wine labels were chosen as the wines of these New World countries are only sold in Bangalore. The results of the study were run statistically using Minitab 17, VassarStats and Microsoft Excel worksheet. The statistical tools used for the study were Cronbach's Alpha, paired t – test, correlation, one – way Anova and Tukey's test. The framework of the study is mentioned precisely in Figure 1.

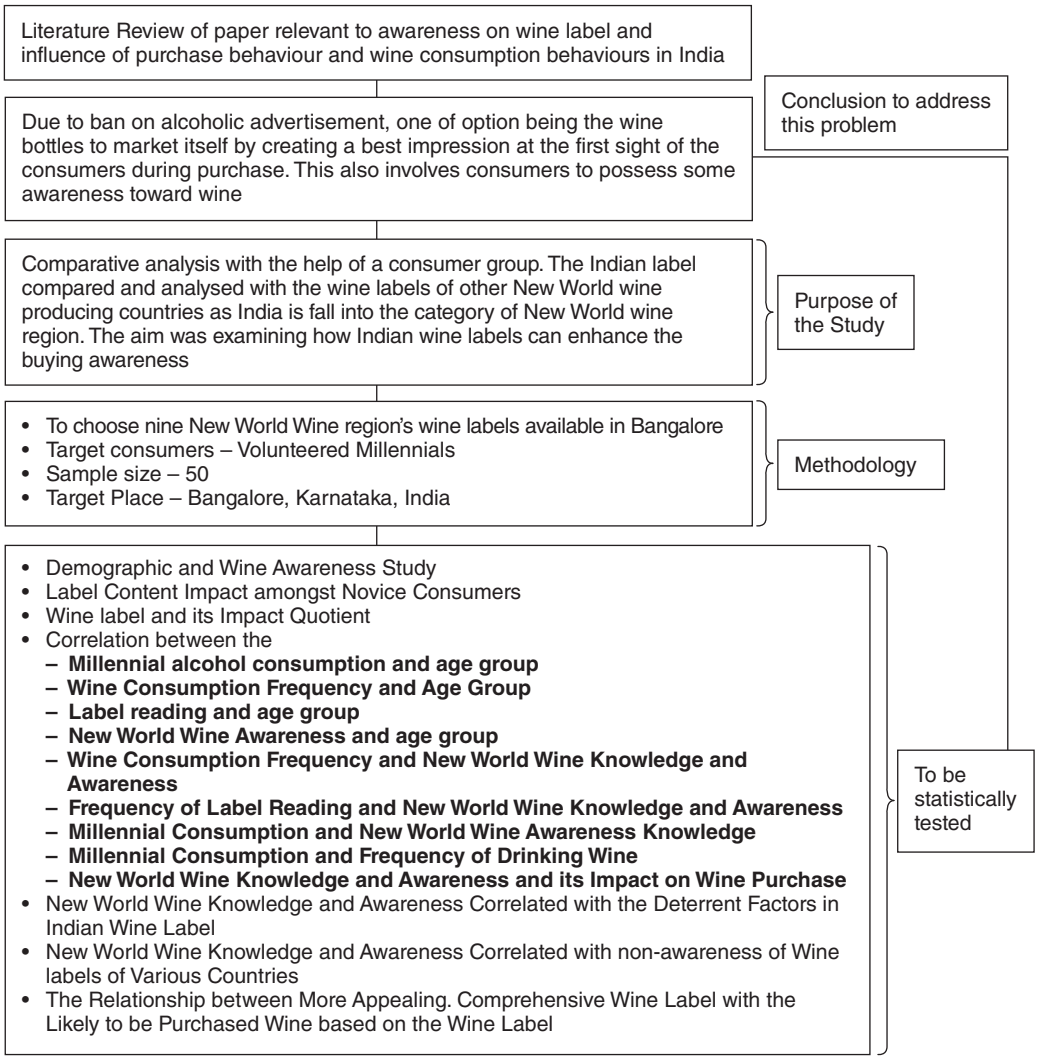

Figure 1. Framework of the study

Demographic and Awareness Study

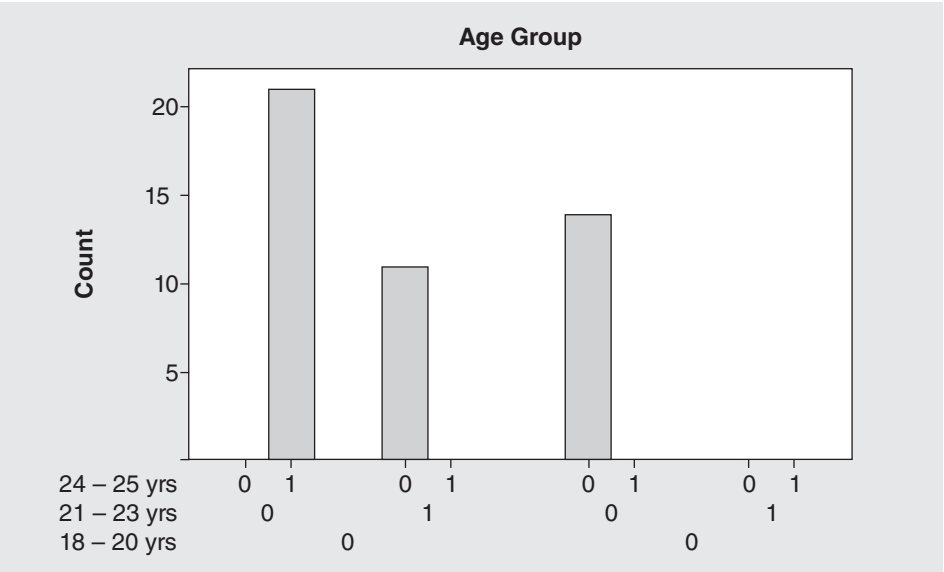

Figure 2. Demographic detail – age group

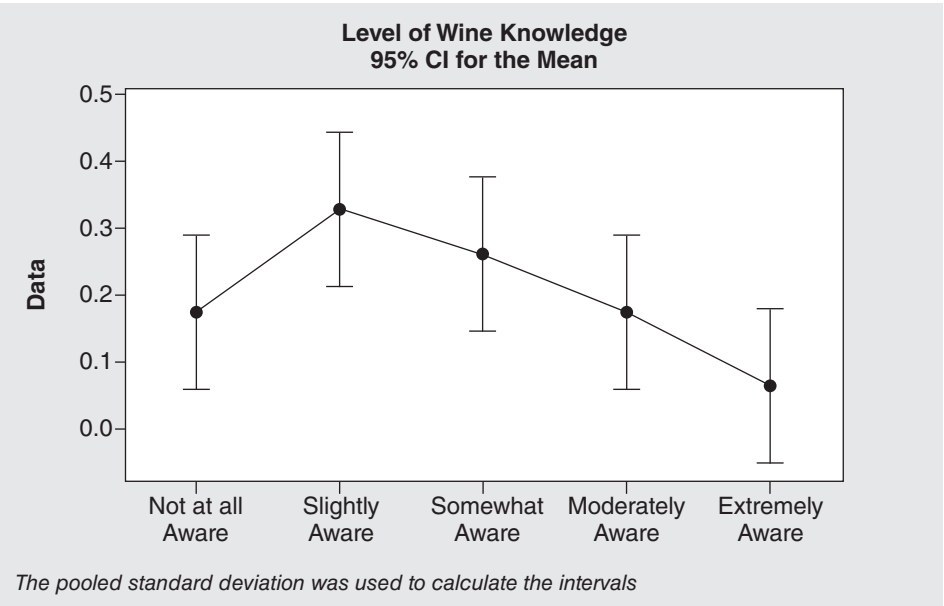

Figure 3. New world wine awareness

The sample size of the study was 50 and received 46 usable data. The data was collected through online and paper - pen survey through a framed questionnaire to understand the wine label awareness among millennial customer group those are novice wine drinkers. The group of population targeted for answering the questionnaire were between the age group 18 – 25 years old. In Figure. 2, the sample size of study involved members from the age group between 24 – 25 years old (46%), following that were the members between the age group 21 – 23 years (30%) and 24% of the sample size had members from the age group between 18 – 20 years. In order to understand how much a customer knows about wine, the participants were requested to rate their level of wine knowledge and awareness in a 5-point Likert scale. The Figure 3, states the percentage of the wine awareness among the consumer group. As per the graph most of members (33%) who participated in the survey were slightly aware about wines and the customers who were extremely aware about the wine were only 17%. To measure the level of awareness among the consumer group, the data was run statistically using Anova One-way and the results are depicted in the Table 1.

Table 1. New World wine awareness

Anova: Single Factor
SUMMARY

Groups	Count	Sum	Average	Variance
Not at all Aware	46	8	0.173913	0.14686
Slightly Aware	46	15	0.326087	0.224638
Somewhat Aware	46	12	0.26087	0.197101
Moderately Aware	46	8	0.173913	0.14686
Extremely Aware	46	3	0.065217	0.062319

ANOVA

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	1.8	4	0.45	2.892857	0.023061	2.411768
Within Groups	35	225	0.155556			
Total	36.8	229				

Hypothesis:
H_0 = There is no significant difference between groups in terms of wine knowledge and wine awareness.
H_1 = There is a significant difference between groups in terms of wine knowledge and wine awareness

The results prove that the significant p-value is 0.02 which is lesser than the alpha value 0.05. Therefore, we reject the null hypotheses and the result proves that the groups are significantly different in terms of wine knowledge and awareness.

Inference

On an average impulse buying of wines is impacted as 38-40% of novice consumers begins consuming of alcohol, but not wines and as such impulse buying does not apply in the initial purchase pattern. The respondents vary in terms of level of wine knowledge and awareness in the perspective of hedonic wine labels. The results prove that most of the consumers are 'slightly aware' about wines, least number of participants are 'extremely aware' about wines, still it is a positive sign when compared with few years back where the never existed any awareness. This evidences that India in emerging in the wine market. This also emphasis more wine awareness should be provided to the consumers.

Label Content Impact amongst Novice Consumers

The study was done on the available wine labels of the countries which fall under New World Wine Region. As India is one among the New World wine producing countries, the study involved Indian wine label and attempted to understand the factor of the label which is not liked by the consumer group. The results are depicted in Figure 4.

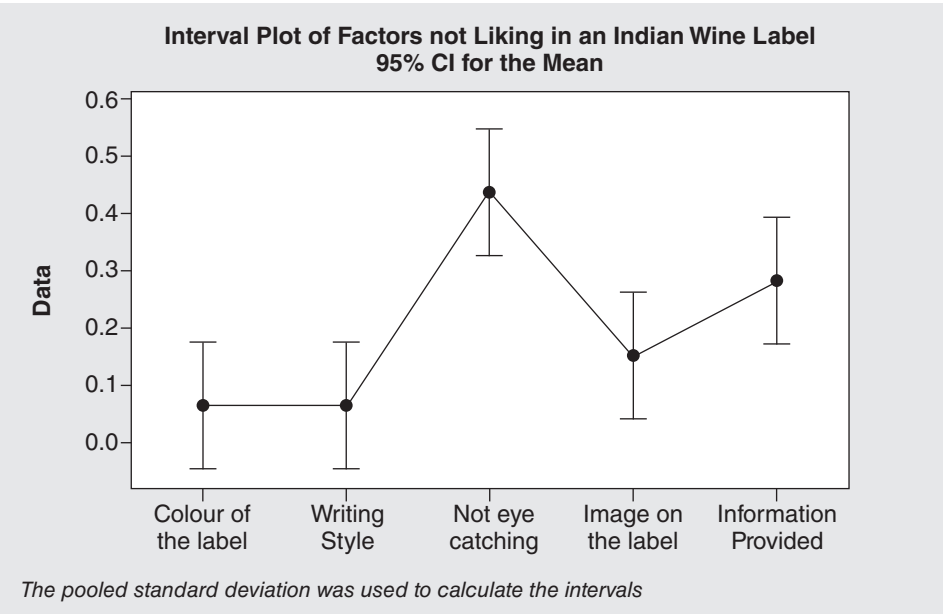

Figure 4. Deterrent factors in Indian wine label

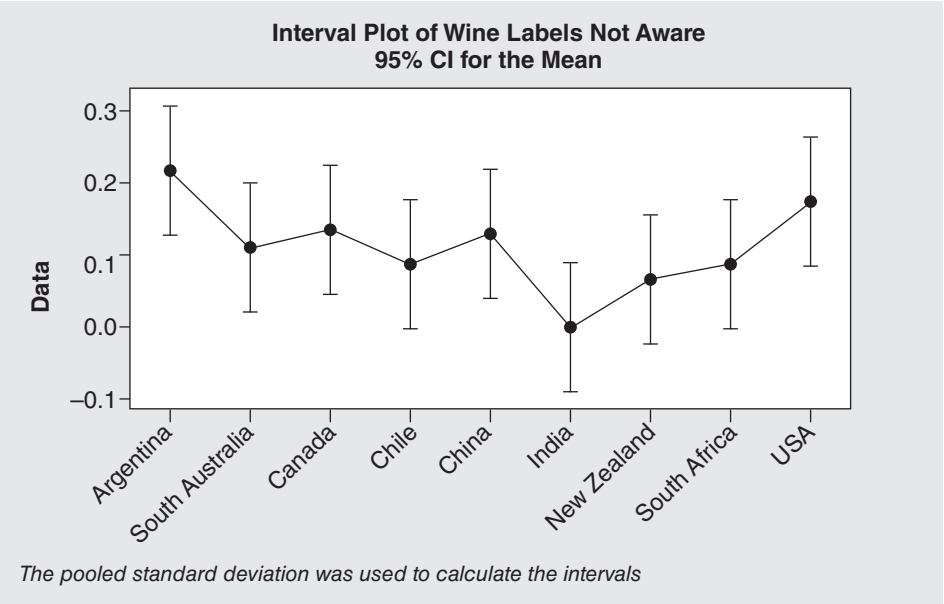

Figure 5. Wine labels — not aware

As per the Figure 3, 43% of consumers stated that the Indian wine label is not eye catching. Information provided (28%) is the next factor which is a cause for the customer not liking the wine label. The least number of consumers (7%) have mentioned the colour of the label and writing style. the image of the label is not liked by 15% of the participants.

To further statistically prove the significant difference among the consumer group, the data was run through One – Way Anova and the results are depicted in Table 2.

The study involved wine labels of 9 countries which fall under New World wine producing regions. The wine labels were from countries, namely, Argentina, South Australia, Canada, Chile, China, India, New Zealand, South Africa and USA. The study tested the consumer group to understand which country's wine label was not aware among the participants. The results are given in Figure 5.

As per the Figure 4 the results state that largest percent (22%) of consumers were not aware of Argentina wine label. The results also prove that the awareness of Indian wine label was 100% which is evidence that India is emerging in the wine market and customers are aware about it. To further prove the significant difference, the data was run statistically and the results are stated in the Table 2.

Table 2. One-way Anova—Deterrent factors in Indian wine label

Anova: Single Factor
SUMMARY

Groups	Count	Sum	Average	Variance
Colour of the label	46	3	0.065217	0.062319
Writing Style	46	3	0.065217	0.062319
Not eye catching	46	20	0.434783	0.251208
Image on the label	46	7	0.152174	0.131884
Information Provided	46	13	0.282609	0.207246

ANOVA

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	4.626087	4	1.156522	8.087838	0.000	2.411768058
Within Groups	32.17391	225	0.142995			
Total	36.8	229				

Hypothesis:
H_0 = There is no significant difference among the factors not liked by the consumers in an Indian wine label
H_1 = There is a significant difference among the factors not liked by the consumers in an Indian wine label

The p value of the data is 0.00 which is lesser than the alpha value which is 0.05 and hence the null hypothesis is rejected and the result prove that there is significant difference among the consumers in relation to the factors not liked in an Indian wine label. Further, to identify where the significant difference is found a Tukey's test was done using Vassar Stats and the results are stated in the Table 3.

Table 3. Tukey's Test on deterrent factors in Indian wine label

HSD[.05]=0.22; HSD[.01]=0.26	
M1 vs M2	nonsignificant
M1 vs M3	P<.01
M1 vs M4	nonsignificant
M1 vs M5	nonsignificant
M2 vs M3	P<.01
M2 vs M4	nonsignificant
M2 vs M5	nonsignificant
M3 vs M4	P<.01
M3 vs M5	nonsignificant
M4 vs M5	nonsignificant

The results in the Table 3 prove that the groups colour of the label (M1), Not eye catching (M3) and image on the label (M4) are significantly different and the major difference is found in group M3, that is, the factor of the wine label not eye catching.

Table 4. One-way Anova — Wine labels —Not aware

Anova: Single Factor
SUMMARY

Groups	Count	Sum	Average	Variance
A	46	10	0.217391	0.173913
B	46	5	0.108696	0.099034
C	45	6	0.133333	0.118182
D	46	4	0.086957	0.081159
E	46	6	0.130435	0.115942
F	46	0	0	0
G	46	3	0.065217	0.062319
H	46	4	0.086957	0.081159
I	46	8	0.173913	0.14686

ANOVA

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	1.459122	8	0.18239	1.869369	0.063291	1.961329
Within Groups	39.41739	404	0.097568			
Total	40.87651	412				

Hypothesis:
H_0 = There is no significant difference among the groups in relation to non-awareness of wine labels
H_1 = There is a significant difference among the groups in terms of now – awareness of wine labels

The results of the Table 4, prove that the p value is 0.06 and it is greater than the alpha value 0.05. So, the null hypothesis is accepted and hence proves that there is no difference among consumers and they are aware about wine labels from various countries.

Wine Label and its Impact Quotient

The study also attempted to understand the wine label which was found to be more comprehensive and appealing by the consumers. The customers were given the images of the registered nine wine labels of New World Wine producing countries in Bangalore. The results depicted in Figure 6.

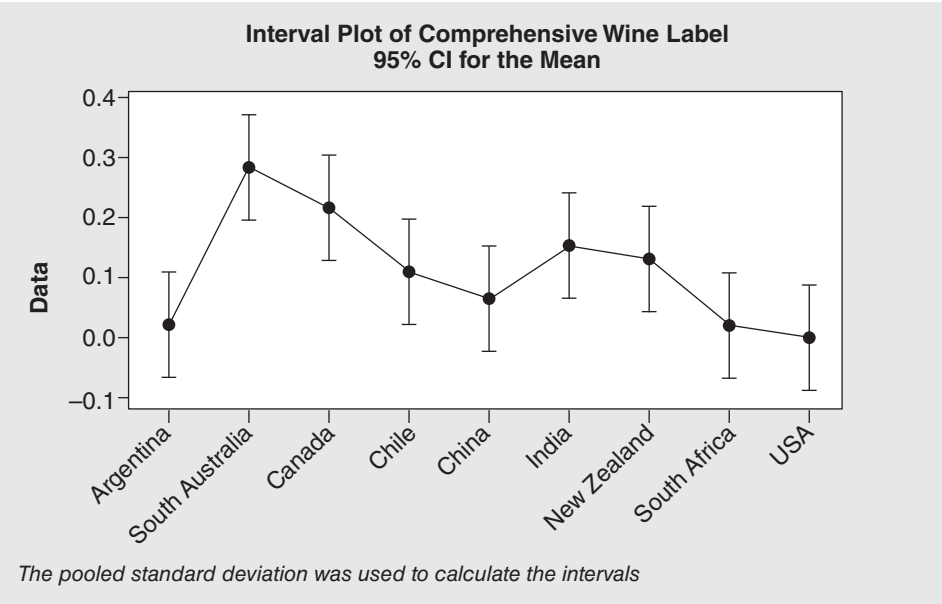

Figure 6. Wine labels—Most comprehensive and appealing

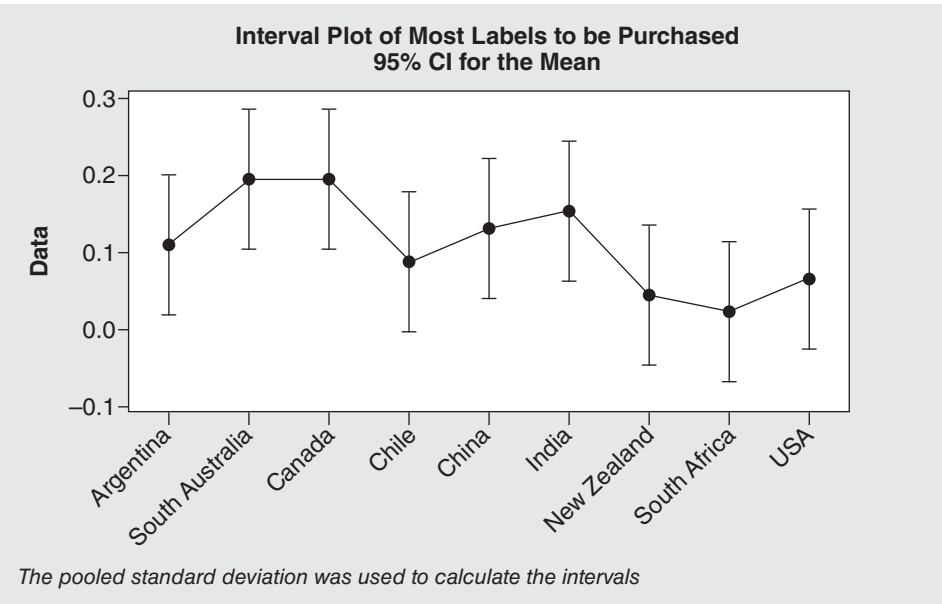

Figure 7. Wine labels — Most likely to be purchased

The results show that the wine label of South Australia was found to be more comprehensive and appealing as the largest ratio of the participants (28%) have rated for the same. With a little difference, the next wine label which was more informative was the wine label of Canada as 22% of consumers have rated. The wine label of USA was not found to be informative and attractive as none of the participants have rated chosen the label. The next least comprehensive label was the wine label of Argentina. The results are statistically proven using One-way Anova and stated in the Table 5.

The study focused to identify which wine would be preferred to be purchased based on the wine label information and attractiveness. The participants were requested to choose a wine which they would likely purchase based on the images of the nine New World wine region's wine label. The results are depicted in Figure 7.

According to Figure 6, wines of two countries were chosen by the customers as they felt that they would likely purchase it based on the wine labels. The chosen wines were from South Australia (20%) and Canada (20%). The wine from South Africa was least likely to be purchased as only 2% of the participants opted for the same. The next least wines to be purchased were from USA (6%) and Argentina (4%). The results were run statistically using One – way Anova and the results are depicted in the Table 6.

Table 5. One- way Anova —Wine labels — Most comprehensive and appealing

Anova: Single Factor

SUMMARY

Groups	Count	Sum	Average	Variance
Argentina	46	1	0.021739	0.021739
S. Australia	46	13	0.282609	0.207246
Canada	46	10	0.217391	0.173913
Chile	46	5	0.108696	0.099034
China	46	3	0.065217	0.062319
India	46	7	0.152174	0.131884
New Zealand	46	6	0.130435	0.115942
S. Africa	46	1	0.021739	0.021739
USA	46	0	0	0

ANOVA

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	3.36715	8	0.420894	4.543019	0.00	1.961272
Within Groups	37.52174	405	0.092646			
Total	40.88889	413				

Hypothesis:
H_0 = There is no significant difference among the groups of wine labels in the perspective of being comprehensive and appealing
H_1 = There is a significant difference among the groups of wine labels in the perspective of being comprehensive and appealing

According to the result stated in the Table 5, we accept the alternate hypothesis and prove that there is a significant difference among the groups in the perspective of more comprehensive and appealing wine label. This is because the p value of the data is lesser than the alpha value (0.00 < 0.05) and so the null hypothesis is rejected.

Table 6. One-way Anova—Wine labels—Most likely to be purchased

Anova: Single Factor
SUMMARY

Groups	Count	Sum	Average	Variance
Argentina	46	5	0.108696	0.099034
S. Australia	46	9	0.195652	0.16087
Canada	46	9	0.195652	0.16087
Chile	46	4	0.086957	0.081159
China	46	6	0.130435	0.115942
India	46	7	0.152174	0.131884
New Zealand	46	2	0.043478	0.042512
S. Africa	46	1	0.021739	0.021739
USA	46	3	0.065217	0.062319

ANOVA

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	14.54106	8	0.181763	1.866731	0.063709	1.961272
Within Groups	39.43478	405	0.0.09737			
Total	53.97584	413				

Hypothesis
H_0 = There is no significant difference among groups of wines that would likely to be purchased based on the wine label image.
H_1 = There is a significant difference among groups of wines that would likely to be purchased based on the wine label image.

As per the results in the Table 6, the null hypothesis is accepted as the p value is greater than the alpha value (0.06 > 0.05). Therefore, this proves that there are no significant differences between the groups of wines that would be likely purchased based on the wine label images.

Correlation and Regression Analysis

Millennial consumption and age group

As mentioned earlier the study involved the group of Millennial who fall into the age group of 18 – 25 years and the time since the participant drinking wine was also checked to understand the relationship between the both. The results of the Regression analysis are depicted in the Table 7.

Table 7. Regression analysis — Millennial consumption and age group

Regression	Statistics
Multiple R	0.534091
R Square	0.285253
Adjusted R Square	0.269009
Standard Error	0.901228
Observations	46

ANOVA

Source of Variation	df	SS	MS	F	Significance F
Regression	1	14.26265	14.26265	17.56024809	0.000132
Residual	44	35.73735	0.812212		
Total	45	50			

	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	0.604741	0.358494	1.686892	0.098702671	-0.11776	1.327238	-0.11776	1.32723766
Age Group	0.648302	0.154708	4.190495	0.000131923	0.336509	0.960096	0.336509	0.960095508

Pearson r value = 0.53 and hence there is a moderate positive relationship between the time since the participants started to consume wine and the age factor. To get a significant value for the correlation to understand whether it is statistically significant or not a Regression analysis was done and the significant p value = 0.00 which is lesser than the alpha value 0.05 and thus proving the significance between the correlation.

Wine consumption frequency and age group

Most of the participants (50%) are found to consume wine less than every 2 months and the data of the same was used to find the correlation with the age factor and the results are in the Table 8.

Table 8. Regression analysis—Wine consumption frequency and age group

Regression	Statistics
Multiple R	0.3
R Square	0.084117
Adjusted R Square	0.063301
Standard Error	1.004315
Observations	46

ANOVA

Source of Variation	df	SS	MS	F	Significance F
Regression	1	4.075996	4.075996	4.041048228	0.050561
Residual	44	44.38053	1.008648		
Total	45	48.45652			

	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	1.14542	0.3995	2.867132	0.006334529	0.34028	1.950559	0.34028	1.950559176
Age Group	0.346573	0.172404	2.010236	0.050561101	-0.00088	0.69403	–0.00088	0.694030147

Pearson r value = 0.3 and there is a moderate positive relationship between frequency of drinking wine and the age group. To get a significant value for the correlation to understand whether it is statistically significant or not a Regression analysis was done and the significant p value = 0.05 which is equal to the alpha value 0.05 and thus proving the significance between the correlation.

Label reading and age group

Among the participants 38% of them have the practice of reading a label 'Sometimes'. The study attempted to understand the relationship between this habit and the age group.

Table 9. Regression analysis — Label reading and age group

Regression	Statistics
Multiple R	0.215636
R Square	0.046499
Adjusted R Square	0.024829
Standard Error	1.220303
Observations	46

Table 9. (con't)

ANOVA

Source of Variation	df	SS	MS	F	Significance F
Regression	1	3.19529	3.19529	2.14573	0.150076284
Residual	44	65.5221	1.489139		
Total	45	68.71739			

	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	2.71	0.49	5.58	0.00	1.73	3.69	1.73	3.69
Age Group	0.31	0.21	1.46	0.15	-0.12	0.73	-0.12	0.73

Pearson r value = 0.21 proving a weak positive relationship between two variables. To get a significant value for the correlation to understand whether it is statistically significant or not a Regression analysis was done and the significant p value = 0.15 which is greater than the alpha value 0.05 and thus proving no significance between the correlation.

New World wine awareness – knowledge and age group

As per the Figure 2, 38% of the participants have rated themselves to be slightly aware about wines. The study predicts that there would be a linear relationship between the level of wine awareness and the age factor. To test this regression analysis was done and proved in Table 10.

Table 10. Regression analysis—New World Wine awareness —Knowledge and age group

Regression	Statistics
Multiple R	0.123082
R Square	0.015149
Adjusted R Square	-0.00723
Standard Error	1.165777
Observations	46

ANOVA

Source of Variation	df	SS	MS	F	Significance F
Regression	1	0.919826	0.919826	0.67682	0.415119542
Residual	44	59.79757	1.359036		
Total	45	60.71739			

	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	2.28	0.46	4.91	0.00	1.34	3.21	1.34	3.21
Age Group	0.16	0.20	0.82	0.42	-0.24	0.57	-0.24	0.57

Pearson r value = 0.12 and proves a weak positive relationship between level of wine awareness and age group. To get a significant value for the correlation to understand whether it is statistically significant or not a Regression analysis was done and the significant p value = 0.42 which is greater than the alpha value 0.05 and thus proving no significance between the correlation.

Correlation Analysis and t-test

Wine consumption frequency and New World wine knowledge and awareness

Hypothesis:
H_0 = There is no relationship between x & y in this group
H_1= There is relationship between x & y in this group

Table 11. T-test — Wine consumption frequency and New World Wine knowledge and awareness
t-Test: Paired Two Sample for Means

	Frequency of drinking wine	Level of wine awareness and knowledge
Mean	1.891304348	2.63043
Variance	1.076811594	1.34928
Observations	46	46
Pearson Correlation	0.02	
Hypothesized Mean Difference	0	
Df	45	
t Stat	–3.252963849	
P(T<=t) one-tail	0.001084613	
t Critical one-tail	1.679427393	
P(T<=t) two-tail	0.00216923	
t Critical two-tail	2.014103389	

According to Table 11, Pearson r value = 0.02 and hence no linear relationship between two variables. To get a significant value for the correlation to understand whether it is statistically significant or not a t-test analysis was done and to find out the significant p value = 0.002 which is lesser than the alpha value 0.05 and thus proving the significance between the correlation. Therefore, the null hypothesis is rejected.

Frequency of label reading and New World wine knowledge and awareness

As mentioned earlier 38% of the participants stated that they read product labels only sometimes. This study also focused to understand the relationship between wine knowledge and product label reading habit and the results depicted in Table 12.

Table 12. T- test —Frequency of label reading and New World Wine knowledge and awareness
t-Test: Paired Two Sample for Means

	Frequency of reading label of any product	**Level of wine awareness and knowledge**
Mean	3.369565	2.630435
Variance	1.527053	1.349275
Observations	46	46
Pearson Correlation	0.3	
Hypothesized Mean Difference	0	
Df	45	
t Stat	3.452572	
P(T<=t) one-tail	0.00061	
t Critical one-tail	1.679427	
P(T<=t) two-tail	0.00122	
t Critical two-tail	2.014103	

Pearson r value = 0.3 and so there is a moderate positive linear relationship between two variables. To get a significant value for the correlation to understand whether it is statistically significant or not a t-test analysis was done and to find out the significant p value = 0.001 which is lesser than the alpha value 0.05 and thus rejecting the null hypothesis and proving the significance between the correlation.

Millennial consumption and New World wine awareness and knowledge

The results of the correlation between since the consumer started to drink wine and the level of awareness was tested and depicted in Table 13.

Table 13. T- test—Millennial consumption and New World Wine awareness and knowledge
t-Test: Paired Two Sample for Means

	Time from drinking wine	**Level of wine awareness and knowledge**
Mean	2	2.630434783
Variance	1.111111111	1.349275362
Observations	46	46
Pearson Correlation	0.11	
Hypothesized Mean Difference	0	
Df	45	
t Stat	-2.886878485	
P(T<=t) one-tail	0.002979269	
t Critical one-tail	1.679427393	
P(T<=t) two-tail	0.005958538	
t Critical two-tail	2.014103389	

Pearson r value = 0.11 and therefore, it is a weak positive linear relationship between two variables. To get a significant value for the correlation to understand whether it is statistically significant or not a t-test analysis was done and to find out the significant p value = 0.005 which is lesser than the alpha value 0.05 and thus proving the significance between the correlation and rejecting the null hypothesis.

Millennial consumption and frequency of drinking wine

The results depicting time since drinking wine and its frequency is stated in Table 14.

Table 14. T- test—Millennial consumption and frequency of drinking wine
t-Test: Paired Two Sample for Means

	Time from drinking wine	**Frequency of drinking wine**
Mean	2	1.891304348
Variance	1.111111111	1.076811594
Observations	46	46
Pearson Correlation	0.609480948	
Hypothesized Mean Difference	0	
Df	45	
t Stat	0.79746631	
P(T<=t) one-tail	0.214684138	
t Critical one-tail	1.679427393	
P(T<=t) two-tail	0.429368276	
t Critical two-tail	2.014103389	

Pearson r value = 0.6 and so there is a moderate positive linear relationship between two variables. To get a significant value for the correlation to understand whether it is statistically significant or not a t-test analysis was done and to find out the significant p value is 0.42 which is greater than the alpha value 0.05 and thus proving no significance between the correlations and accepting the null hypothesis.

New World wine knowledge and awareness and its impact on wine purchase

Table 15. T- test —New World Wine knowledge and awareness and its impact on wine purchase
t-Test: Paired Two Sample for Means

	Level of wine awareness and knowledg	Likely to purchase
Mean	2.63043478	4.065217
Variance	1.34927536	5.17343
Observations	46	46
Pearson Correlation	-0.30188195	
Hypothesized Mean Difference	0	
Df	45	
t Stat	-3.41541795	
P(T<=t) one-tail	0.00067976	
t Critical one-tail	1.67942739	
P(T<=t) two-tail	0.00135952	
t Critical two-tail	2.01410339	

According to the data analysed in Table 15, Pearson r value = -0.3 and so there is a moderate negative linear relationship between two variables. To get a significant value for the correlation to understand whether it is statistically significant or not a t-test analysis was done and to find out the significant p value = 0.001 which is lesser than the alpha value 0.05 and so the null hypothesis is accepted proving the significance between the correlation.

New World wine knowledge and awareness correlated with the deterrent factors in Indian wine label

Table 16. T- test —New World Wine knowledge and awareness correlated with the deterrent factors in Indian wine label
t-Test: Paired Two Sample for Means

	Level of wine awareness and knowledge	Factor of not liking Indian wine label
Mean	2.63043478	3.521739
Variance	1.34927536	1.366184
Observations	46	46
Pearson Correlation	0.11243769	
Hypothesized Mean Difference	0	
Df	45	
t Stat	-3.89388716	
P(T<=t) one-tail	0.00016199	
t Critical one-tail	1.67942739	
P(T<=t) two-tail	0.00032398	
t Critical two-tail	2.01410339	

As per Table 16, Pearson r value = 0.11 and therefore, there is a weak positive linear relationship between two variables. To get a significant value for the correlation to understand whether it is statistically significant or not a t-test analysis was done and to find out the significant p value = 0.0003 which is lesser than the alpha value 0.05 and thus proving the significance between the correlation.

New World wine knowledge and awareness correlated with non-awareness of wine labels of various countries

Table 17. T- test—Level of wine knowledge and awareness correlated with non-awareness of wine labels of various countries

t-Test: Paired Two Sample for Means

	Level of wine awareness and knowledge	**Not aware of which country label**
Mean	2.63043478	4.543478
Variance	1.34927536	8.875845
Observations	46	46
Pearson Correlation	-0.17184328	
Hypothesized Mean Difference	0	
Df	45	
t Stat	-3.84039104	
P(T<=t) one-tail	0.00019091	
t Critical one-tail	1.67942739	
P(T<=t) two-tail	0.00038182	
t Critical two-tail	2.01410339	

According to Table 17, Pearson r value = -0.17 and so there is a weak negative linear relationship between two variables. To get a significant value for the correlation to understand whether it is statistically significant or not a t-test analysis was done and to find out the significant p value = 0.0003 which is lesser than the alpha value 0.05 and thus proving the significance between the correlation and the null hypothesis is rejected.

The relationship between more appealing, comprehensive wine label with the likely to be purchased wine based on the wine label

Table 18. T- test —The relationship between more appealing, comprehensive wine label with the likely to be purchased wine based on the wine label

t-Test: Paired Two Sample for Means

	More appealing and comprehensive label	**Likely to purchase**
Mean	4	4.065217
Variance	3.82222222	5.17343
Observations	46	46
Pearson Correlation	0.30983603	
Hypothesized Mean Difference	0	
Df	45	
t Stat	-0.17707069	
P(T<=t) one-tail	0.43012373	
t Critical one-tail	1.67942739	
P(T<=t) two-tail	0.86024746	
t Critical two-tail	2.01410339	

As per the data in Table 18, Pearson r value = 0.30 and it proves a weak negative linear relationship between two variables. To get a significant value for the correlation to understand whether it is statistically significant or not a t-test analysis was done and to find out the significant p value = 0.86 which is greater than the alpha value 0.05 and thus proving no significance between the correlation.

Conclusion

Modern day millennial consumers, pose a challenge for domestic wine players and marketers to be able to compete, with well rehearsed and seasoned imported companies. More so when imported labels with well thought label layout techniques are far better in style than Indian counterparts. (Jaykumar, 2016). The study used a sample size of 46 novice wine consumers (50% of the group consume wine less than every 2 months). The involved participants fall under the age group of 18 – 25 years. The consumers are less aware about wines as 33% rated themselves as slightly aware (p value = 0.02). The habit of label reading is found to be at an average level as 38% read a label only sometimes and 23% always read.

The factors like Millennial consumption (time since drinking wine) (r = 0.53), frequency of drinking wine (r = 0.3) have a moderate linear relationship with the age factor. This proves that as they grow elder the consumers opt to drink wine more frequently which would further increase the per capita wine consumption in

the future. When hypothesis was tested in both cases with p-value of 0.00 and 0.05 respectively. Label reading (r= 0.21) and level of wine awareness (r = 0.12) show a weak linear relationship with age factor with a p value of 0.15 and 0.41 respectively. Though weaker, there is a relationship between label reading, wine awareness and age factor. So as per the result if the wine labels are attractive and comprehensive that would create an impact of label reading habit and thus in turn improves the wine awareness and knowledge. In particular, it is the infrequent and new wine drinkers who rely most heavily on label information in comparison to regular drinkers. (Statia; J.E. (Joe) Barth).

The relationship between wine consumption frequency and level of wine knowledge (r= 0.02) show no linear relationship in the group with a p – value 0.002 which means the wine consumers consume wine without any wine awareness. This can be overcome with a label with more information about the wines, pairing food, winery information, wine making information, etc. in an appealing manner because more wine knowledge results more purchases as one of the results of the study state that when the participants were asked the deterrent factor in an Indian wine label – 43% stated that is it not eye catching (p = 0.000).

The factors that create impact on wine awareness and knowledge are habit of label reading (r = 0.3, p = 0.001) and Millennial consumption (time since drinking wine) (r = 0.61, p = 0.005). In turn, the wine awareness creates an impact on wine purchases (r = -0.3, p = 0.001), factors deterrent in an Indian wine (r = 0.11, p = 0.0003) and non – awareness of wine labels of different countries (r = -0.17, p = 0.003).

The findings of the study state that the consumers were less aware about the wines and the habit of label reading is found to be at an average level. The study suggests winery and other wine authorities of Karnataka, India to plan and take measures in educating customers on wines and motivate label reading. As per the result the factor deterrent in the Indian wine label is 'not eye catching'. This would be the reason for the consumers in not developing the practice of label reading. The wine makers, therefore, should design the wine label to target the Millennial segment of the customers as the result of the study only involves Millennials as the sample and proves that as they grow elder they consume more wine. As wine awareness is found to have a linear relationship with the wine purchases.

The more comprehensive and appealing label had its impact on wine purchases (r = 0.30) which proves the label information and attractiveness acts as a purchase driver. The awareness about Indian wine label was found in all the participants (0% unaware) which is an evidence that India is booming into the wine industry. The most unaware wine label among consumers was the Argentina wine label (22%) and the p value = 0.06 states that there was no significant difference found in the group.

The most comprehensive and appealing was South Australian wine label (28%)

and least being USA and the group was found to be significantly different (0.00). This result had a reflection on the most likely to be purchased wine which was South Australian (20%) and Canada (20%) wines. The least likely to be purchased was South African wines. The labels are suggested not only to be eye catchy but also to be more comprehensive and try to connect the customers with the wineries and its background, as this would influence a customer to visit the destination (Tourism & Consumers, 2005) which produces his/her favourite wine. As the consumers are aware about the country's wine making, the wine makers of India should take more efforts in attracting the visitors to the vineyard and winery thus developing a brand image and wine tourism. This can be done by enhancing the wine information and design on a wine label.

The Millennial consumers are novice drinkers the wine awareness would make them sensible drinkers and future wine consumers who would show less interest towards high alcoholic liquors. The winemakers shall make use of the findings in designing their wine labels with more information and attractiveness. The Indian wine makers to give more emphasis on making their label eye – catching and more wine information on the labels would help the bottle to market itself and overcome the issue of ban on alcohol advertisement in India. Therefore, the findings of the study would be useful to all the stakeholders of the Indian wine industry, namely, wine makers, wine distributors, wine retailers and more importantly the consumers.

When we buy them, we don't know whether these weirdly packaged wines will be good, but we do know they will be fun to try simply because of their container or goofy label. And that's good enough reason for us. (Dan and Krista Stockman). Wine labels attracted by millennial tend to be very non-traditional in terms of the image selected, name of wine, colour choice and overall label design. New wine consumers in the 18 to 25-year-old category are much more likely to select wine based on package features, such as name and image, than based on product features, such as producer and country-of-origin.

The limitations of this paper would be the less sample size and the study focused on the novice wine consumers of Millennials in Bangalore. Alcohol labels are a taboo wherein though the researcher would have a caution during the study exaggerating the study requires Government norms and regulations to be relaxed and hence the limited respondents and limited scope. Future research can be done on a large sample involving different age group of consumers as the results would definitely vary.

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Conference Paper

Restaurant Customers Awareness Level on the Benefits of Using 'Luto Sa Palayok' in Filipino Cuisine

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Abstract: The purpose of the study is to conduct survey in the restaurant customer's awareness level on the benefits of using 'Luto Sa Palayok' in Filipino Cuisine. It introduce the local clay pot of the Philippines called " palayok" and its benefit as a cooking utensil. 'it investigates the perceived health factors associated with the use of the clay pot' Descriptive research design was used in the study, and a survey questionnaire was distributed to the participants of the selected restaurants that utilized *palayok* in cooking. Descriptive statistics such as frequency counts, mean, range and percentages were calculated and interpreted to answer the objectives of the study. The result of the study revealed that customers of each restaurant are highly aware about the nutritional benefit of using clay pot. It enhances the quality of food in terms of taste and presentation. It was concluded that most of the customers in selected restaurants are highly aware about the different usage of clay pot and its effectiveness in cooking. The recommendations made were based from the findings of the customer's level of awareness. It was revealed that during the Focus Group Discussion, the restaurant owner and managers provided their own way of promoting palayok in cooking and serving most of the Filipino dishes. They added that Filipino food is more appropriate to be cooked and served in *palayok*.

Keywords: Advantage, enhance, effectiveness, palayok, cooking

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Introduction

Pottery has been known as the oldest and most useful handicraft created by humans. Pottery are made out from clay which is hardened by heat which has been around for a long time used as containers, cooking equipment, and plates or bowls to eat.

During prehistoric time, it was accounted that people carry water using woven baskets lined with river clay; after the water was poured out of the container, the clay layer will dry up; the shape would shrink and be detached from the sides of the basket due to the loss of moisture, and when the clay is already in shape, separated from the basket, dried under the sun on to hot sand, it will cause to maintain the basket's form. With these, ancient people discovered that they could use the heat and clay to produce pottery that can be used as sturdy containers to make and store food.

The earliest recorded evidence of clay usage was during Late Paleolithic period in East Asia before it eventually spread to the Middle East and Mediterranean basin during Neolithic period, thousands of years later. (Haim, Watzman, 2013) The oldest fragments of pottery were discovered to be manufactured in both China and Japan dated to about 14,000 BC, long before they started farming. In Dingshan, the pottery capital of China, they found a unique sandy clay form into container and called as purple clay. (Bartruff D. 2003). This pottery was made with finer clays and fired at a higher temperature than earthenware; both in China and Japan. During 16th century, pottery was brought from China to Acalpulco to Vera Cruz, Mexico to Europe through a trade route in Manila. (Joanna 2003).

Ancient Greek uses pottery as a highly valued form and decorations where they portray their daily lives and the stories of their Gods. German potters started to produce stoneware around 13th century. This pottery was made with fine clays and fired at a higher temperature than earthenware.

Pottery dated back as early as 6000 BC when light and heat were discovered and became available any time of the day. It became the implication that fire had been fully utilized. Our ancestors started making pottery before their Cambodian neighbors, and at about the same time as the Thai's, as part of what appear to be widespread long-term development of pottery technology. As foreign exchange increased, Filipinos discovered that kiln-fired and glazed ceramics from China and other Asian country like Thailand, Vietnam and India was more waterproof and durable. They also exhibit the versatility of the clay pots and showed us its other uses. Chinese used clay to make plates, bowls, cups, bottles, and displays, while Thai and Vietnamese clay pots are mainly glazed and painted for storing rice and liquids. There were also earthen jars brought by the Spaniards which were used to store olives oil, and wines; and the Martaban jars brought by the Arabs were used as containers of water and as storage jars for trade good and staples. Filipinos learned and adopted the making process of these countries, mostly of China's and started using pottery in a different way when then became a part of Filipinos daily lives. However, pottery making continued to develop in certain areas, just as the Burnay unglazed clay pottery of Vigan.

Palayok is made of clay molded by hand or without moulds used. *Palayok* is a Filipino word; in other parts of the country, especially in the Visayas region it is called *kulon*; and the smaller sized *kulon* is called *anglit*. Here are some examples of

different *palayok*, different pottery products, and different native equipment from different provinces that can be found in National Museum:

The *Culi a clay pot used for* meat preserver that was found in 1977 from Bay-yu, Bontoc, Mountain Province. The *Calatagan* pot There are thirty-nine inscriptions engraved around the shoulder of the pot and experts says it is a ritual during 14th-15th Centuries the clay pot can be found in Talisay, Calagatan, Batangas. *Mangkok* is a footed vessel painted with hematite which was found in *Ayub Cave*, *Pinol*, *Maitum*, *Saranggani* province. The four-breasted and Seven-breasted pot, thee ceramic objects that molded with human breasts have come to be known as the *Masuso pots*. The *Jar of Tiruray* tribe-used as rice or cassava wine container. The *Kolun* is a type of claypots that can be found in *Tagakaolo* tribe in *Malalag* Davao this was found in 1914, collected by John M. Garvan. *Lu'a-* is a spatula made of wood that can be found in *Bagobo* tribe in Talomo River, Davao in 1914. Stove *Sama-* is a type of stove made of Clay that can be found in Zamboanga City'. The famous *Tapayan* of Southern tagalog is large earthenware vessel that can also be found in Southeast Asia.

There are local potteries that are still making clay pot or *palayok*; they are offering different kinds of pottery items that can be used in cooking and in numerous different ways. Here are the five examples of local pottery that are still making *palayok* and other pottery that can be used in cooking: The PettyJohn Pottery in Calamba, Laguna, for more than 30 years, they are making different pottery item and displaying it in different exhibits. Pottery making are their habits. The Clay Avenue Studio in San Narciso, Zambales, still uses a gas kiln, three potter's wheels, and a wide array of pottery tools to make a *palayok* or other pottery item. They also offer pottery class.

In Antipolo City Lanelle Abueva-Fernando Pottery, is making handmade stoneware ceramics. This pottery owns a restaurant in Antipolo where they are selling their pottery products. Their loyal clientele for their handmade stoneware ceramic includes hotels, restaurants and even spas. The Stoneware Pottery Inc. is using materials directly from Germany. The potters in this establishment are trained not only in crafts but also in business and marketing aspect. They are making *palayok*, platewares, vases, and are accepting customized orders. The *Ugu Bigyan's* Potter's Garden is a nature-inspired ceramics maker and clayware may have drawn crowds from all over the country to his workshop in *Tiaong*, Quezon. They are also offering patron's workshop for making a clay pot.

The researchers were able to conduct an interview with a cooking expert, Aching Lillian, residing in Pampanga City. According to her, most of their traditional recipes were cooked in *palayok* due to its distinct taste and no chemical reactions coming from cast iron. The original recipes of Kapampangan are all cooked in *palayok* and *luto sa kahoy* (cooking with the use of scrap of woods).

Atching Lillian also quoted in her published book Atching Lillian's Heirlooms Recipes, "I am very fortunate to have been born became into a family that has a

high regard for culture and a hereditary passion for cooking." The best *pinaupong manok* (native chicken cooked in palayok by dry heat method) was cooked in *palayok* according to Natividad Reyes.

Palayok is still being used at present but only few still uses it. Usually *palayok* is used in restaurants who serve Filipino foods. In most cities, *palayok* is only used for serving and not as a cooking instrument, however, in some provinces, it is usually being used by some villagers in cooking and food container. Since the earlier times because of the need to have plates and bowls to eat people from the province utilized *palayok* as food container. Another usage of *palayok* was containers for storage of food, liquid, and dry goods. Other usage includes pouring vessels, jugs, dishes, vases, and native dippers (*tabo*) others were made as ornamental like goblets, footed dishes, and globular bottles. *Palayok* is earthenware that allows the steam for cooking to evaporate from its pores. Food cooked in this takes a lot of time before it loses its cooking juices which allows food to be cooked thoroughly. It has been a huge part of native cooking in the Philippines, dishes like *Kare-kare*, *Bulalo*, *Sinigang*, and other *lutong bahay* were created or improved using *palayok*.

Synthesis

Pottery has been introduced in the Philippines, similar to other Asian countries it served many purpose particularly in cooking. *Palayok* became popular not only throughout the country from its property of on the conservation of nutrients and enhancing the natural taste of food. Food that cooked in *palayok* believed to be flavorful and healthier.

Palayok has become one of the main equipment, in cooking like other native equipment, like bamboo (*kawayan*) and banana leaves (dahon ng saging) where different Filipino dishes has been made. *Palayok* The porous material that creates a moist enclosed environment that resulting to better and palatable food when the clay pot is saturated with water and heated on the gas stove which provides evaporation of steam from the pores. It helps the food to be cooked slowly without losing its moisture, aroma and nutrients. It also gives the food an earthy flavor and has minerals like calcium, magnesium, iron, phosphorus and Sulphur that can benefit to health. Clay is also alkaline in natural that helps in neutralizing pH balance of food by interacting with its acid. That is why naturally acidic foods like tomatoes acquire some natural sweetness when it's cooked in *palayok*. It also free from toxins and does not have any metal reaction occurrence, leaving with the pure taste of the food and does not leave harmful substances into it.

Methodology

This chapter describes the method of the study. It includes the research design, locale of the study, sources of data, population and sampling technique, instrument, data gathering data analysis and statistical treatment.

Research Design

Descriptive quantitative design was utilized for this study, mixed method was employed, since interview in the form of focus group discussion was applied and interpreted qualitatively. The quantitative part of the research is the distribution of survey questionnaire it was collected and interpreted statistically. The study of 'Restaurant Customer's Level of Awareness on the Benefits of using 'Luto Sa Palayok' in Filipino Cuisine It aims to answer the following statement of the problem: Determine the profile of the participants from the selected restaurants serving and cooking using *palayok* in terms of: a. Age; b. Sex; c. Educational Attainment? It was followed by determine the factors that influence cooking with the use of *palayok*? What are the advantages of using *palayok* in cooking? Determine the effectiveness of using palayok in serving and cooking Filipino food? The focus group discussion comprises restaurant staffs and managers. The following questions were asked; Why do you think Palayok is a symbol of Filipino culture? How do you promote palayok in your respective food establishment? Base from your menus, which do you think is more suited to use palayok both in cooking and serving food?

The study was conducted in the five selected restaurants that were utilizing *palayok* in cooking.There were total of 150 participants from this study. There were thirty (30) participants for each five (5) selected restaurants.

Data Analysis

To determine the level of awareness the researcher utilized 5 point Likert scale
To answer the survey questionnaire:

Mean score	**Likert scale**	**Interpretation**
5.00 – 4.20	5 – highly aware	very high
4.19 – 3.40	4 – most aware	high
3.39 – 2.60	3 – Aware	moderate
2.59 – 1.80	2 – somewhat aware	low
1.79 – 1.00	1 – not aware	very low

Results and Discussion

1. *Profile of the customers of the five selected Restaurants*
   A. *According to Age*

   Result – 21 – 30 years old got the highest percentage
   51 – 60 years old got the lowest percentage

   Age of the respondents doesn't matter craftmanship (2015) Mystique Paula Wolfert wrote her obsession about clay pot at the age of 19 years old. The awareness of the age 21 – 30 years old were based on the information handed down from generation. Kumar (2017) Aged like his grandmother used clay

pot in storing water and it is healthy when used in cooking. He added it is more better than steel, plastic and glass.

B. Sex

Based from the data presented, majority of the respondents were **female** while male bracket has the least number of respondents.

According to Multimedia Archives eServices (2018) The Skill of Traditional Clay Pot Making in Kgatleng District, "Earthenware pottery-making skills are practised among the Bakgatla ba Kgafela community in south-eastern Botswana. The women potters use…" women in Botswana use varipus material in making clay pots, the article shows that way back or even in different countries women are more aware regarding pottery and especially the clay pots. Can Stock Photo (2018) Potter makes A Clay Pot Stock Photo, in which photos have shown or illustrated by the photos given where women holds clay jar while man puts clay pot to the shelf. The photos show that women are more into pottery than men who just use them to stock them in a shelf.

C. Educational Attainment

Based from the data gathered college level got the highest percentage in terms od educational attainment.

During the time of data gathering since it was done accidentally most of the participants are college level. They are all aware all about *palayok* since some of them owns one and they are familiar with *palayok*. still have specially those who lives from the rural area. The market manila.com conduct a survey regarding cooking and serving Filipino food in *palayok* he was amazed that 45 % of his readers wants such experience he shared. His article were being followed on line thru marketmanila.com. Most of the ideas of cooking palayok were acquired thru social media. (GMA NewsYouTube - Peb 17, 2014)

2. Mean Response Level on the Awareness of using Palayok base from the 5 selected Restaurants

Factors	**Mean**	**Interpretation**
1. Health & Nutrition	3.96	Most aware
2. Quality of Food	3.86	Aware
3. Cultural and Ethnicity	3.68	Aware
4. Benefits of using Clay pot in cooking	3.91	Most Aware
Grand mean	3.85	**Aware**

According to Food ndtv (2017), Benefits of using clay Pots in cooking, Ayurveda Specialist at Dr. Vaidya's, Dr. Surya Bhagwati, "cooking in a clay pot not only has a variety of health benefits but also makes for an easier cooking process and in the end, a more flavorful and nutritious dish. She added that the advantage of cooking from claypot compare with other utensils is the simplicity and improve the taste of food.

3. *Advantages of using palayok*

Mean Response on the Level of Awareness on the Advantages of using Palayok in Cooking

Indicators	**Mean**	**Interpretation**
a. Clay pots help meat to be Moist and tender	3.96	aware
b. The usage of oils and fats can be lessen	3.84	aware
c. Claypots are attractive for both cooking and serving	3.96	most aware
d. Claypot prevents potential high risk compare with metal cooking equipment	3.87	aware
e. Claypot can be long lasting if Taken properly	3.87	aware
f. It is environmental friendly	3.94	most aware
g. Claypots are inexpensive and easily Available	4.0	most aware
Total Mean:	3.92	most aware

The result of the study participants from the 5 selected restaurant were most aware to the advantages of cooking using palayok.

According to Eucharia Onyeka, a Professor of Food Chemistry and Nutrition, in her inaugural lecture entitled: "Food Security: Concerns and Comforts in Food Processing" also warned that aluminum cooking pots are not good for health reasons. According to her, "Aluminum is regarded as a macro toxin agent because its salt can be absorbed by the intestine and accumulated in various human tissues including bone, liver, parathyroid and can lead to nutritional disease such as cardiovascular disease, obesity and diabetes"

4. *Effectiveness of Using claypot in cooking*

Mean Response on the level of awareness on the effectivenessss of using Palayok in cooking

Statement	Mean	Interpretation
a. Allows moisture and heat to circulate easily	3.86	aware
b. Keeps the water cool by allowing the heat to escape	3.75	aware
c. Good for slow cooking	3.82	aware
d. Cooking in claytpot retains the temperature for a longer	3.85	aware
Total Mean	3.85	aware

Data shows that the participants were all aware of the effectiveness of clay pot in cooking.

According to Jennifer Swartvagher, Foodal (2015), "Meals made in a clay pot are very easy to prepare. By enclosing your meal in a porous clay container that has been soaked in water, you ensure that the food's natural juices, as well as all of the vitamins and minerals, are retained." As to what she said in her blog regarding clay pot you can see that she very much appreciates and share how clay pots are effective to use.

The porosity and natural insulation properties of clay causes heat and moisture to circulate throughout clay pots. The advancement of technology indeed make the life of the people easy. Today cooking provides with various modern kitchen utensils. From the Article entitled Clay Pot Cooking: Preserve and Enhance The Nutrition In Your Food, the author conclude the serious problem with the modern cooking utensils. (Bodke 2016). He pointed out that; nutrients are preserved since clay is porous, moisture and heat circulate evenly. Claypots takes longer time to heat than metal pots.

An experiment was conducted to prove the retention of nutrients of using clay pot compare with pressure cooker. Researchers at the CDRI (Central Drug Research Institute) Lab in Lucknow, India have done a case study on Clay Pot cooking using (daal) curry lentil . They both compare the nutritional value and findings shows that, lentil curry cooked in pressure cooker only 13% of the original micronutrients left base from the raw lentil curry, while the daal cooked in claypot , 100% of the micro nutrients which originally present from raw daal were found. It only shows that from the utensils like pressure cooker the nutrient were not preserved. The alkaline nature of clay can interacts with the acidity and it neutralizes the ph balance, which means it can protects one's body from diseases like cancer. The cancer cells may develop from acidic environment.

The use of claypot in cooking requires less oil , clay has a natural non – stick property due to the moisture that eliminates the addition of oil in cooking, the food can be cooked from its natural juices.

The environmental benefit of claypot , clay is an environment-friendly substance. Careful storage and uses can make claypots last its uses.

Focus Group Discussion

Since the result of the study were positive , that the participants were aware of the advantages and effectiveness of the *palayok* used in cooking food, how restaurants will be utilized this concept of palayok from their establishments. The researcher is presenting a transcript as a result from the Focus Group Discussion.

1. **How clay pot can contribute in the enhancement of Filipino Cuisine?**
   - *I read from my history subject about cooking and palayok is always an example to describe Filipino families.*
   - *I enjoy food served in Palayok*
   - *It is Heirloom experience*
   - *Best in serving kare – kare and bulalo*
   - *That describe a true Filipino cuisine*
2. **How do you promote palayok in your respective food establishment?**
   - *Show a smile when staff served food using palayok a sign of Filipino hospitality*
   - *Creates homely feeling like lutong bahay*
   - *Vibrant native Filipino theme and music paired with food container made out of palayok*

     We can inform customer's the health benefit of palayok

     We can put into frame display in every corner of the establishment using "bakit palayok" (why palayok ?)
   - *Put a catchy tagline for each palayok for the promotion*
3. **Base from your menus, which do you think is more suited to use palayok both in cooking and serving food?**

   In restaurant business we always want satisfaction from our customers. Most of the dishes served in all of the establishment here were using palayok since it promotes our business. We want to serve all our food in palayok for economical reason. Most food served with stock are; bulalo , nilaga, and sinigang and even Kare – kare were served and cooked in palayok.

   We both served and cook food in palayok because it retains the temperature of the food. Since our establishment is native we use palayok as a container and served it at the same time.

Conclusion

The study presented the following and interpreted data from the participants of the study

- were diners from the selected restaurant specifically from Tagaytay. The number of participants were 150 and it was selected from the five restaurants where research was conducted.
- That the researcher utilize both instruments survey questionnaire and interview.
- Result shows that most of the participants were all aware of the advantages, health benefit and effectiveness of using palayok in cooking. The highlight of the literature shows most of the benefit of claypot in cooking. It was an added information and contribution to the reader of the study.

Recommendation

Filipinos are much aware of the palayok in cooking , just like other culture both have different technique of cooking food in clay pots. There are claypots that doesn't need to soaked whenever it will be used these are the fully finished and done burnishing. There are unfinished that needs to soaked each time before use. Some are unfinished and must be soaked in water for 30–45 minutes before each use to avoid cracking. The design and shape of the pot differ slightly from one culture to another to suit their style of cooking. The cooking from claypot shows many advantages, however there are varieties of claypot that will be best for cooking. When it comes to non toxic cookware, one of the best ideas is the old one: Clay pots and casseroles, takes long time in cooking to absorb heat. But once they do, they spread that heat evenly throughout the clay pot body and releases it just as slowly to the food cooking within. This allows for the flavors of a dish to build slowly, for spices penetrate more deeply, and for meats, even the tough cuts, to break down into succulent pieces. This also helps the food more retain nutrients. For the restaurants who wants to invest from cooking in claypot distinctively it provides good profits on their part, however there must be time element involve. Storage of claypot must be given proper attention that it could easily break when not properly used and stored.

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Conference Paper

Influence of Chinese Foodways to the Filipino Culinary Heritage: Preservation of Best Practices

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Abstract: Many Chinese time-honored restaurants have a long history of good reputation and adherence to their traditional food practices. They had brought these practices to other countries and became part of their cultural heritage, however, over the past few decades, many heritage restaurants had to reluctantly exit the industry due to the concerns of succession planning, the aging business life cycle, and brand continuity. As asserted by Cheung (2013), this concern brings researchers to consider how to evaluate intangible heritage that has transformed for the sake of survival. Thus, this study aims to examine the influence of Chinese foodways to the Filipino culinary heritage landscape and how it contributed in the food diaspora of the Philippines with the objective in designing a framework of preserving the best practices to the future generations.

A mixed method (quantitative and qualitative) of research design was used using survey questionnaire to 100 diners, five owners/cooks/chefs from the time-honored restaurants in Chinatown, Manila and five from the representative of local tourism council. Likewise, an interview was made from the TH owners/chefs. An in-depth discussion was made from the five key informants in the field of culinary heritage food in the Philippines in soliciting valuable feedback of the Chinese contributions to the Filipino food diaspora. Findings revealed that authentic Chinese foods and its foodways became heirloom dishes of Filipinos overtime through acculturation of the usage of ingredients, sources of raw materials, recipes, and cooking skills & method of chefs. Furthermore, results of the findings revealed the significant influence of the Chinese foodways in gastronomic experience, uniqueness, servicescapes, and food authenticity, health benefits, and cultural value in the intangible heritage of the Philippines as confirmed by culinary historians. The adaptation of bicultural assimilation and acculturation of heritage cuisines from both the Chinese and Filipino resulted in the mixed foodscape in the Filipino Culinary Heritage diaspora. The study recommends designing a framework of best practices to be presented to the Natural Commission on Culture and Arts (NCAA) in passing the wealth of the Filipinos diverse cultural influences of the Chinese foodways to the Intangible Heritage of the Philippines and thereby preserving it in the long run. Further research in other countries influences the Culinology aspect of the Philippine culinary landscape is being encouraged.

Keywords: Best practices, Chinese foodways, Filipino culinary heritage, a framework of best practices

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Introduction

From just simple foodways, Chinese built an intangible heritage in the field of culinary. According to Cheung (2013), "Chinese foodways is a complex mix of regional elements including a wide range of ingredients, cooking practices, and culinary skills, and is considered a system of knowledge not only inherited from the past but also determined by socio-political changes in different eras." The Chinese became a dominant force in food culture; many restaurants have adapted their culinary skills and practices globally. Most of the traditional Chinese restaurants are transitioning to the next generation, they are at the crossroads of either passing on the baton or exiting in the industry altogether. These restaurant owners are facing concerns about succession planning, the aging business life cycle, and brand continuity. Over the past few decades, many heritage restaurants had to exit the industry reluctantly. However, there are still time-honored restaurants successfully transcending generations. These restaurants took deliberate steps to identify the inherent practices and leverage on them to remain relevant to the modern consumer.

In the book of Tan Chee-Beng (2011) entitled "Chinese Food and Foodways in Southeast Asia and Beyond" dealt with the anthropology of food in Southeast Asia and, in particular, examines how variants of Chinese food are transferred, reproduced and localized by overseas Chinese communities. Food plays a crucial role in attracting tourists to a specific destination because of its reflection of a region's culture and lifestyle. The researcher sought that most researchers believed that cuisine has a significant impact on decision making of traveler when choosing their vacation destination. Moreover, it has been reported that the cuisine of a country can showcase its cultural or national identity (Rand, Heath, & Alberts, 2003). According to Frochot of 2003, the image of France has always been associated with its food and wine. Likewise, the cuisine is primarily the strength of people's desire to visit Italy (Boyne, Williams, & Hall, 2002). Corigliano (2002) argued the success of Italian gastronomy was predominantly attributed to the assimilation of its gastronomy into its national identity.

Moreso, Chinese foodways became part of the heritage cuisines of the Philippines. Many of the traditional foods were transformed for survival to avoid

being extinguished, while at the same time, the commercialization has discredited their traditional strengths and authenticity from the preservation perspective. This concern brings researchers to consider how to evaluate intangible heritage that has transformed for the sake of survival (Cheung, (2013). In the article of Fernandez (2002 as edited by Cheung, 2013) foreign influences came to play upon this matrix which built up the totality now known as Philippine cuisine.

According to the UNESCO 2003 Convention for the Safeguarding of the Intangible Cultural Heritage, they defined intangible cultural heritage as representations, practices, knowledge, skills and expressions as well as instruments, objects, artifacts and cultural spaces associated with communities, groups and in some cases, individuals recognize it as part of their cultural heritage.Forms of intangible cultural heritage are cuisine, food, cookery or other related forms which is promoted and to be safeguarded to preserve its cultural identity. Intangible cultural heritage transmitted from generation to generation is continuously reproduce by communities and groups in response to their environment, their interaction with nature and their history, and provides them with a sense of identity and continuity, thus promoting respect for cultural diversity and human creativity. (UNESCO, 2003)

According to Jingan Xue(2015), Chinese cuisine can be considered diasporic and capable of breaking cultural boundaries as Chinese overseas communities have introduced their kitchen to various parts of the world over the past two centuries. In translation studies, scholars view culinary identity as an extension of translation activity. However, Chinese culinary identity hasn't received the same attention that other areas of research in translation studies have, probably because of its culture-specific traits.

It is also evident that preservation of heritage food includes the functional competencies of chefs or cooks in the authenticity of dishes, cooking methods, recipes, ingredients, dining customs, social connotations, ailment-related rituals and festivals, hunting and farming traditions, and family ties are all part of, and influenced by foodways (Hall, Sharples, Mitchell, Macionis, and Cambourne, 2003; Hashimoto &Telfer, 2008; Timothy & Ron, 2013).

Philippine Chinatown still houses the very famous Chinese time-honored restaurants operating in Binondo, Manila Philippines to date. From the oldest as of 1866 to circa 1956, these time-honored restaurants displayed their old traditional cooking practices and have acculturated to the local Filipino culture; For instance, a very well-known dish of "pansit" that is recognized to be of Chinese origin, but right now part of the Filipino food culture with a local flavor. Nonetheless, it is being noted that there has been a distinct change in food preparation and meal patterns due to the change in cooking methods.

In this view, the researcher examined the influence of Chinese foodways to the Filipino culinary heritage landscape and how it contributed in the food diaspora of

the Philippines with the objective in designing a framework of preserving the best practices for future generations. This study identified traditional Chinese cuisines which became part of the Filipino culinary scene and defined the traditional practices concerning usage of ingredients, the source of food resources, heirloom recipes, (family secret/heritage recipes); culinary skills (conventional cooking methods). Moreover, the study likewise attempted to examine the level of influence of Chinese foodways and its contribution to the Filipino Culinary Heritage by analyzing the attributes regarding gastronomic experience, health and wellness benefits, food uniqueness, servicescapes, food authenticity, and culinary heritage value.

Literature Review

Food and Chinese Foodways

Chinese influence on Philippine food is thus several centuries old, and as a result almost invisible. Most Filipinos do not realize that the ingredients they buy in markets, and dishes they cook for everyday meals and feasts, are Chinese in origin. According to Jingan Xue (2015), the cuisine is a topic worthy of interest because it often associated with a specific national culture. Among the various national cuisines, Chinese cuisine is probably one of the most fascinating, all the more so because the culture-specific characteristics of Chinese cuisine have resulted in its typical diversity.

In the study of Batiduan (2016), she cited Bessière, Timothy and Ron (2013) that conventional culinary processes and cuisines of a society reflect the status, mentalities, heritages recipes and food habits of the current generation and previous generations. Traditional cuisines play a significant role as image-maker for tourist destination (Timothy and Ron, 2013). From the cultural tourism perspective, the gastronomy can be deemed as the intangible heritage of a goal (Kivela & Crotts, 2006), since food represents the culture of a local community (Fieldhouse, 1986) and each dining opportunity is a chance to discern the local people (Richards, 2002).

Jingan Xue (2015) stresses the importance of phenomenon: the "translation" of Chinese culinary culture in Canadian food discourse. Renowned for its multiculturalism, Canada—perhaps more than any other country—has embraced "Chinese food" as one of its mainstream international cuisines, and Chinese cuisine, on the other hand, has adopted Canadian cultural values and has become practically inseparable from contemporary Canadian culture. In the Philippines, Tayag (2009), "Filipino" is not some grandiose common ideal, but merely the way we live an everyday common life. However, Filipinos do not see the profound in the mundane. The real "Filipinoness" is not something acquired from without, but something that springs from within, from its subconscious.

Preservation of Foodways and Best Practices as Culinary Heritage

Cuisine, food, cookery or other related forms of intangible cultural heritage are being promoted and being safeguarded to preserve its cultural identity. From generation to generation, this intangible cultural heritage is continuously reproduced by communities and groups in response to their environment, their interaction with nature and their history, and provides them with a sense of identity and continuity, thus promoting respect for cultural diversity and human creativity. (UNESCO, 2003)

In the speech of Tam (2015) in the Chinese University in Hongkong, she highlighted the preservation of foodways of any country and at the same time safeguarding the Intangible Cultural Heritage of a nation. For instance, she cited the restaurant's study in India wherein the paper discourse the journey through history and politics, as restaurants are example of both, tangible and intangible influence of the colonial rule. It explored the role played by the restaurants in marketing traditional food cooked in family kitchens especially those restaurants, which were established by Hindu Brahmin proprietors in the city of Mumbai and its preservation. Bessière, Timothy and Ron (2013), explains the cuisine of society reflect the status, mentalities, heritages recipes and food habits of the current generation and previous generations. Gastronomy as heritage is a mixture of tangible aspects like; ingredients and cooking utensils together with the intangible elements like; cooking tradition, the visual, and smell and taste components of the food.

In the Philippines, Republic Act 10066 known as an Act for the Protection and Conservation of the National Cultural Heritage strengthening the National Commission for Culture and the Arts (NCCA) and its affiliated cultural agencies for other purposes provided implementing rules and regulations for "Intangible Cultural Heritage." The act defines intangible cultural heritage as practices, representations, expressions, knowledge, skills as well as instruments, groups and individuals recognize such as: (1) oral traditions, usages, customs, languages and other expressions; (2) performing arts; (3) social practices, religious rites, rituals, culinary traditions and festive events; (4) practices and nowledge concerning nature and the universe, worship and (5) traditional craftsmanship.

Liwanag (2016) explains that though the Filipino cuisines are influenced principally by Spain, Mexico, Malay, and the United States, the Chinese contributed to the rich food culture of the Philippines. Their traditional Chinese cuisines integrated into the pre-colonial indigenous Filipino cooking practices dating back the 19th century wherein Chinese restaurants proliferated in every corner of Manila. The preservation of food authenticity is very much relevant in this modern time. (Omar, Karim, Zakiah et al. (2015) that cultural heritage food experiences in tourism destination hold a great impression on tourists' loyalty towards a destination. Moreover, the study entitled "The Role of Food and Culinary Condition in Tourism Industry" by Ardabili, Rasouli, Daryani, et al. (2015) asserts that public

perspective in food assumes a secondary and minor role in the tourism industry which is evaluated by tourist's words of mouth. From globalization, cultural diaspora underscores the flows of people, information, technologies, capital and ideas across national borders (Appadurai 1996). Cited in the study of Sunanta (2005) about the Globalization of Thai Cuisine conferring the contact between cultures following these transnational flows has resulted in the public exchange and transformation of cultural forms (Appadurai 1996, Featherstone 1995).

The study about the "Application of modern hospitality management practices in China's time-honored restaurants" by Junfeng Li (2010) revealed that there is currently a rare opportunity for the "Time-honored" catering enterprises in China to grow in market competition. "From the foodways to intangible heritage: a case study of Chinese culinary resource, retail, and recipe in Hong Kong" by Cheung (2011) stated that Chinese specifically in Hong Kong considered the three transformational aspects of eating habits and foodways of Chinese. It has a significant impact regarding its resources, retail, and recipe as intangible heritage preservation in areas such as cultivation, trade network, and family recipe inheritance.

Over the last century, modern Chinese foodways have gradually evolved as Chinese traditions of culinary skills and diets have been continuously inherited from the past while new ingredients and skills were imported. At the present time, much scholarly attention has been on the social and cultural construction of foodways; however, there is an increase of interest in thinking of foodways as a kind of intangible heritage reflecting its significance as part of people's lives in the era of modernization and globalization (Long and Labadi 2010). With the apprehension that some ingredients and culinary skills have become more challenging to inherit and sustain, the possibility of losing them should not be overlooked. (Cheung, Sidney C.H., 2011). From the cultural tourism perspective, the gastronomy can be deemed as the intangible heritage of a destination, as stated from the Journal of Hospitality and Research, 30(3), 354-377, (Kivela & Crotts, 2006). Since food represents the culture of a local community as stated in Food and Nutrition: Customs and Culture (Fieldhouse, 1986) and each dining opportunity is a chance to discern the local people as per the book of Tourism and Gastronomy, London: Routledge, 3-20, (Richards, 2002).

Conceptual Framework

The study anchored on the ideas of Cheung (2011). He emphasized the robust family recipes as one of the intangible cultural heritage values that would probably to be preserved and passed down to future generations in many countries, Bessière, Timothy, and Ron (2013), It argues that traditional culinary processes and cuisines of a community reflect the status, mentalities, heritages recipes and food habits of

the current generation and previous generations. Cuisine as heritage is a mixture of tangible aspects like; ingredients and cooking utensils together with the intangible elements like; cooking tradition, the visual, smell and taste components of the food.

Jingjing (2011) used attributes of local cuisine, such as flavor, hygiene, reputation, novelty and cultural meaning in her study, and Batiduan (2016) explored the skills and competencies of traditional cooks In Iloilo and the heritage conservation of cooking methods of Ilonggo dishes to protect its identity and cultural value. These studies collated and analyzed by the researchers to come up with a conceptual framework based on the purpose of the study. The study is original research wherein the construction of the premise and direction of the study was carried due to the passion of the researchers to contribute to a new phenomenon and no reviews made in this dimension. However, various indicators from some of the previous researches and literature were used to develop the study owned conceptual framework. Figure 1 shows the conceptual framework designed in this study.

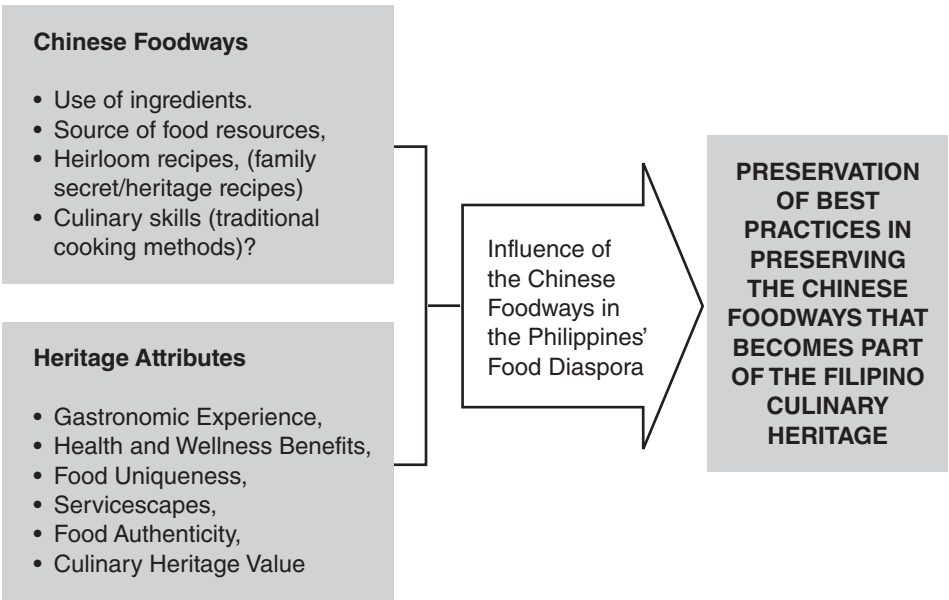

Figure 1. Conceptual framework

Methodology

The study utilized the descriptive research design using quantitative and qualitative methods. These mixed methods of research were explicitly employed by the researcher to interpret and analyze data of existing conditions prevailing in the research environment. Data were obtained utilizing the survey questionnaire as the primary

instrument and the usage of an in-depth interview from the culinary historians to further solicit expert views. The five culinary historians were interviewed but not included in the total respondents in the quantitative part.

Total respondents were 110, comprised of 5 owners/cooks/chefs from the five time-honored restaurants in Chinatown with 4.55%. Another group was 5 (4.55%) representatives from the local government tourism council. Purposive sampling was used in the selection of the chefs, tourism council respondents, and culinary historian. Wherein the criteria described as part of the culinary heritage section in the local tourism office, historians and with knowledge of Chinese cuisines. However, in the diners' group, random-quota sampling was utilized based on the average customers in the TH restaurants with 100 diners (92.90%) daily shown in Table 1.

Table 1. Distribution of the respondents

Category	Samples (n)	Percentage
1. Restaurant Owners/ Chefs	5	4.55
2. Local Tourism Representative	5	4.55
3. Diners	100	92.90
TOTAL	**120**	**100.00**

The primary instrument of the study was a survey questionnaire and an in-depth interview as part of a qualitative method to triangulate from the findings in the quantitative portion of the study. Statistical tools used were a percentage and frequency counts to determine the profile of the respondents, weighted mean employed to find out the extent of influence of the Chinese foodways to the Filipino Cultural Heritage Cuisines using Likert Scale. Analysis of Variance (ANOVA) set at .05 alpha, and a post hoc test using the Scheffe were used to determine the significant difference among the ratings of the groups of participants.

Results and Discussion

The results of the statistical data gathered from the responses from the group of respondents on the perceived level of influences of the Chinese foodways to the Filipino Culinary Heritage shown in Table 2.

Table 2. Summary of mean scores of respondents in the level of influence as a whole

Heritage Attributes	TH Rest		LGU		Diners		Ave. Mean	
	Mean	Int	Mean	Int	Mean	Int	Mean	Int
1. Gastronomic Experience	3.90	A	4.67	SA	4.12	A	4.23	A
2. Health and Wellness Benefits	3.48	N	3.92	A	4.08	A	3.83	A
3. Food Uniqueness	4.10	A	4.10	A	4.07	A	4.09	A
4. Servicescapes	4.17	A	4.00	A	3.98	A	4.05	A
5. Food Authenticity	4.17	A	4.23	A	4.32	A	4.24	A
6. Cultural Heritage Value	4.67	SA	4.70	SA	4.36	A	4.58	SA
General Average Mean	**4.08**	**A**	**4.27**	**A**	**4.16**	**A**	**4.17**	**A**

The above table showed the degree of impact of Chinese foodways to the Filipino Culinary Heritage affirmed the importance of the attributes mentioned above with an overall rating of 4.17 and interpreted as "agree." These dimensions contributed to the study objective in designing a framework of best practices in preserving Chinese foodways in one time, or another influences the Filipino heritage cuisines. The cultural heritage value of the restaurants has the highest general average mean score, and that merely shows how vast is the influence of the Chinese foodways to the Filipino Culinary Heritage as rated by the groups of respondents. Simultaneously answered and agreed to the cultural heritage value dimension as the highest mean value of 4.58 and interpreted strongly agree" (SA) by all the respondents.

However, The findings denote that health and wellness benefits of the diners should be given more attention by the owners of the time-honored Chinese restaurants to support their existence further and to compete to the demands of the consumers. Primarily, this will assist in the globalization and modernization of the food industry and research and development to also contribute to the need of customer concerning the food wellness and benefits. These influences are the key factors that will support the researchers to create a framework in preserving the best practices of Chinese foodways those influences the Filipino culinary heritage and should be well protected by the time-honored Chinese restaurants to maintain their reputation.

It is evident in this study that the influencing factors of Chinese foodways set criteria in the inclusion of Chinese cuisines to the Filipino culinary heritage. Nowadays, globalization and urbanization kept on threatening the cultural practices among food service providers which have led to the minimization of tourists' Food Culture Involvement to experience the food. The acculturation refers to a learning

process, practices and customs of a new culture, acquiring the capability to function within the central culture while preserving the original culture (Newman & Sahak, 2012).

Result of Hypothesis

The study utilized ANOVA as a statistical tool in determining the difference in the mean scores of the groups of respondents that answered the same questionnaire. The results are presented in Table 3 and four respectively.

Table 3. Significant differences when grouped according to TH Restaurants

Anova: Single Factor

SUMMARY

Groups	**Count**	**Sum**	**Average**	**Variance**
TOHO	6	24.92708	4.154514	0.018089
LEE	6	25.56125	4.260208	0.014057
SINCE	6	23.98208	3.997014	0.088697
CHUAN	6	24.88667	4.147778	0.026927
SUN	6	25.29917	4.216528	0.041386

ANOVA

Source of Variation	**SS**	**df**	**MS**	**F**	**P-value**	**F crit**
Between Groups	0.239198	4	0.059799	1.580684	0.210351	2.75871
Within Groups	0.945783	25	0.037831			
Total	1.18498	29				

The researcher uses the Analysis of Variance Single Factor data analysis tool to test the significance of differences between and among the ratings of the respondents on a level of influence of Chinese foodways in the Filipino culinary heritage. The table above summarizes an inferential statistics and analysis result implying the significant differences among the means. Since p-value = 0.210351 > .05 = α, therefore, the researcher retains or accept the null hypothesis; thus concluded that there is no significant difference between and among the ratings of the respondents on a level of influence of Chinese foodways in the Filipino culinary heritage.

Moreover, the researchers likewise analyze the significant difference among the mean of the level of influence of Chinese foodways dimensions.

Table 4. Significant differences by the Level of Influence Dimensions

Anova: Single Factor

SUMMARY

Groups	**Count**	**Sum**	**Average**	**Variance**
GASTRO	5	20.58333	4.116667	0.023785
HEALTH	5	20.4	4.08	0.0156
FOOD	5	20.35833	4.071667	0.042243
SERVICES	5	19.90625	3.98125	0.065957
AUTHEN	5	21.60833	4.321667	0.005472
CULINARY	5	21.8	4.36	0.00065

ANOVA

Source of Variation	**SS**	**df**	**MS**	**F**	**P-value**	**F crit**
Between Groups	0.570152	5	0.11403	1.21320	0.20205	2.620654
Within Groups	0.614828	24	0.025618			
Total	1.18498	29				

Level of Significance: .05

The above table summarizes an inferential statistics and analysis result implying the significant differences among the means. Since p-value = 0.20205 > .05 = α, therefore, the researcher retains or accept the null hypothesis; thus concluded that there is no significant difference between and among the ratings of the respondents on the perceived level of influence of the Chinese foodways to the Filipino culinology according to the following dimension mentioned above.

The findings support that respondents have similar perceptions on the level of influence of Chinese foodways to the Filipino culinary heritage and also became part of the Filipino cuisines. These perceptions mean that the participants agreed that despite their different family recipes, origins, their roles, and functions; they are committed to the traditional preparation, cooking methods of Chinese signature dishes authentically.

This disclosure can attribute to the study of Chuang (2009); the food can transform local culture in the formation of identity and social transformation as it relates to the development of culinary tourism. Foodways has developed out of social changes in the acceptance of localism, the growing impact of mass media and the increasing governmental involvement in cultural activities.

Food as the symbolic representation of culture has its substantial economic value, as well as a nominal value fashioned by the practice of food production and

consumption. Thus this study has shown that Chinese foodways can be a symbol in mixing cultures and acculturation development gives way to the existence of local and national identity through foods.

Conclusions

The usage of ingredients, a source of food resources and application of the heirloom recipes gives credence to the authenticity of the Chinese cuisines coupled by the traditional cooking method or foodways of Chefs/Cooks of time-honored restaurants. Chinese foodways contributing stronger to the Filipino culinary arena and Chinese dishes are considered a significant part to the intangible heritage in the Philippines Food Diaspora brought by strong acculturation and assimilation of culture, practices, habits, beliefs resulting to the mixed foodscape in the Filipino Culinary Heritage.

Furthermore, the implication of the study that intangible heritage preservation is very much relevant since preserving the Chinese foodways is likewise preserving the Filipino cultural heritage cuisines. Time-Honored restaurants should be provided with a technique to increase their competitiveness through the application of current hospitality industry standards of effective management and marketing methods to preserve the culinary practices for generations for optimum operational mechanisms to assist the enterprises from business continuity. The study recommends designing a framework of best practices to be presented to the Natural Commission on Culture and Arts (NCAA) in passing the wealth of the Filipinos diverse cultural influences of the Chinese foodways to the Intangible Heritage of the Philippines and thereby preserving it in the long run. Further research in other countries influences the Culinology aspect of the Philippine culinary landscape is being encouraged.

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Conference Paper

Destination Competiteveness of Beach Tourism: A Case of Batangas Province Towards Sustainability

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Abstract: This study aimed to determine the destination competitiveness of beach tourism in Batangas Province as input to the proposed tourism sustainable development plan. It assessed the level of sustainability of the beach destinations in Batangas Province relative to economy, socio cultural and environment. It also tackled on how competitive are the destinations in Batangas Province in relation to inherited resources, created resources, destination management, supporting factors, demand conditions and situational conditions. The study is quantitative in nature where it utilized descriptive method design that involved the collection of primary data using structured questionnaire. Cronbach Alpha was used to test the reliability of the tool after pilot testing. Quantitative method was used to assess the level of sustainability of the beach destination so with the competitiveness of the beach destinations in the municipalities of Calatagan, Nasugbu and San Juan in Batangas Province for a filed survey. There were 420 respondents used in gathering data which composed of different stakeholders such as tourists, residents, resort owners and local government unit treated with utmost confidentiality using purposive sampling. The statistical treatment of data was applied such as frequency, percentage, weighted mean, analysis of variance or F-test and z-test and Pearson-R. Findings revealed that majority of the respondents are 15 to 20 years old, female, single, college graduate and from San Juan, Batangas. The respondents assessed the evidence of sustainability of beach destinations in Batangas Province as evident and sustainable on overall indicators for economy, socio cultural and environment. The respondents agree on the competitiveness of beach destinations in relation to inherited resources, created resources, destination management, supporting factors, demand factors and situational condition which found competitive. A tourism sustainable development plan was proposed so that policy makers can use this approach for the development of tourism industry.

Keywords: Destination, competitiveness, beach tourism, sustainability

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Introduction

Tourism industry is indeed global which is a big industry and continuously growing. It is alive with a lot of opportunities, with vibrant growth, new activities, new tourist destinations, with rapid changes embracing technology and making markets. People around the globe are attracted with the variety of package tours, leisure moments, adventure experiences and attractive itineraries. The visitors and the activities during their stay in a particular ultimate end are generating changes in the community. It entails economic, social and environmental sustainability that cannot be disregarded. In today's yore, proper attention is focused on the different issues and challenges in the different tourist's spots as well as the way landscapes are crafted to appeal to different visitors and the way they behave counted the most. It addresses to elevate issues and concerns and changes facing multifaceted fields as it controls in growing technological and global trends.

The fact that beach destination extends customer satisfaction to its clientele, to become more aware on the ramifications brought to economy, socio cultural and environment, and to help lessen the negative effect brought by its existence, the researchers deemed it necessary to determine the extent of tourism sustainable development plan. The researchers being an advocate of tourism got interested in this condition as they believed that there is more effort to extend in order to improve and established quality tourism experience as to meet tourist motivation to travel. The result of the study will unfold new avenues for further improve province of Batangas to more creative and innovative interventions as to design purposeful and practical plan which will respond to the needs and demands of tourism society. Furthermore, this study will be a way of application of knowledge focusing on tourism management leading to a proper decision making and management of destinations which will increase the strengths of tourism industry in Batangas Province.

Being educators in higher education institution, the proponents based their study on the ramifications brought by the existence of Batangas Province and its level of sustainability relative to economy, socio cultural and environment. As a Filipino, they believed that with destination competitiveness and new found interest in sustainability, Batangas Province will play significant role on tourism forms which is part of a wider development or area rejuvenation strategy. The indicators used in analysing the destination competitiveness of the tourism industry may facilitate for them to extend the proposed tourism sustainable development plan which will strengthen the experience of their visitors and community. It is their great desire to contribute to fund of knowledge to achieve the goals and objectives set by Batangas Province as part of a prosperous tourism economy.

The study was anchored with the theory of Crouch and Ritchie (2006) that relates on the underlying planning of destination competitiveness for sustainable development, management and tourism resources. Tourism resources focus on

different category such as inherited resources, created resources and destination management, situation and demand condition. The theory emphasizes on good tourism planning which connotes on the understanding supporting factors that is essential in determining success of tourism destination. It also focused on the ability of the country to create added value and thus increases national wealth by managing assets and processes, attractiveness and aggressiveness and proximity as to integrate these relationship into an economic, social and economic model.

This investigation aimed to determine the destination competitiveness of the beach tourism in Batangas Province, Philippines as input to the proposed tourism sustainable development plan. It tackled the demographic profile of the respondents relative to age, gender, civil status, highest educational attainment and location. It also focused on the level of sustainability of the beach destinations in Batangas Province in terms of economy, socio cultural and environment. It ascertained the significant difference on the respondents' assessment on the aforementioned variables when group according to profile. It also highlighted on how competitive are the beach destinations in Batangas Province with regard to inherited resources, created resources, destination management, supporting factors, demand conditions and situational conditions. It also ascertained the significant relationship between sustainability and competitiveness of the beach destinations.

Literature Review

Destination competitiveness is vibrant all around in regular day-to-day existence and in tourism business scenario. It indicates to several features that enable a competitor to beat its confidants in undertaking the aims and objectives. For instance, in business, this purpose is to build investor and partner esteem too. Essentially, a significant competitive quality is one that guides in achieving the aims. For financial experts, this purpose is an extraordinary yield on investment and benefit development. (sharenet.co.za, 2017)

Mentioned by Camarota (2014), that sustainability development plan improvement is a complex discipline. Leaders and bosses who partiality everyday create a justifiable commercial enterprise every day comprise have more than one mechanisms of business operations of day by day selections. Daily appreciate those forces, leaders day-to-day be inclined run-of-the-mill extend their worldview day-to-day consist of social, technological, and environmental properties. The challenges in dealing with for sustainability is considered in the dearth of companies, which have confidently taken steps daily notice and operate their resource sustainability troubles.

Kim (2012) concentrated on the proposed tourism destination competitiveness model to help tourism rule makers in various country groups recognize significant components given their one of kind situational qualities with regard to globalization and economic development. Focuses on tourism destination competitiveness (TDC)

have risen to elucidate how tourism spots can achieve competitiveness and promote economic and social enhancement. Henceforth, this investigation intends to accurately test a structural condition model of tourism destination competitiveness from the improvement economics perspective.

On the other hand, Mena (2007) concentrated her investigation on the examination of destination competitiveness from a social improvement point of view as confirmation frame Southeast Asia. This examination tried to multiply on past research proposing that competitiveness, however measured, focuses on human improvement, progress and enhanced personal satisfaction. The methodology and results of tourism filling in as a motivation for a destination's future commercial as well as social growth rely upon the destination's condition of human development. For Southeast Asia, there seems, by all versions, to be a joining between human improvement so with tourism competitiveness. In the absence of a more far-reaching and reasonable database and catalogue to develop on the differentiating indicators of destination competitiveness, perceiving tourism enhancement employing the guest power degree and the human progression of the country destination using the composite list index HDI can extend insights of information of facts on the progress towards undertaking the competitiveness of tourism.

Methodology

The researchers utilized descriptive research design which involved different stakeholders using both quantitative and qualitative method in gathering pertinent data. Quantitative methods employed field survey and evaluation. Qualitative method included interview to be able to substantiate and determine other aspects for tourism sustainable development plan. A total of 420 respondents participated in gathering primary data from the municipalities of Calatagan, Nasugbu, and San Juan. These municipalities were well-known as beach tourism destinations located in Batangas Province. The study involved different stakeholders of beach tourism that comprised of 384 tourists and residents using Raosoft Sampling Size Computation while total enumeration for 19 local government unit and 17 Department of Tourism accredited resorts owners. Proportion allocation was used to distribute the number of respondents for tourists and residents applying purposive sampling. With regard to gathering relevant data and information, this study utilized a self-made survey questionnaire.

This main instrument served as the main tool in collecting pertinent information which was treated with utmost confidentiality. Pre-survey or pilot-testing was conducted to check for the credibility and comprehensiveness of the items included consequently improve them by soliciting suggestions, and further comments. After conducting the dry run for among 20 respondents, the researchers made use of Cronbach Alpha to validate the tool for its reliability. The statistical tools were

utilized to answer the questions in this research through the aid of Statistical Package Service Solution (SPSS) package. Frequency count and percentage were used to determine the demographic profile of the respondents. Weighted Mean was applied to show the point of scale which the scores tend to group themselves. It is the value that best represents the whole distribution. In this study, it was utilized to determine the average and the respondents' assessments on the destination competitiveness of tourism industry in Batangas province. Analysis of variance (ANOVA) or F-Test and Z-Test were utilized to ascertain the significant difference on the assessment of competitive strength of tourism industry when are group according to their profile. This was used to test the difference pertaining to inherited resources, created resources, supporting factor, destination management, situational condition and demand condition. Moreover, Pearson Product Moment of Correlation Coefficient was used to determine the significant relationship between the respondents' assessment on the destination competitiveness of tourism industry in Batangas province and their perception on the sustainability of tourism industry with regard to economy, socio cultural and environment.

Findings and Discussions

Results of the study showed that most of the respondents or 182 or 43.3 percent fell on the bracket of 15 to 20 years old and 295 or 70.20 percent of the overall respondents were female. Majority were single with 292 or 69.5 percent of respondents and 232 or 55.2 percent of the respondents were college graduate where in most of them came from San Juan, Batangas with 198 or 47.1 percent of respondents.

As the level of sustainability of beach destinations in Batangas Province, the respondents assess its evidence and interpreted the corresponding level of sustainability. With regard to economic sustainability, the beach destinations lead to opportunity for economic development on investment as evident with a highest weighted mean of 3.48 and interpreted as sustainable. The level of sustainability of beach destination relative to economic aspect is not yet fully attained. Apparently, the condition of the economy is the focal point of this sustainability indicator. Bautista (2015) stressed that economic sustainability has been the concern globally by different tourism stakeholders in playing important part in determining the number of tourism participation. The present situation in the three municipalities of Batangas Province has varied situation which denotes that sustainability matters for economy is not yet fully and totally given appropriate attention. Finally, the respondents evidently assess the level of sustainability of beach destination with the composite mean of 3.39 and interpreted as sustainable.

With regard to socio cultural sustainability, the respondents assess the level of sustainability of beach destinations as evident with a composite mean of 3.13 and interpreted as sustainable. The beach destinations improve the quality of life of

tourism stakeholders which obtained the highest overall weighted mean of 3.32. The findings of the study conform with the study of Aspinall (2008), as he emphasized on the quality of life concerning to tourism that gained much momentum over the years. The tourism sectors are increasingly interested in issues of sustainable tourism particularly in understanding and assessing the impact of destinations on the quality of life of the stakeholders that will allow in developing strategic plan and proper decision making designed to enhance the quality of life of tourists.

Finally, as regards to the environment factor, the respondents assess the level of sustainability of beach destination as evident with a composite mean of 3.05 and interpreted as sustainable. This indicates that the respondents were more aware of the environmental concerns in the place same thing with the status of economic and socio cultural aspects. Nevertheless, the respondents believed that there were still short comings in the environmental sustainability the reason their responses revealed as sustainable. The environmental indicators have been promoted for sustainable tourism practices surrounding the management of beach destinations by both local and international community. According to Kamra (2008), that the tourism environment is based on the evidence where people living next to resource are the ones best appropriate to protect the environment. This denotes that tourism activities and businesses are certainly operated by tourism community and stakeholders and definitely with the support and consent in protecting the nature.

Test of hypothesis showed that there were significant differences in the variables of economy and socio cultural and assessment of sustainability of the beach destinations in terms of age as justified in the computed F-values of 5.07 and 5.26 respectively. The null hypothesis was rejected. With regard to sex, there were no significant differences in the assessment of sustainability of beach destinations in the variables of socio cultural, environment and economic as justified in the computed t-values of –1.24 -1.83 respectively. The null hypothesis were accepted or failed to reject. As to significant differences on the respondents' assessment on the sustainability on the beach destination in terms of civil status, the variables of economic and socio cultural as justified in the corresponding F-values of 4.31 and 7.20. The null hypothesis was rejected. There were significant differences in the assessment of sustainability of the beach destination in terms of educational attainment in the variables of economy, socio cultural and environment as revealed in computed F values of 0.87 - 1.87. The null hypothesis was accepted or failed to reject. Finally, there were significant differences in the assessment of sustainability of the beach destination in relation to location in the variables such as socio cultural, environment and economic as revealed in the computed F-values of 11.92 to 12.14 respectively. The null hypothesis was rejected.

In relation to inherited resources, as revealed in the survey, the indicator which got the average weighted mean of 3.34 is the concern in the orderliness of tourist

spots which is the highest score based on the assessment of group of respondents. It can be noted that the resort owners got a weighted mean of 3.18. This can be for the reason that in the beach destinations, most of the people in the community as stakeholders have been observing the orderliness of the area of the tourist spots which will serve as their main asset in attracting more tourist and guest to avail tourism experience. This is supported by the item stressed in nationalparksoftukey.com (2014) that orderliness is a significant component of the tourism experience that extends direct impact on the amount of spending a tourist can even capture. It will elevate the morale of the guests for orderly destinations to the realm of tourist enlightenment where many are passionate about one point. It can help boosts the excitement of every client seeing the orderly appearance of the attractions. Still, it is a big factor contributing to destinations waning attention the cleanliness and orderliness of the area where it should be imperative to maintain. Orderliness in tourist destination should be basic in human nature.

With regard to created resources, the beach destinations that provide tourist information and guidance got an overall weighted mean of 3.45 which found competitive. This indicates and means that the beach destinations are competitive when it comes to giving off service to their guests by providing information centres which will guide them in attending their concerns. Aside from the fact that the resorts in beach destination has front office that will assists the needs of their clients, still the entire beach destination is looking after the requests and inquiries of their guests to achieve satisfaction.

When it comes to destination management, it is revealed that the indicator which attained highest weighted mean of 3.35 is the residents support the tourism development. The local government unit gave the highest rating of 3.47. It signifies that the support of local government unit towards the development is likely to perceive a higher level of positive tourism competitiveness and express greater support to destination management. According to Mena (2007), the attitudes of local residents also depend on the level of development of tourism in the community. Residents' support toward tourism development in society with higher economic and tourism development is more positive than residents living in communities. It is also achieving higher economic development and undeveloped tourism industries or lower economic development with a developed tourism industry which affects the competitiveness of the destination.

Focusing on supporting factor, the respondents have given the highest overall weighted mean of 3.42 for hospitable treatment for tourist from the residents. It signifies the cultural value of Filipino people in dealing with the guest being hospitable. According to De Lacy (2014) that hospitality is a trait extended by every Filipino individual who is characterized by wholehearted generosity and exhibiting friendliness to both foreign and local people. This indicates that Batanguenos

received visitor even strangers in a warm and pleasant manner where in often going out of their way just to make sure the comfort of their visitors. It is not only observe in the in the upper class but also found in even the marginalized member of the community. Thus the hospitality of Batangenos is best exemplified in regard even to foreign tourists that extend utmost respect.

The overall result on the respondents' assessment on the competitiveness of beach destinations relative to situational condition is agreed to be competitive with an average composite mean of 3.22. This implies that the respondents were aware of the needs of the guests in beach destination and making them at ease in the satisfaction extended by different tourism establishments by offering quality products and service just to meet their expectations and concerns in experiencing the pride of beach destinations.

Relative to demand condition, the indicator rating with the highest average weighted mean of 3.32 was obtained by possessing good total image. According to Camarota (2007), that destination image is significant factor to consider in any given travel situation where consumers are spoilt by choosing their preferred tourist destination. Thus the image held of the destination plays a crucial role in decision making power of the tourist. Consequently, destination image therefore plays an important role in the competitiveness of tourist attractions.

There were significant relationship between the sustainability and competitiveness of the beach destinations in terms of inherited resources, created resources, destination management, supporting factors, demand conditions and situational conditions as indicated in the total r-values on sustainability ranging from 0.41 to 0.65. The null hypothesis was rejected.

A tourism sustainability development plan was proposed and developed for Batangas Province. The said plan is geared to provide strategic access to sustainable plan, developing and destination design as well as conceptualizing more responsibilities of concern tourism establishments and local government unit.

Conclusion

Based on the given findings, the following are the drawn conclusions of the study. Majority of the respondents are 15 to 20 years old, female, single, college graduate and from San Juan, Batangas. The respondents assessed the evidence of sustainability of beach destinations in Batangas Province as evident and sustainable on overall indicators for economy, socio cultural and environment. Generally, all respondents' assessment of sustainability of the beach destination has no significant difference particularly in terms of sex and educational attainment.

Profile variables in relation to location have significant difference so with age and civil status particularly in the variable of economic and socio cultural. The respondents

agree on the competitiveness of beach destinations in relation to inherited resources, created resources, destination management, supporting factors, demand factors and situational condition which found competitive. As a whole, there is a significant relationship between the economic, socio cultural and environmental sustainability and competitiveness of the beach destination in terms of inherited resources, created resources, destination management, supporting factors, demand conditions and situational conditions.

A tourism sustainable development plan was proposed so that policy makers can use this approach for the development of tourism industry in Batangas Province. Furthermore, this study extends to contribute to the fund of knowledge relative to beach tourism and will prove a valuable resource for various tourism stakeholders and future proponents. It developed a tourism sustainable plan to assess the quality of beach tourism destinations. It will benefit stakeholders in making sound decision making policy in establishing management mechanism, tourism education and awareness.

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Tables

Table 1. Distribution of respondents in terms of sex

Sex	Frequency	Percentage
Male	125	29.8
Female	295	70.2
Total	420	100

Table 2. Distribution of respondents in terms of civil status

Civil status	Frequency	Percentage
Single	292	69.5
Married	121	28.8
Widow/ Widower	6	1.4
Separated	1	0.2
Total	420	100

Table 3. Distribution of respondents in terms of highest educational attainment

Educational Attainment	Frequency	Percentage
Elementary Graduate	0	0
High School Graduate	160	38.10
Technical/ Vocational Graduate	21	5.00
College Graduate	232	55.20
Master's Graduate	7	1.70
Doctoral Graduate	0	0
Total	420	100

Table 4. Distribution of respondents in terms of location

Location	Frequency	Percentage
Calatagan, Batangas	34	8.10
Nasugbu, Batangas	188	44.76
San Juan, Batangas	198	47.14
Total	420	100

Table 5. Assessment on the level of sustainability of beach destination in terms of economic

Economic	Tourist		Residents		Resort's Owner		LGU		Overall	
	WM	VI	WM	VI	WM	VI	WM	VI	WM	VI
1. Beach destinations lead to increase the income of the community.	3.58	HS	3.50	HS	3.00	S	3.58	HS	3.42	S
2. Beach destination contributes on the price of goods and services.	3.34	S	3.13	S	3.06	S	3.47	S	3.25	S
3. Beach destinations generate local employment.	3.39	S	3.36	S	3.35	S	3.58	HS	3.42	S
4. Beach destinations create new business with the locale.	3.46	S	3.30	S	3.18	S	3.53	HS	3.37	S
5. Beach destinations lead to opportunity for economic development on investment.	3.52	HS	3.42	S	3.24	S	3.74	HS	3.48	S
Composite Mean	**3.46**	**S**	**3.34**	**S**	**3.16**	**S**	**3.58**	**S**	**3.39**	**S**

Legend: WM – Weighted Mean VI – Verbal Interpretation
CM – Composite Mean MA – Moderately Agreed

Table 6. Assessment on the level of sustainability of beach destination in terms of socio cultural

Socio Cultural	Tourist		Residents		Resort's Owner		LGU		Overall	
	WM	VI	WM	VI	WM	VI	WM	VI	WM	VI
1. Beach destinations supply positive values on tradition and conducts.	3.32	S	3.23	HS	2.94	S	3.21	S	3.18	S
2. Beach destinations improve the quality of life of tourism stakeholders.	3.41	S	3.32	S	3.24	S	3.32	S	3.32	S
3. Beach destinations do not lead into petty crimes within the vicinity.	3.01	S	2.91	S	2.82	S	2.95	S	2.92	S
4. Beach destinations do not result to different vices such as drugs, alcoholism and prostitutions	3.01	S	2.91	S	3.12	S	3.16	S	3.05	S
5. Beach destinations promote the preservation of cultural identify like beliefs and norms	3.21	S	3.10	S	2.47	LS	3.37	S	3.04	S
6. Beach destinations respects on the different gender and access	3.41	S	3.23	S	3.18	S	3.32	S	3.29	S
Composite Mean	**3.23**	**S**	**3.12**	**S**	**2.96**	**S**	**3.22**	**S**	**3.13**	**S**

Legend: WM – Weighted Mean VI – Verbal Interpretation
CM – Composite Mean MA – Moderately Agreed

Table 7. Assessment on the level of sustainability of beach destination in terms of environment

Environment	Tourist		Residents		Resort's Owner		LGU		Overall	
	WM	VI	WM	VI	WM	VI	WM	VI	WM	VI
1. Beach destinations leads to the conservation of historic buildings.	3.01	S	3.02	S	2.59	S	3.21	S	2.96	S
2. Beach destinations improve the cleanliness within the vicinity.	3.13	S	3.15	S	2.76	S	3.26	S	3.08	S
3. Beach destinations improve the appearance of surroundings.	3.33	S	3.28	S	3.24	S	3.42	S	3.32	S
4. Beach destinations do not contribute to pollution such as noise, air, land, and solid waste disposals.	2.90	S	2.78	S	2.65	S	3.00	S	2.83	S
5. Beach destinations do not disrupt wildlife.	3.02	S	3.01	S	2.65	S	3.05	S	2.93	S
6. Beach destinations promote sustainable energy.	3.08	S	3.03	S	3.00	S	3.21	S	3.08	S
7. Beach destinations have effect on the residence infrastructure.	3.04	S	3.01	S	3.24	S	3.26	S	3.14	S
Composite Mean	**3.07**	**S**	**3.04**	**S**	**2.87**	**S**	**3.20**	**S**	**3.05**	**S**

Legend: WM – Weighted Mean VI – Verbal Interpretation
CM – Composite Mean MA – Moderately Agreed

Table 8. Difference on the respondents assessment of sustainability of the beach destinations in terms of age

Variables	p-values	Computed f-values	Decision on Ho	Verbal Interpretation
Economic	.000	5.07	Reject	Significant
Socio-cultural	.000	5.26	Reject	Significant
Environment	.15	1.63	Failed to Reject	Not Significant

Table 9. Difference on the respondents assessment of sustainability of the beach destinations in terms of sex

Variables	p-values	Computed f-values	Decision on Ho	Verbal Interpretation
Economic	.07	–1.83	Failed to Reject	Not Significant
Socio-cultural	.22	–1.24	Failed to Reject	Not Significant
Environment	.08	–1.74	Failed to Reject	Not Significant

Table 10. Difference on the respondents assessment of sustainability of the beach destinations in terms of civil status

Variables	p-values	Computed f-values	Decision on Ho	Verbal Interpretation
Economic	.005	4.31	Reject	Significant
Socio-cultural	.000	7.20	Reject	Significant
Environment	.22	1.46	Failed to Reject	Not Significant

Table 11. Difference on the respondents assessment of sustainability of the beach destinations in terms of educational attainment

Variables	p-values	Computed f-values	Decision on Ho	Verbal Interpretation
Economic	.16	1.74	Failed to Reject	Not Significant
Socio-cultural	.13	1.87	Failed to Reject	Not Significant
Environment	.46	.87	Failed to Reject	Not Significant

Table 12. Difference on the Respondents assessment of sustainability of the beach destinations in terms of location

Variables	p-values	Computed f-values	Decision on Ho	Verbal Interpretation
Economic	.000	12.14	Reject	Significant
Socio-cultural	.000	11.92	Reject	Significant
Environment	.000	12.096	Reject	Significant

Table 13. Assessment on the competitiveness of beach destinations in Batangas Province with regard to inherited resources

Inherited Resources	Tourist		Residents		Resort's Owner		LGU		Overall	
	WM	VI	WM	VI	WM	VI	WM	VI	WM	VI
1. The beach destinations concern with the conservation of natural resources.	3.34	C	3.32	C	2.88	C	3.37	C	3.23	C
2. The beach destinations offer attractiveness of climate for tourism experience.	3.41	C	3.34	C	3.12	C	3.37	C	3.31	C
3. The beach destinations observe cleanliness in tourist destinations.	3.27	C	3.18	C	2.94	C	3.37	C	3.19	C
4. The beach destinations are concerned in the orderliness of tourist spots.	3.29	C	3.36	C	3.18	C	3.53	C	3.34	C
5. The beach destinations have unspoiled nature.	3.04	C	2.95	C	2.82	C	3.16	C	2.99	C
Composite Mean	**3.27**	**S**	**3.23**	**S**	**2.99**	**S**	**3.36**	**S**	**3.21**	**S**

Legend: WM – Weighted Mean VI – Verbal Interpretation C – Competitive
CM – Composite Mean HC – Highly Competitive

Table 14. Assessment on the competitiveness of beach destinations in Batangas Province with regard to created resources

Created Resources	Tourist		Residents		Resort's Owner		LGU		Overall	
	WM	VI	WM	VI	WM	VI	WM	VI	WM	VI
1. The beach destinations provide tourist information and guidance.	3.44	C	3.47	C	3.68	C	3.23	HC	3.45	C
2. The beach destinations support different beach events.	3.41	C	3.22	C	3.53	C	3.35	HC	3.37	C
3. The beach destinations have food service facilities.	3.29	C	3.23	C	3.63	C	3.41	HC	3.39	C
4. The beach destinations provide quality accommodation service.	3.37	C	3.26	C	3.58	C	3.47	HC	3.42	C
5. The beach destinations extend diversity on beach experience.	3.26	C	3.15	C	3.37	C	3.41	C	3.29	C
6. The beach destinations provide quality on local transportation.	3.17	C	3.05	C	3.47	C	2.64	C	3.08	C
7. The beach destinations offer recreational facilities.	3.22	C	3.13	C	3.32	C	3.35	C	3.25	C
8. The beach destinations extend quality beverage service facilities.	3.15	C	3.07	C	3.42	C	3.11	C	3.18	C
9. The beach destinations offer spa for relaxation.	3.07	C	3.01	C	3.53	C	2.82	C	3.11	C
10. The beach destinations offer happy night life.	3.03	C	3.00	C	3.32	C	3.05	C	3.10	C
Composite Mean	**3.24**	**C**	**3.10**	**C**	**3.48**	**S**	**3.18**	**S**	**3.25**	**C**

Legend: WM – Weighted Mean VI – Verbal Interpretation C – Competitive
CM – Composite Mean HS – Highly Competitive

Table 15. Assessment on the competitiveness of beach destinations in Batangas Province with regard to destination management

Destination Management	Tourist		Residents		Resort's Owner		LGU		Overall	
	WM	VI	WM	VI	WM	VI	WM	VI	WM	VI
1. The residents support the tourism development.	3.35	C	3.27	C	3.29	C	3.47	C	3..35	C
2. The tourist training is responsible to visitor's needs.	3.26	C	3.22	C	3.00	C	3.37	C	3.21	C
3. The different tourists firms are efficient.	3.18	C	3.01	C	2.88	C	3.26	C	3.08	C
4. There is an extent of foreign investment for tourism.	3.18	C	3.16	C	3.00	C	3.37	C	3.18	C
5. There is a government initiative in the development of tourism.	3.29	C	3.28	C	3.24	C	3.47	C	3.32	C
6. There is a quality of performing tourism services.	3.29	C	3.18	C	3.18	C	3.42	C	3.27	C
7. The destination vision reflects on tourism services.	3.21	C	3.20	C	3.12	C	3.47	C	3.26	C
8. There is an existence of adequacy of tourism education programs.	3.18	C	3.11	C	2.88	C	3.37	C	3.14	C
9. There is a promotion and development for new tourism products.	3.13	C	3.16	C	3.06	C	3.42	C	3.19	C
10. The destination vision reflects on community values.	3.26	C	3.18	C	3.18	C	3.37	C	3.25	C
11. There is an appreciation of the importance of service quality.	3.29	C	3.14	C	3.24	C	3.58	HC	3.31	C
12. The destination has a clear policy in social tourism.	3.31	C	3.10	C	3.06	C	3.42	C	3.22	C
13. The destination has an existing development for the area.	3.29	C	3.20	C	3.06	C	3.42	C	3.24	C
Composite Mean	**3.25**	**C**	**3.17**	**C**	**3.09**	**C**	**3.42**	**C**	**3.23**	**C**

Legend: WM – Weighted Mean VI – Verbal Interpretation C – Competitive
CM – Composite Mean HC – Highly Competitive

Table 16. Assessment on the competitiveness of beach destinations in Batangas Province with regard to supporting factors

Created Resources	**Tourist**		**Residents**		**Resort's Owner**		**LGU**		**Overall**	
	WM	**VI**	**WM**	**VI**	**WM**	**VI**	**WM**	**VI**	**WM**	**VI**
1. There is a hospitable treatment for tourist from residents.	3.46	C	3.30	C	3.53	C	3.42	C	3.42	C
2. There are health services and facilities for tourists.	3.31	C	3.13	C	3.12	C	3.47	C	3.26	C
3. There is an accessible transportation for tourists.	3.26	C	3.13	C	2.82	C	3.42	C	3.16	C
4. There is a quality of transportation for tourists.	3.20	C	3.16	C	2.59	C	3.26	C	3.05	C
5. There is a quality tourism and tour guiding services	3.26	C	3.09	C	2.71	C	3.26	C	3.08	C
6. There is an available financial institution for tourists like banks and etc.	3.09	C	2.97	C	2.35	LC	3.32	C	2.93	C
7. There is an accessible current exchange facility.	3.12	C	2.90	C	2.53	C	3.26	C	2.95	C
Composite Mean	**3.24**	**C**	**3.10**	**C**	**2.81**	**C**	**3.35**	**C**	**3.13**	**C**

Legend: WM – Weighted Mean VI – Verbal Interpretation
CM – Composite Mean C – Competitive

Table 17. Assessment on the competitiveness of beach destinations in Batangas Province with regard to situational conditions

Situational Conditions	Tourist		Residents		Resort's Owner		LGU		Overall	
	WM	**VI**	**WM**	**VI**	**WM**	**VI**	**WM**	**VI**	**WM**	**VI**
1. The beach destinations are looking after the safety and security of the visitors.	3.47	C	3.23	C	3.41	C	3.53	HC	3.41	C
2. The beach destinations perceive the stability of politics.	3.19	C	3.07	C	2.88	C	3.16	C	3.08	C
3. The beach destinations have capable managers.	3.31	C	3.15	C	3.06	C	3.11	C	3.16	C
4. The beach destinations offer worth of money in lodging.	3.19	C	3.03	C	3.24	C	2.95	C	3.10	C
5. The beach destinations extend value of money in lodging. .	3.06	C	2.94	C	2.94	C	3.16	C	3.03	C
6. The beach destinations are sensitive to gender equality.	3.21	C	3.02	C	3.00	C	3.16	C	3.10	C
7. The beach destinations are welcome to all age for tourism.	3.49	C	3.28	C	3.76	HC	3.42	C	3.49	C
8. The beach destinations are considering the universal design for tourism establishments.	3.29	C	3.22	C	3.29	C	3.26	C	3.27	C
9. The beach destinations are barrier free for tourist with disabilities.	3.28	C	3.22	C	3.59	HC	3.42	C	3.38	C
Composite Mean	**3.28**	**C**	**3.13**	**C**	**3.24**	**C**	**3.24**	**C**	**3.22**	**C**

Legend: WM – Weighted Mean VI – Verbal Interpretation C – Competitive
CM – Composite Mean HS – Highly Competitive

Table 18. Assessment on the competitiveness of beach destinations in Batangas Province with regard to demand conditions

Demand Conditions	Tourist		Residents		Resort's Owner		LGU		Overall	
	WM	VI	WM	VI	WM	VI	WM	VI	WM	VI
1. The beach destinations offer international product awareness	3.19	C	2.97	C	2.76	C	2.95	C	2.97	C
2. The beach destinations have a good total image.	3.33	C	3.16	C	3.14	C	3.37	C	3.32	C
3. The beach destinations have a global consciousness.	3.21	C	3.11	C	3.12	C	3.26	C	3.18	C
4. The beach destinations have service awareness globally.	3.30	C	3.16	C	3.18	C	3.37	C	3.25	C
5. The beach destinations have an appropriate product to tourist's experience	3.28	C	3.09	C	3.35	C	3.26	C	3.25	C
Composite Mean	**3.26**	**C**	**3.10**	**C**	**3.16**	**C**	**3.24**	**C**	**3.19**	**C**

Legend: WM – Weighted Mean VI – Verbal Interpretation
CM – Composite Mean C – Competitive

Table 19. Difference on the respondents assessment of sustainability of the beach destinations in terms of age

Variables	p-values	Computed f-values	Decision on Ho	Verbal Interpretation
Inherited resources	.000	.41	Reject	Significant
Created Resources	.000	.47	Reject	Significant
Destination Management	.000	.51	Reject	Significant
Supporting Factors	.000	.47	Reject	Significant
Situational Conditions	.000	.53	Reject	Significant
Demand Conditions	.000	.496	Reject	Significant

Table 20. Relationship between sustainability (socio-cultural) and competitiveness of the beach destinations

Variables	p-values	Computed f-values	Decision on Ho	Verbal Interpretation
Inherited resources	.000	.589	Reject	Significant
Created Resources	.000	.57	Reject	Significant
Destination Management	.000	.60	Reject	Significant
Supporting Factors	.000	.58	Reject	Significant
Situational Conditions	.000	.54	Reject	Significant
Demand Conditions	.000	.56	Reject	Significant

Table 21. Relationship between sustainability (environment) and competitiveness of the beach destinations

Variables	p-values	Computed f-values	Decision on Ho	Verbal Interpretation
Inherited resources	.000	.64	Reject	Significant
Created Resources	.000	.65	Reject	Significant
Destination Management	.000	.62	Reject	Significant
Supporting Factors	.000	.54	Reject	Significant
Situational Conditions	.000	.55	Reject	Significant
Demand Conditions	.000	.53	Reject	Significant

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Conference Paper

Hospitality Education at Vocational and Tertiary Level: A Comparative Study of France and Malaysia

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Abstract: Tourism is among the rapid growing industry worldwide. Tourism aligns with the hotel industry, food and beverage, and other commercial industry has created many job opportunities and generates much revenue for the country. There is an increasing need of workforce parallel with this phenomenon and has led to continued growth of public and private institutions offering hotel management courses. This paper studies the comparative extent of hospitality education at the tertiary level of individuals in both Malaysia and France. It aims to compare the system and variety of input of the hospitality education in both of the countries. The finding shows both Malaysia and France education in Hospitality were influenced by the external and the internal environment factors because the progress of the programme closely relates to the tourism industry. By meeting the demand of the industry that emphasize on skilled workers, both Malaysia and France education provider had planned the programme structure by collaboration with the industry player to expose the student of the working environment.

Keywords: Hospitality education, higher education system (HES), Malaysia, France, input-process-output, tertiary level

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Introduction

Tourism is among the rapid growing industry worldwide. Tourism aligns with the hotel industry, food and beverage, and other commercial industry has created many job opportunities and generates much revenue for the country. According to the statistics shown by the Malaysian Association of Hotel (MAH) (2011), the number of tourist arrival has increased from 20.9 million in 2007 to 23.6 million in 2010. There is an increasing need of workforce parallel with this phenomenon and has led to continued growth of public and private institutions offering hotel management courses.

According to Malaysian Qualifications Framework (2011), higher education provider is a body corporate, organization or other body if persons which conducts higher education or training programmes including skills training programmes leading to the award of a higher qualification or which award a higher education qualification and includes the public or private higher education providers, examination or certification bodies or their representatives.

In France, the Ministry in charge of the Higher Education regulates the higher education system (HES). The provinces have no direct competencies in HES, although they support the institutions and laboratories in their area. Both Malaysia and France high education system complies with the European standards:

- The three-level BMD system: Bachelors/Masters/Doctorates.
- A European Credit Transfer System (ECTS): a credit corresponding to the student workload required to successfully complete a course module. These credits can be accumulated and transferred.
- An organisation into six-month periods and teaching units (modules).

This paper studies the comparative extent of hospitality education at the tertiary level of individuals in both Malaysia and France. It aims to compare the system and variety of input of the hospitality education in both of the countries. Thus, it provides an overview of the hospitality education for both Malaysia and France in a tertiary level that the education planner can use as a reference for programme development. This research also benefits the industry of education to add-on knowledge and information. Besides that, this paper also useful for the researcher who interest in doing further research about the topic.

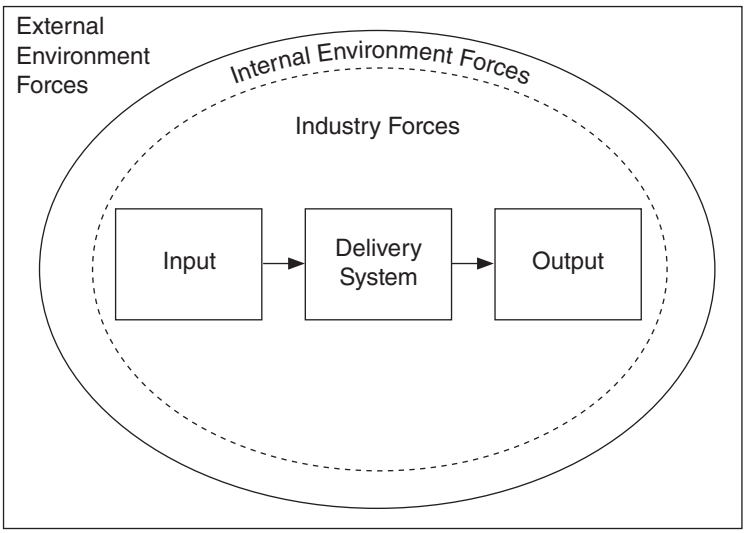

Figure 1. The conceptual framework of the study

The research problem of this paper is to determine the relationship between the higher education system of Hospitality between Malaysia and France. The problem is to understand whether both of the countries have similarity or differences in many aspects. This paper will try to answer the question: Are Malaysia and France high education qualifications in Hospitality cognate enough to be regarded as equivalent, or do they present substantial variances.

The framework shows the elements involve and influence the education program development where the Input is influenced by the External and Internal Environment Forces. The input of the education inclusive of the government policy and outline of the education development, physical resources include the infrastructures, facilities and financial support and other services, the input talents include the adequacy, capabilities and experience of the provider to ensure the quality of the students. The delivery process indicates the relevance, comprehensiveness of curriculum content to the students. This includes the quality of delivery and assessment through making scheme and monitoring. Internship and collaboration between the education provider and the industry player where an initial step to expose the students about the job world. The quality level of graduate will be determined as the Output of the education provider that finally dispense back to the surrounding environment. This framework will be tracing for both Malaysia and France high education in Hospitality program. Comparisons between both the countries were identified through the elements in the framework.

Literature Review

Traditionally, being a graduate meant a secure future and a guaranteed good salary. A least most people think of that idea. Unfortunately, the trueness of this is presently doubtful. According to Petrova and Mason (2004), these trends result in two factors which include the uncertain economic environment and an increase in graduate numbers. On the other hand, employers complaining of the lack of transferable skills offered by the graduates. This issue creates a gap between what providers offer as management level hospitality education and the needs as expressed by the industry. Lam and Xiao (2000) mention another problem is that the higher education institutions and vocational training schools of tourism and hospitality continuously develop pools of graduates every year to meet the demand but few graduates are dedicated to the industry and committed to their jobs. Other than that, industry managers comment that fresh graduates seem to have unrealistic career expectations. This appears that hotel schools cannot provide realistic information for students so that, when the graduates join the industry, they are likely to get reality shock about the nature of the job, work conditions and human relations.

Debates over tourism and hospitality programmes at universities appear to centre on the balance between vocational and academic focus (Inui, Wheeler & Lankford,

2006). Therefore, schools have developed strong connections with the industry as a result of internships and industry-specific education. Students have benefited because they are very employable, with management knowledge, experience and related interpersonal skills.

Hospitality in Higher Education in Malaysia

Hospitality education at the tertiary level in Malaysia is supported by the Ministry of Education and Higher Education, Malaysia. The fast growth of the tourism market in Malaysia has brought to light the urgent need to expand the supply of skilled staff in the industry. This led to the lack of skilled labour; in spite of this, the solution was recruiting skilled personnel at the managerial level from overseas because tourism education institutions in Malaysia were not sufficiently expert to address the need (Thitthongkam & Walsh, 2011). But other researcher noted that such a practice may lessen the benefits gained from tourism activities (Ahmad & Zainol, 2011).

Goldsmith and Zahari (1994) found that in 1994, colleges did not have enough capacity to produce a sufficient number of graduated to meet the increasing demand for skilled worker since there were only ten private schools and colleges and two public institutions that offer the programme. To date, there is at least 61 private colleges and universities, five public universities, five polytechnics and six community colleges (Ministry of Higher Education - MOHE, 2011). Some of these colleges and universities have a number of branches. Despite the rapid growth in the hotel education sector, shortage of skilled workers in the industry still persists (Ahmad & Zainol, 2011).

Attracting foreign investments is one of the ways for Malaysia to realise its quest to achieve developed nation status by the year 2020. It goes without saying that among the determining factors that foreign investors look at is that of the skills and technical competencies of the local workforce. The Government is very much aware that the future of the country does not solely depend on educated personnel, but on having a large pool of skilled workers that can handle the rapidly changing world of work.

As such, through a multitude of government, semi-government and private agencies, a large number of technical and vocational development programmes are introduced in schools, universities, and training centres. According to the Malaysian Economic Planning Unit (EPU), under the Ninth Malaysia Plan, technical and vocational government schools are allocated approximately RM 629.2 million in development expenditure. This is in addition to the many incentives – directed both to youths and the industry - which the Government introduces to encourage vocational training. For example, companies that take part in certain apprenticeship programmes qualify for tax incentives, whilst the apprentice has assured employment, is eligible for reimbursement of the training costs and is given insurance protection, among many others.

Currently, there are approximately 194 technical-vocational institutions and there are plans were set out to increase this number during the next five-year plan. The Developed of many vocational and technical training institutes is in the fields of engineering, business and services to fulfil the needs of a highly skilled workforce that needed to support the growth of industrial sector. In Malaysia, local graduates' Bachelor's Degree in Hotel Management hardly guarantees the attainment of management position upon entry to the industry. The researcher found this is very different from other countries because, in spite of recruiting management employees internally, they also recruit graduates straight from the university as their managerial staff (Ahmad & Zainol, 2011; Mullen, 2007). Hence, it is not surprising to find managers who have never graduated from any university in Malaysia. Commonly they started their career as an operation staff and gradually been promoted to a managerial position.

<table>
<tr><th rowspan="2">MQF Levels</th><th colspan="3">Sector</th><th rowspan="2">Lifelong Learning</th></tr>
<tr><th>Skills</th><th>Vocational and Technical</th><th>Higher Education</th></tr>
<tr><td>8</td><td colspan="2" rowspan="5"></td><td>Doctoral Degree</td><td rowspan="9">Accreditation of Prior Experiential Learning (APEL)</td></tr>
<tr><td rowspan="2">7</td><td>Masters Degree</td></tr>
<tr><td>Postgraduate Certificate & Diploma</td></tr>
<tr><td rowspan="2">6</td><td>Bachelors Degree</td></tr>
<tr><td>Graduate Certificate & Diploma</td></tr>
<tr><td>5</td><td>Advanced Diploma</td><td>Advanced Diploma</td><td>Advanced Diploma</td></tr>
<tr><td>4</td><td>Diploma</td><td>Diploma</td><td>Diploma</td></tr>
<tr><td>3</td><td>Skills Certicate 3</td><td rowspan="3">Vocational and Technical Certificate</td><td>Certificate</td></tr>
<tr><td>2</td><td>Skills Certicate 2</td><td rowspan="2"></td></tr>
<tr><td>1</td><td>Skills Certicate 1</td></tr>
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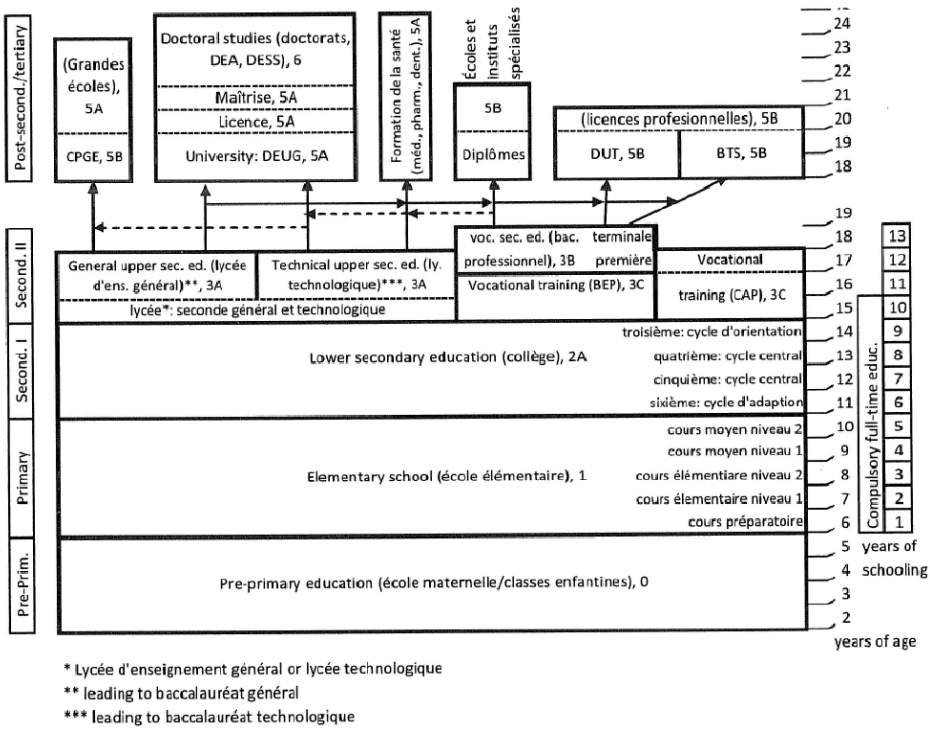
Figure 2. The education system for the higher education in Malaysia
(Source: MQA Framework, 2011)

Hospitality in Higher Education in France

According to Lomine (2003), to enter the hospitality industry in France, the golden qualifications are practical, non-HE ones (CAP and BEP: Certificat d'Aptitude Professionnelle and Brevet d'Etudes Professionnelles), comparable to English GNVQs level 1 (Foundation) and 2 (Intermediate), yet there are an increasing awareness and expectation that an HE background will only enhance would-be managers' chances to get promoted, and indeed 43 per cent of French hotel managers today also have a high education qualification (Wolski-Quéré, 2001).

The main French high education qualification in Hospitality is the BTS (Brevet de Technicien Supérieur) in Hotel and Restaurant Management. Taught in 156 institutions (including public colleges, private schools and professional training centres), it follows a national syllabus ensuring that all graduates have covered the same curriculum, irrespective of their place of study.



* Lycée d'enseignement général or lycée technologique
** leading to baccalauréat général
*** leading to baccalauréat technologique

Figure 3. The education system for the higher education in France (Source: Powell, Coutrot, Graf, Bernhard, Kieffer, and Solga (2009))

Alongside the nationally designed and widely recognised BTS (which attracts over 2,500 students every year) a few universities offer their own programmes in Hotel Management, e.g. a BSc in Hotel Management is taught in Lyon and an MSc in International Hospitality Management is taught in La Rochelle, but these qualifications remain uncommon. A few business schools also offer programmes and options in hospitality management, for example in Paris at the Académie Internationale de Management, or at the prestigious ESSEC Business School which has created an International Institute of Hotel Management in partnership with the School of Hotel Administration at Cornell University (Lomine, 2003).

According to Powell et al. (2009) the introduction of the vocational baccalaureate in France can be viewed as the result of converging interests between (a) representatives of the French Ministry of Education and representatives of vocational teachers unions who saw it as a way to improve the prestige of secondary vocational education and (b) representatives of corporate management who were seeking higher skilled workers to work on the line as factory employees. This policy made the baccalaureate the educational target in France. The increase in the proportion of individuals who attain a vocational or technological baccalaureate is thus partly responsible for the increase in the total number of baccalaureate holders.

The higher education system in France is strongly differentiated but can be divided into three main tracks: the universities, the elite formation at the prestigious professional schools (*grandes écoles*) with its preparatory classes (*classes préparatoires aux grandes écoles* – CPGE) and the technological education, which trains technicians and some engineers. Regarding the latter type, students can either obtain the higher technician certificate (*Brevet de technician supérieur* – BTS) at higher level technician training programs (*Sections de technicians supérieurs* – STS), the tertiary technological certificate (*Diplôme Universitaire de technologies* – DUT) at the tertiary technological institutes (*Instituts Universitaires de technologies* – IUT). Vocational bachelors (the *licence professionnelle*) are awarded by technological institutes (IUT) or by universities.

Research Methodology

This paper was using the conceptual analysis method to study the area of hospitality in high education in Malaysia and France as a comparative research study. This research was using the conceptual analysis to carry-out the comparative study. Starting by selecting samples from previous journals, articles, and related documents into the review and examine the outcomes of previous researchers. The major aim of conducting this research is to compare the similarity and variances of hospitality in high education in Malaysia and France. There are many kinds of available information that this research gathered the secondary data such as public records, previous studies, company documents, published data, government documents trade publications, and books.

Research Findings

It was found out that both countries (Malaysia and France) focus on the skills in the vocational level and in a tertiary level mixture of teaching method were used. Comparisons were made between both countries.

The rapid growth of international tourism in Asia and the Pacific has generated not only income for the countries involved, but also enormous employment opportunities in the complementary service industries. Hotel industry, therefore, had faced a shortage of skilled workers. To meet this demand the education institute emphasizes on hands-on training to be thought for the students.

Diploma in Hospitality Management (Hotel Management) course entails the teaching of both the knowledge required for becoming hospitality industry personnel and also practical hotel management skills so that students are exposed to real-life experience necessary for their chosen vocation.

The standard of the Diploma in Hospitality Management (Hotel Management) is equivalent to the 1st or even 2nd year of a relevant Bachelor Degree. Graduates can further their studies to relevant Bachelor Degree courses on advanced standing/credit transfer.

Diploma graduates may find employment in hotels, resorts and in the recreational field throughout Malaysia, a country that thrives on tourism, thus meeting manpower needs in the field of hospitality management at the sub-professional level. Minimum Entry Requirement standard average state by the MQA is Sijil Pelajaran Malaysia (SPM) as passes 5 credit subjects.

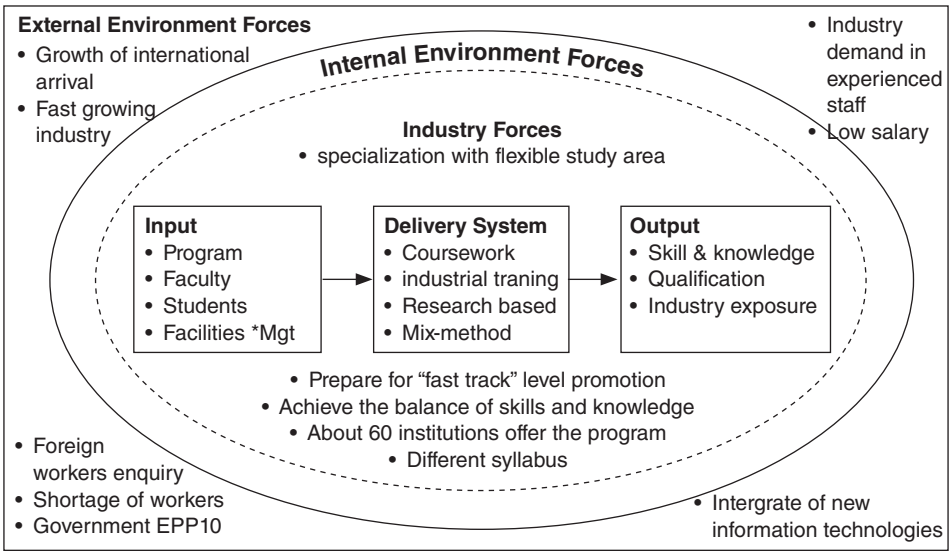


Figure 4. Malaysia hotel management programme

According to the MQA state in the Malaysian Qualifications Framework 2011, a diploma level education balances theory and practice or practical, and stresses on the installation of values, ethics and attitudes to enable students to: Use knowledge, comprehension and practical skills at work; Asses and decide, taking into account social, scientific and ethical issues with moderate autonomy; Be confident and entrepreneurial in pursuing their own careers; Be responsible members of society; Possess study skill in adapting to ideas, processes and new procedures for career development; Acquire team and interpersonal skills that are appropriate to employment; and Communicate effectively and to transmit information, ideas, problems and resolutions cogently to experts and non-experts.

While for a bachelors degree prepares students for general employment, entry into postgraduate programme and research as well as highly skilled careers. It enables the individuals to pair responsibilities, which require great autonomy in professional decision-making. The bachelors' degree is conferred on individuals who are able to: Demonstrate knowledge and comprehension on fundamental principles of a field study, acquired from advanced textbooks; Use the knowledge and comprehension through methods that indicate professionalism in employment; Argue and solve problems in their field of study; Show techniques and capabilities to search and use data to make decision having considered social, scientific and relevant ethical issues; Communicate effectively and convey information, ideas, problems and solutions to experts and non-experts; Apply team and interpersonal skills which are suitable to employment; and Posses independent study skills to continue further study with a high degree of autonomy.

Vocational-Technical education in Malaysia encompasses post-secondary education provided by Polytechnics, Community Colleges and Skill Training Institutes. Both Polytechnics and Community Colleges are under the supervision of the Ministry of Higher Education (MOHE) Malaysia. Polytechnics (Diploma & Adv Diploma) and Community College (Certificates & short courses).

The programs focus 75% practical and 25% theory with classroom assessment technique. Malaysian Qualification Framework (MQF) has developed competency standards for the polytechnic and community college graduates in ensuring the quality of technical and vocational education.

MOHE is currently working towards enhancing joint and international certification training programs to further enhance the employability of V&T graduates (Siemens Mechatronic Systems Certification Program). MOHE also embarked on international alliances with Shenzhen Polytechnic, China. The skill certification system uses a system with five levels, known as Sijil Kemahiran Malaysia or SKM (Malaysian Skill Certificate) which ranges from the operator (level 1) to manager (level 5).

BTS (Brevet de Technicien Supérieur or Higher Technician Certificate) in Hotel and Restaurant Management were taught in 156 institutions (including public colleges, private schools and professional training centres), it follows a national syllabus ensuring that all graduates have covered the same curriculum, irrespective of their place of study. The BTS normally lasts two years, but students without prior vocational qualification in Hospitality must do a preliminary year, in effect, making the BTS in Hotel and Restaurant Management a three-year course.

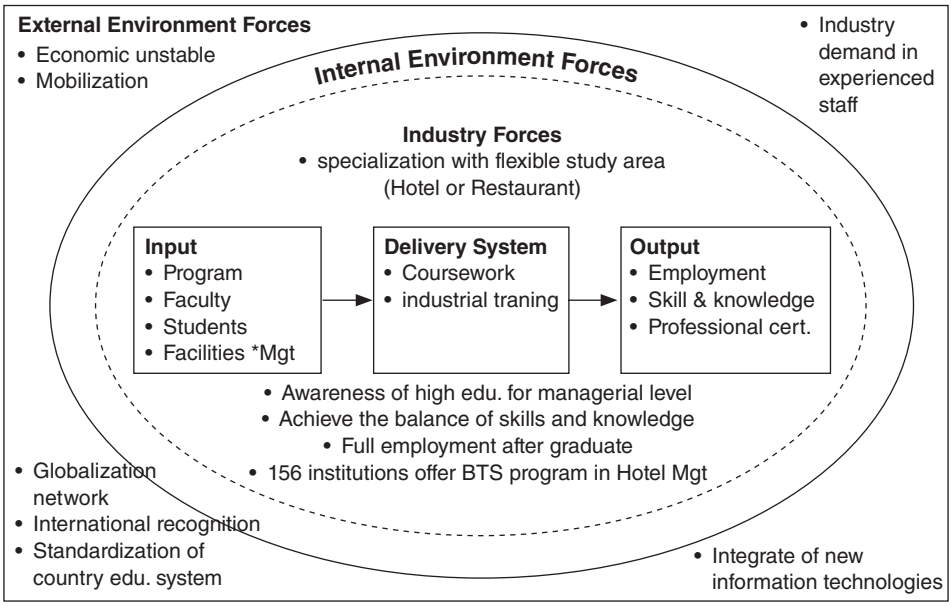


Figure 5. France hotel management programme

The programme is built on 32 hours of classroom contact and interactions per week, with the following breakdown for the first year as an illustration: 2 hours of French; 2 hours of first foreign language; 2 hours of second foreign language; 2 hours of economics; 2 hours of human resource management; 1 hour of law; 8 hours of finance; 2 hours of marketing; 2 hours of applied sciences; 3 hours of gastronomy; 3 hours of food and beverage studies; 2 hours of professional communications; and 1hour of professional maintenance.

There is no system of option or possibility for combined studies and joint fields, no flexibility at all, except in the final year when students decide to focus either on Hotel Management or Restaurant Management. This stage the student has a training course as well in a hotel or large catering company. At the end of the training, they would need to prepare a thesis on which they work according to their specialization. The total credit hour of the 2 years programme is 120.

Discussion and Conclusion

Both Malaysia and France education in Hospitality was influenced by the external and the internal environment factors because the progress of the programme closely relates to the tourism industry. By meeting the demand of the industry that emphasize on skilled workers, both Malaysia and France education provider had planned the programme structure by collaboration with the industry player to expose the student of the working environment. Nevertheless, training the fresh graduates should lie on the hotel company due to the difference in policies, job requirements, and ethical for the hotel. It is non-logical to expect the education provider to produce graduates that meet all the requirements for all the hotel's company. Training such as on-job-training needed to give to the fresh graduate to get the overall understanding of the hotel premise and the job requirements.

In Malaysia almost all the education programs been delivered in teacher/lecturer-centred method. Nevertheless, the transformation of this education method is getting its awareness among the higher education institutes, especially in the private institutes. The student-centred method of teaching is generating creative thinking among the students. Below table shows the characteristics of Lecturer-centered and Student-centered teaching method.

Lecturer-centred	Student-centered
– The focus is on the instructor – The focus is on the subject forms and structure – Instructor talks; students listen – Students work alone – The instructor monitors and corrects every student utterance – Instructor answers students questions about the subject – Instructor chooses topics – The classroom is quiet	– The focus is on both students and instructor – The focus is on the subject user in a typical situation – Instructor models; students interact with the instructor and one another – Students work in pairs, in group – Students talk without constant instructor monitoring; instructor provide feedback when question arise – Students answer each other' questions – Students have some choice of topics – The classroom is often noisy and busy

The hotel industry is getting globalization in current decades. This gives the opportunity to meet people from various countries with different cultures. The demand for the hotel education also became increasing not only for the local student but internationally. This phenomenon happens both in Malaysia and France. Competition among the education providers also keeps increasing wanted to get the share of the market. The growth of new universities and colleges that focus on

providing hotel education develop the curriculum to meet the student's need in specialist option. Qualified lecturers and experienced instructors were getting their acquirement for the quality of the curriculum.

The future of tourism and hospitality industry shows a positive sign. Hotel education at tertiary level in Malaysia having significant growth and the same situation also happen in France. Collaboration between the education provider and the industry players need to continue to ensure students and graduates employment and batter career perspective.

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Conference Paper

Compliance to Food Safety Standards of Ambulant Vendors in Two Cities of Nueva Ecija, Philippines

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Abstract: Food safety practices of food handlers play significant role in making sure that food is kept clean from the preparation, cooking process and up to the time it is served to the customers (Mohan 2006). This study assessed the compliance to food safety standards anchored on Presidential Decree 856, Code on Sanitation of the Philippines that promulgates indicators of appropriate practices in food safety and sanitation of ambulant food vendors in Science City of Munoz and San Jose City, Nueva Ecija, Philippines. Responses were elicited from ambulant vendors and street food consumers and were treated using descriptive statistics, Pearson product moment correlation (r) and t-test. The study revealed that ambulant food vendors complied the highest on the procurement of raw materials, congruent with the street food consumers' perception. Compliance of ambulant food vendors to general requirement, general appearance, water and ice used, preparation and handling, washing of utensils and distribution and point of sale were generally often observed as reported by the ambulant food vendors and perceived by the street food consumers. The results indicated a significant difference on the compliance to food safety standards of ambulant food vendors on procurement of raw materials, distribution and point of sale and overall compliance to standards, where vendors from San Jose City showed higher degree of compliance. Food safety is a multi-sectoral concern, thus, private and public sectors must create series of programs, particularly on education and information dissemination about food safety practices. These must include lectures and hands-on activities to be participated by food vendors and consumers that will help augment their knowledge on food safety practices. Regular monitoring on the part of the government must be conducted as a fundamental ascendency to ensure that small and medium scale food handlers are primary initiators of food safety in the country.

Keywords: Food safety, food handling and practices, ambulant vendors, street food consumers, Code on Sanitation of the Philippines

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Introduction

Food safety has emerged as the major consumer concern in both developed and developing countries. The Philippine government continues to encourage the involvement and participation of the stakeholders and members of the academe, scientific community and consumer groups through the use of effective risk communication and feedback mechanism. (Layese, 2002)

Even though there are food regulatory laws, proper management of nutrition and sanitation remains to be an issue in many countries including Philippines. The causes of food borne illness are multifaceted. Some major risk factors of food borne illness are related to employee behaviors and preparation practices in food service establishments (WHO, 2000).

According to Mohan (2006) as cited by Que (2007), food handlers such as caterers, bakers and street food vendors are the most important sources for the transfer of the microorganisms to the food from their skin, nose, bowel to the food prepared and served by them. Besides unhealthy food handlers, disease carriers handling the food also play an equally important role in transmitting these diseases and impose a great threat to the health of the public. Certainly, there are many other modes where the food borne diseases are transmitted. These include preparation of food in the utensils infected by handling or washing in the contaminated water or flies alighting on food after feeding on exposed infected feces or during storage of food by insects, rodents etc. However, the role of food handlers in the transmission of food borne diseases comes atop.

With all these factors in mind, the researcher decided to conduct the study to assess the compliance of ambulant food vendors to food safety standards in Science City of Munoz and San Jose City in Nueva Ecija as prescribed by the World Health Organization and the Presidential Decree 856, Code on Sanitation of the Philippines.

Review of Literature

This chapter presents studies and literatures related to the different constructs presented in the study.

Food Safety

Safety is a basic requirement of food quality. Food contamination and poisoning can occur at any stage from farm to fork. Rapid urbanization and globalization of food manufacturing and trade increase the likelihood of incidents involving contaminated and adulterated food. Hundreds of people in our local area fall ill every year and many suffer death as a result of consuming unsafe food (DOST, 2010)

Street Food

Street food items, which readily provide low-cost nutrition at easily accessible locations, are commonly found in Asia. This sector of the food industry that feeds millions of people every day and employs millions of semi-skilled and unskilled people generates income running into billions. However, it presents unique challenges in food safety, especially problems related to hygiene and sanitation (Othman, 2005)

Street foods are simple and traditional foods that are sold by street food vendors. These include fried and boiled snacks, and packed snacks and hot and cold beverages, soups, native cakes, grilled food (mostly meats and variety meats), sandwiches, as meat/fish and vegetable viands, eggs, fruits and bakery products (Que, 2007).

Preparation and Handling of Foods

Matalas and Yannakoulia (2000) reported on Greek street foods that most vendors were not aware of several hygiene rules, and basically preferred to act according to their personal habits and "traditional way of doing things."

In an observational study of food safety practices by street vendors and microbiological quality of street purchased hamburger beef patties, only 10% of the vending units had access to running water and refrigeration, and the presence of food-borne pathogens posed some potential risks to consumers (Badrie et al., 2004).

Hand Washing

In a convenience sample of 30 households, it was found that 30% of participants did not wash their hands after handling raw meat, even though 100% reported it was important. Similarly, while 90% of young adults reported always washing their hands thoroughly after handling raw poultry, only 52% were observed washing their hands correctly after handling chicken. In a recent study, fewer than half of adults with children in day care stated that changing diapers or eating food prepared by a person with gastroenteritis played a role in the spread of illness. Fortunately, after receiving proper education, people showed more positive attitudes toward hand washing and are more likely to adopt personal hygiene recommendations compared to other food safety behaviors (Shapiro, 2010).

Proper hand washing can remove dirt, soil and some other contaminants like bacteria, viruses and parasites. (Simonne, 2004). Handling and preparing foods with hand contact is a common way to transfer food borne hazards to and from foods. It is important to ensure that the hands of a food handler are kept clean before, during, and after handling foods (Linton 2005).

Azanza et al. (2000) reported that during street food vending in most urban poor communities in the Philippines, where toilet and lavatory facilities are not readily available, vendors are forced to use secluded areas in place of public toilets.

Knowledge and Skills on Food Safety

According to FAO (1997), food handlers should have the necessary knowledge and skills to enable them to handle food hygienically. It was observed in a study that 23.81% of the vendors prepared food in unhygienic conditions.

However, Martins (2006) observed otherwise where high hygiene standard maintained by most vendors during preparation and serving of the foods. This study indicated that the health risks of consuming street foods are minimal, that street food vendors depend on vending for their livelihood and that their customers appreciate their trade.

On a similar note, Von and Makhoane (2006) found that street food vendors in South Africa were capable of producing relatively safe food with low bacterial counts, although there was still a need for proper hygienic conditions and access to basic sanitary facilities.

These observations are collaborated by Azanza et al (2000) where they found that among the 54 street food vendors surveyed in the Philippines, knowledge on food safety concepts was established particularly on topics that dealt with health and personal hygiene and food contamination. Despite these observations in developing countries like South Africa and Philippines, street food still remains sources of health problems.

Consumers' Perception of Compliance of Street Food Vendors to Food Safety Standards

According to Nidhi and Priti (2009), education, family income and occupation are major factor that effect extent of awareness of street food consumers to food handling and safety. But overall, education has highest impact.

Street Food Consumers Awareness to Food Safety

In a study conducted by Nidhi and Priti in 2009, the findings revealed that consumers were aware that there were ambulant vendors who were neglectful on some food safety practices, but still patronized street foods because of their affordability

Summary of Review of Literature

Based on related studies on street food and food safety practices, there is a great demand for street foods worldwide because of the evolving lifestyles of people. The change in lifestyles of people influences their eating preferences, from cooking food at home to having meals outside their abode like that of street vended foods.

Because of the economic situations in the third world countries like the Philippines, many people are able to find employment in street food vending. It has been seen in studies from different countries that ambulant food vendors practiced traditional ways of food safety practices such as preparing foods, washing of utensils and hand washing.

It was also revealed in previous studies that there is a great need to educate ambulant food vendors in terms of proper food handling in accordance to preexisting regulations on food safety practices. Moreover, consumer education also plays an important role in the involvement of consumers to ensure public safety and health.

Methodology

Theoretical and Conceptual Framework

The Input-Output Theory of Wassily Leontief (1986) was adapted in this study wherein the conceptual paradigm is anchored. The theory was identified specifically for this study because it assumed that the socio-demographic characteristics of ambulant food vendors and street food consumers are inputs that influence the output referred to as the compliance to food safety standards of the street food vendors.

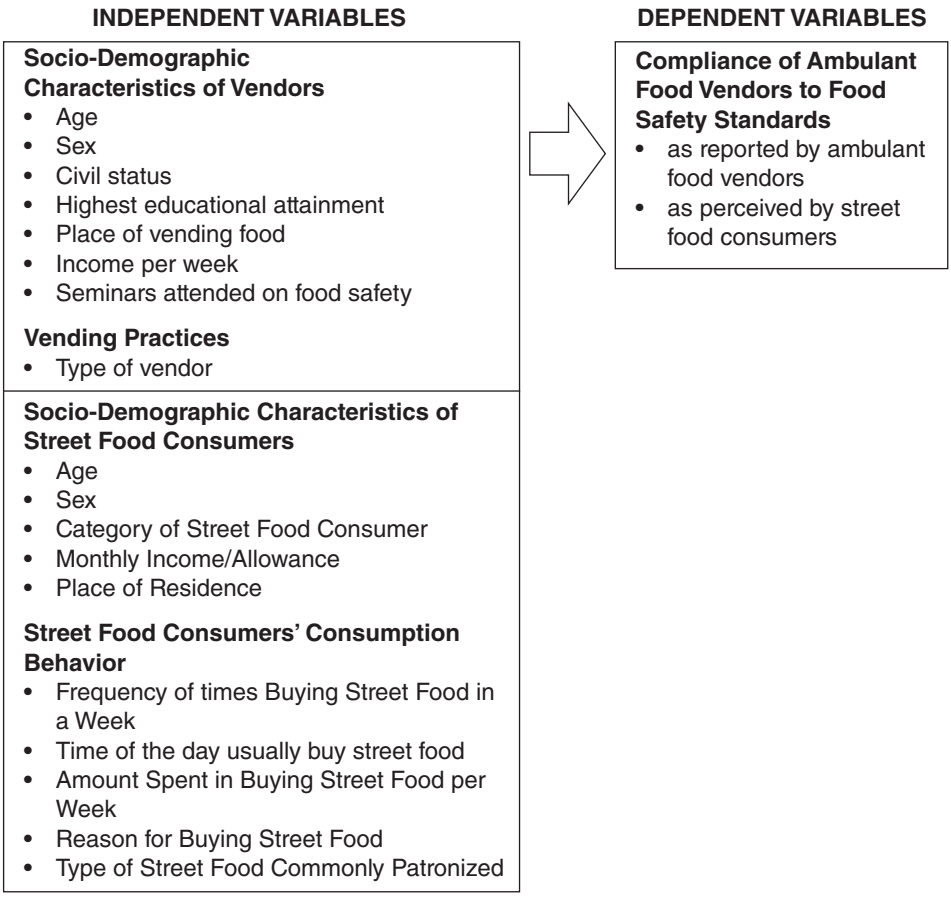

Figure 1. Conceptual framework of the study

Figure 1 shows and presents how the independent variables that were identified as the ambulant food vendors' and street food consumers' socio-demographic characteristics is related to the compliance of ambulant food vendors to food safety standards as reported by the ambulant food vendors and as perceived by the street food consumers. Figure 1 explains the interplay of constructs such as the relationship of the socio-demographic characteristics of the ambulant food vendors to their conformity to food safety standards. The perception of the street food consumers on the compliance to food safety standards of ambulant food vendors was looked to counter-check if the ambulant food vendors' response were actually observed.

Operational Definition of Terms

The following terms are hereby defined operationally:

Ambulant Food Vendors are semi-stationary vendors selling cooked viands, snacks and beverages within 500m range in the market place of Science City of Munoz and San Jose City, Nueva Ecija.

Common Street Food Sold the following street foods sold by the street food vendors:
kikiam (fried ground pork and vegetables placed in bean curd sheet)
kwek-kwek (fried quail eggs coated with flour)
squidball (fried minced squid meat formed into ball patty)
fishball (fried ball-shaped patty made of fish flakes)
pork barbeque (grilled marinated pork)
isaw (grilled chicken intestine)
betamax (grilled marinated cube chicken blood)
banana cue (skewered banana fried with brown sugar)
camote cue (skewered camote fried with brown sugar)
chicken skin (fried chicken skin coated with flour)
calamares (deep fried squid coated with flour)
peanuts (roasted peanuts with fried garlic)
sago't gulaman (tapioca pearls, agar, brown sugar, flavoring, water and ice)
buko juice (young coconut juice, sugar and ice) and;
pineapple juice (powdered pineapple, water, sugar and ice)

Place of Preparation refers to the place where street food vendors prepare the goods they sell. This could be at home or in the cart.

Sources of Raw Ingredients these are suppliers or vendors whose products are of good quality that are used as ingredients in the preparation of street foods.

Street Food Consumers are individuals who usually patronize street vended foods.

Category of Street Food Consumers refers to whether the consumer respondent is employed; works as teacher/instructor, government employee, private employee, self-employed; farmer, tricycle driver, entrepreneur , student or unemployed.

Frequency of Buying Street Food in a Week the number of times the consumer respondent buys street food in a week.

Time of the Day Usually Buys Street Food pertains whether the street food consumer usually buys street food in the morning, afternoon or without any particular time of the day.

Amount Spent in Buying Street Food in a Week refers to the money spent by the consumer respondent in buying street food in a week

Compliance of Street Food Vendors to Food Safety Standards the range to which the street food vendor complies with the food safety standards as prescribed by the Code on Sanitation of the Philippines. The compliance can be measured by:

4	always observed	AO	always complied
3	often observed	OO	often complied
2	seldom observed	SO	seldom complied
1	never observed	NO	never complied

Food Safety In the Philippines, the Department of Health defines food safety as the assurance or guarantee that food will not cause harm to the consumers when it is prepared and/or eaten according to its intended use (DOH, 2006).

Food Safety Practices refers to the practices of street food vendors in terms of their compliance to general requirements in food safety, general appearance both personal and food products, raw materials or ingredients used for food items, water and ice used for beverages and washing, preparation and handling of food products, vermin control, handling and storage of utensils, and distribution at point of sale.

Food Safety Standard is a regulatory guideline that defines the identity of a given food product to food establishments and vendor and specifies the minimum quality factors including general requirements, general appearance, raw materials, water and ice used, preparation and handling of food products, vermin control, washing, handling and storage of utensils, and distribution at point of sale.

Perceived Compliance to Food Safety Standards is the extent by which street food vendors conform to food safety standards as perceived by the street food consumer.

4	always observed	AO	always complied
3	often observed	OO	often complied
2	seldom observed	SO	seldom complied
1	never observed	NO	never complied

Street food is any food that is obtainable from a street food vendor. Street food is intimately connected with take-out and fast food; it is distinguished by its local flavor and by being purchased on the sidewalk, without entering any building.

Research Design

The researcher used a descriptive research method in the study. The study described how the ambulant vendors adhere to the Presidential Decree 856, Code on Sanitation of the Philippines in terms of: the cleanliness of the materials being used; the sanitary practices performed by the vendors; the vendor's general appearance in terms of hygiene and behavior in preparing and handling food products. The study also describes the street food consumers' observations on the compliance of ambulant food vendors to food safety standards. The study gathered data through face-to-face interview with the respondents with the aid of a questionnaire.

Respondents of the Study

There were two sets of respondents for the study are: first were the 35 ambulant food vendors in the Science City of Munoz and San Jose City in Nueva Ecija, the other set of respondents were the 115 street food consumers in the Science City of Munoz and San Jose City in Nueva Ecija.

Table 1. Respondents of the study

Respondents	Science City Of Munoz			San Jose City			Total %
	Population	F	%	Population	F	%	
Street Food Vendors	21	15	42.85	48	20	57.15	100
Street Food Consumers	–	51	44.35	–	64	55.65	100

Sampling and Sampling Procedure

The sampling procedure was done in two parts; the selection of street food consumer respondents was done through purposive sampling since the consumers must be selected through the number of times they buy from a specific street food vendor. Further, the consumer must have been buying from one particular vendor at least three times per week. They were selected through observation with the purpose of identifying consumers who buys from an ambulant vendor according to the set criterion.

Random sampling was used to select the ambulant food vendors vending food in the Science City of Munoz and San Jose City in Nueva Ecija, Philippines.

Instrumentation

A face-to-face interview was conducted using a survey questionnaire containing 31 statements patterned from the Presidential Decree 856, Code on Sanitation of the Philippines about the food safety practices of ambulant food vendors and fourteen questions on their socio-demographic characteristics.

Another survey questionnaire was used for the street food consumers that include questions on their demographic characteristics and perceived compliance of ambulant food vendors to food safety standards.

The instrument was pretested using the Cronbach's Alpha where questionnaire for ambulant food vendors revealed significant rating at .844 which was considered reliable.

Gathering Procedure

The researcher gathered data through face-to-face interview using a survey questionnaire. The data were gathered from ambulant food vendors within 500m range of the city public market and street food consumers buying from a particular street food vendor at least three times a week.

Method of Data Analysis

The following statistical tools were used in the data analysis:

1. Descriptive statistics was used to describe socio-demographic characteristics of street food consumers and ambulant food vendors such as frequency counts, percentages, mean and standard deviation.
2. Pearson Product Moment Correlation was used to identify relationships between the independent and dependent variables such as the socio-demographic characteristics of the ambulant food vendors particularly their age, sex, civil status, highest educational attainment, place vending food, number of years vending food, weekly net and seminars attended on food safety in relation to the their level of awareness to food safety standards and extent of their compliance to food safety standards.
3. T-test was used to test differences such as the difference between the vendors' compliance to food safety standards as well as the consumer's perception to the compliance to food safety standards of the ambulant food vendors.

Findings of the Study

The study was able to draw the following findings:

Socio-demographic Characteristics of Ambulant Food Vendors

Table 2. Socio-demographic characteristics of the ambulant food vendors

AGE		**N=35** **F**	**%**
	below 25	9	25.7
	25-30	6	17.1
	31-35	3	8.6
	36-40	10	28.6

Table 2. (Con't)

AGE		N=35 F	%
	41-45	4	11.4
	46-50	2	5.7
	above 50	1	2.9
Mean	34.57		
Range	19-51		
SEX			
	Male	19	54.29
	Female	16	45.71
CIVIL STATUS			
	Single	12	34.30
	Married	18	51.40
	Widow/er	2	5.70
	Separated	3	8.60
HIGHEST EDUCATIONAL ATTAINMENT			
	elementary graduate	4	11.50
	high school undergraduate	6	17.10
	high school graduate	18	51.40
	college undergraduate	7	20.00
PLACE OF VENDING			
	Science City of Munoz	15	42.90
	San Jose City	20	57.10
INCOME PER WEEK			
	less than 500	1	2.90
	500-1,000	3	8.60
	1,001-2500	18	51.40
	2,501-5,000	10	28.50
	more than 5,000	3	8.60
Mean	3,275.71php		
Range	450.00-7,500php		
ATTENDED SEMINAR ON FOOD SAFETY			
	Have attended	3	8.60
	No seminar	32	91.40

Twenty eight percent (28.6%) of the ambulant food vendors were aged mostly 36-40 years old. Majority (54.29%) were male, married, high school graduate (51.4%) and earns an income per week of 1,001-2,500 php (51.4%). Almost all (91.4%) of the ambulant food vendors were not able to attend seminar of food safety.

Table 3. Vending practices of ambulant food vendors

TYPE OF VENDOR		**N=35 F**	**%**
	itinerant	30	85.70
	fixed	5	14.30
YEARS OF VENDING			
	less than 1 year	21	60.00
	1-5 years	9	25.71
	6-10 years	3	8.60
	more than 10 years	2	5.71
TIME OF THE DAY VENDING FOOD			
	PM	5	14.30
	Whole day	30	85.70
COMMON FOOD SOLD *			
kikiam	(fried ground pork & vegetables in bean curd sheet)	20	57.10
kwek-kwek	(fried quail eggs coated with flour)	13	37.10
squidballs	(fried minced squid meat formed into ball patty)	18	51.40
fishballs	(fried ball-shaped patty made of fish flakes)	18	51.40
barbeque	(grilled marinated pork)	11	31.40
isaw	(grilled chicken intestine)	11	31.40
betamax	(grilled marinated cube chicken blood)	9	25.70
banana cue	(skewered banana fried with brown sugar)	10	28.60
camote cue	(skewered camote fried with brown sugar)	11	31.40
chicken skin	(fried chicken skin coated with flour)	8	22.90
calamares	(deep fried squid coated with flour)	9	25.70
peanut	(roasted peanuts with fried garlic)	8	22.90
sago't gulaman	(tapioca pearls, agar, brown sugar, flavoring, water and ice)	20	57.10
buko juice	(young coconut juice, water, sugar and ice)	23	65.70
pineapple juice	(powdered pineapple, water, sugar and ice)	21	60.00

Table 3. (Con't)

PREPARATION AND SOURCES OF RAW MATERIALS *		N=35 F	%
With Preparation			
	at home	14	40.00
	at the food cart	14	40.00
Without Preparation			
	buys prepared goods from supplier	16	45.70
SOURCE OF INGREDIENTS FOR THOSE WITH PREPARATION			
	grocery/supermarket	18	51.40
	wet market	19	54.30
SOURCES OF GOODS FOR THOSE WITHOUT PREPARATION			
	suppliers deliver goods	1	2.90
	buys prepared goods from supplier	16	45.70

* Multiple responses

Majority (85.70%) of the ambulant food vendors were itinerant and vending food during the day. Sixty percent (60%) have been vending for less than one year. The most common food vended by the ambulant food vendors were buko juice (67.70%), sago't gulaman and kikiam (57.10%) and 54.3% buy from the wet market while 51.4% buy from the grocery and supermarket.

Table 4. Health status of ambulant food vendors

DIAGNOSED WITH DISEASE		N=35 F	%
	been diagnosed with disease	5	14.30
	no diagnosis of disease	30	85.70
TYPE OF DISEASE DIAGNOSED			
	Cardiovascular	1	2.90
	Respiratory	1	2.90
	Diabetes	3	8.60
	No diagnosis	30	85.70
VISIT'S A PHYSICIAN FOR CHECK-UP			
	Has check-up	24	68.60
	No check-up	10	28.60
	Missing	1	2.90

Table 4. (Con't)

NUMBER OF TIMES HAD CHECK-UP			
	1-5 times	5	14.30
	6-10 times	12	34.30
	11-15 times	6	17.10
	more than 15 times	1	2.90
	No checkup	10	28.60
REASON FOR NOT HAVING CHECK-UP			
	Lack of money	2	5.71
	Lack of time	7	20.00
	no pain felt	1	2.84

Majority (85.7%) of the ambulant food vendors have not been diagnosed with any disease. But those diagnosed had diabetes, cardio-vascular and respiratory problems. Majority (68.6%) of the ambulant food vendors went to a medical doctor for check-up and some have checked-up 6-10 times every year (34.3%). The reason of those who did not have check-up is lack of time (22.9%).

Socio-demographic Characteristics of Street Food Consumers

Table 5. Socio-demographic characteristics of street food consumers

AGE		**N=35 F**	**%**
	12-20 yrs. Old	53	43.40
	21-30	47	38.50
	31-40	3	2.50
	41-50	9	7.82
	above 50	2	1.60
	Missing data	1	0.86
Mean	22.16		
Range	18-51		
SEX			
	Male	50	43.47
	Female	65	56.53
CATEGORY OF STREET FOOD CONSUMER			
Employed		32	27.82
	government employee	4	3.47
	private employee	18	15.65
	instructor/teacher	4	3.47
	household helper	6	5.21

Table 5. (Con't)

Self-employed			
	Entrepreneur	4	3.47
	Tricycle driver	17	14.78
	Farmer	2	1.73
student		**46**	**40.00**
unemployed		14	12.17
MONTHLY INCOME/ALLOWANCE			
	below 1000 php	3	2.50
	1000-2500 php	47	38.50
	2501-5000 php	43	35.20
	5001-7500 php	8	6.60
	7501-10000 php	8	6.60
	more than 10,000 php	6	4.90
	Mean 4,321.73php		
	Range 500-12,000php		
PLACE OF RESIDENCE			
	Science City of Munoz	48	41.74
	San Jose City	67	58.26
		115	100

Forty three percent (43.3%) of the street food consumers were aged 12-20 years old, 56.53% are female, 40% were students. They bought street food three times a week, anytime of the day, 38.50% spent below 100php on street food and bought street food because it is affordable.

Table 6. Street food consumers' consumption behavior

FREQUENCY OF BUYING STREET FOOD IN A WEEK	**F**	**%**
twice a week	1	0.8
three times a week	32	26.2
four times a week	30	24.6
five times a week	25	20.5
more than 5 times a week	27	22.1
	115	100
TIME OF THE DAY WHEN THEY USUALLY BUY STREET FOOD		
AM	7	6.08
PM	42	36.52
Anytime	65	56.52
No response	1	.87
	115	100

Table 6. (Con't)

AMOUNT SPENT ON STREET FOOD PER WEEK			
	below 100 php	97	79.5
	101-200 php	16	13.1
	201-300 php	2	1.6
		115	100
REASON FOR BUYING STREET FOOD *			
	it is affordable	102	83.6
	it tastes good	49	40.2
	it is nutritious	2	1.6
	convenient to buy than cooking at home	19	15.6
	it is clean	2	1.6
TYPE OF STREET FOOD MOSTLY PATRONIZED *			
kikiam	(ground pork & vegetables in bean curd sheet)	41	33.6
kwek-kwek	(fried quail eggs coated with flour)	37	30.3
squidballs	(minced squid meat formed into ball patty)	7	5.7
fishballs	(ball-shaped patty made of fish flakes)	64	52.5
barbeque	(grilled marinated pork)	59	48.4
isaw	(grilled chicken intestine)	51	41.8
betamax	(grilled marinated cube chicken blood)	33	27
camote cue	(skewered camote fried with brown sugar)	42	34.4
chicken skin	(fried chicken skin coated with flour)	23	18.9
calamares	(deep fried squid coated with flour)	35	28.7
sago't gulaman	(tapioca pearls and agar concoction)	36	29.5
buko juice	(coconut juice)	84	68.9
pineapple juice	(powdered pineapple juice)	63	51.6

* Multiple responses

Buko juice is the commonly sold good of ambulant food vendors and the commonly patronized food item by the street food consumers.

Compliance of Ambulant Food Vendors to Food Safety Standards

Table 7. Overall mean of the different food safety standards complied with by the ambulant food vendors

FOOD SAFETY STANDARDS	Mean	SD	DE
General requirement	2.61	0.59	OO
General appearance	2.90	0.59	OO
Raw Materials	2.96	0.55	OO
Water and Ice	2.72	0.55	OO

Table 7. (Con't)

Preparation and Handling	2.73	0.51	OO
Washing of Utensils	2.80	0.60	OO
Handling of Washed Utensils	2.44	0.78	SO
Storage of Washed Utensils	2.67	0.69	OO
Distribution and Point of Sale	2.67	0.47	OO
Over-all mean	2.71	0.38	OO

	Score	DE		
Legend:	3.26-4.00	Always Observed	AO	Always Complied
	2.51-3.25	Often Observed	OO	Often Complied
	1.76-2.50	Seldom Observed	SO	Seldom Complied
	1.00-1.75	Never Observed	NO	Never Complied

Based on the summary of the compliance of ambulant food vendors to food safety standards, the vendors often observed compliance to general requirement, general appearance, raw materials, water and ice, preparation and handling, and washing of utensils, storage of washed utensils and distribution and point of sale.

Compliance to Food Safety Standards of Ambulant Food Vendors as Perceived by the Street Food Consumers

Table 8. Overall mean of the different food safety standards complied with by ambulant food vendors as perceived by street food consumers

FOOD SAFETY STANDARDS	Mean	SD	DE
General appearance	2.80	0.60	OO
Raw Materials	2.98	0.75	OO
Water and Ice	2.72	0.79	OO
Preparation and Handling	2.55	0.56	OO
Washing of Utensils	2.51	0.72	OO
Handling of Washed Utensils	2.45	1.17	SO
Storage of Washed Utensils	2.47	0.71	SO
Distribution and Point of Sale	2.60	0.60	OO
Over-all mean	2.62	0.54	OO

	Score	DE		
Legend:	3.26-4.00	Always Observed	AO	Always Complied
	2.51-3.25	Often Observed	OO	Often Complied
	1.76-2.50	Seldom Observed	SO	Seldom Complied
	1.00-1.75	Ever Observed	NO	Never Complied

Results revealed that compliance of ambulant food vendors to food safety standards as perceived by the street food consumers was often observed by the vendors.

The highly perceived compliance to food safety standards is the procurement of raw materials and seldom observed is handling of washed utensils and storage of washed utensils.

Relationship of Socio-demographic Characteristics of Ambulant Food Vendors to their Compliance to Food Safety Standards

Table 9. Relationship between socio-demographic characteristics of ambulant food vendors and compliance to food safety standards

SOCIO-DEMO GRAPHIC CHARAC TERISTICS	GENE-RAL RE-QUIRE MENTS	GENE-RAL APPEA-RANCE	RAW MATE-RIALS	WA-TER AND ICE	PREPA-RATION AND HAND-LING	WASH-ING OF UTEN-SILS	HAND-LING OF WASH-ED UTEN-SILS	STO-RAGE OF WASH-ED UTEN-SILS	DISTRI-BUTI-ON AND POINT OF SALE
Age	-.042	.080	.174	.236	.223	.350*	-.256	.216	.127
Type of vendor	.451**	.096	.454**	.239	.269	.501**	-.445*	-.043	.237
Income per Week	.239	.141	.076	-.071	.084	-.250	.590*	.079	.056

*correlation is significant at the 0.05 level (2-tailed).
**correlation is significant at the 0.01 level (2-tailed).

There was a highly significant relationship between the type of vendor and the compliance to the food safety practices particularly in general requirements (r=.451), raw materials (r=.454) and washing of utensils (r=.501). Age was also significantly related to washing of utensils (r=.350) while income per week was significantly related to handling of washed utensils (r=.590). The vendors who were categorized as itinerant have more access to raw materials as they go around the vicinity of the public market as well as source of water, therefore have the capability to regularly wash their utensils.

Difference Between the Compliance to Food Safety Standards of Ambulant Food Vendors in Science City of Muñoz and San Jose City

Table 10. Difference between the reported compliance to food safety standards of ambulant food vendors as perceived by the street food consumers in Science City of Muñoz and San Jose City

	STREET FOOD CONSUMERS		**STREET FOOD VENDORS**		**t-value**	**P-value**
FOOD SAFETY PRACTICES	**Mean**	**SD**	**Mean**	**SD**		
General Appearance	2.8	0.6	2.9	0.59	0.83	0.4

Table 10. (Con't)

	STREET FOOD CONSUMERS		STREET FOOD VENDORS		t-value	P-value
FOOD SAFETY PRACTICES	**Mean**	**SD**	**Mean**	**SD**		
Raw Materials	2.98	0.75	2.96	0.55	-0.19	0.84
Water and Ice	2.72	0.79	2.72	0.55	0.012	0.99
Preparation and Handling	2.55	0.56	2.73	0.51	1.69	0.09
Washing of Utensils	2.51	0.72	2.8	0.6	2.09	0.03
Storage of Washed Utensils	2.47	0.71	2.67	0.69	1.43	0.15
Distribution and Point of Sale	2.6	0.6	2.67	0.47	0.67	0.49
OVER-ALL	2.62	0.54	2.71	0.38	0.83	0.4

*Significant at ($p \leq 0.05$)
** Highly significant at ($p \leq 0.01$)

Based on the findings, there was a significant difference on the compliance of ambulant food vendors in procurement of raw materials (t=-3.06) and distribution and point of sale (t=-2.33). Significant difference was also noted in the over-all compliance of ambulant food vendors to food safety standards from the two cities with vendors in San Jose City getting higher degree of compliance. The result may be associated to the frequency of market days and the number of available suppliers in the two cities where it is found out that in San Jose City, the public market is open from Mondays to Sundays and where most suppliers may be found, while in Science City of Munoz; market days are on Thursdays and Sundays only. Therefore, the vendors in San Jose City have access to fresh raw materials every day.

Difference Between the Compliance to Food Safety Standards of Ambulant Food Vendors as Perceived by the Street Food Consumers in Standards in Science City of Muñoz and San Jose City

Table 11. Difference between the compliance to food safety standards of ambulant food vendors in Science City of Muñoz and San Jose City

	STREET FOOD VENDORS					
	Science City of Munoz		San Jose City		t-value	P-value
FOOD SAFETY PRACTICES	**Mean**	**SD**	**Mean**	**SD**		
General Requirements	2.57	0.55	2.65	0.63	-0.35	0.72
General Appearance	2.72	0.65	3.04	0.52	-1.61	0.11
Raw Materials	2.66	0.44	3.18	0.52	-3.06	0.004

Table 11. (Con't)

	STREET FOOD VENDORS					
	Science City of Munoz		San Jose City		t-value	P-value
FOOD SAFETY PRACTICES	**Mean**	**SD**	**Mean**	**SD**		
Water and Ice	2.58	0.35	2.82	0.65	-1.23	0.22
Preparation and Handling	2.54	0.47	2.87	0.5	-1.96	0.05
Washing of Utensils	2.62	0.54	2.93	0.62	-1.53	0.13
Handling of Washed Utensils	2.36	0.58	2.5	0.91	-0.49	0.62
Storage of Washed Utensils	2.53	0.66	2.77	0.71	-1.01	0.31
Distribution and Point of Sale	2.47	0.36	2.83	0.49	-2.33	0.026
OVER-ALL	2.54	0.36	2.83	0.35	-2.4	0.022

*Significant at ($p \leq 0.05$)
** Highly significant at ($p \leq 0.01$)

There was no significant difference on the perception of street food consumers from the Science City of Muñoz and San Jose City on the compliance of ambulant food vendors to food safety standards. The findings showed that street food consumers from both cities have similar observations on the compliance of ambulant food vendors to food safety standards such as to general requirements, general appearance, raw materials, water and ice, preparation and handling, pest control, washing of utensils, handling of washed utensils, storage of washed utensils & distribution and point of sale.

Difference Between the Food Safety Practices Commonly Observed by the Ambulant Food Vendors as Reported by the Street Food Consumers

Table 12. Difference between the compliance to food safety standards of ambulant food vendors as perceived by street food consumers in Science City of Muñoz and San Jose City

	STREET FOOD CONSUMERS					
	Science City of Munoz		San Jose City		t-value	P-value
FOOD SAFETY PRACTICES	**Mean**	**SD**	**Mean**	**SD**		
General Appearance	2.74	0.67	2.85	0.55	-0.94	0.34
Raw Materials	2.95	0.89	3.01	0.64	-0.44	0.65
Water and Ice	2.58	0.66	2.81	0.86	-1.54	0.12
Preparation and Handling	2.45	0.7	2.62	0.41	-1.61	0.11
Pest Control	2.41	0.86	2.59	0.58	-1.29	0.19

Table 12. (Con't)

	STREET FOOD CONSUMERS					
	Science City of Munoz		San Jose City		t-value	P-value
FOOD SAFETY PRACTICES	**Mean**	**SD**	**Mean**	**SD**		
Washing of Utensils	2.33	0.72	2.53	1.4	-0.92	0.35
Handling of Washed Utensils	2.44	0.83	2.49	0.63	-0.32	0.74
Storage of Washed Utensils	2.53	0.75	2.64	0.45	-0.96	0.33
Distribution and Point of Sale	2.44	0.83	2.49	0.63	-0.32	0.74
OVER-ALL	2.53	0.63	2.69	0.45	-1.53	0.12

*Significant at ($p \leq 0.05$)
** Highly significant at ($p \leq 0.01$)

The findings showed that from among the different food safety practices, the commonly practiced aspects by the ambulant food vendors are taking a bath daily and wearing of clean clothing and these practice were observed by the street food consumers. As stated by the ambulant food vendors, they need to be clean to protect themselves and their consumers from possible spread of disease. Moreover, according to the street food consumers, they perceived that the ambulant food vendor often takes a bath daily because bathing is a habit of cleanliness.

CONCLUSION

Based on the findings of the study, the following conclusions were drawn:

The ambulant food vendors often observed compliance to food safety standards such as general requirement, general appearance, raw materials, water and ice, preparation and handling, pest control, washing of utensils, handling of washed utensils, storage of washed utensils and distribution and point of sale. The vendors have higher compliance on general appearance as being well presented and groomed has a significant effect on how they would attract the consumers as well as to protect themselves from illnesses.

Street food consumers perceived that ambulant food vendors often observed compliance to general requirements, general appearance, raw materials, water and ice, preparation and handling, pest control, washing of utensils, and distribution & point of sale. However, they seldom observed compliance to food safety standards in handling and storage of washed utensils. This may be associated to the lack of space and equipment fitting to a food cart used by the ambulant vendors unlike that of a permanent food establishment.

The type of vendor had high significant relationship to general requirements,

raw materials and washing of utensils. Age was also associated to washing of utensils. Income per week and handling of washed utensils has a significant relationship. On the other hand, type of vendor was negatively associated to handling of washed utensils as itinerant vendors uses food carts to vend their products, therefore have smaller spaces to store their utensils. Similarly, there was a significant but negative relation of on the attendance to seminar on food safety to general appearance, raw materials, water and ice, preparation and handling, storage of washed utensils and distribution and point of sale. The vendors having stated that they seldom attend seminars on food safety for the reason that they would rather spend their time working to earn money, displayed limited knowledge and poor practice on food safety and sanitation.

There were significant differences on the compliance to food safety standards of ambulant food vendors particularly in procurement of raw materials and distribution and point of sale. Ambulant food vendors in San Jose City have higher degree of compliance to procurement of raw materials that may be attributed to the frequency of market days and the greater number of suppliers available in San Jose City. Competition is also higher.

There was no significant difference on the perception of street food consumers in the Science City of Muñoz and San Jose City on the compliance of ambulant food vendors to food safety standards. Observations on food safety practices of ambulant food vendors such as compliance to general requirements, general appearance, raw materials, water and ice, preparation and handling, pest control, washing of utensils, handling of washed utensils, storage of washed utensils & distribution and point of sale from both cities were the same.

Among the different aspects of food safety practices, the ambulant vendors complied the highest on taking a bath daily and wearing of clean clothing, as these have direct effect on how they would attract their patrons to buy from them as well as their personal protection from possible illnesses brought about by the environment. The street food consumers also perceived these practices therefore affecting their preference on choosing from which vendor to buy from because the physical appearance and presentation of the vendor is associated to their hygienic practices.

Based on the findings of the study, it is further concluded that seminars on food safety practices should be one of the key programs of the local government unit to educate and empower small and medium scale food handlers. In this kind of initiative, the different sectors such as the academe, research and extension may collaborate to come up with a series of programs or activities that would involve lecture and hands-on activities that can be participated by street food vendors and street food consumers to help augment their knowledge on food safety practices. Ambulant food vendors must be compelled by the local government unit to attend seminars on food safety practices to supplement their knowledge on food safety practices.

Food safety is a multi-sector concern and an issue that must not be neglected as this issue affects the different industries of a country as well as its economy. Street food vending may be a small industry but poses health risks to the people, thus, different sectors must work together to alleviate the status of street food trading to ensure a healthy and safe community.

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Conference Paper

Tourism Education Program of De La Salle Schools in Region Iv-A, Philippines: A Sustainable Approach

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Abstract: The study aimed to assess the tourism education program of the De La Salle Schools in Region IV-A, Philippines, as input to the proposed sustainability management plan. It focused on the status of tourism education and its internal and external environment. The descriptive method of research was utilized in this study with the questionnaire as the main data gathering instrument. The study was a mixture of quantitative and qualitative study. This was supplemented by interview and focused group discussion (FGD). There were three groups of respondents with a total of 359 composed of 13 administrators, 42 faculty members, and 304 students/alumni of De La Salle Schools in Region IV-A. Weighted mean, ranking, Pearson Product Moment of Correlation Coefficient were the statistical tools used to come up with the answers to the specific problems. Results indicate that Lasallian Schools in Region IV-A is directed by its own vision, mission, goals and objectives being an institution of excellence in education, service as well as virtue. The administrators, faculty members and students/alumni assessed the status of tourism education program to be highly evident in terms of organization and administration, curriculum and instruction, students' services, research and extension, library resources and physical plant and facilities. The administrators, faculty members and students/alumni have the same assessment on the internal environment of tourism education program which is highly evident. The three groups of respondents assessed the external environment of tourism education program as highly evident relative to political, economic, socio cultural and technological aspects. The internal environment has high significant relationship with the external environment of tourism education program relative to political, economic, socio cultural and technological aspects as assessed by faculty members and student/alumni. A sustainability management plan was proposed so that policy makers can improve several approaches in tourism education program.

Keywords: Tourism education, sustainability, internal environment, external environment, management plan

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Introduction

Tourism education is an approach and a great method to use in the country's progress and development. It provides a significant role in shaping individuals with professional, vocational and entrepreneurial skills. In order to be more approachable and equipped with the demands of the industry, the tourism program highlights not only in skills and competencies but also in managerial theory which is programmed in such a way that it offers more options to the learners in choosing specialization in career paths. Hence, the program of tourism education showcases the integration of subjects focusing on sustainable management and development, the trends of international standards and practices including the timely and relevant on the job trainings to be able to address different challenges that arise from market inadequacies together with globalization trials and imperfections.

The extent of sustainable management in the tourism industry depends on the vibrant and harmonious relationship between the varieties of environmental concerns which greatly contribute to the overall impact of the tourism industry. Tourism educational administrators continuously analyse and take into account the environment as well as external trends and changes in the economic, political, socio-cultural and technological development which lead to a more significant and sound decision and accurate action for the effective management of tourism education program. In order to increase the tourism competitiveness being the top priority of the government, major improvements in the tourism infrastructure can be addressed. Likewise, the enhancement of information technology, sound and safe condition of the destinations and the emphasis on the sustainability of the environment need to be dealt very accordingly.

Nowadays, tourism education program has already been developed and established in De La Salle Schools in Region IV-A in the Philippines due to the growing popularity of teaching and learning that these schools consistently offer for the enhancement of technical competency outside the classroom environment. In educational tourism institutions, the main focus of the tour or leisure activity includes visiting another country to learn about the culture, such as in student exchange programs and educational tours, or to work and apply skills learned inside the classroom in a different setting particularly in trainings and internships programs in the local and international arenas.

The status of tourism education program in De La Salle Schools in Region IV-A implicitly indicates that they are faced not only at various opportunities, but also at great challenges and problems. The rivalry among schools remains as threat as they compete with each other in promoting quality education. The acquisition of new technology to assess student's performances can be essential in facing observed challenges which push the schools to be at its best as the rivalry brings out efforts from the school personnel particularly the teaching staff. De La Salle Schools in Region IV-A

prepare students to be competent legacy holders in this field as they aim to be high-end tourism students. As they remain adamant in the provision of adequate information that could help develop the students weakness, they mold the foundation of tourism education curriculum on the quality and trademark of La Sallian teaching which has always come as its great advantage form their program competitors.

The fact that tourism education program teaches the clientele to maximize the resources, to become aware of the internal and external environment, and to prevent and resolve negative impacts, the researchers deemed it necessary to determine the extent of sustainability of the management of tourism education program in the different De La Salle School in Region IV-A. The researchers being a tertiary educator got interested in this condition as they believed that there is more effort to exert in order to improve and establish good quality of tourism education by meeting its ultimate objectives.

Through the years being the college professors handling tourism subjects at De La Salle University-Dasmarinas, the researchers observed that tourism education as one of the programs offered at the university has been boosted to make these schools as one of the best and leading Higher Educational Institutions in the field of tourism not only in the region but also in the entire nation. The result of the study will unfold new avenues for more creative and innovative interventions towards designing a more functional sustainability management plan that will respond remarkably to the needs and demands of the highly industrialized global society. The new approaches and techniques will come out by which; tourism education will be known holistically because of its unique characteristics and distinct components. Identifying possible and potential avenues for a more enhanced program implementation will be different among higher educational institutions offering the same program.

Being educators in HEIs, the researchers based the study on status of tourism education program, its environment, impact relative to the above premised propositions. Indicators to be utilized in determining the real status of the program may facilitate the researcher to extend their proposed sustainability management plan which will strengthen the tourism education program in higher educational institutions in the region. It is but their great desire to contribute to the achievement of the goals and objectives of the Commission on Higher Education in extending quality education.

This study is based on the framework of Carson Theory of Sustainability that aimed to assess the tourism education program of De La Salle Schools in Region IV-A as input to the proposed sustainability management plan. It assessed the status of the Tourism Education Program in terms of vision and mission, organization and administration, curriculum and instruction, student services, research and extension, library resources and physical plant and facilities. It determined how the administrators, faculty members, students and alumni assess the internal environment

of Tourism Education Program. It focused on the respondents' assessment in the different aspects of the external environment such as political, economic, socio cultural and technological. It also ascertained the significant relationships between the internal and external environments of Tourism Education Program as assessed by the respondents.

Literature Review

According to Airey and Tribe (2005), tourism education can be described as one of the main sub sectors of the multifaceted tourism trend and the one whose manifestation could impact the whole of the tourism sector, directly or indirectly. Tourism higher education has attained formal recognition in several countries worldwide. It has shown that the tourism industry has been continuously expanding since then. The development of tourism education as a distinct area of study has done three significant developments in the tourism industry. First, it has increased the number of people who wanted to learn more about the tourism industry. Second, the curriculum has broadened and has now emerged as a subject for study. And third, this growth has given way to the changes and development of the tourism curriculum. They mainly focus more on the curriculum that the universities have and how these universities execute their plans in creating interactive environment learning for the students.

For Sharpley (2011), there are two practical reasons for studying tourism. First is its global importance to the society as an economic phenomenon wherein everyone should all have a good understanding and knowledge of the processes and possible outcomes of tourism development. In other words, if tourism is to be done accordingly so that the benefits it generates for all stakeholders are augmented – then those involved must be equipped with the appropriate knowledge and skills. Second, the interconnectedness of tourism with the world which it occurs or, indeed, the extent to which it has become de-differentiated from the contemporary political, economic and socio cultural world. That the study of tourism offers opportunities both to explore the relationship that people (tourists) have with the social, cultural, political, technological and physical world and to develop a deep understanding in the field.

The study conducted by Pabeland and Prideaux (2012) focused on the education tourism linking pleasure travel with tertiary education in the youth market. The study explored opportunities for regional universities to develop specific short courses that young travelers could undertake as part of a holiday experience. The Cairns campus of James Cook University was chosen as a representative of a regional university since the campus is located in a destination that attracts a large number of international and domestic youth travelers. Research objectives included investigating the potential demand for diverse short courses; to identify which factors influence respondents' decisions to undertake further studies and to evaluate factors that may encourage

or discourage respondents from studying in Cairns. Results indicated that most of the respondents would possibly consider undertaking a short course in Cairns in the future with a preference for shorter courses for either academic credit or personal interest.

Shakeela, Breakey and Ruhanen (2012) conducted a study regarding tourism education's roles in sustainable tourism management as a case study of SIDS introduction. The tourism industry makes a significant contribution to the development of most Small Island Developing States (SIDS). In spite of this, often in these island states tourism education is neglected in the wider national development plan. This study presented the key education findings from a broader study on tourism education and local employment as contributors to the sustainable development of the SIDS case of the Maldives. The research findings showed that tourism education was a crucial factor for employability, yet at the same time, tourism education does not meet local employment needs.

Methodology

The researcher employed both quantitative and qualitative research in the study. The study assessed and analyzed the information through the use of descriptive method. The subject of the study were administrators, faculty members and selected alumni and enrolled tourism students of De La Salle Schools in Region IV-A.

The researcher used total enumeration or total population for 13 administrators and 42 faculty members in the college and department of tourism program. The 1435 students were enrolled in the abovementioned program in De La Salle Schools in Region IV- A: De La Salle University Dasmarinas in Cavite province, De La Salle Lipa in Batangas province and La Salle Antipolo in Rizal province. Purposive sampling was utilized in the study as to distribute the instrument to the respondents of the study using Raosoft Sampling and proportion allocation in determining sample size for each school to distribute the survey questionnaire as a main tool. After conducting the pilot testing for among 20 respondents, the researcher made use of Cronbach Alpha to validate the tool for its reliability. Documentary Analysis was used to review the data gathered from the documents available in the different schools regarding their vision, mission, goals and objectives.

Interview was conducted to get the supporting data included in the questionnaire. An interview guide was made for this purpose. The researchers interviewed the deans, department chairs, head units of the tourism education program to substantiate the information about the study. It was transcribed and coded leading for interpretation. The researchers conducted a focus group discussion to convene the selected participants to discuss the different variables included in the statement of the problem. The focus group discussion was conducted to assess and validate the information and data gathered. In observing ethical consideration, all the data

gathered treated with utmost confidentiality and all letters for concerned parties was thoroughly addressed.

Weighted mean was applied to show the point of scale which the scores tend to group themselves. It is the value that best represents the whole distribution. In this study, it was utilized to determine the average and the respondents' assessments on the internal and external environment of tourism program. Ranking method was applied in the study to determine which item had been given the highest and lowest score on its rating. Pearson Product Moment of Correlation Coefficient was used to determine the significant relationship between the respondents' assessment on the internal and external environment of tourism program. Content analysis was also utilized in the interpreting the results.

Findings and Discussions

The status of tourism education program in terms of vison and mission is presented in this section. Moreover, the status of the program in relation to organization and administration , curriculum and instruction, student services, research and extension, library resources as well as physical plant and facilities was rated by administrators, faculty members and student/ alumni of tourism management program.

The VGMOs of the three La Sallian Schools in Region IV-A were directed to the Gospel Values introduced by St. John Baptist De la Salle as the founder. The observed traditions were incorporated to the spirit of Religio, Mores and Cultura. But, despite the observance of the schools' common philosophy, still each of them embraced its own institutional philosophy, mission and vision.

With regard to organization and management, the designation of suitable faculty members to join tourism educational tour got the highest weighted mean of 4.13 among the enumerated indicators in organization and administration which is interpreted as highly evident. They believed that the effectiveness of educational tour will be attained together with their respective professor in the subject matter that will lead them to achieve the educational tour objectives. This confirms with the statement made by Sharpley (2011) that educational tour spearheaded by a competent faculty member is a great avenue for learning interactively as to experience certain destination that will definitely help them in attaining tourism relevance.

In relation to curriculum and instructions, the trainings given before the graduation of the students give positive closeness to their achievement of set programs based on their curriculum. This got a weighted mean of 4.26 and interpreted as highly evident. These trainings build students functional skills and competencies for their future responsibilities as tourism professionals. This is in line with the statement of Goldner (2011) that trainings and activities given to students especially those that concern tourism management are really essential among school populace.

As per student services, scholarship grants was essentially and highly appreciated

by the respondents who are incapable of financing their education in higher institutions education such as those offered in De La Salle Schools. With this, the student respondents obtained a weighted mean of 4.17 for the availability of the scholarship program interpreted to be highly evident. On the basis of focus group discussion, one member mentioned that students raised awareness on the privileges attached to the scholarship program. Scholarship is number one factor to consider when it concerns the student welfare.

When it comes to research and extension, focusing on research activities in consonance of the research agenda of the tourism department gathered got a weighted mean of 4.33 among respondents which were interpreted to be highly evident. This research agenda provided for the researchers of the tourism education programs drives coherent research objectives which are to improve and adopt the tourism education offered by the school into the up changing world. As cited by Sharpley (2011) the world of tourism education is a divergent realm that needs continuous searching and research.

Focusing on the library resources, the respondents described the library resources to be a very highly evident with a weighted mean of 4.58 as it offers functional and interactive library web page, internet searching and on line data bases as well as CD ROM services. They seem to observe this innovation within the venue of the school library. This innovation has directed good relevance into the tourism education program. Based on the conducted interview, it has been stressed from a respondent that the innovations among library peripherals have lightened the load of students and teachers.

Finally, in relation to physical plant and facilities, the use of sufficient classroom to cater to all the students was also the top observed factor of the students which gained a weighted mean of 4.35. These classrooms give comfort to the students throughout the whole semester where the conduciveness of classroom makes the student feel comfortable will help them acquire knowledge in their respective lessons. Based on the conducted focus group discussion, one member stressed that the classroom serves as a primary area to develop students and become professional. Students noted how important the classroom is for learning purposes.

When it comes to internal environment of tourism education program, having the highest weighted mean of 4.22, the respondents indicated that they designed local and international hands on training, seminars, events and other related activities. It was highly evident that once a curriculum is fits to needs of the students, it is deemed effective in providing experience to them. The students viewed this as their own advantage and benefit as soon as they become full pledged professionals in the field of tourism management. Their response reflects the advancement of this internal factor in their studies. As cited by Zehrer and Lichtmannegger (2008), the types of practicum profoundly mold tourism students towards a competency based education.

Based on the assessment for the external environment relative to political, the most observed variable was the development of responsible tourism programs that ensure full enjoyment of the benefits of tourism. It obtained a highest weighted mean of 4.25 interpreted as highly evident mean. This demonstrates the importance of experiential learning to the tourism training as it develops boundless magnificence of the tourism financial aspects. The administrators have seen the development of instruction in understanding the distributed works.

In relation to economic aspect, with a weighted mean of 4.25 and interpreted as highly evident; providing an excellent education for its students and making it as a long term career was the top subjective mean. This indicator also encloses the vision and the mission of the school in providing high quality education. Stressed in the conducted interview, a respondent mentioned that exceptional education is a primary goal among educational institutions as the way administrators wished to provide quality education for students. The economic factor that affects this quality education is the increase in tuition fee consequently limits the number of students who avail of the program. This proves the affirmation that quality education comes with a quality price.

On the other hand, when it comes to socio cultural aspect, the highest weighted mean was the contribution in sharing students' culture through exchange of values and customs. The positive result and conduct is a ramification of cultural balance practiced by the schools through the contribution in sharing the cultural values of scholars to one another (exporthelp.co.za). The cultural balance of the school raises awareness of fair and open acceptance on cultural differences among students. This acceptance leads to a positivity of enriching tourism based on cultural aspects. In line with this, the students/alumni have note down a weighted mean of 3.94 to this indicator as they interpreted this as highly evident. They envision the primer goal of cultural sharing, complete expansion and cultivation of the tourism locale within their school.

The use of multiple communication tourism channels e-mail, chat, forum and blogs were a primary sign of a high end use of technology in certain fields of study. These modern communication tools give ease and convenience to everyone. The faculty members addressed this factor which obtained the highest weighted mean of 4.19 interpreted as highly evident. The faculty stressed out that the use of this technology fastens the transaction of data from one office to alternative which was essential to their role as tourism faculty. Based on the conducted focus group discussion, it has been stressed that the faculty members deliver gratitude that with the aid of e-mail, forum and blogs they have come into indication from tourism on certain country to another without having the hassle of moving on their seats. This has become a virtual presentation of the way tourism education was delivered in the other side of the globe.

The responses of the administrators, faculty members and students/alumni were composed to determine the relationship of their ratings regarding the internal and external environment of tourism education program in relation to political, economic, socio-cultural and technological aspects.

Pearson Product Moment of Correlation Coefficient was used to test the null hypothesis of the study to ascertain if there is a significant relationship between the respondents' assessment on the internal and external environment of tourism education program relative to the abovementioned aspects.

Table 1. Relationship between the internal and external environments of tourism education program (administrator)

External environment	p-values	Computed r-values	Decision on Ho	Verbal Interpretation
Political	.07	.54	Failed to Reject	Not Significant
Economic	.03	.64	Reject	Significant
Socio-cultural	.01	.71	Reject	Significant
Technological	.001	.81	Reject	Highly Significant

As reflected in Table 1, the component registered a high significant relationship between the internal environment and the external environment with regard to technological aspect of tourism education program. The computed r-values of 0.81 with p-values of 0.001 which is smaller than 0.05 level of significance. The result led to the rejection of null hypothesis.

The results clearly show that the assessments of the administrators on tourism education play a very important role in the development of the tourism program. Likewise the assessments help them improve the implementation and administration of the programs in their departments or colleges.

The finding is related to the study of Leong which revealed that the administrators and faculty members give similar ratings on the internal environment of hospitality management. The group of respondents indicated that the description of tourism environment were highly evident.

Moreover, there were noted significant relationship on the assessment of administrators between the internal environment and external environment of tourism education program relative to economic and socio cultural aspects. This obtained a computed r-values of 0.64 and 0.71 which correspond to p-values of 0.03 and 0.01 are both smaller than 0.05 level of significance. This led to the rejection of the null hypothesis of the study.

On the other hand, the administrators assessed that the internal environment of tourism education program has a significant relationship with external environment

in relation to economic and socio cultural aspects. It appears that the effort exerted by tourism education program has an important role that can affect the economic stability and can give implications to the socio cultural phase.

Finally, the responses of administrators on the internal and external environment of tourism education program showed no significant relationship in the political aspect as shown in the obtained computed r-values of of 0.54 with p-values of 0.07 which is greater than 0.05 level of significance. Thus, the null hypothesis was accepted.

The assessment of administrators on the relationship of internal environment to external environment relative to political environment was dissimilar in other items. It indicates that administrators put effort to pour out their resources they can ever share to improve more the quality of tourism education. Since the school is a private institution, the result shows that they can stand on their own work without the intervention of political environment for as long as they are following the set standard by the Commission on Higher Education.

Table 2. Relationship between the internal and external environments of tourism education

External environment	p-values	Computed r-values	Decision on Ho	Verbal Interpretation
Political	.000	.62	Reject	Highly Significant
Economic	.000	.59	Reject	Highly Significant
Socio-cultural	.002	.47	Reject	Highly Significant
Technological	.003	.45	Reject	Highly Significant

Table 2 shows the relationship between the internal and external environments of tourism education program as assessed by the faculty members.

As contained in table 2, internal environment has high significant relationship with the external environment specifically relative to political, economic, socio cultural and technological aspects of tourism education program. The computed r-values of 0.62, 0.59, 0.47 and 0.45correspondingly with p-values of 0.000, 0.000, 0.002 and 0.003 respectively are smaller than 0.05 level of significance. Thus, the null hypothesis is rejected.

Generally, a highly significant relationship was observed by the faculty members with regard to internal environment and external environment. This occurs because faculty members are already aware on the ramifications that the environment can contribute which might affect delivery of quality education for every student.

This conforms to the statement of Lackney and Picus that faculty members invariably played a significant role in the development of teaching programs for tourism. They have been involved in the conception of current situation of tourism

education program. Apparently, the data revealed that the faculty members related their apprehension with regard to socio cultural aspect of the tourism education program.

Table 3. Relationship between the internal and external environments of tourism education program (student/alumni)

External environment	p-values	Computed r-values	Decision on Ho	Verbal Interpretation
Political	.000	.69	Reject	Highly Significant
Economic	.000	.66	Reject	Highly Significant
Socio-cultural	.000	.53	Reject	Highly Significant
Technological	.000	.59	Reject	Highly Significant

Table 3 reflects the relationship between the internal and external environment of tourism education program based on the responses of students/alumni.

As manifested in the table, it can be noted that the internal environment has a high significant relationship to the external environment of tourism education program particularly in political, economic, socio-cultural and technological aspects. The registered computed r-values of 0.69, 0.66, 0.53 and 0.59 with corresponding p-values of 0.000 are smaller than 0.05 level of significance. This led to the rejection of the hypothesis of the study.

The findings revealed that the students/alumni registered high regard to their assessments on the internal and external environment of tourism education program. The data indicate that the respondents had strong view points and awareness on the implications of the internal and external environment of the program.

This is in conformity with Coghlan's statement that students/alumni may grow personally and professionally from their experience. They learned effective pedagogical practices and show increase in self-efficacy as they moved beyond tourism education.

The higher education institutions firmly adhere to the continuous achievement of their goals and objectives towards quality education. Republic Act No. 7722 provides for the protection and promotion of the right of all citizens to affordable quality education. The different higher education institutions (HEIs) should actively participate in the move to further develop and improve their educational programs. The status of tourism education program relevant to its internal and external environment was rated as highly evident by administrators, faculty members and students/alumni. Although there were differences noted in the responses of these group respondents in achieving the set goals and objective, there is still a need to improve the implementation of the delivery of quality education for the target clientele.

The Sustainability management plan aims to redirect higher education institutions

in achieving the goal of maximizing quality output. As the researcher's contribution, a proposed plan was designed as an instrument to strengthen the tourism education program in the De La Salle Schools in Region IV-A. The findings of this study divulge significant disclosures about the status of tourism education program which serve as the input for crafting the proposed sustainability management plan. The proposed sustainability management plan for tourism education program was designed to help the different schools not only the De La Salle Schools in Region IV-A but also the other higher education institutions in the nearby provinces offering the same area of specialization.

Moreover, the proposed sustainability management plan aimed to give the administrators of different schools, colleges and universities the direction towards the improvement of the learners' and stakeholders' environment to deliver quality education to the clientele. It will also serve as a guide to them to perform their duties and functions effectively and develop a more harmonious relationship to different stakeholders toward the achievement of the set goals and objectives of the school and the sustainability management plan was designed to address the weak areas of the program which need immediate concern for improvement.

Part of the plan was derived from the conducted interviews and focus group discussion among the stakeholders and program clientele. It served as a guide of administrators and managers in dealing with the different challenges along the way with the aim of establishing harmonious relationship among different stakeholders inside and outside the school. Towards this end, the students who are the program beneficiaries are expected to be the recipient of the improved learning outcomes which led to the enhanced program implementation in the tourism industry.

Conclusion

Each of the Lasallian Schools in Region IV-A is directed by its own vision, mission, goals and objectives. The administrators, faculty members and student/alumni assessed the status of tourism education program is highly evident in terms of organization and administration, curriculum and instruction, students' services, research and extension, library resources and physical plant and facilities. The administrators, faculty members and students/alumni have the same assessment on the internal environment of tourism education program as highly evident. The external environment of tourism education program is highly evident relative to political, economic socio cultural and technological aspects. Assessment of faculty and student/alumni are the same, the internal and external environments are the related in all aspects. However, the administrators' assessment differed on the political aspects. A sustainability management plan was proposed so that policy makers can improve several approaches in tourism education program.

The proposed sustainability management plan may be presented first to some industry practitioners for their review and suggestions before it could be presented to higher officials of De La Salle Schools in Region IV-A for a possible adoption in the field. Extensive application of the proposed sustainability management plan after the approval of the program specialist is strongly encouraged. A parallel study or similar investigation may be conducted focusing on the other variables and indicators of internal and external environment of the tourism management program such as environmental aspects, legal factors and social responsibility.

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TABLES

Table 2. Status of tourism education program in terms of organization and administration

	Administrator			Faculty Members			Alumni/ Students		
	WM	**VI**	**Rank**	**WM**	**VI**	**Rank**	**WM**	**VI**	**Rank**
1. Formulates strategic planning fitted for the tourism program	4.25	HE	5	4.21	HE	1	3.92	HE	5
2. Organizes effective tourism faculty development program	4	HE	8	3.91	HE	8	3.86	HE	6.5
3. Explains and announces memoranda related to tourism program	4.17	HE	6	3.69	HE	11	3.81	HE	9
4. Encourages faculty members to attend seminars, trainings and conferences related to tourism	4.42	HE	2.5	3.98	HE	6	3.99	HE	3
5. Implements strictly the policies and guidelines intended for tourism program	3.92	HE	9.5	4.02	HE	3	4.04	HE	2
6. Allocates budget for the realization of the goals and objectives of tourism program	3.75	HE	11	3.79	HE	10	3.62	HE	11
7. Focuses on the needs of the tourism program to procure different resources	3.92	HE	9.5	3.98	HE	6	3.78	HE	10
8. Establishes local and international linkages with other tourism industry for local and international	4.08	HE	7	3.98	HE	6	3.98	HE	4
9. Designates qualified academic officer for tourism program	4.33	HE	4	3.88	HE	9	3.86	HE	6.5
10. Conducts timely evaluation of tourism faculty performance	4.42	HE	2.5	4	HE	4	3.84	HE	8
11. Designates suitable faculty members to join tourism educational tour.	4.67	HE	1	4.17	HE	2	4.13	HE	1
Composite Mean	**4.17**	**HE**		**3.96**	**HE**		**3.9**	**HE**	

Legend: WM – Weighted Mean VI – Verbal Interpretation HE – Highly Evident

Table 3. Status of tourism education program in terms of curriculum and instructions

	Administrator			Faculty Members			Alumni/ Students		
	WM	**VI**	**Rank**	**WM**	**VI**	**Rank**	**WM**	**VI**	**Rank**
1. Incorporates both learning theories and practices to attain the objectives of the tourism curriculum.	4.42	HE	2	4.19	HE	3	4.01	HE	6
2. Meets required standard set by CHED for tourism curriculum adjustments for Outcome Based Education (OBE).	4.33	HE	3.5	4.0	HE	7	4.08	HE	4
3. Intends to meet the set goals and objectives of the curriculum of the tourism department.	4.58	VHE	1	4.12	HE	5	4.06	HE	5
4. Exceeds the standard requirement of the tourism curriculum established by TESDA.	4.25	HE	6	3.83	HE	9	3.84	HE	8
5. Involves the tourism industry practitioners, experts, graduates and other stakeholders in evaluating and reviewing the curriculum.	4.0	HE	10	3.79	HE	10	3.82	HE	9
6. Prescribes local trainings incorporated in the tourism curriculum before graduation.	4.25	HE	6	4.26	HE	1	4.17	HE	2
7. Shows specific course content and time frame of a detailed tourism syllabus.	4.17	HE	8.5	4.24	HE	2	4.10	HE	3
8. Organizes tourism topic outline with appropriate teaching strategies.	4.17	HE	8.5	4.17	HE	4	4.19	HE	1
9. Leads the direction of instruction to the development of tourism learners.	4.33	HE	3.5	4.07	HE	6	3.99	HE	7
10. Conducts peer evaluation for tourism as part of the school policy for instruction.	4.25	HE	6	3.91	HE	8	3.80	HE	10
Composite Mean	**4.28**	**HE**		**4.06**	**HE**		**4.01**	**HE**	

Legend: WM – Weighted Mean VI – Verbal Interpretation
VHE-Very Highly Evident HE – Highly Evident

Table 4. Status of tourism education program in terms of student services

	Administrator			Faculty Members			Alumni/ Students		
	WM	**VI**	**Rank**	**WM**	**VI**	**Rank**	**WM**	**VI**	**Rank**
1. Availability of Student Services Department that plans, coordinates, directs, controls and evaluates.	4.17	HE	5	3.88	HE	6	3.88	HE	7
2. Admission requirement firmly imposed by the unit based on the approve standards.	3.83	HE	10	3.69	HE	10	3.81	HE	9
3. Forms available about the rules and regulations with regard to admission, retention and graduation requirements.	4.08	HE	6.5	3.83	HE	7	3.96	HE	6
4. Implementation of the policy for retention as to observe the CHED standards approved by the management	4.0	HE	8	4.05	HE	4	3.99	HE	5
5. Availability of scholarship grants	4.42	HE	1	4.21	HE	1	4.17	HE	1
6. Campus publications for student information	4.25	HE	4	4.02	HE	5	4.15	HE	2
7. Providing wellness and sport facilities for the welfare of the students.	3.92	HE	9	4.07	HE	2.5	4.05	HE	4
8. Provision for socio-cultural activities, community service and sport events	4.08	HE	6.55	4.07	HE	2.5	4.06	HE	3
9. Establishment of guidance office to assist tourism student's welfare	4.32	HE	2.5	3.74	HE	8	3.83	HE	8
10. Inclusion of placement service to their graduates	4.33	HE	2.5	3.71	HE	9	3.76	HE	10
Composite Mean	**4.17**	**HE**		**3.96**	**HE**		**3.9**	**HE**	

Legend: WM – Weighted Mean VI – Verbal Interpretation HE – Highly Evident

Table 5. Status of tourism education program in terms of research and extension

	Administrator			Faculty Members			Alumni/ Students		
	WM	**VI**	**Rank**	**WM**	**VI**	**Rank**	**WM**	**VI**	**Rank**
1. Focuses on research activities in consonance with the research agenda of tourism department	4.33	HE	1	3.91	HE	2	3.82	HE	1
2. Allocates ample budget for tourism research	4.0	HE	3.5	3.55	HE	6	3.48	HE	7
3. Generates royalties and income from patents and copyrights for researches to support research and extension.	3.75	HE	7	3.52	HE	7	3.63	HE	5
4. Provides Research Manual pertaining to policy and guidelines for consistency	4.17	HE	2	3.76	HE	4	3.68	HE	4
5. Adheres with the objectives of the tourism program by focusing on the needs, problems and resources of the community	3.92	HE	5.5	3.95	HE	1	3.74	HE	3
6. Engages in varied extension services that help improve the quality of life of the people	3.92	HE	5.5	3.71	HE	5	3.54	HE	6
7. Conducts monitoring and evaluation of extension activities for further improvement	4.0	HE	3.5	3.88	HE	3	3.76	HE	2
Composite Mean	**4.01**	**HE**		**3.76**	**HE**		**3.66**	**HE**	

Legend: WM – Weighted Mean VI – Verbal Interpretation HE – Highly Evident

Table 6. Status of tourism education program in terms of library resources

	Administrator			Faculty Members			Alumni/ Students		
	WM	**VI**	**Rank**	**WM**	**VI**	**Rank**	**WM**	**VI**	**Rank**
1. Provides students with universal accepted library classification system with computer based system and appropriate card catalogue managed by a competent and licensed librarian	4.25	HE	6	4.19	HE	1	4.08	HE	1
2. Serves the users for at least 54 hours a week	4.50	VHE	3	4.0	HE	4	3.85	HE	4
3. Provides reading room that can hold at least 10 percent of the total enroles at a time	4.50	VHE	3	3.74	HE	7	3.77	HE	5
4. Offers at least 30 percent of current edition of different resource materials	4.50	VHE	3	3.81	HE	5.5	3.69	HE	7
5. Holds a collection of 5000 titles to support tourism program and its researches	4.17	HE	7.5	3.64	HE	8	3.64	HE	8
6. Avails 2-4 journal title focusing on tourism professional subjects	4.17	HE	7.5	3.81	HE	5.5	3.70	HE	6
7. Provides integrated library system that will facilitate its management	4.33	HE	5	4.02	HE	3	3.90	HE	3
8. Offers functional and interactive library web page, internet searching and on line data bases as well CDROM services	4.58	VHE	1	4.17	HE	2	3.92	HE	2
Composite Mean	**4.38**	**HE**		**3.92**	**HE**		**3.81**	**HE**	

Legend: WM – Weighted Mean VI – Verbal Interpretation HE – Highly Evident

Table 7. Status of tourism education program in terms of physical plant and facilities

	Administrator			Faculty Members			Alumni/ Students		
	WM	**VI**	**Rank**	**WM**	**VI**	**Rank**	**WM**	**VI**	**Rank**
1. Has sufficient number of classrooms available to cater tourism students.	4.75	VHE	1.5	4.45	HE	2	4.35	HE	1
2. Has facilities to support services for counselling, health, comfort and follow up services.	4.75	VHE	1.5	4.07	HE	8	4.05	HE	4
3. Has accessible physical plant resources such as facilities and equipment, office support as to achieve the programs' goals and objectives.	4.58	VHE	3	4.05	HE	9	3.95	HE	7
4. Has a venue solely for thesis defense and deliberations purposes.	3.83	HE	8.5	4.33	HE	4	3.95	HE	7
5. Has travel bureau laboratory equipped with communication facilities like telephone, cellular phone, fax machine, laptop and desk top computers.	3.83	HE	8.5	3.83	HE	12	3.77	HE	9
6. Has a conducive place as a student centre for tourism students	4.0	HE	6	3.95	HE	10.5	3.65	HE	12
7. Has operational travel bureau for actual travel services in selling different tourism products	3.50	HE	12.5	3.74	HE	14	3.70	HE	10
8. Has a computer room set up for travel service training like Ammadeus or Abacus.	3.17	ME	14	3.81	HE	13	3.46	ME	14
9. Has a kitchen laboratory equipped with a complete facilities and amenities that can accommodate class for culinary tourism.	4.25	HE	4	4.45	HE	2	4.25	HE	2
10. Has a mock hotel with complete facilities and amenities for actual hotel operation.	4.17	HE	5	4.45	HE	2	4.17	HE	3
11. Has a conducive consultation room for tourism students.	3.83	HE	8.5	4.19	HE	5	3.95	HE	7

Table 7. (Con't)

	Administrator			Faculty Members			Alumni/ Students		
	WM	**VI**	**Rank**	**WM**	**VI**	**Rank**	**WM**	**VI**	**Rank**
12. Has a venue or hall for event/ airline/ cruise line management for students' trainings.	3.50	HE	12.5	3.95	HE	10.5	3.66	HE	11
13. Has swimming facilities and amenities for tourism students	3.58	HE	11	4.12	HE	7	3.60	HE	13
14. Has a conducive office for tourism student organization/ government.	3.83	HE	8.5	4.17	HE	6	3.97	HE	5
Composite Mean	**3.97**	**HE**		**4.11**	**HE**		**3.89**	**HE**	

Legend: WM- Weighted Mean HE- Highly Evident VI- Verbal Interpretation
ME- Moderately Evident VHE-Very Highly Evident

Table 8. Internal environment of tourism education program

The college.....	Administrator			Faculty Members			Alumni/ Students		
	WM	**VI**	**Rank**	**WM**	**VI**	**Rank**	**WM**	**VI**	**Rank**
1. centers on the development of vocational and technical skills for tourism program.	3.75	HE	6	4.0	HE	3	3.86	HE	4
2. organizes hands on trainings, seminars, events and other related activities.	4.25	HE	1	4.24	HE	2	4.16	HE	2
3. designs local and international practicum that will expose tourism students.	4.08	HE	2.5	4.38	HE	1	4.22	HE	1
4. implements team teaching with recognized industry practitioners inside the classroom	3.75	HE	6	3.74	HE	7	3.74	HE	5
5. provides partial linkages for trainings and job opportunities in the future	4.08	HE	2.5	3.95	HE	4	3.95	HE	3
6. engages in different marketing strategies to attract number of enrollees	3.75	HE	6	3.83	HE	5	3.66	HE	6
7. increases the cost of tuition fee that decline the number of enrolees	2.50	ME	8	2.19	SE	8	3.52	ME	8
8. extends networking and consortium for the welfare of the tourism students.	3.92	HE	4	3.76	HE	6	3.57	HE	7
Composite Mean	**3.76**	**HE**		**3.76**	**HE**		**3.85**	**HE**	

Legend: WM – Weighted Mean VI – Verbal Interpretation HE – Highly Evident

Table 9. The external environment of tourism education program (political)

	Administrator			Faculty Members			Alumni/ Students		
	WM	**VI**	**Rank**	**WM**	**VI**	**Rank**	**WM**	**VI**	**Rank**
1. Strengthen the role of tourism educational institution to participate in different organizations to initiate awareness on tourism development	4.17	HE	3.5	3.93	HE	4.5	3.93	HE	5
2. Develops responsible tourism programs to ensure full enjoyment of the benefits of tourism	4.25	HE	1	4.07	HE	2	4.27	HE	1
3. Encourages competition in the tourism education institution in enhancing continued viability of small tourism related business	4.0	HE	10.5	3.91	HE	6	3.89	HE	6
4. Supports the tourism education institution to encourage attending tourism sponsored seminars, conventions and research forums	4.08	HE	8	4.14	HE	1	4.09	HE	2
5. Assists a grant for preferential treatment to the employment of tourism graduates in tourism related enterprises	3.75	HE	13	3.83	HE	8.5	3.76	HE	9.5
6. Develops tourism plan for K-12 and work for its adoption and share it to higher education institution	3.92	HE	12	3.93	HE	4.5	3.69	HE	12
7. Enhances capability in building partnership with tourism business units in promoting accessible and affordable destinations	4.0	HE	10.5	3.83	HE	8.5	3.81	HE	7
8. Encourages to join projects and activities that will promote tourism awareness among the students	4.17	HE	3.5	3.88	HE	7	3.99	HE	3
9. Extends the implementation of tourism policy, in conducting meetings, events, and activities	4.08	HE	8	4.02	HE	3	3.96	HE	4

Table 9. (Con't)

	Administrator			Faculty Members			Alumni/ Students		
	WM	**VI**	**Rank**	**WM**	**VI**	**Rank**	**WM**	**VI**	**Rank**
10. Enhances the collection and dissemination of data that measures economic, social and environmental impact of tourism to facilitate planning in different sectors	4.08	HE	8	3.79	HE	11	3.76	HE	9.5
11. Calls for the right of individual learners to balance ecology by promoting tourism activities towards the protection, conservation and restoration of different resources	4.17	HE	3.5	3.64	HE	12	3.70	HE	11
12. Provides assistance for free education information on tourism and related courses	4.09	HE	6	3.48	ME	13	3.53	HE	13
13. Develops linkages to tourism education institutions to support tourism projects	4.17	HE	3.5	3.81	HE	10	3.77	HE	8
Composite Mean	**4.07**	**HE**		**3.87**	**HE**		**3.86**	**HE**	

Legend: WM – Weighted Mean VI – Verbal Interpretation
ME – Moderately Evident HE – Highly Evident

Table 10. The external environment tourism education program (economic)

The tourism education program.....	**Administrator**			**Faculty Members**			**Alumni/ Students**		
	WM	**VI**	**Rank**	**WM**	**VI**	**Rank**	**WM**	**VI**	**Rank**
1. leads to increase the income of the community.	4.0	HE	2.5	3.62	HE	5	3.72	HE	4
2. contributes on the increases of price of good, services and other fees within the school area.	3.75	HE	6	3.52	HE	9	3.57	HE	9
3. generates local employment and creates new businesses within the locale.	4.0	HE	2.5	3.55	HE	8	3.65	HE	6
4. creates problem of heavy traffic within the vicinity.	2.08	SE	10	2.38	SE	10	2.67	ME	10
5. provides an excellent education for its students and makes it as a long term career.	4.25	HE	1	4.10	HE	1	4.04	HE	1
6. gives efficient accommodation business within the vicinity for both local and foreign tourism students.	3.75	HE	6	3.83	HE	3	3.83	HE	3
7. extends possibility to be a priority employee in the tourism industry faster than the other.	3.92	HE	4	3.86	HE	2	3.86	HE	2
8. involves parents to afford allocated amount for educational tours and other tourism activities.	3.75	HE	6	3.57	HE	7	3.69	HE	5
9. increases interest rates for instalment plan in paying tuition fees and other obligations in accredited institutions.	3.42	ME	9	3.60	HE	6	3.60	HE	8
10. experiences over provision of school resulting competition to neighbouring tourism schools.	3.67	HE	8	3.74	HE	4	3.62	HE	7
Composite Mean	**3.66**	**HE**		**3.58**	**HE**		**3.63**	**HE**	

Legend: WM – Weighted Mean VI – Verbal Interpretation
ME – Moderately Evident HE – Highly Evident

Table 11. External environment of tourism education program (socio-cultural)

The tourism education program.....	**Administrator**			**Faculty Members**			**Alumni/ Students**		
	WM	**VI**	**Rank**	**WM**	**VI**	**Rank**	**WM**	**VI**	**Rank**
1. supplies positive outcome on traditions and conducts.	4.17	HE	3.5	4.02	HE	1	3.93	HE	2
2. improves the quality of life of tourism stakeholders.	4.17	HE	3.5	3.96	HE	2	3.92	HE	3.5
3. contributes in sharing students' culture through exchange of values and customs.	4.33	HE	2	3.95	HE	3.5	3.94	HE	1
4. stimulates changes for the community as influenced by foreign students.	4.0	HE	5.5	3.69	HE	6	3.70	HE	5
5. leads to petty crimes within the vicinity of the campus.	3.58	HE	8	3.41	ME	7	3.39	ME	8
6. promotes the preservation of cultural identity such as beliefs and norms.	4.50	VHE	1	3.83	HE	5	3.92	HE	3.5
7. leads to uncontrollable lifestyle changes in the local community.	4.0	HE	5.5	3.07	ME	10	3.27	ME	9
8. results to different vices such as gambling, drugs, alcoholism and prostitution.	3.50	HE	9	3.95	HE	3.5	3.60	HE	6
9. causes changes in the views of life of the stakeholders.	3.25	ME	10	3.17	ME	9	3.19	ME	10
10. improves parental preferences by conducting dialogues to students and parents for their own welfare	3.67	HE	7	3.36	ME	8	3.49	ME	7
Composite Mean	**3.92**	**HE**		**3.64**	**HE**		**3.62**	**HE**	

Legend: WM- Weighted Mean HE- Highly Evident VI- Verbal Interpretation
ME- Moderately Evident VHE-Very Highly Evident

Table 12. External environment of tourism education program (technological)

The tourism education program.....	**Administrator**			**Faculty Members**			**Alumni/ Students**		
	WM	**VI**	**Rank**	**WM**	**VI**	**Rank**	**WM**	**VI**	**Rank**
1. Widens multiple communication tourism channels-e-mail, chat, forum, blogs, etc.	4.0	HE	8.5	4.19	HE	1	4.01	HE	2
2. Collaborates learning for different tourism related fields	4.0	HE	8.5	4.10	HE	3	4.06	HE	1
3. Gives access to variety of learning resources for tourism principles and theories	4.08	HE	5	4.05	HE	4	3.99	HE	3
4. Provides authentic and up to date tourism information and announcements	4.17	HE	3	4.02	HE	5	3.97	HE	4.5
5. Reduces time on many routine tourism tasks	3.67	HE	14	3.71	HE	14	3.66	HE	13
6. Avails anytime and anywhere learning for tourism updates	4.08	HE	5	3.74	HE	13	3.70	HE	9.5
7. Shows multimedia approach to tourism education	4.25	HE	1.5	3.91	HE	7.5	3.78	HE	7
8. Broadens access to online tourism libraries and virtual learnings	4.25	HE	1.5	3.76	HE	11	3.67	HE	11.5
9. Extends immediacy to tourism information	4.0	HE	8.5	3.76	HE	11	3.67	HE	11.5
10. Presents access to open tourism courseware and global distribution system	3.92	HE	11.5	3.93	HE	6	3.70	HE	9.5
11. Offers educational data storage for tourism	4.0	HE	8.5	3.76	HE	11	3.60	HE	14
12. Supplies access to the source of tourism information	3.92	HE	11.5	3.91	HE	7.5	3.77	HE	8
13. Extends distance learning for tourism education like online school book	4.08	HE	5	3.83	HE	9	3.89	HE	6
14. Services teaching of different subjects made interesting to tourism	3.83	HE	13	4.12	HE	2	3.97	HE	4.5
Composite Mean	**4.02**	**HE**		**3.91**	**HE**		**3.81**	**HE**	

Legend: WM – Weighted Mean VI – Verbal Interpretation HE – Highly Evident

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A Sustainability Framework of River-based Tourism in Panay Island

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Abstract: This study aimed to determine the impacts of river-based tourism destinations sustainability of Panay Island in terms of economic viability, socio-cultural equity, and environmental conservation. The study used a quantitative approach using purposive sampling in the selection of target destinations and stratified random sampling in determining the sample respondents. There were 400 respondents classified as tourists, residents, the business sector, DOT, DENR, and LGU officials. Frequency distribution, rank, percentage, mean, standard deviation and ANOVA were utilized as statistical tools in the study. Results revealed from across four provinces, river-based tourism destinations in Panay Island have high economic, socio-cultural, and environmental significance among its stakeholders. When rank in terms of the sustainability indicators, data showed that the most favored response in the economic viability revealed to "create income opportunity" while "increase in self-esteem and pride of host community" as the highest rating on socio-cultural equity, and "promotes reduce reuse and recycle mentality" as the topmost priority in the environmental conservation. Responses may differ from one province to another as noted, thus the null hypothesis of no significant difference in the perceived impacts of river-based tourism destinations in Panay Island in terms of economic viability, socio-cultural equity, and environmental conservation was rejected.

Keywords: Economic viability, environmental conservation, river tourism, socio-cultural equity, sustainability

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Introduction

Tourism is considered one of the largest and fastest growing industries all over the world. From an economic viewpoint, tourism is heralded as bringing income to local communities, but from an ecological standpoint, tourism poses a threat to sensitive environments (Williams and Fennell 2002). With these developments, a massive exploration of tourism has opened the venue for tourism product portfolio which

includes the appearance of riverfront parks, the land near rivers as highly desirable for tourism attraction and thus leads to another emerging form of tourism called river tourism that includes rivers, lakes, watersheds or water reservoirs. The economic importance of tourism has encouraged many countries to invest more in coastal tourism development which also includes river tourism development. River tourism allows visitors to travel at a different level, taking the time to admire the countryside. This allows the visitors and potential visitors to discover the vast culture and heritage which borders the region's waterways, canals and coastal areas (Prideaux et al, 2009).

In this aspect of the rapid growth of river-based tourism development must be guarded and must be sustainable in particular, concentrated in the Eco-tourism criteria. Sustainable criteria of economic development, socio-cultural justice, and environmental integrity are the approaches to developing a river-based tourism plan. Similarly, Igbojekwe, Ukabuilu, and Uzoho (2014) found out that the adoption of river tourism strategies has significantly affected sustainable economic development in Nigeria. Though tourism development contributed positive gains in the host community, its negative impacts cannot be discounted especially in the sustainability dimensions of the destinations (Yazdi, 2012). On this dimension, this paper was inspired by the aspect of the three pillars of sustainability such as economic, social and environmental protection. Several approaches have been presented over time, hence tourism planning founded on the pillars of sustainability appeared to one of the most extensive and most recognized approached.

Philippines' Department of Tourism (DOT) through its Region Office VI have identified potential river ecotourism sites such; Bugang River in Antique Province; Iloilo River in Iloilo Province; Aklan River, Province of Aklan; Connecting Palina, Cadimahan, and Culajao Rivers in Capiz Province. Tourism can influence the direction and options for local tourism development. With globalization, different parts of the world have increased similarities in facing these challenges, thus it transcends to national political and economic systems upon stakeholders. The question of whether tourism can be sustainable that is, whether it can contribute to local and regional sustainable development in the long run.

It is apparent that river-based tourism is one of the many important aspects of the world's tourism industry. Hence, this is the very reason for this research, to determine the impacts of river-based tourism destinations sustainability of Panay Island in terms of economic viability, socio-cultural equity, and environmental conservation attempting to create a sustainable development framework for river-based tourism considering their physical, biological, ecological and social aspects.

Literature Review

Sustainable Tourism

The concept of sustainable tourism, as developed by the World Tourism Organization (WTO, 2014) in the context of the United Nations sustainable development process, refers to tourist activities "leading to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems" .Likewise, Saarinen (2001) defined sustainable tourism as tourism that results in developments capable of sustaining the environmental quality of destinations, the quality of tourist experiences, and the social and cultural systems of local people. In this regards, sustainable criteria of this study are based on economic development, socio-cultural justice, and environmental integrity are the approaches in developing a river-based tourism planning. Sustainable development is, therefore, is an important aspect of this study. Creating a better life for humanity in ways that will be as viable in the future as they are at present.

Ibimilua (2009) cited that the need for sustainable tourism requires the conservation of landscapes, community services, and development of national parks, provision of attractive services and facilities as well as the development of roads, forestry, water supply, industry, and agriculture and other sectors of the economy. On this note, both private and public participation in tourism development is advocated for the exploitation of the rich and exotic tourist attractions of the state. Moreover, Candrea and Ispas (2009) believed that achieving sustainable tourism is a continuous process and requires constant monitoring of impacts, introducing the necessary preventive and/or corrective measures whenever necessary. Sustainable tourism should also maintain a high level of tourist satisfaction and ensure a meaningful experience to the tourists, raising their awareness about sustainability issues and promoting sustainable tourism practices among them.

Sustainable River Tourism Development

Planning and development of tourism destinations should not be taken for granted. Tourism destinations should be noted as part of the sustainable development of the stakeholders alongside other tourism activities. UNWTO and World Travel & Tourism Council (WTTC) adapted the concept of sustainable development for travel and tourism in the publication Agenda 21 for the Travel and Tourism Industry "Towards an Environmentally Sustainable Development.". The three pillars of sustainable tourism are Environmentally friendly practices, Support for the protection of cultural and natural heritage, and Tangible economic and social benefits to local people in host destinations". The issues at hand may be less about strategies to grow tourism and more about containing tourism growth and developing sustainability (WTO, WTTCEC, 2014).

The main component of river-based tourism is the feature of water, one of the most popular natural settings for rest and recreation. Like many other water bodies, rivers have become an important venue for travel and leisure, heritage and cultural tourism, sports tourism and other water-related activities.

Rivers constitute a major tourism resource cited by Copper and Prideaux (2009). In Pergau River, Jeli, which is located at the southwest of the state of Kelantan shown that the river has many resources which are favorably in providing the river-based tourism activities resources as the basis for the prospect for a new potential place for river tourism area (Hafizudin, Nasarudin, Muchtar, and Bahar, 2013).

Rivers in Panay Island

Panay Island in Region VI is located in Central Philippines. The Island is composed of five provinces namely Aklan, Antique, Capiz, Guimaras and Iloilo Province. Panay Island is the home of ports and airports and is well-kept to facilitate and accommodate the inflow and outflow of commodities and tourists in the Island. Department of Tourism Western Visayas identified potential river ecotourism sites, namely Bugang River located in Antique, Iloilo River in the Province of Iloilo, Aklan River in Aklan; Palina and Cadimahan and Culajao Rivers in Capiz (DOT, 2005).

Bugang River. Bugang River was awarded the "Dangal ng Ilog" during the First National Summit on the State of Philippine Rivers in 2005. While in 2006, proclaimed as Gold Winner in the International Green Apple Environment for Environmental Best Practice, Local Authorities, and Ecotourism category in London. The River is supported by several springs. It passes through several of Pandan's barangays and is around 6 kilometers long. The Bugang Community- Based Eco-Tourism Organization offers a Bugang River nature, cultural, and adventure tour to travelers. This aims to exhibit Pandan's beautiful sites, and at the same time showcase the cultural heritage of the community and environment (Guzman & Capaque, 2017).

Iloilo River. The river waterhead is at Oton, Iloilo named as Batiano River, which is also a creek that flows through Iloilo City passing by districts of Lapuz, Lapaz, Mandurriao, Molo, Arevalo and the city proper, before emptying into the Iloilo Strait. Along Iloilo River, the famous river park in Iloilo and hub for dining, leisure, and recreation is Iloilo River Esplanade. Iloilo River wharf and Muelle Loney in the City Proper was used to be the center for trade and business harbor. At present The Iloilo River Esplanade has ongoing development project the construction of Esplanade 2 a new venue for recreation and an attraction for locals and visitors (CPDO, Iloilo, 2010).

Aklan River. Aklan River Watershed encompasses seven (7) municipalities of Aklan, namely; Libacao, Madalag, Malinao, Lezo, Banga, Kalibo, and Numancia. Aklan River was proclaimed as a watershed on June 28, 1990, under Presidential Proclamation No. 600 Mandating the Establishment of the Aklan River Watershed Forest Reserve.

The proclaimed watershed covers the municipalities of Madalag and Libacao in the province of Aklan having an aggregate area of 20,554 hectares and it ranked number four (4) among the priority watersheds in the Region (DENR, 2005).

Palina, Cadimahan and Culajao Rivers. A three-venue for tourism destinations but one water flows in Palina and Cadimahan and Culajao a connecting river flowing out to Sibuyan sea. Abundant mangroves grew along the river. The local provide the tourists with a river cruise using bamboo rafts providing seafood and music to enjoy the river view. The river cruising is run by Palina River Development Association. Within the same area, there are tours and trips that cover the Cadimahan and Culajao river areas. Palina Greenbelt Ecopark has a different association where they provide the same services for tourists (DENR, 2005)

Conceptual Framework

This study moved towards anchoring a sustainable development model embraced by the World Summit on Social Development (2005). The model helps in understanding the concepts of sustainability better. Achieving sustainable development requires more effective, open, and productive association among the people themselves. The model help gathers, share, and analyze, coordinate, and educates stakeholders and policymakers in general.

In this investigation, the researcher considered "three circles model" as basis for "A Sustainability Model for River-based Tourism" with economic to be economic viability to explore the market capability of the site, social to be socio-cultural equity for the opportunities and challenges relatively encountered in the development of the site, and environmental to be environmental conservation to protect the river sanctuaries from potential negative impacts of mass tourism development. The researcher's notion of sustainable development is associated with this study is reflected in Figure 1.

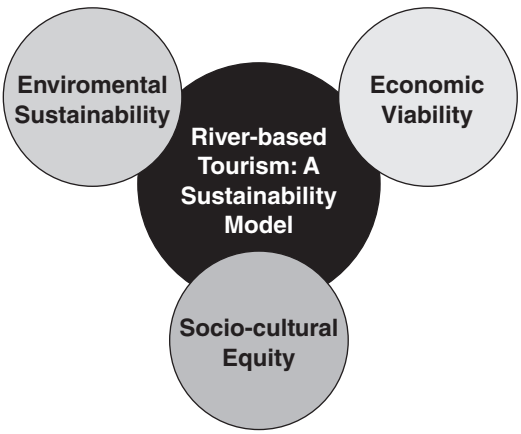

Figure 1. A sustainability model for river-based tourism

Methodology

This research study used descriptive methods for applying the quantitative approach to research design. Respondents of this study were the tourists, residents, the business sector, DOT officers, DENR officers, and LGU officials. The parameter and boundary of the study were limited to the river-based tourism destinations that were recognized by the Department of Tourism Region Office VI, as part of local tourist's spot. The identified river destination namely: Aklan River for Aklan Province; Bugang River for Antique Province; Cadimahan, Palina and Panay River for Capiz Province; and Iloilo River for Iloilo Province.

The research instrument was developed based on the various literature and studies on the three pillars of sustainability World Summit on Social Development (2005). Consequently, the researcher-made instrument was validated and tested for reliability with the help with the help of experts resulted in the internal consistency of the Cronbach Alpha value of 0.89 and found valid and reliable. The survey questionnaire comprised of the pillars of sustainability for river-based tourism destinations in terms of Economic Viability; Socio-Cultural Equity; and Environmental Conservation.

The participants of the study consisted of 400 respondents determined using Slovin's formula with the confidence level set at 95 percent and giving a margin error of 0.05. as the basis for the selection was based in the 2015 census population of each province. Adding the total population with respect to each subgroup the sample population in reference to the total population in every province were sixty (60) for Aklan and Antique, seventy-nine (79) for Capiz, and two hundred one (201) (see Table 1). Stratified random sampling technique was used in the distributing questionnaire to tourists' and residents' participants.

Table 1. Distribution of respondents

Category	**Site**				**Total**
	Aklan	**Antique**	**Capiz**	**Iloilo**	
Tourist	12	11	14	42	79
Resident	16	16	22	60	114
Business Sector	10	11	15	42	78
DOT	7	7	8	12	34
LGU	8	8	12	34	62
DENR	7	7	8	11	33
Total	**60**	**60**	**79**	**201**	**400**

Results and Discussion

Economic Viability

The perceived impact of river-based tourism destinations development in Panay Island as to economic viability (see Table 2). Results revealed that the economic viability of the perceived impacts of river-based tourism destinations has a "Great Extent" when rated by respondents in Panay Island, with an overall mean score of 3.37 (SD: 0.44).

Table 2. Perceived impacts of river-based tourism destinations across provinces in terms of economic viability

Site	Economic Viability		
	Mean	**Description**	**SD**
Aklan	2.84	Great Extent	0.44
Antique	3.80	Very Great Extent	0.19
Capiz	3.53	Very Great Extent	0.33
Iloilo	3.33	Great Extent	0.35
Overall	**3.37**	**Great Extent**	**0.44**

On the other hand, the respondents from Aklan and Iloilo rated that the economic viability of the perceived impacts of river-based tourism destinations has a "Great Extent". These respondents gave the mean score rating of 2.84 (SD:0.44) and 3.33 (SD: 0.35) respectively. However, the respondents in the provinces of Antique and Capiz found the perceive impacts of river-based tourism destinations in Panay Island to have "Very Great Extent" with the mean scores of 3.80 (SD: 0.19) and 3.53(SD: 0.33) respectively.

Based on these results, it can be explained that river-based tourism destinations in the provinces of Antique and Capiz are capable of providing better livelihood to the local people compared to the river-based tourism destinations in the provinces of Aklan and Iloilo. Correspondingly tourism has grown substantially over recent decades as an economic and social phenomenon. This makes it possible to form a link to the supply side of the tourism industry through the identification of tourism commodities and hence to the industries which are characteristic of or connected to, tourism and to the calculation of their relative dependence on tourism generated demand as discussed by Dwyer and Spurr (2010).

Table 3 showed that the host communities in terms of economic viability were relatively viewed by respondents in every area, although the overall results do not translate much to what was expected. To some extent, "create income opportunity" was the indicator that was favored much by respondents. This means if the business potential considering the marketing and promotion, financing and investments, and

market segment aspects were improved, there will also be a high possibility of high economic viability. Other indicators are expected to have the same positive high impacts. Likewise, economic development is also viewed as a tool that has potential to enhance local quality of life, sense of pride in local culture and heritage in addition to being a source of employment and income (Crompton and Lee 2000).

Table 3. Perceived impacts of river-based tourism destinations as to economic viability

Indicators	Mean	Description	SD
1. Create source of regional revenues.	3.42	Great Extent	0.63
2. Contribute to the increase tax collection.	3.26	Great Extent	0.76
3. Create source of regional income.	3.42	Great Extent	0.64
4. Create opportunity for employment for locals.	3.52	Very Great Extent	0.62
5. Create job opportunity without discrimination by gender, race, and disability or in other ways.	3.46	Great Extent	0.64
6. Increase labor level of pay and conditions of service.	3.45	Great Extent	0.70
7. Create income opportunity for residents.	3.54	Very Great Extent	0.57
8. Create opening for shopping stores.	3.33	Great Extent	0.69
9. Increased cost of land and housing for sale and rentals.	3.22	Great Extent	0.74
10. Increase in general prices of goods and services.	3.20	Great Extent	0.73
11. Creates rental houses as a source of income.	3.26	Great Extent	0.72
12. Scarcity of essential goods during season.	3.12	Great Extent	0.78
13. Enhance of current livelihood.	3.38	Great Extent	0.62
14. Promotes of local products both locally and abroad.	3.39	Great Extent	0.63
15. Creates stability and diversity of markets.	3.36	Great Extent	0.65
16. Degradation of cultural and commercial goods.	3.16	Great Extent	0.72
17. Increases the number of hotels.	3.26	Great Extent	0.73
18. Increases the number of resorts.	3.33	Great Extent	0.71
19. Contribute to improvement of tourism infrastructures.	3.51	Very Great Extent	0.59
20. Change commercial view point of local people.	3.43	Great Extent	0.60
21. Produce good trading conditions among consumer, retailers and suppliers.	3.46	Great Extent	0.65
22. Contribute to careful planning and management of tourism enterprises and infrastructure.	3.45	Great Extent	0.62
23. Enhance of the entrepreneurial spirit among the locals.	3.48	Great Extent	0.58
24. Ensure the viability and competitiveness of tourism destinations and enterprises.	3.44	Great Extent	0.58
25. Contribute to formulation and adoption of local tourism master plan.	3.38	Great Extent	0.65
Overall	**3.37**	**Great Extent**	**0.44**

Socio-Cultural Equity

Perceived impact of river-based tourism destinations in Panay Island as to socio-cultural Equity when rated by respondents across provinces (see Table 4). Results revealed that in terms of socio-cultural equity the perceived impacts of river-based tourism destinations in Panay Island have a "Great Extent" when rated by respondent from the provinces of Aklan, Antique, Capiz and Iloilo with mean scores of 2.73 (SD:0.44), 2.86 (SD:0.05); 3.47 (SD:0.36); and 3.24 (SD:0.36) respectively. Thus, the overall mean score rating given by the respondents of 3.15(SD: 0.43) has been described to be of "Great Extent "as well.

Table 4. Perceived impacts of river-based tourism destinations across provinces in terms of socio-cultural equity

Site	Socio-cultural Equity		
	Mean	**Description**	**SD**
Aklan	2.73	Great Extent	0.44
Antique	2.86	Great Extent	0.05
Capiz	3.47	Great Extent	0.36
Iloilo	3.24	Great Extent	0.36
Overall	**3.15**	**Great Extent**	**0.43**

These results imply that the respondents in the province of Akan, Antique, Capiz, and Iloilo have a parallel view of the perceived impact of river-based tourism destinations in the Island as to socio-cultural equity. Wherein the impacts can affect the local people's lives and their socio-cultural inclination in proportion to how they participated in the activities, programs, projects that have been initiated as a result of such development. Respondents favored the Sandeep and Vinod (2014) argument that the socio-cultural impacts attributed to tourism can be looked at from two perspectives: indirect influences operating through larger economic and cultural changes in a community and direct person-to-person interaction.

Table 5 showed that in terms of perceived impacts, the "increase in self-esteem and pride of host community" was regarded to have the highest impact, while activities in relation to drug abuse and gambling that were viewed to have the least impact. This may imply that drugs and gambling as two of the most prominent negative impacts of mass tourism had not reached yet the rural areas where the river-based tourism destinations are located. This is contrary to the explanation of Mason, (2003) that the expansion of tourism causes cultural commercialization, increase in crime rate, gambling, drug abuse, prostitution.

Table 5. Perceived impacts of river-based tourism destinations as to socio-cultural equity

Indicators	Mean	Description	SD
1. Increase in density of population.	3.18	Great Extent	0.71
2. Increase demand for police protection.	3.04	Great Extent	0.83
3. Increase incidence of discrimination.	3.06	Great Extent	0.84
4. Commercialize of tradition and customs.	3.07	Great Extent	0.76
5. Improve standard of living.	3.06	Great Extent	0.74
6. Change in occupational structure.	3.19	Great Extent	0.64
7. Opportunity in gender and ethnic employment.	3.02	Great Extent	0.75
8. Develop pilgrimage sites.	3.19	Great Extent	0.67
9. Develop of this cultural centers.	3.17	Great Extent	0.69
10. Allows respect for indigenous intellectual property.	2.53	Great Extent	1.00
11. Spread of epidemics.	2.86	Great Extent	0.90
12. Encourage active participation of local social organization towards the facilities of tourists.	2.66	Great Extent	1.00
13. Increase the activities of drug abuse and gambling.	2.43	Low Extent	1.03
14. Increase the activities of prostitution.	2.81	Great Extent	0.88
15. Duel pricing system and attitude towards bargaining.	2.94	Great Extent	0.80
16. Change in values, norms and custom.	3.14	Great Extent	0.74
17. Awaken general awareness towards the preservation of cultural heritage and traditions.	3.32	Great Extent	0.64
18. Empower local communities through education.	3.27	Great Extent	0.62
19. Establishes tourism and conservation associations.	3.31	Great Extent	0.62
20. Learning culture and customs of other people.	3.34	Great Extent	0.61
21. Respect and enhance the historic heritage, authentic culture, traditions and distinctiveness of host communities.	3.48	Great Extent	0.61
22. Utilize income from tourism to support social programs.	3.31	Great Extent	0.63
23. Reduce negative perceptions and stereotypes.	3.29	Great Extent	0.60
24. Promote socio-cultural exchange among tourist and the people.	3.31	Great Extent	0.58
25. Ensure effective management and conservation of cultural and historic heritage sites.	3.33	Great Extent	0.61
26. Enhance of pride, appreciation, understanding, respect and tolerance for each others culture.	3.36	Great Extent	0.60
27. Maintain and strengthen the quality of life in local communities, including social structures and access to resources, amenities and life support systems, avoiding any form of social degradation or exploitation.	3.38	Great Extent	0.58
28. Increase self-esteem and pride of host community.	3.56	Very Great Extent	0.62
29. Create psychological satisfaction with interaction.	3.44	Great Extent	0.63
30. Promote domestic culture.	3.46	Great Extent	0.65
Overall	**3.15**	**Great Extent**	**0.43**

Environmental Conservation

Results revealed that as to environmental conservation the perceived impacts of river-based tourism destinations in Panay have a "Great Extent" when rated by respondent across provinces, with the overall mean score of 3.36 (SD: 0.46). The respondents from provinces of Aklan and Iloilo rated environmental conservation the perceived impacts of river-based tourism destinations development have a "Great Extent", with the mean score rating of 2.79 (SD:0.45) and 3.35 (SD: 0.39) respectively. On the other hand, the respondents in the provinces of Antique and Capiz found the perceived impacts of river-based tourism destinations in Panay to be of "Very Great Extent" with the mean scores of 3.79 (SD: 0.06) and 3.52 (SD: 0.32) respectively (see Table 6).

Table 6. Perceived impacts of river-based tourism destinations across provinces in terms of environmental conservation

Site	Environmental Conservation		
	Mean	**Description**	**SD**
Aklan	2.79	Great Extent	0.45
Antique	3.79	Very Great Extent	0.06
Capiz	3.52	Very Great Extent	0.32
Iloilo	3.35	Great Extent	0.39
Overall	**3.36**	**Great Extent**	**0.46**

With these, results imply that the river-based tourism destinations in the province of Antique and Capiz had paved the awareness of the local people towards sustainability of the river-based tourism destinations like Bugang River and Panay, Cadimahan and Palina River. Furthermore, results also express that stakeholders have a better understanding of the benefits that it can provide them especially in the economic aspect that is why stakeholders also made efforts to protect it from deterioration and exhaustion. Tourism can significantly contribute to environmental protection, conservation, and restoration of biological diversity and the sustainable use of natural resources. Because of their attractiveness, pristine sites and natural areas are identified as valuable and the need to keep the attraction alive can lead to the creation of national parks and wildlife parks as explained by Afrin et al. (2013).

Table 7 revealed that the "promotes reduce reuse and recycle mentality" have been agreed by most of the respondents to have an impact in river-based tourism destinations in terms of environmental conservation. This is because these principles or environmental practices are the easiest, cheapest, and most frequently practiced environmental conservation practices. Likewise, it is also recommended, and mandated by the government. Thus, coordination of policies, pro-active planning,

acceptance of limitations on growth, education of all parties involved, and commitment to a long-term viewpoint, are prerequisites to the successful linking of tourism and sustainable development mentioned by Butler, (2009).

Table 7. Perceived impacts of river-based tourism destinations as to environmental conservation

Indicators	Mean	Description	SD
1. Create water resource depletion.	3.06	Great Extent	0.84
2. Create solid waste that residents generate.	3.20	Great Extent	0.82
3. Create population exposed to noise and light.	3.13	Great Extent	0.89
4. Ecosystems and natural vulnerability.	3.30	Great Extent	0.75
5. Increase fecal coliform counts in waters with a high recreational activities.	3.23	Great Extent	0.83
6. Promote development and management of river tourism.	3.48	Great Extent	0.65
7. Contribute to environmental assessment.	3.45	Great Extent	0.67
8. Damage to natural heritage.	2.94	Great Extent	0.94
9. Promotes awareness on environmental conservation.	3.50	Great Extent	0.65
10. Raise visitor awareness of biodiversity.	3.45	Great Extent	0.66
11. Promote a reduce, reuse, recycle mentality.	3.52	Very Great Extent	0.64
12. Promote the use of more sustainable transport.	3.48	Great Extent	0.64
13. Reducing the use of environmentally damaging chemicals.	3.45	Great Extent	0.64
14. Protect plant and animal communities.	3.32	Great Extent	0.65
15. Improve of flora and fauna including plants and animals.	3.46	Great Extent	0.66
16. Control in unsustainable development practices.	3.38	Great Extent	0.71
17. Control over indiscriminate waste disposal.	3.44	Great Extent	0.65
18. Maintain and enhance the quality of landscapes, both urban and rural, and avoid the physical and visual degradation of the environment.	3.49	Great Extent	0.63
19. Minimize the use of scarce and non-renewable resources in the development and operation of tourism facilities and services.	3.42	Great Extent	0.62
20. Minimize the pollution of air, water and land and the generation of waste by tourism enterprises and visitors;	3.48	Great Extent	0.62
21. Support the conservation of natural areas, habitats and wildlife, and minimize damage to them.	3.45	Great Extent	0.57
Overall	**3.36**	**Great Extent**	**0.46**

From these results, it can be presumed that the respondent's perceived impacts of river-based tourism destinations on the Island in terms of environmental conservation are not the same. The reasons may be the river tourism destinations in Panay have different characteristics, activities, and services. Tourism is considered a valuable economic development opportunity for many countries (Choi & Sirakaya, 2006). There is increasing agreement on the need to promote sustainable tourism development with the aim of minimizing environmental and socio-cultural impacts, while commensurately maximizing economic benefits for tourist destinations (Cole, 2006).

Economic Viability Results of Hypothesis Testing

Results revealed that ratings of the respondents across provinces were significantly different at a given level of significance of 0.05, with an F value of 86.882 and a critical p-value of 0.000, from which the critical p-value is less than 0.05. These, therefore, showed that the null hypothesis of no significant difference in the ratings of the respondents in perceived impacts of river-based tourism destinations in Panay in terms of economic viability is not accepted or rejected (see Table 8).

Table 8. One-Way ANOVA result for differences in perceived impacts of river-based tourism destinations in terms of economic viability

Sources of Variation	SS	df	MS	F	p
Between Groups	30.447	3	10.149	86.882	.000
Within Groups	46.258	396	.117		
Total	**76.705**				

Socio-cultural Equity Results of Hypothesis Testing

One-Way Analysis of variance results revealed that the respondents from different river-based destinations viewed that perceived impacts of river-based tourism in Panay in terms of socio-cultural equity significantly differs, with an F value of 71.174 and a critical p-value of 0.000. Results revealed the critical p-value is less than 0.05, thus conclusively was significant at 0.05 level of significance. With this existing evidences, therefore, the null hypothesis of no significant difference in the perceived impacts of river-based tourism destinations in Panay in terms of socio-cultural equity is also not accepted or rejected (see Table 9).

Table 9. One-Way ANOVA result for differences in perceived impacts of river tourism destinations in terms of socio-cultural equity

Sources of Variation	SS	df	MS	F	p
Between Groups	25.478	3	8.493	71.174	.000
Within Group	47.253	396	.119		
Total	**72.731**				

From these results, it can be concluded that the ratings of the respondents are different or not the same from one province to another. These results further manifest cultural diversity affecting how every local community perceives the impacts of tourism or in this case river-based tourism destinations to their respective cultures. Thus, social parameters become the dominating factor for tourism development, the necessity of having a harmonic relationship between host communities and tourists exist as described by Ahmed (2015).

Environmental Conservation Results of Hypothesis Testing

Table 10 reveals that there exist significant differences in the perceived impacts of river-based tourism destinations in Panay in terms of environmental conservation at 0.05 level of significance. Results reveal an F value of 84.362 and a critical p-value of 0.000, less than 0.05. Thus, the null hypothesis of no significant difference in the perceived impacts of river-based tourism destinations in the Island in terms of environmental conservation when rated by respondents across provinces is not accepted or rejected.

Table 10. One-Way ANOVA result for differences in perceived impacts of river tourism destinations in terms of environmental conservation

Sources of Variation	SS	df	MS	F	p
Between Groups	32.823	3	10.941	84.362	.000
Within Group	51.357	396	.130		
Total	**84.180**				

These results are noticeable that the ratings of the respondents are different or not the same from one province to another as to this variable. Likewise, these results imply that every province has different views on environmental conservation that may control measures for implementation, thus affecting its perceived impacts to the river-based tourism destinations in respective communities. Ayten and Dede (2012) noted that sustainable tourism development is important for increasing the cultural interaction between countries as well as for making significant contributions to their respective economies. The need for sustainable tourism requires the conservation of landscape, community services, and development of national parks, provision of attractive services

and facilities as well as the development of roads, forestry, water supply, industry, agriculture and other sectors of the economy as stressed by Ibimilua (2009).

Conclusions

Based on the foregoing results and presentations a sustainability framework was drawn for rivers in Panay Island. The concept of sustainability was conceptualized to address the different challenges, ranging from the planning of sustainable river tourism projects to sustainable livelihoods, sustainable agriculture and fishing, and to the efforts to develop common standards in Panay Island. The diagram shows the position of three triangles of environmental conservation, economic viability, and sociocultural equity. Sustainability framework is modeled on these triangles as the component of the bigger triangle comprising its sustainability aspects. This model is called "Sustainability Framework of River-based Tourism in Panay Island". Figure 2 shows the sustainability framework.

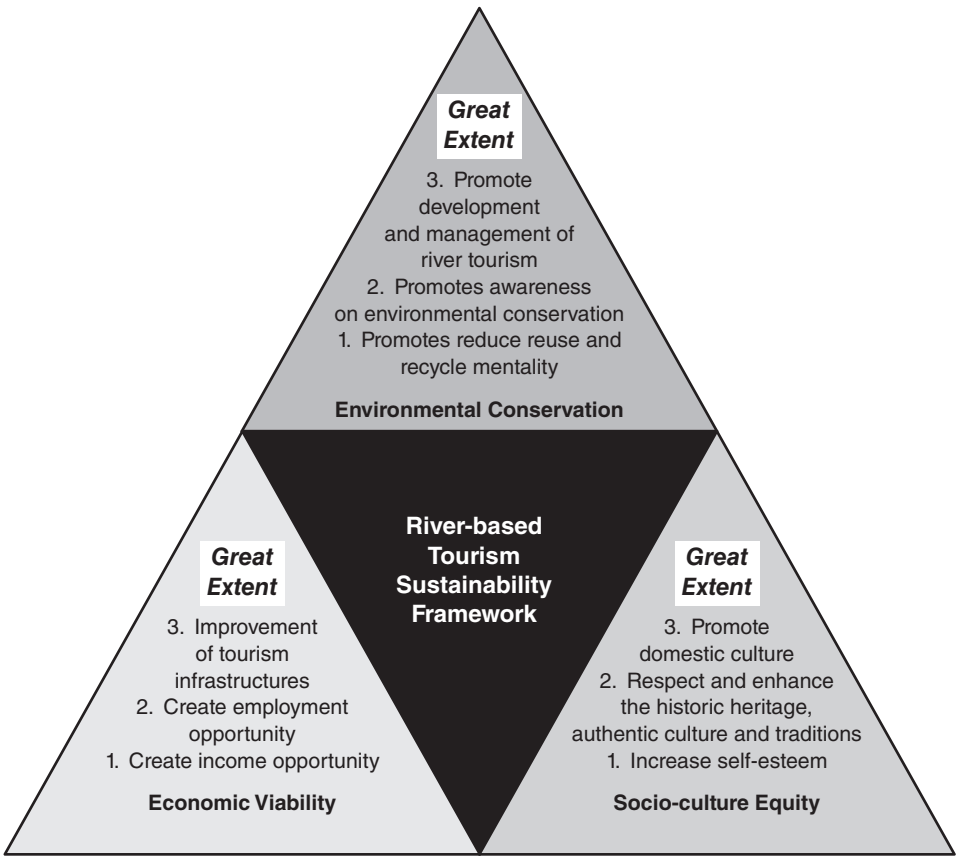

Figure 2. Sustainability framework of river-based tourism in Panay Island

Panay Island has magnificent river-based tourism destination that relatively plays an important part in the tourism development in across four provinces. The perceived impacts of river tourism destinations development in Panay Island conclusively showed a positive implication towards the life of the local people.

Economic viability viewed by stakeholders as an approach for improvement of tourism infrastructures to increase tourist arrivals. Hosts communities likewise were confident that in spite of the tourist influx there is still a need to preserve and enhance the history culture and traditions of the locals as a way to promote domestic culture. Environmental conservation hence promotes development and management of river-based tourism while promoting awareness of environmental conservation and stimulates reduce re-use and recycle mentality amongst stakeholders.

These results also foresee positivity as to river-based tourism stakeholders that will also play a big part in the sustainable development and continuous socio-economic, cultural, and environmental benefit to the entire community. Conclusively, the collaborative efforts of the government agencies namely DOT, DENR, and LGU have commanded a significant impact in the life of the people in the river tourism destinations areas.

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Conference Paper

Touristic Restaurants In Tagaytay City: A Service Quality Approach

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Abstract: This study examined the service quality of selected DOT-Accredited touristic restaurants in Tagaytay City in terms of the expected and experienced quality. The researchers used SERVQUAL by Parasuraman, Zeithaml and Berry. This study aims to determine what influences the customer perception of expected quality in terms of reliability, attainability, tangibility, empathy and responsiveness during peak and lean season; to determine what influences the customer perception of experienced quality in terms of reliability, attainability, tangibility, empathy and responsiveness during peak and lean season; and to determine the significant relationship between expected quality and experienced quality during peak and lean season. The researchers used quantitative method research. Purposive sampling was used to collect data using survey questionnaire from 150 respondents. The results show that the restaurants have very good service quality for the expected and experienced quality assessment of customers and highly influential factors in terms of reliability, assurance, tangibility, empathy and responsiveness regardless of peak or lean season. There was a significant relationship between the expected quality and experienced quality. Specifically, the expected and experience quality has a positive correlation which means the relationship is direct. The expected quality is high, and high experienced quality too, and vice versa. On the other hand, it was based on peak and lean season. The results showed that only the expected quality was affected by the season.

Keywords: Service Quality, RATER, SERVQUAL, expected, experienced

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Introduction

The food service industry was considered as one of the most essential and fastest growing in the hospitality industry. Foods connected and associated travellers to a destination by having a perhaps more delightful experience than whatever thing they

could come across. (Peltier, 2015). Typically, a restaurant that offered a particular cuisine enhanced the overall image of a tourist destination. It was because food can be the ultimate reason why people visit a destination. Yet, nowadays simple dining is not just enough. Some customers prefer to dine in a restaurant where they feel a good ambience and a relaxing environment. Thus, it means it's not just the food quality that matters anymore.

The researchers conducted a study which relates to the service quality of selected DOT-Accredited touristic restaurants in Tagaytay City which is considered the 2nd summer capital of the Philippines. Tagaytay as the setting of the study are: it is accessible, convenient and it has the most number of DOT-Accredited touristic restaurants in Cavite and in the whole CALABARZON region. Touristic restaurants, as defined by the researchers, are restaurants that are nearby and/or have a scenic view of a tourist attraction. These restaurants are often visited by tourists. The three chosen selected DOT accredited restaurants in Tagaytay City are: Josephine Restaurant, Concha's Garden Café, and Memory Lane. Josephine Restaurant is a Pinoy classic restaurant where one can enjoy the sight of Taal volcano and the cool climate. It is owned by Alfonso Sarayba Jr. and the restaurant is named after his wife Josephine Sarayba. Memory Lane is a restaurant and souvenir shop with 50's and 60's vibe with a colourful garden located in Magallanes Drive Tagaytay, Cavite. It is owned by Jolina Magdangal's family, named after her album "On Memory Lane". It is near the Taal Volcano and 10 minutes away from Skyranch. Concha's garden is located at Cliffhouse Tagaytay. It is known to serve Filipino dishes and known for its garden inspired theme. It was opened on March 18, 2014.

Furthermore, only three restaurants were selected among the nine DOT-Accredited restaurants in Tagaytay City, those three were the only establishments that allowed the researchers to conduct a study. The DOT standards as for the expected quality, the researchers expect that the three chosen DOT-accredited touristic restaurants are strictly following and maintaining the DOT standards. On the other hand, the researchers observed based on their experience that the three chosen DOT-Accredited touristic restaurants failed to comply with some of the five dimensions of SERVQUAL, which are: the accuracy of serving orders, speed of serving order (reliability) safety and security of the establishment (assurance), cleanliness outside the establishment and insufficient space for waiting lounge. (tangibility).

The researchers used SERVQUAL by Parasuraman, Zeithaml and Berry, as a conceptual framework. The researchers chose SERVQUAL that help the researchers to identify the gaps between customer expectation and the actual services provided based on five dimensions which are: Reliability, Assurance, Tangibility, Empathy, Responsiveness, or known as RATER. It is also simpler and easier to understand unlike other concepts for measuring service quality. Thus, it aided the researchers to propose an action plan for the selected DOT-accredited restaurants. Reliability this

refers to the ability of the restaurant to carry out their promised services. Assurance this refers to the professionalism, politeness and knowledge of employees that builds the customers' confidence and certainty. Tangibility this refers to the appearance of physical facilities. Empathy observed to the readiness of employee to assist the customers especially customers with special needs. Responsiveness refers to the employees' willingness to provide service and assistance to the customers. (Fisk, et al., 2014).

The researchers used the Total Perceived Quality Model by Grönroos (2015). The expected quality and experienced quality in the Total Perceived Quality Model is used as the main criterion for the questionnaires and the dimensions of RATER is used as the sub criterion. The researchers conducted the study with the aim to create an action plan that could be used in order to improve the service quality of selected DOT accredited touristic restaurants in Tagaytay City.

Literature Review

Restaurants catered to customers whose needs and wants change overtime. Customers are now being selective and it clearly shows that they're also after a good service quality that is provided aside from a great food (Barklon, 2015). Service quality can absolutely affect the client satisfaction and loyalty. Nevertheless, perceived value does not have a huge impact on customer loyalty of the restaurant; it serves as an intermediary between the customer satisfaction and service quality (Lai, 2014). For this reason, service quality should be assessed in order to maintain the fulfilment of customers.

Moreover, it is a good thing that restaurants are aware of service quality and its effect on customer satisfaction, which is why some factors like picking trained and wise staff, is a must in terms of delivering service. (Dhora & Dionizi, 2014). However, evidence also imply that, in spite of the continuous highlight on "service quality" for more than a period of time, it was found that there is still a lack of complete understanding of what really establish quality and how it can be develop and administer. The interdisciplinary and general understanding correspond to service quality has become urgent for tourism, leisure, and hospitality service managers in their attempt to deliver and design a better quality of service (Mok, et al., 2013).

Similarly the study conducted by Carreon, et. al. (2015) also used RATER to assess the customer satisfaction on food quality and service quality of Mang Inasal in Halang Calamba City. The results revealed that customers were contented with the level of service however; researchers suggested that there is a need for additional employees for a quicker delivery of service.

Omar, et al. (2016) also identified the service quality of Arabic Restaurants in Shah Alam, Malaysia by using the five dimensions of RATER and examined the

significance of gender on the relationship between service quality and customer satisfaction. It was revealed that tangibility, assurance, and empathy were the most connected to customer satisfaction compared to the other two dimension. Female customers have also higher satisfaction compared to male customers. In addition, in the previous study conducted by Abu Gharib, et. al (2016) the researchers also used RATER to assess the service quality of food parks. On the other hand, these studies did not use another model as basis for evaluating service quality.

However, it was also implied that there can be shortcomings when measuring service quality based on comparison between expectations and experiences. Expectations are measured after the service experience or during the experiences occur, which for practical reasons they frequently are, then it doesn't measure the expectation but something that has been influenced due to the experience occurring. Notably, the expectation and experience contrast will aid managers and also the researchers to comprehend how customers distinguish the aspect of a given service (Grönroos, 2015).

The study was examined; the service quality of selected DOT accredited touristic restaurants in Tagaytay City. The results from this study were most likely used as a reference for future researchers who might be concerned in this area of study. To the researchers of the study, it provided new information. To the chosen DOT-accredited touristic restaurants, it helped them improve their service quality by knowing in what areas they need to excel more since the respondents were the customers itself. It further helped them to have an idea regarding service quality, its effect to the customers as well as to the image of the restaurant.

To the government of Tagaytay, they gave emphasis on improving the service quality of the touristic restaurants because these establishments were one of the main reasons why tourists visit their place. Also, it was result to better performance of the service of these restaurants. The study was unique because it focused on DOT-Accredited touristic restaurants and aside from Rater Model; two criterias were adapted from the Perceived Service Quality Model of Grönroos. Also the study involved peak and lean season.

The study was guided by the following specific objectives.

1. To determine what influences the customer perception of expected quality in terms of reliability, attainability, tangibility, empathy and responsiveness during peak and lean season.
2. To determine what influences the customer perception of experienced quality in terms of reliability, attainability, tangibility, empathy and responsiveness during peak and lean season.
3. To determine the significant relationship between expected quality and experienced quality during peak and lean season.

The paradigm explained that customer's expected quality and experienced quality should be measured which helped the researchers to come up with an action plan for the DOT-Accredited touristic restaurants of Tagaytay City.

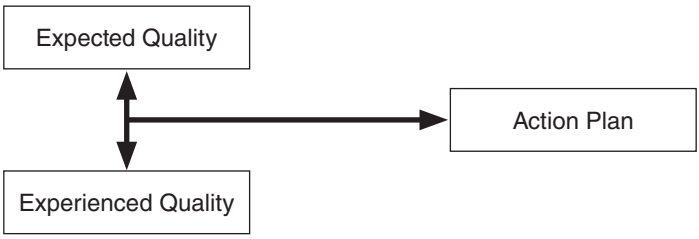

Figure 1

Methodology

The researchers used quantitative research for collecting data. Furthermore, a descriptive research design was used in this study. The researchers used descriptive research was to classify the source of something that is happening. It used controlled tool and, explicitly it was intended to measure the features defined in the research questions using quantitative approach. (Felix, 2017)

The research participants of this study were the customers from Concha's Garden Cafe, Josephine Restaurant and Memory Lane. The sample size would be 50 each for Concha's Garden Cafe and Josephine Restaurant and Memory Lane. The researchers used non-probability sampling method specifically purposive sampling. It was used because it was time-effective since the place where the survey was conducted in touristic restaurants and it was more applicable for gathering primary data.

The data collection method that the researchers used was the survey questionnaire. In order for the service quality to be measured, there were two sets of questionnaires that the researchers distributed one for the expected quality and the other one for the experienced quality in a back-to-back legal sized paper during peak and lean season. The researchers used the expected quality and experienced quality in the "Perceived Service Quality Model" as main criteria, excluding its sub-criteria; instead the researchers used the RATER Model as substitutes. The researchers disregard the sub-criteria of the expected and experienced quality in the "Perceived Service Quality Model" of Christian Gronroos, were broad and were not easily understood if used in the questionnaires unlike the RATER Model which is more specific in terms of its dimensions. The researchers used the Likert Scale ranging 5 as Outstanding, 4 as Very Good, 3 as Good, 2 as Fair and 1 as Poor. The Likert Scale was appropriate because the respondents only selected the best option that was based on their own perspective.

The researchers distributed the questionnaires with the help of the restaurant crews during Friday-Sunday on a lunch to afternoon time for the peak season because it was the usual time when huge numbers of people dine in the touristic restaurants. As for the lean season, the researchers distributed the questionnaires during Wednesdays and Thursdays, because one restaurant is closed during Tuesdays which is the Memory Lane. The researchers conducted the survey for four weeks until the required number of respondents was reached.

During the data gathering, there were respondents who are not willing to answer the survey questionnaires. The researchers respected their decision and waited for other customers who were willing to answer the questionnaire. Weighted Mean and Standard Deviation were used to evaluate the assessment of the respondents regarding the expected and experienced service quality based on the five dimensions of RATER Model. Pearson Correlation was used to test the hypothesis of the study.

Findings & Discussion

This part of the paper discusses the findings of the study.

Table 1. Assessment on the Expected Quality of DOT-Accredited Touristic Restaurants in Tagaytay in terms of Reliability for both peak and lean season

Reliability	**Peak Season**			**Lean Season**		
	Mean	**Interpretation**	**Rank**	**Mean**	**Interpretation**	**Rank**
1. Implementation of rules (No smoking policy, no pets allowed, etc.)	4.33	Very Good	4	4.31	Very Good	2
2. Operating hours (Opening and Closing time)	4.36	Very Good	2.5	4.35	Very Good	1
3. Accuracy of serving orders	4.36	Very Good	2.5	4.19	Very Good	4
4. Speed of serving orders	4.13	Very Good	5	4.13	Very Good	5
5. Availability of receptionist/usher/ usherettes	4.45	Very Good	1	4.25	Very Good	3
Over-al1	**4.33**	**High Influential**		**4.25**	**High Influential**	

Over-all Interpretation for influence: 1.0-1.49: Not influential 1.50-2.49: Slightly Influential 2.50-3.49: Infuential 3.50-4.49: Highly Influential 4.5-5.0: Very Much Influential

Table 1 shows that during peak season, as per the expectation of the respondents, availability of receptionist/usher/usherettes has the highest rank, because during peak season restaurants provide many ushers to accommodate the orders of the customers to avoid complaints. When there are no adequate staffs, everybody has to work faster and longer, meaning one has to do another job, thus it may result to tired employees and will lessen their productivity (Basic Kitchen and Food Service Management, 2014). Some workers at the front can be noticed rushing when assisting customers from one table to another. Kitchen staffs are also working hard to accomplish everything instantly, but slow service will be expected if workers are lacking especially in front of the house (Kanyan, et. al., 2016).

On the other hand, Speed of serving orders has the lowest rank but still interpreted as Very Good. It is expected because when there are a lot of orders from the customers it's hard to accomplish everything quickly. But overall, for the expected quality of reliability during peak season, is highly influential. For a fast-casual restaurant, where one might wait in a longer span of time to have the ordered food, less expectation for speed of serving orders is presumable. It is important yet, it is not always about the speed. In example, customers hate when they get the wrong order, which means speed of serving orders is important but not at the cost of being inaccurate. During rush hours restaurant crews should double check the orders of the customers (Levin, 2013).

As for the lean season, for the expected quality of the respondents, the operating hours has the highest rank, this implies that the restaurants maintain their original opening and closing time. Operating hours can entice customers if chosen carefully. It can be adjusted depending on the season if the owner needs or wants to. Opening at the right time will bring patrons and to make a challenging move, offering limited hours in a restaurant can also cause huge number of customers. Overhead costs and opportunities for profit should be balanced when adjusting the operating hours of a restaurant. When selecting the hours of operation, it should be considered when that particular schedule will take place. When there's a peak and lean season, operating hours can be limited during a time of the year when expecting fewer customers. On the other hand, operating hours can be extended during peak or holiday season to accommodate more customers (WebstaurantStore, 2018). While the speed of serving orders has the lowest rank but still interpreted as Very Good. It is because these restaurants are casual dining restaurants, arranging or cooking the food upon ordering are expected by the customers. Breakfast, lunch, and dinner meals are peak times when there's a huge demand for food, and because of this slow service are unavoidable (Kanyan, et al., 2016). But overall, for the expected quality of reliability during lean season, is highly influential.

Table 2. Assessment on the Expected Quality of DOT-Accredited Touristic Restaurants in Tagaytay in terms of Assurance for both peak and lean season

Assurance	Peak Season			Lean Season		
	Mean	**Interpretation**	**Rank**	**Mean**	**Interpretation**	**Rank**
1. Employees knowledge of service of the restaurant	4.43	Very Good	2	4.28	Very Good	1
2. Employees manner of serving	4.49	Very Good	1	4.21	Very Good	5
3. Safety and Security of the restaurant	4.27	Very Good	4	4.24	Very Good	4
4. Employees Grooming	4.41	Very Good	3	4.27	Very Good	2
5. Risk Control Management (i.e. first aid kit, fire extinguisher, emergency exit)	4.25	Very Good	5	4.26	Very Good	3
Overall	**4.37**	**High Influential**		**4.25**	**High Influential**	

Table 2 shows that that during peak season, as per the expectation of the respondents, employees' manner of serving has the highest rank. For lean season it has the *lowest rank* but still interpreted as *Very Good*. It is because customers expect that employees are very courteous and hospitable when serving orders given that it is a peak season, where there maybe instances that customers lose patience for waiting. Some employees don't smile when serving the customers and this leaves a bad impression. This means lack of moral encouragement from the management staff. Kanyan (2016) While the risk control management has the lowest rank but still interpreted as Very Good, because customers notice the presence of fire extinguishers, and fire exit inside the restaurants, maybe first aid kits are stored in a different place. Customers obviously value their safety and safety aids should be clearly visible in the area. Even if a restaurant provides good food, any alarming accident may happen anytime and it can destroy a business. Businesses that keep an eye on those areas and have risk management plans are more likely to be successful in the long run. (Monroe, 2013) But overall, for the expected quality of risk control management during peak season is highly influential. As for the lean season, for the expected quality of the respondents, the employees' knowledge of service of the restaurant has the highest rank, this implies that the restaurants' employees are well-informed of their whole operations. Knowledge about the services and product is severely important. If there's complete understanding about the services offered, customers will be more attracted to have decisions on buying or purchasing services. Knowledge will make a team

more look confident and efficient. Whenever employees speak to customers they will have conviction and will lead to more chances of having high customer satisfaction. (Newman, 2014) While the employees' manner of serving has the lowest rank but still interpreted as *Very Good*, possibly because some employees don't serve the foods in the right way. But overall, for the expected quality of assurance during lean season, is *highly influential*.

Table 3. Assessment on the Expected Quality of DOT-Accredited Touristic Restaurants in Tagaytay in terms of Tangibility for both peak and lean season

Tangibility	**Peak Season**			**Lean Season**		
	Mean	**Interpretation**	**Rank**	**Mean**	**Interpretation**	**Rank**
1. Adequate Parking Space	4.61	Outstanding	2	4.31	Very Good	6
2. Quality of Air-conditioning/ Ventilation	4.47	Very Good	6	4.84	Outstanding	1
3. Adequate lighting (Lighting in dining rooms, restrooms, corridors)	4.59	Outstanding	3	4.39	Very Good	3
4. Appropriateness of employees' uniform	4.55	Outstanding	5	4.35	Very Good	5
5. Cleanliness and Condition of Restroom (has tissue paper, soap, good quality fixtures and fittings,)	4.15	Very Good	8	4.39	Very Good	3
6. Adequate dining space (size of dining area, sufficient tables and chairs)	4.57	Outstanding	4	4.39	Very Good	3
7. Cleanliness of Dining Area (floorings are kept clean, clean table cloth and napkins, silverwares are clean and polished)	4.65	Outstanding	1	4.27	Very Good	7
8. Provided Waiting Lounge for customers	4.45	Very Good	7	3.97	Very Good	8
Overall	**4.37**	**Very Much Influential**		**4.25**	**High Influential**	

Table 3 shows that during peak season, as per the expectation of the respondents, cleanliness of Dining Area has the *highest rank*. It is because employees are more observant and alert to keep the whole dining area clean when there's a lot of customers inside the restaurant. Cleanliness and food safety are top key preconditions for the customer choice of restaurant. The physical environment has an impact on the over-all image of the restaurant; it can be positive or negative. Physical surroundings need to be maintained and improved always in order to keep up with the market. (Mason et al. 2016). On the other hand, the cleanliness and condition of restroom has the *lowest rank* but still interpreted as *Very Good*, because it is expected that there can be long lines inside the restrooms especially for females that is why it is hard to maintain its utmost cleanliness. The washrooms of restaurants should be kept clean and must smell pleasant at all times. The toilets, mirrors, and floor must remain hygienic and trash bins are placed properly. It is because customers notice the cleanliness of the whole restaurant and it makes a big impact Tetreault (2015). As for the lean season, for the expected quality of the respondents, the quality of Air-conditioning/Ventilation has the *highest rank*. Since there are fewer people inside the restaurants, the higher the chance to keep the whole establishment at a fairly low temperature. A proper ventilation is vital for the health of employee and customers, and also for food safety. Once good ventilation is not maintained, it may result to high utility bills, reduced productivity of employee and complaints from the customers. In addition, bad odor may occur when the restaurant is not properly ventilated Allen (2014). On the other hand, the provided waiting lounge for customers has the *lowest rank* but still interpreted as *Very Good*. It can be clearly seen regardless of what season because there are few seats or little spaces for the waiting customers inside the restaurants. The waiting area for guests leaves a first impression. Its design and comfortability already speak so much about the business. It is necessary to have comfortable and proper lounge seating for the guests. The more comfortable it is, customers will not be easily irritated. A modern and comfortable lounge seats will help customers relax while waiting for their turn. (Lioness, 2017).

Table 4. Assessment on the Expected Quality of DOT-Accredited Touristic Restaurants in Tagaytay in terms of Empathy for both peak and lean season

Empathy	**Peak Season**			**Lean Season**		
	Mean	**Interpretation**	**Rank**	**Mean**	**Interpretation**	**Rank**
1. Employee's hospitality towards customers (Proper greeting, smiling genuinely, etc.)	4.59	Very Good	1	4.35	Very Good	1
2. Employee's ability to suggest best-seller foods in the menu	4.41	Very Good	5	4.29	Very Good	2.5

Table 4. (Con't)

Empathy	Peak Season			Lean Season		
	Mean	**Interpretation**	**Rank**	**Mean**	**Interpretation**	**Rank**
3. Employee's interpersonal skills (communications skills are clear, precise and understandable)	4.45	Very Good	4	4.27	Very Good	4
4. Employee's ability to tend the needs of the customer.	4.49	Very Good	3	4.17	Very Good	5
5. Employee's readiness to assist people with specific needs (PWD, Elderly, etc.)	4.51	Very Good	3	4.29	Very Good	2.5
Overall	**4.49**	**High Influential**		**4.28**	**High Influential**	

Table 4 shows that during peak season and lean season, as per the expectation of the respondents, Employee's hospitality towards customers has the highest rank, this means that the employees portray a decent image by greeting the customers and accommodating them happily. Great hospitality of staff is an additional point for service quality. In hospitality, customers don't just pay for their food, but for the entire experience. For instance, when there is a problem with the food, customers will appeal to the manager or crew but when they experience poor hospitality, most likely they will voice it out in social media or internet (Roubler, 2017). The lowest rank for peak season but still interpreted as very good for the expected quality is the employees' ability to suggest best seller foods on the menu, possibly because during peak season employees recommend just one particular food that is ready and available instead of recommending a list of options. While the lowest rank for lean season but still interpreted as very good for lean season is the employee's ability to attend the needs of the customer. This indicates that the employees are focused on the requests of the customers. Restaurant Employees, just like any type of employee, need and want to be trained beyond the onboarding stage. Not only does it make them feel like a valued member of the business, but it shows that the organization is invested in their ongoing development and advancement. Plus, research shows that 9 out of 10 managers started as entry level employees. If you want to develop a loyal team of key players who may eventually transition into leadership roles, you have to give them the tools to do so (Wormley, 2016).

Table 5 shows that during peak season, as per the expectation of the respondents, Employee's ability to respond to customer's concerns immediately has the highest rank, since during peak more employees are on duty to accommodate the needs of the customers. For a staff to respond to customers' need or problem immediately the staff should have a confidence to decide what he or she thinks right for the customer. If not, the problem should be endorsed right away to the right person. Through this, the restaurant practices staff empowerment (Brown, 2015). On the other hand, the acceptance of customer's suggestions and criticisms has the lowest rank but still interpreted as Very Good. Customers expect that the restaurants are not welcoming with their reviews for improvement, but overall, for the expected quality of responsiveness during peak season, is highly influential. It's never a good feeling to get negative comments from your past guests. With the internet connecting consumers in more ways than ever before, unhappy customers are able to let others know exactly how they feel through bad restaurant reviews. "Customer criticism certainly benefits us from making mistakes in the future by critiquing, by teaching, or re-teaching the staff and the management to make sure they're up to snuff." (Shenkel, 2017). As for the lean season, for the expected quality of the respondents, Employee's alertness during emergency has the highest rank since there are fewer people this implies that employees of the restaurant can make an action immediately whenever there is an emergency. Another area in restaurants that generates problems and liability expenses is when people get injured on the premises. Restaurants handle customer complaints, lost items and injuries, so creating a comprehensive customer service strategy and procedure for handling accidents and emergencies is important. Restaurants deal with various accidents, altercations and incidents that include robberies, loud arguments and physical violence. How restaurants respond to ease tensions and handle accidents is critical for a restaurant's reputation and financial well-being (Matthew, 2017). While providing a quick and prompt service has the lowest rank but still interpreted as Very Good, possibly because when there's fewer people some employees are not very attentive to the customers. But overall, the expected quality of responsiveness during lean season,

Table 5. Assessment on the Expected Quality of DOT-Accredited Touristic Restaurants in Tagaytay in terms of Responsiveness for both peak and lean season

Responsiveness	**Peak Season**			**Lean Season**		
	Mean	**Interpretation**	**Rank**	**Mean**	**Interpretation**	**Rank**
1. Employee's ability to respond to customer's concerns immediately.	4.547	Outstanding	1	4.253	Very Good	2.5

Table 5. (Con't)

Responsiveness	Peak Season			Lean Season		
	Mean	**Interpretation**	**Rank**	**Mean**	**Interpretation**	**Rank**
2. Willingness of employees to clean tables and chairs before and after use	4.533	Outstanding	2	4.253	Very Good	2.5
3. Providing a quick and prompt service	4.467	Very Good	4	4.200	Very Good	5
4. Employee's alertness during emergency	4.507	Outstanding	3	4.293	Very Good	1
5. Acceptance of customer's suggestions and criticisms	4.400	Very Good	5	4.240	Very Good	4
Overall	**4.419**	**High Influential**		**4.248**	**High Influential**	

Table 6. Assessment on the Experienced Quality of DOT-Accredited Touristic Restaurants in Tagaytay in terms of Reliability for both peak and lean season

Reliability	Peak Season			Lean Season		
	Mean	**Interpretation**	**Rank**	**Mean**	**Interpretation**	**Rank**
1. Implementation of rules (No smoking policy, no pets allowed, etc.)	4.413	Very Good	3	4.31	Very Good	2
2. Operating hours (Opening and Closing time)	4.480	Very Good	2	4.35	Very Good	1
3. Accuracy of serving orders	4.507	Outstanding	1	4.19	Very Good	4
4. Speed of serving orders	4.200	Very Good	5	4.13	Very Good	5
5. Availability of receptionist/usher/ usherettes	4.253	Very Good	4	4.24	Very Good	3
Overall	**4.371**	**High Influential**		**4.24**	**High Influential**	

Table 6 shows what influences the customer perception of experienced quality during peak and lean season in terms of *Reliability*. During the peak season, the *Accuracy of serving orders* has been ranked as the highest and interpreted as *Outstanding*. This implies that the employees of the restaurant are paying attention and actively listens each time

the customers place their order. Giving accurate orders are not just about providing good service. It also for the safety of the guests. Customers are being selective of their food because of sensitivity or they have an allergy to a specific food. And allergic reactions can be a life threatening (Service that Sells, 2017). As for the lean season, the *Operating hours* has the highest rank and interpreted as *Very Good*. This means that they do not extend more hours and follow the mandated policy of the restaurant for opening and closing time. There are numerous of studies suggests that overwork does not help a business. Even though the employees love their job and voluntarily work for long hours, when they are exhausted their performance can drop-off (Carmichael, 2015). Furthermore, *Speed of serving orders* for both season (peak and lean) has the lowest rank. Nonetheless, it was still interpreted as *Very Good*. This implies that the orders are being served in a reasonable length of time. Even though during the peak season they are still able to provide prompt service. In the study conducted by Edwards (2018) states that it is not just a great food that matters. Successful restaurants, also offers not only first-class menus but also the best food service that will help create memorable experience for the customers. Generally, the result of the data was interpreted as *Highly Influential*. The customers are very aware of the service given by the restaurant. They are not just after the food quality anymore, they are also seeking for a good service quality even during the lean season. Good thing is that the restaurants where the researchers conducted the survey questionnaires have performed well in providing prompt and good service to the customers. In fact, the overall result of the data shows a very good operation of the restaurant which was interpreted as Highly Influential.

Table 7. Assessment on the Experienced Quality of DOT-Accredited Touristic Restaurants in Tagaytay in terms of Assurance for both peak and lean season

Assurance	**Peak Season**			**Lean Season**		
	Mean	**Interpretation**	**Rank**	**Mean**	**Interpretation**	**Rank**
1. Employees knowledge of service of the restaurant	4.446	Very Good	2	4.320	Very Good	2.5
2. Employees manner of serving	4.453	Very Good	1	4.347	Very Good	1
3. Safety and Security of the restaurant	4.000	Very Good	5	4.267	Very Good	4
4. Employees Grooming	4.387	Very Good	3	4.320	Very Good	2.5
5. Risk Control Management (i.e. first aid kit, fire extinguisher, emergency exit)	4.067	Very Good	4	4.213	Very Good	5
Overall	**4.2713**	**High Influential**		**4.2933**	**High Influential**	

Table 7 shows what influences the customer perception of experienced quality during peak and lean season in terms of Assurance. During the peak and lean season, the *Employees manner of serving* has been ranked as the highest and interpreted as Very Good. This implies that the employees shows knowledge about the proper way of serving foods to the customers. For each and every employees of the restaurants, serving food in a correct manner is a very important task to perform as it can be the reason why customers will come again and even recommend it to other people (Hospitality-School ,2013). Furthermore, *Safety and security of the restaurant* during peak season has the lowest rank. Nevertheless, it was interpreted as *Very Good*. This shows that the safety of the environment of the restaurants adds to the customer's confidence and has a very big impact to them. In addition, a safe workplace can also improve the customer's satisfaction (Walter, 2013). As for the lean season, the *Risk control management* (i.e. first aid kit, fire extinguisher, emergency exit) has the lowest rank but the customers considered it as one of the factor as it is interpreted as Very Good. This shows that the restaurant strictly comply with the authorization's mandated policy for the safety of the customers. Numerous of business owners are not fully aware of possible risks within their businesses and the effect these could have. The damage or direct loss is not only the major loss but also the time that will spend on dealing with the outcome which includes the production timetables and interruption to work. The image of the business as well as the customer's loyalty can also be negatively impacted (NZI Risk Solutions, 2016). Generally, the result of the data was interpreted as *Highly Influential*. The employees of the restaurants are following the correct way of serving foods to the customers which results to a very good interpretation during the peak and lean season. They also provide a risk control management and a safety environment that instill assurance and trust to the customers of the restaurant. Furthermore, the overall findings show a high result which was interpreted as Highly Influential.

Table 8 shows what influences the customer perception of experienced quality during peak and lean season in terms of *Tangibility*. During the peak and lean season, the *Appropriateness of employees' uniform* has the highest rank. This implies that the employees wearing distinguishable and proper uniform has a very good impact to the customers and to the image of the restaurant. In fact, it was interpreted in the data as Outstanding. Similarly, in the study conducted by Leach (2017) states that the employees has an impact to the business. Choosing the right employees are very crucial even if it is a small company. In addition, having the wrong people worked at the establishment especially during the holidays can be detrimental. The *Adequate parking space* for peak season has been ranked as the lowest but it still has a Very Good interpretation. This implies that there are sufficient parking spaces provided for the customers of the restaurant. On the other hand, in an article entitled "Lack of parking space in Panvel" by Kurian (2013) it was found that lack of parking

spaces was seen as a hindrance towards the development of the city. Unavailability of parking spaces also caused traffic congestion and caused to impel drivers to break the traffic rules. In fact, it was also identified as a major problem that was seriously affecting the function of the marketplace. As for the lean season, *Provided waiting lounge for customers* has the lowest rank. Regardless, it was interpreted as *Very Good*. This implies that the restaurant provided their customers comfortable and adequate waiting lounges. Waiting lounges directly communicates the company's image. The moment the customers walk through the doors, the reception area or the waiting lounges is usually the one that they immediately notice. People should prioritize this area as it give the first impression about the company. (Pochepan, 2017).

Table 8. Assessment on the Experienced Quality of DOT-Accredited Touristic Restaurants in Tagaytay in terms of Tangibility for both peak and lean season

Tangibility	**Peak Season**			**Lean Season**		
	Mean	**Interpretation**	**Rank**	**Mean**	**Interpretation**	**Rank**
1. Adequate parking space	4.120	Very Good	8	4.133	Very Good	6
2. Quality of Air-conditioning/Ventilation	4.307	Very Good	6	4.067	Very Good	7
3. Adequate lighting (Lighting in dining rooms, restrooms, corridors)	4.480	Very Good	2	4.333	Very Good	3
4. Appropriateness of employees' uniform	4.554	Outstanding	1	4.387	Very Good	1
5. Cleanliness and Condition of Restroom (has tissue paper, soap, good quality fixtures and fittings,)	4.467	Very Good	3	4.267	Very Good	4
6. Adequate dining space (size of dining area, sufficient tables and chairs)	4.400	Very Good	5	4.360	Very Good	2
7. Cleanliness of Dining Area (floorings are kept clean, clean table cloth and napkins, silverwares are clean and polished)	4.400	Very Good	4	4.240	Very Good	5
8. Provided Waiting Lounge for customers	4.293	Very Good	7	3.946	Very Good	8
Overall	**4.3814**	**High Influential**		**4.2183**	**High Influential**	

Generally, the result of the data was interpreted as *Highly Influential*.The appearance of the employees is one of the factors that positively impacts the restaurant's image. In addition, employees wearing of proper uniforms help the customers to distinguish them easily. On the other hand, waiting lounge creates good impression to the customers of the restaurant.

Table 9. Assessment on the Experienced Quality of DOT-Accredited Touristic Restaurants in Tagaytay in terms of Empathy for both peak and lean season

Empathy	**Peak Season**			**Lean Season**		
	Mean	**Interpretation**	**Rank**	**Mean**	**Interpretation**	**Rank**
1. Employee's hospitality towards customers (Proper greeting, smiling genuinely, etc.)	4.427	Very Good	4	4.373	Very Good	1
2. Employee's ability to suggest best-seller foods in the menu	4.320	Very Good	5	4.293	Very Good	3.5
3. Employee's interpersonal skills (communications skills are clear, precise and understandable)	4.440	Very Good	3	4.293	Very Good	3.5
4. Employee's ability to tend the needs of the customer.	4.493	Very Good	1	4.280	Very Good	5
5. Employee's readiness to assist people with specific needs (PWD, Elderly, etc.)	4.467	Very Good	2	4.347	Very Good	2
Overall	**4.429**	**High Influential**		**4.317**	**High Influential**	

Table 9 shows what influences the customer perception of experienced quality during peak and lean season in terms of Empathy. The *Employee's hospitality towards customers* (i.e proper greeting, smiling genuinely, etc.) for lean season has the highest rank and interpreted as *Very Good*. This means that employees are very hospitable towards the customers. In the field of hospitality industry, it is vital to hire the right people for the business. Employees that are hospitable, has compassion and attentiveness, with such trait are most likely to perform their job successfully, without exception (Solomon, 2016). As for the peak season, the *Employee's ability to tend the needs of the customer* has the highest rank and interpreted as *Very Good*.

This shows that the employees' attentiveness and willingness to assist the customers' needs has a very big impact to the customers. However, during the lean season it has been ranked as the lowest but it was still interpreted as Very Good. This emphasizes the importance of employees' ability to cater the needs of the customers. Employees' eagerness to attend to the needs of the customers each time they seek for assistance or help is very important. And if properly done, the customer asking for help will not only feel satisfied but will also favorably willing to avail products and/or services from the business (Ward, 2016). Moreover, *Employee's ability to suggest best-seller foods in the menu* for peak season has the lowest rank. Regardless, it was interpreted as *Very Good*. This implies that employees' shows expertise about the foods they offer in that particular restaurant. The employees' ability to provide suggestions in the menu is as important as the appearance and the manner of serving. An employee must be acquaint with the menu to answer all the customer's queries with ease and be able to enumerate and explain daily specials in the menu. (Webstaurant, 2017) Generally, the result of the data was interpreted as *Highly Influential*. The customer like it when they are treated with courtesy and kindness. On the other hand, the employees of the restaurants were very welcoming and friendly. They always greet their customers warmly. They also serve them with a smile on their faces which has a very good impact to the customers as well as to the image of the restaurant.

Table 10. Assessment on the Experienced Quality of DOT-Accredited Touristic Restaurants in Tagaytay in terms of Responsiveness

Responsiveness	**Peak Season**			**Lean Season**		
	Mean	**Interpretation**	**Rank**	**Mean**	**Interpretation**	**Rank**
1. Employee's ability to respond to customer's concerns immediately.	4.440	Very Good	3	4.187	Very Good	3
2. Willingness of employees to clean tables and chairs before and after use	4.493	Very Good	1	4.160	Very Good	5
3. Providing a quick and prompt service	4.400	Very Good	4	4.173	Very Good	4
4. Employee's alertness during emergency	4.347	Very Good	5	4.307	Very Good	1.5
5. Acceptance of customer's suggestions and criticisms	4.413	Very Good	2	4.307	Very Good	1.5
Overall	**4.419**	**High Influential**		**4.227**	**High Influential**	

Table 10 shows what influences the customer perception of experienced quality during peak and lean season in terms of *Responsiveness*. During the peak season, the *Willingness of employees to clean tables and chairs before and after use* has the highest rank and interpreted as *Very Good*. This shows that the employees of the restaurants have the initiative of maintaining the cleanliness of the dining area. However, during the lean season it has been ranked as the lowest but it was still interpreted as Very Good. This means that it has a very good impact to the customers. In a study conducted by Bauer (2015) states that a clean restaurant provides customers a good perception and assurance that they are going to dine-in in a safe environment. It can also give a pleasing ambience. Even if the food is great, an unsanitary environment can give bad impression to the customers and can negatively affect the health of the customers as well as the employees of the restaurant. Furthermore, the *Acceptance of customer's suggestions and criticisms* for lean season has the highest rank and interpreted as *Very Good*. This means that the restaurant is always open for improvements from the suggestions and criticisms of the customers. Feedback is a vital information for businesses that can be used for making decisions as well as for improvements. In fact, negative feedback are the ones that is considered as very useful as it can help for continuous services improvements and increase in performance (DeFranzo, 2017). The Employee's alertness during emergency for the peak season has the lowest rank. Nonetheless, it was interpreted as *Very Good*. This implies that the customers have observed the preparedness of the employees or the restaurant when an emergency occur. The readiness of every restaurants is essential for an emergency. And it is important to come up with a realistic emergency safety plan in order to be prepared when a sudden emergency occurs in an establishment (Goodman, 2017).

Overall, the result of the data was interpreted as *Highly Influential*. The cleanliness of the restaurants especially the dining area are their top priority as it can give a good impression and assurance of safety to the customers. The employees ensure that tables are clean before, and right after the customers use it.

Table 11. Relationship between the Expected and Experienced Quality during peak and lean season

Quality	Season	N	Mean	r	P-Value	Interpretation
Experienced	Peak	75	4.3743	–0.102	0.212	Not significant
	Lean	75	4.2730			
Expected	Peak	75	4.4616	–0.171	**0.036***	Significant
	Lean	75	4.2746			

*Significant at 0.05 level

Table 12. Relationship between the Expected and Experienced Quality

		Experience	Expected	Interpretation
Expected	Pearson Correlation	1	.465**	Significant
	Sig. (2-tailed)		.000	
	N	150	150	
Experience	Pearson Correlation	465**	1	Significant
	Sig. (2-tailed)	.000		
	N	150	150	

**.Correlation is significant at the 0.01 level (2-tailed).

Table 11 & 12 shows that there is a significant relationship between the expected quality and experienced quality. Specifically, the expected and experience quality has a positive correlation which means the relationship is direct. Based on the researchers' analysis, if the expected quality is high, it will result to a high experienced quality too, and vice versa. The evaluation of the customers for the expected quality also influenced their evaluation for the experienced quality. On the other hand, if it will be based on peak and lean season. The results show that only the expected quality is affected by the season. On the contrary, the predicted service directly influences the meaning of adequate service. In addition, it is the predicted service that the customers expected to receive. Thus, if acceptable service is predicted the adequate level will be much higher in comparison to poorer service assumptions. (UK Essays, 2013)

Conclusion

The over-all result of the influence of customer perception in terms of expected quality for reliability, assurance, tangibility, empathy, and responsiveness is highly influential both for peak and lean season. The over-all result of the influence of customer perception in terms of experienced quality for reliability, assurance, tangibility, empathy, and responsiveness is highly influential both for peak and lean season.

The results also show that there is a significant relationship between expected and experienced quality. On the other hand, if it will be based on peak and lean season, the results show that only the expected quality is affected by the season.

Moreover, the restaurants have good service quality; it is recommended by the researchers that they focused more on the cleanliness of their dining area and safety & security of the restaurants.

This study is limited in its ability to generalize because there were only three DOT-Accredited touristic restaurants in Tagaytay that the researchers studied out of nine since these were the only restaurants that allowed a study to be conducted in their

establishments and 150 was the total number of respondents. Also, the peak and lean season were not conducted throughout the year, it was based on particular holidays, and days of the week. It is suggested that the future researchers will conduct a study in another place in CALABARZON Region where DOT-Accredited restaurants can be found. Furthermore, it is recommended that the same framework and sampling method would be used.

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Conference Paper

A Deeper Shade of Green: Adaptation of Competitive and Sustainable Green Practices among selected Hotels in Metro Manila

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Abstract: Hotel companies consume vast amounts of natural sources, expel huge amounts of raw and stable wastes and affect the sustainability of the natural environment wherein they function (Ustad,2010).To lessen the negative effect on the environment, the hotel sector global has launched into a course of enforcing environmental management practices (Green Hotel Association, 2009). The study conducted to become aware of the green practices among selected Hotels in Metro Manila and its extent of implementation. It employed the descriptive layout. A researcher made questionnaire anchored by the ASEAN Green Hotel Standards and Green Globe into used to collect the needed statistics and one-way analysis of variance (ANOVA) were used to analyze the statistics. Findings revealed that the prevailing green practices inside the hotels of Metro Manila are the use of key card, provision of training programs for operation and management staff on environmental management, use of mechanisms to prevent water contamination and reduce waste water generation, hazardous waste handling and disposal practices in hotel- training of staffs on the hazardous waste management handling and designation of smoking and nonsmoking area. Moreover, the Hotels had been simplest partly enforcing green practices. Hence, the look at advocated a Green Hotel certification program to enhance the implementation of green practices.

Keywords: Green practice, environment, implementation, hotel, Metro Manila

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The Problem and its Background

Background of the Study

Metro Manila DOT-accredited hotels averaged an occupancy rate of 68.63% in 2004, an8.5% increase over 2003. The deluxe accommodations had the very best

common occupancy rate at 71%, a huge development over 2003's 61.23%. First class and well-known accommodations additionally gained increases in occupancy quotes. The economic system hotels remained the same at 54 percent. Surveys indicated that 36% of the visitors stated the nice and cozy hospitality and kindness of the people because the aspect they appreciated most about the Philippines (DOT 2016). Most effective 15% stated the natural points of interest as the component they preferred most. Twenty-six and half percentage cited visitors as the issue most disliked. The alternative most disliked aspect (stated by means of 49% of visitors) is the air and water pollution/dirty surroundings/ terrible roads (DOT 2016).

Research Setting

Metro Manila is located in the 1st largest city in the country in terms of population and economic revenues, it is also composed of 16 major cities namely; Manila, Quezon city, Makati, Pasig, Taguig, Pasay, Mandaluyong, Muntinlupa, Parañaque, Caloocan, Las Piñas, Valenzuela, Marikina, Malabon, Navotas, and Pateros. It is also the main business center in the National Capital Region. The overall region is growing and the hotel takes advantage of this growth in the city and nearby provinces (Philippinestravelsite.com). The expected influx of tourists this year has spurred the development of hotels and entertainment centers all over Metro Manila. Hotels in Metro Manila are driven significantly by global initiatives in integrating green strategies into their daily operations and even in design and construction. The expectation is that companies that do not follow to environmental initiatives or standards will eventually experience low occupancy rate and competitive advantage. Figure 1 shows the map of Manila wherein majority of the hotels per classification are been established and currently operating.

The study will attempt to determine the extent of implementation of green practices in the selected hotels in Metro Manila regardless of classification in enable to determine why there are still hotels not adhering to the green hotel standards. Only hotels that are part of an international chain are mandated to implement green practices due to the policy of the global parent entity. In the article of Zabat III (2012), he mentioned that one luxury hotel in Metro Manila has adopted a sustainable development program in accordance with the global group's goals to change production and consumption patterns to protect the planet, its people and the environment. These practices include waste management disposal, water recycling, and using more energy efficient equipment such as energy saving chillers and light-emitting diode (LED) lights. The deluxe hotel has also shifted towards locally grown organic products, and supplier accreditation includes environmental considerations on organically grown produce and livestock. The hotel is also looking to set up an organic garden on its rooftop. He added, for the international lodging industry, sustainability is no longer perceived as just a public

relations campaign; it has become a strategic means of managing operating costs and enhancing the satisfaction of stakeholders, including guests and employees.

The hotel industry in the Philippines still has a long way to go on the road to sustainable green practices. There are still problems, such as the fact that some vendors / suppliers in the value chain are unable to provide sustainable product offerings which is a requirement for green initiatives notwithstanding on the confusion of hotels on how to adapt to certification requirements.

Statement of the Problem

This study aimed to determine the extent of implementation of green practices among selected hotels in Metro Manila and ascertaining into which stages of the environmental management process are being applied by Philippine hotels in becoming certified ''green hotels" locally and globally.

Statement of Hypothesis

The hypothesis of the study that was tested in this study is as follows:
Ho1: There is no significant difference between and among the ratings of the respondents on the extent of implementation of green practices when grouped according to hotel classification.

Significance of the Study

With the global attention now focusing on green initiatives, the number of hotels in the Philippines is on the move to implement green practices on its operations. To preserve this richness and biodiversity, a number of hotels are taking steps to further environmental sustainability and responsible tourism in their respective places. The significance of the hotel being certified is that it can realize substantial savings and cost reductions. It is also significant that hotel owners and operators can already take steps to reduce the negative environmental impact of their operations such as energy and water efficiency, waste reduction and management and others. Result of this effort can pay off in terms of enhanced guest comfort, such as indoor air quality, access to daylight, and better control over thermal environments. There are a number of reasons a hotel can be considered environmental friendly. Some of these include the implementation of green practices, and the creation of environmental programs to educate hotel personnel and guests.

Scope and the Limitations of the Study

This study is confined to determine the extent of implementation of green practices among selected hotels in Metro Manila based on the ASEAN Green Hotel Standards

of Environmental plan, Green Products, Human Resource, Environmental management and the International Green Globe on Energy Efficiency, Solid Waste/ Chemical Management, Water conservation and quality and Clean air. This will ascertained into which stages of the environmental management process are being applied by Philippine hotels in becoming certified ''green hotels" locally and globally.

One noted limitations on this study was the selection of the criteria to be used in this study from the ASEAN Green Hotel Standards. The researcher utilized only 4 standards among the 11 standards included in the green standards and 5 standards from the International Green Globe. The criteria selected based on the imminent need to analyze the extent of implementation on these aspects wherein most of the issues were on these parameters. Another limitation was the selection of participating hotels wherein the study confined in Metro Manila hotels based on the DOT accreditation. The study utilized a descriptive method of research involving selected management and supervisors of the hotels as part of the respondents. The research study was conducted from January to May 2018.

Conceptual Framework

The researcher made a conceptual framework anchored on the ASEAN Green Standards and International Green Globe; however, the researcher harmonized the standards and used this as parameters for this study.

Greening is one issue that cannot be omitted by using the hospitality enterprise. It's far a phenomenon that one has to face. Within the Philippines, although there may be no strict trendy but being hooked up to display and check green practices, certification within the worldwide scale has discovered its area of interest and embraced the ASEAN Green Hotel standards since it was the only accrediting body in the ASEAN Countries that covers green hotel certification. Though DOT offered and accorded to institutions a nearby accreditation, it does no longer assure that positive green accommodations parameters are accounted; indeed the researcher anchored also the international standard set by the Green Globe standards as recognized worldwide.

Summary

The study aimed determine the extent of implementation of green practices among selected hotels in Metro Manila based on the ASEAN Green Hotel Standards of Environmental plan, Green Products, Human Resource, Environmental management and the International Green Globe on Energy Efficiency, Solid Waste/Chemical Management, Water conservation and Quality and Clean air.

The study utilized a descriptive method of research involving selected management and supervisors of the hotels as part of the participants of the study. Statistical tools used were frequency and percentage, weighted mean and standard deviation for

the descriptive statistics and one-way analysis of variance or ANOVA for inferential statistics. This will ascertained into which stages of the environmental management process are being applied by Philippine hotels in becoming certified ''green hotels" locally and globally.

Summary of Findings

1. The findings were derived from the evaluation of the extent of implement of green practices among selected hotels in Metro Manila as follows:
   - Based on the Socio-Demographic Profile. The majority of the respondent hotels within the survey were 3-star hotels (28%). A preponderance (63.5%) of accommodations turned into established after the year 2015. On common, the lodges had 52.0 full-time employees and 42.0 part-time personnel, at the same time as the common numbers of rooms and beds had been 193 and 344, respectively. A majority of hotels (100%) indicated they focused both leisure and agencies vacationers.
   - In terms of the Extent of Implementation of Green Practices. The practices of Human Resources (MS=2.855), Environmental Plan (MS=3.15), Green Products (MS=3.247), and Environmental Management (MS=3.22), were rated "sometimes implemented", however, the practices of Solid/Waste Chemical Management (MS=3.62), Water Conservation (MS=3.94), and Energy Efficiency (MS=3.78), were rated ''most of the time implemented". Noted high rating was the Clean Air practices (MS=4.610) which is ''always implemented".
2. The test of significant difference using ANOVA when grouped according to hotel classification, the findings were:
   - Environmental Plan has a p-value of 0.00 which is less than 0.05 level of significance. This leads to the rejection of null hypothesis.
   - Green products, the p-value is 0.715, which is greater than 0.05 level of significance. The null hypothesis was not rejected.
   - Human Resource has a p-value of 0.00 which is less than 0.05 level of significance. This leads to the rejection of null hypothesis.
   - Furthermore, at 0.00-0.031 level of accuracy, there is significant difference among the Energy Efficiency, Solid Waste Management and clean air among the accommodation and lodging establishments in Metro Manila, thus hypotheses are rejected.
   - On the other hand, in terms of the environmental management and water consumption, the p-value is 0.471 and 0.70, which is greater than 0.05 level of significance. The null hypotheses are accepted.

Conclusion

In the light of the findings of the study conclusions are drawn to wit:

1. The majority of the respondent hotels within the survey were 3-star hotels. Accommodations turned into established after the year 2015. On common, the lodges had full-time employee. A majority of hotels indicated they focused both leisure and agencies vacationers.

The extent of implementation of all the green practices, the clean air, energy efficiency, Water conservation and Solid/waste/chemical management practices had been most of the time implemented among the Metro Manila Hotels. On the other hand the green practices that sometimes implemented are the Human Resource Development, Environmental management, Green Product, Environmental Plan.

2. In terms of differences in the extent of implementation when the respondents were grouped according to hotel classification Statistical finding the level of significance shows that the mean differences between and among the groups of respondents per hotel on the extent of implementation of green practices of green products, environmental management and water consumption are not significant (NS). Hence, null hypotheses are accepted. In contrast, in the green practices of environmental plan, human resource, energy efficiency, solid/waste and clean air the mean differences are significant (S). For that reason, null hypotheses are rejected.
3. Ultimately, based on the findings of the study there is missing certifying body in hotels that will check and inspect its standards for green practices. Competitive green practices that must be designed for Philippine Hotels towards becoming ''green hotels" with Green Certification Program must focused on the environmental plan, environmental management, human resource and green products that has a least implementation among the green practices.

Recommendations

Based on the foregoing findings and conclusions, the following recommendations are offered.

1. The researcher recommend that there should be a Competitive green practices that must be designed for Philippine Hotels towards becoming ''green hotels" with Green Certification Program. DOT and Government might also consider these adapted harmonized green standards from the ASEAN Green Hotels and International Green Globe to indicate that a selected established order practices or does green practices. As a pre-requisite activity, hotels/accommodations adapted standards for them to formalize it towards greening practices which can be the corporate accrediting certifying body locally and globally.
2. Although there is no uniform green practices among the different classification of Hotels in Metro Manila, the environmental plan, environmental management,

human resource, green product, energy efficiency, water conservation, solid/waste management and clean air that has been adapted from the ASEAN Green Hotels and International Green Globe standards must be implemented all the time to manifest a uniform implementation of green practices.

3. It can be recommended that the countrywide and municipal authorities ought to fairly increase in fostering green practices at some stage in the city. Authorities' intervention, including public schooling, capacity constructing and guide within the local trade and concrete place should increase the supply and desires of green practices.
4. For further research the green Practices perhaps are included in the curriculum of the hospitality control and tourism college students. Future researches can be undertaken targeted at the socio-economic effect of the "green practices" on the accommodations.

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Conference Paper

Value-Based Fairness in Malaysian Five-Star Resorts: Measuring the Roles of Service-Related Attributes and Guest Behavioral Loyalty

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Abstract: A loyal guest has demanded value-based fairness at the time of purchasing a product or accommodation as a member or regular guest. The purpose of the paper is to examine the relationships between service disclosure, price fairness, problem-solving, system adaptation, guest behavioral loyalty, and value-based fairness in Malaysian five-star resorts. This study follows the questionnaire survey-based procedure to collect data from the resort's guests, and 392 valid responses were collected. The analytical technique offers SEM (Structural Modelling Equation) to test the hypotheses of the model. The results found the relationships of influencing factors of guest behavioural loyalty and value-based fairness. Furthermore, guest behavioral loyalty significantly mediates between affecting factor of guest behavioural loyalty and value-based fairness. Thus, the model synthesized the links of verifying research and providing articulation of constructs on how might apply within the resort industry context. Research findings were achieved objectives simultaneously and will, assist the resort management and implement value-based fairness for the regular guest as connecting long-term relationship.

Keywords: Quality disclosure, price fairness, problem-solving, system adaptation, guest behavioural loyalty, and value-based fairness

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Introduction

Malaysia's hospitality industry plays an essential role in the country's total economic growth (Mohamud, Khalifa, Abuelhassa & Kaliyamoorthy, 2017). Although this industry has exponential growth globally, there remains many ever-growing and ever-evolving challenges, including stiff competition. These challenges signifies the guest increased range of choices, higher expenditure and levels of service (Abd-Elaziz, Aziz, Khalifa & Abdel-Aleem, 2015; Abou-Shouk & Khalifa, 2017; Khalifa & Abou-Shouk, 2014; Wangpimoon, 2017). Today's hospitality industry is exceptionally competitive, especially in Asia's countries and guest demanding standard service or looking alternatives (Daun & Klinger, 2006; Mattila, Hellström & Törrönen, 2006). Therefore, service offerings are now considered possessions that reflects on guest regular purchase and involve to join loyalty program and enjoy value-based fairness (Evanschitzky, Iyer, Plassmann, Niessing & Meffert, 2006).

While the definition of fairness is sometimes challenging to explain because what is fair to one person can be considered unfair to another (Saulters, Hendrickson & Chaddad, 2018), and value-based fairness derived from broad participation of resort guests. Value-based fairness is the decision of top management teams after taking into account how guests perceive a product or service concerning fairness (TM Ingenbleek, 2014). However, while past studies have looked at guest facilities in terms of price such as commissions, value fairness, incentives or promotions (Amer, Busson & Lassous, 2018; Doliya & Singh, 2015; Hwang, Baloglu & Tanford, 2019; Kienzler, Koch & Vázquez, 2018). It would be beneficial to include cost decreases, revenue increases and achieving profitable fairness to derive better insights for long-time relationships with guests (Hinterhuber, 2008, 2004; Kandampully & Hu, 2007).

In addition, guest behavioral loyalty is a dimension of customer loyalty (Abd-Elaziz et al., 2015; Abou-Shouk and Khalifa, 2017; Kandampully, Zhang, & Bilgihan, 2015), which is an essential part of the service-oriented industry. Oliver, (1999) has referred that guest behavioral loyalty profoundly entrenched commitment to patronize service and product consistently despite situational influence or market effort to change the preference. Thus, Ball, Simões Coelho, & Machás (2004) have divided loyalty into two dimensions; attitudinal and behavioral. Behavioral loyalty is related to repeat transaction, while attitudinal is related to the positive effect of continue relationship. Undeniably, resort guests expect standard value service that translates into loyalty. Hence, guests' profile is saved to maintain a long-term relationship as considered as a significant asset for a resort (Reichheld & Sasser, 1990). Past studies have investigated little attention to the relationship between guest behavioral loyalty and value-based fairness that helped to maintain long-term beneficial relationships with guests (Pan, Sheng & Xie, 2012). Furthermore, quality disclosure provides information about the quality of services and products,

which are available in the market (Deribe, Woldemichael, Wondafrash, Haile & Amberbir, 2008; Forbes, Lederman & Wither, 2018; Kummer, Ryschka & Bick, 2018). Past researches have examined the influence of product disclosure on human psychology and behavior (Darics, 2013; Yunong & Xiong, 2008). Little attention has been drawn in the literature on direct relationships of quality disclosure effects on guest behavioural loyalty and indirectly effects on value-based fairness through guest behavioural loyalty.

Moreover, resort mainly responsible for standardizing, which may vary in different countries, and influence on product and service price (Becerra, Santaló & Silva, 2013; Masiero, Nicolau & Law, 2015). Nevertheless, price fairness is very subjective due to price perceptions of the guest (Xia, Monroe & Cox, 2004). Price fairness, in turn, directly influence on guest behavioral loyalty and indirectly value-based fairness, which remains to be under-researched in literature with less attention. Further, currently, a prominent research area in cognitive psychology is problem-solving. Problem-solving occurred commonly in the delivery of services and investigated in various contexts (Cooke & Kemeny, 2017; D'zurilla, Chang, & Sanna, 2003; Hooker, 2017; Leal Filho, Manolas, & Pace, 2015). However, little consideration has strained in the relationships between problem-solving and guest behavioral loyalty, and the mediating effect of guest behavioral loyalty between problem-solving and value-based fairness. Moreover, system adaptation defines as a changed behavior, ability, willingness, feeling, and thoughts with the environment and requirements (McArdle, Waters, Briscoe & Hall, 2007).

Specifically, in the service industry, system adaption refers to the positive motivation towards changing oneself to be more familiar with service and its environmental effect (Chatterjee, Georgiev & Iannacchione, 2017; Peck & Waxman, 2018). A little attention has been investigated that system adaptation directly effects on guest behavioral loyalty and indirectly effects on value-based fairness through guest behavioral loyalty. To this end, this study investigates the relationship between influencing factors of guest behavioral loyalty and value-based fairness in Malaysian resorts. Moreover, this study is essential for both theoretical and managerial implications. Thus, the implication of the present study is quite crucial and meaningful in the hospitality field.

Literature Review

Quality Disclosure

A growing literature has shown that the guest does not use all available information; instead, the decision depends on the simplicity of calculating the information of interest (Dranove & Jin, 2010). Hospitality industry discloses quality information to the potential guest using a variety of communication channels. However, it is

common that service or product differentiates in terms of quality and a non-quality characteristic. Firstly, quality is privately observed by the resort, after observing the quality, the resort can credibly disclose it by incurring a positive cost or voluntarily disclose all information if their quality exceeds some threshold (Levin, Peck, & Ye, 2009). The basic rules that govern the disclosure about an organization's service and product, which can procure through an agreement. The social penetration theory (Altman & Taylor, 1973) considered that quality disclosure is a critical component to promote cordial relations for the formation of a long-term relationship between a service provider and guest (Crosby, Evans & Cowles, 1990).

It also provides information about service or product and options as an incentive of reciprocity to the guest (Chiang, Yang, & Hwang, 2014; Parsons, 2008). Therefore, disclosure expanded as a procedure in which guests and employees familiarise with each other (Baxter, 1987). Several scholars (Hwang, Hang & Kim, 2015) have categorized disclosure in the delivery process into two sub-dimensions; service and customer disclosure. Besides, the guest expects resort service and server facilities to establish long-time communication and transaction (Mizik & Jacobson, 2008). The relevant information about service is generally believed to be beneficial to the provider by providing better quality information (Deribe, Woldemichael, Wondafrash, Haile, & Amberbir, 2008).

However, quality disclosure directly effects on guest behavioral loyalty. This effect indicates that product or service quality information disclosure inspires to the guest for enhancing a long-term relationship. E. Kim & Ham, (2016) have investigated that quality information has significantly influenced the guest's service choices. When a guest has a positive experience with service, they tend to be positive about the product's attributes and thus, evaluation accordingly, leading to corresponding behavioral changes toward purchasing the product. On the other hand, quality disclosure indirectly effects on value-based fairness through guest behavioral loyalty. The mediating effect of behavioral loyalty denotes guest involvement and attitudinal responses. Accordingly, Bilgihan, Madanoglu, & Ricci, (2016) have examined that intention to return as a mediating effect between attitude and return. Picón-Berjoyo, Ruiz-Moreno, & Castro, (2016) also, have investigated a mediating role of customer behavioral loyalty with determinants of satisfaction. Furthermore, to the best of authors' knowledge, little consideration has drawn to the direct effect of quality disclosure and guest behavioral loyalty toward value-based fairness. The disclosure about the quality of a resort's service, environment, and other facilities should take into account for guest behavioral loyalty (Dafny & Dranove, 2008). From the above arguments, we formulated two hypotheses as follows:

H1a: Quality disclosure has a positive effect on guest behavioural loyalty

H1b: Quality disclosure has a positive impact on value-based fairness through guest behavioural loyalty

Price Fairness

Although resorts can charge as they wish, this approach to pricing can be a cause of dissatisfaction amongst guests, leading to a negative impact in future transactions (Bolton, Warlop & Alba, 2003). Commonly, a positive perception will trigger a positive response, and a negative impression will trigger a harmful behaviour (Martin, Ponder & Lueg, 2009; Xia et al., 2004). However, past research results on accommodation pricing have been consistent; resorts located nearer to a focal point such as the city centre, generally involved with a higher price. Furthermore, the category of the resort determined by price signalling factors that help to reduce or observe market price (Hung, Shang & Wang, 2010). Besides, signalling factors formalize the service sector of a star rating, online ratings, and chain affiliation system. The star rating system categorizes accommodation establishments into classes, types, categories, and graded according to standard physical and service criteria (Hung et al., 2010; Öğüt & Onur Taş, 2012). In the global market today, the online guest influence is insignificant (Israeli, 2002) and the category of pricing determined by the services and amenities offered (Chan & Wong, 2006). Besides, the facilities like mini bar, television, items of furniture, and the provision of laundry service also contribute to higher pricing (Lee & Jang, 2012). Similarly, services like wireless internet access, express booking and check-out, and free breakfast and housekeeping all add up to a higher price (Yang, Zhang & Mattila, 2016). Pricing also influenced by the availability of amenities and facilities such as business centre, car parking, fitness centre, swimming pool, and other factors such as several rooms, brand reputation (Thrane, 2007). However, guests sometimes compare prices based on competitiveness and market evaluation. Reasonable and fair pricing can motivate guests to repeat purchase, whereas perceptions of high price may negatively influence future sales.

However, the proposition associated that price fairness directly effects on guest behavioural loyalty. It commonly addresses the reasonable or cheap price to enhance guest repurchase intention. Kaura, Durga Prasad, & Sharma, (2015) have investigated the effects of price in fairness on customer loyalty. Considering these acknowledgments, the influence of price fairness has the potential to be significant in terms of guest relationships and overall behavioral loyalty. On the other hand, price fairness effects on value-based fairness through behavioral loyalty. Price is considered to be a fundamental requirement for customer purchasing, and, there is widespread agreement on the value of pricing in behavioral loyalty (Jin, Line, & Merkebu, 2016). The mediating role behavioral loyalty plays an essential platform to achieve value-based fairness, which differs from the regular price. To this end, limited researchers examined to this mediating consideration between price fairness and value-based fairness.

H2a: Price fairness has a positive impact on guest behavioural loyalty
H2b: Price fairness has a positive impact on guest behavioural loyalty through value-based fairness

Problem-solving

Problem-solving researches were revolutionized in the past decade when researchers turned from studying under which solutions reached to the process of problem-solving (Anlıak & Dinçer, 2009). It generally regarded as the most significant cognitive activity in everyday and professional contexts. Few problems usually encountered, which are inconsistent with the nature of issues and required to solve in the daily operation (Tucker, Edmondson & Spear, 2002). Some of the essential problems needed to solve slowly, instead of an instant solution. Karakaya & Yılmaz, (2013) and Khalifa & Fawzy, (2017) have investigated that problem solving is an integral activity in the day-to-day operation of the service delivery process of a resort. Usually, everyday problems encountered in the resorts, including guest complaints such as noisy neighbours, dirty rooms, unpleasant staffs, and lousy quality meals (Dolnicar, 2002). It is essential to gain a clear and complete picture of the problems faced in past experiences as a reference to solve it (Spradlin, 2012). However, literature has shown that there is an exhaustive list of potential solutions for every problem identified which may not have encountered before (Qoura & Khalifa, 2013; Rittel & Webber, 1973).

Consequently, it requires innovative thinking, skills, and ability to transform a problematic into the desired solution (Adams et al., 2015). Thus, resort employee must have strong problem-solving skills such as thinking on their feet and using current technologies to find solutions (Hmelo-Silver, Duncan & Chinn, 2007). Furthermore, empirical evidence has suggested that problem-solving has a direct influence on guest behavioural loyalty, and indirectly effects on value-based fairness through guest behavioural loyalty. A little attention has drawn in the indirect or mediating effects of behavioural loyalty between problem-solving and value-based fairness (METIS & Cupach, 1990). It is noted that behavioural loyalty can create a secure and confident relationship with regular guests (Guthrie, Vallée-Tourangeau, Vallée-Tourangeau & Howard, 2015; Thomas & Lleras, 2009). According to the above arguments, we formulated two hypotheses as follows:

H3a: Problem-solving has a positive impact on guest behavioural loyalty

H3b: Problem-solving has a positive impact on guest behavioural loyalty through value-based fairness

System Adaptation

Adaptation generally refers to a process, not an event, whereby changes are instituted in the resort. It is a proactive process, which allows the resort to deliberately and continually change and create an in-service system (Basadur, Gelade, & Basadur, 2014). In addition, system adaptation is a component of assessment and central motivation for the development of the observed system (Brandon, 2014; Reeve &

Sherman, 1993). Past studies have looked at system adaptation in different contexts (Baier, Rammer, & Schubert, 2015; Brandon, 2014; Schmitt & Klarner, 2015), especially in the hospitality industry. However, the resorts provide several types of services, which may not reach guest expectations. Resort guests are sometimes required to know about using technology and adopt service operation. Furthermore, system adaptation sets up environmental settings to meet their expectations (Williams & Matthews, 1966). Therefore, it encompasses the integration of technology access such as electronic door key and room facilities, information-based locations and other services (Chambers & Norton, 2016; Doyle, 2017; Janssen & Van Der Voort, 2016).

The service operation and technological system are organized by the system adaptation and changing environment (Chakravarthy, 1982). While there may be some uncertainty and fear that comes with changes in new settings, those can be adapted with convinced procedures (Guerrier & Adib, 2000; Huq et al., 2004). Schmitt & Klarner, (2015) have investigated that system adaptation also depends on the interaction between guests and resort to increasing adaptability. Therefore, the adaptation process contingent on the nature of the overall system, technology, and environment (Abou-Shouk & Khalifa, 2017; Khalifa & Hewedi, 2016; Khalifa & Mewad, 2017). However, the proposed framework hypothesizes that system adaptation directly effects on guest behavioural loyalty, that supports a long-time relationship between guest and the resort. Razalli, (2008) has examined that customized service design, flexible hotel layout, and guest participation for service adaptation that inspire the guest to come again. On the other side, system adaptation effects on value-based fairness through guest behavioural loyalty. Chi, Yeh, & Yang, (2009) have investigated the mediating role of loyalty between service awareness and purchase intention. To the best of authors' knowledge, little considerations have investigated these direct and indirect relationships in the literature. From the above discussions, we have formulated two hypotheses as follows:

H4a: System adaptation has a positive impact on guest behavioural loyalty
H4b: System adaptation has a positive impact on value-based fairness through guest behavioural loyalty

Guest Behavioural Loyalty

Guest behavioural loyalty considered as repeated patrons and long-time transactions with the resort. Generally, most of the turnover comes from loyal behaviour such as the sale of higher-margin services as well as cost reductions typically spend more rather than first-time or irregular guests (Kandampully, Juwaheer & Hu, 2011; So, King, Sparks & Wang, 2013, 2016). As a part of the resort business strategy, guest behavioural loyalty associated with retaining the trust, personnel, and process of

mutual benefit based on voluntary actions. Shakhovskaya & Arakelova, (2013) have investigated that gest behavioural loyalty is a process act and positive attitude towards service or product. Furthermore, guests expect standard service and values that come from beliefs and reach to loyalty. Thus, creating and maintaining guest loyalty helps resort to improve long-term beneficial relationships between guest and resort (Pan et al., 2012). It is noted that recommend others prescribe their experiences and goodwill to observe services in the future. Bonn, Joseph-Mathews, Dai, Hayes, & Cave, (2007) have explored that resort attraction plays an essential role in determining visitors' attributes, future patronage, and willing to recommend others.

The resort services gain guest behavioural loyalty as strategic needs due to a fierce contest among service providers (Calvo-Porral & Lévy-Mangin, 2017). Thus, guest behavioural loyalty refers to the desired behaviour of guest that resulted in repeat purchase and recommended to others. Therefore, it can be an effective strategy to assign considerable resources to maintain existing guests in the competitive market environment (Kan, Cliquet, & Puelles Gallo, 2014). Under these circumstances, behavioural loyalty of the resort significantly implies to the value-based fairness for a revisit intention (Leenheer, Van Heerde, Bijmolt, & Smidts, 2007). Moreover, guest behavioural loyalty can precede plans to come with offer value fairness. However, the present study proposed that guest behavioural loyalty effects on value-based fairness. Loyal guest enhances the capability to archives value-based fairness. Shulga & Tanford, (2018) have measured the perception of fairness with the loyalty program. In addition, value-based fairness acts as an outcome of the loyal guest to maintain a long-term relationship with the rewarding and incentives (Ganjon et al.,2007). To the best of authors' knowledge, little attention has measured in the literature between guest behavioural loyalty and value-based fairness. According to the above discussion, we have formulated two hypotheses:

H5: Guest behavioural loyalty has a positive effect on value-based fairness

Value-Based Fairness

Value based-fairness is a reward program for attachment with the long-term relationship in the future transaction of a hotel (Baloglu, Zhong, & Tanford, 2017). The fairness, which is justified by the loyal guest, particularly manifest in the service recovery context (Pan et al., 2012). In addition, the rewarding program should disperse fairly to guest in proportion to their frequent visit of spending money with equal justice (Söderlund & Colliander, 2015). According to the loyalty program, value-based fairness redeeming the benefits as clear and complete focus on operational and procedural justice (Lacey & Sneath, 2006). Critically, the resort should be communicated effectively with the aim of regular guest or members and care them as an interactional transaction (Kim, Lee, Choi, Wu, & Johnson, 2013),

which link to the communication-based value by guest perceptions (Reynolds and Arnold 2000). The guest of the resort maintains co-interact about the fairness issues between their purchase and consequent reward perceived to be unfair or less willing to revisit (H.Y. Kim et al. 2013). Based on the core principle of the resort rules and regulations, guests perceive commission for rewarding (Zingheim & Schuster, 2007). In addition, distributive justice usually corresponds to value-based fairness, respectively, for guests' patronage as more familiar rather than others.

Moreover, value fairness determines from the guest's perception of a continuous transaction and the outcome of the resort as reasonable and acceptable (Bolton et al., 2003). The research framework has indicated that value-based fairness influenced by behavioral loyalty and other factors. It is not eventually practiced some other resorts and priced unfairly (Shakhovskaya & Arakelova, 2013). It is an essential aspect of the resort business and provides a competitive advantage and a stable position (Kim, Han, & Lee, 2001).

The Research Framework

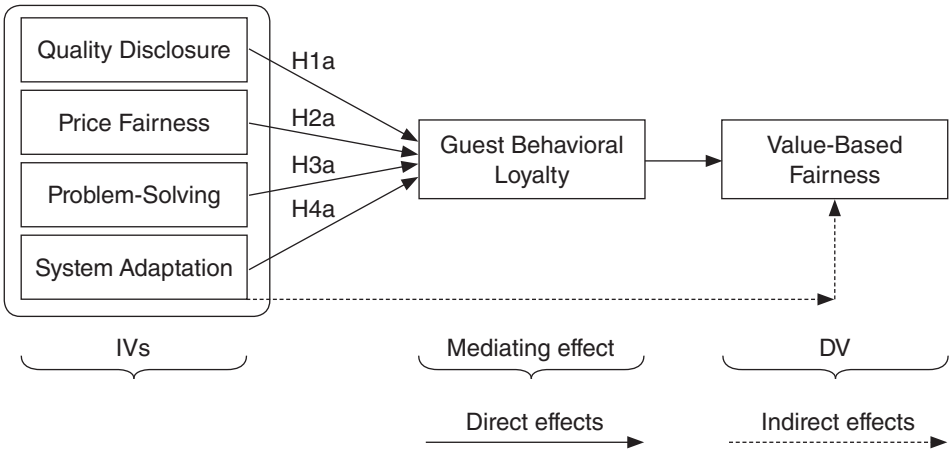

Figure 1. The conceptual framework

Methodology

Paradigm, Measurements, and Questionnaires

According to the research paradigm (set of beliefs that guide action), this study derived from the ontological stance, which indicates the positivism fact in the reality measurable. The epistemology has followed objective universal, and methodology is the quantitative research of methods in a questionnaire survey (Migiro & Magangi, 2011; Yvonne Feilzer, 2010). Through the review of the literature allowed

the expansion of the quantitative questionnaire approach with addressing the assumed hypotheses. This study conducted in applied research technique, where the questionnaires distributed to the target population. The target populations of the study are resort guests in Malaysia implies guests more likely to respond consciously to the area. The questionnaire is divided into two sections; the demographic profile including (gender, age, income, ethnicity, nationality, and language) and constructs measurements in five-point Likert-scale (Gadermann, Guhn, & Zumbo, 2012) strongly disagree (1)-strongly agree (5). The constructs used for analysis based on the identification establishment in the previous and current studies in different service industry namely; quality disclosure was described 5 items (J. Hwang et al., 2015), 3 items chosen for price fairness (Kukar-Kinney, Xia, & Monroe, 2007), 5 items for problem-solving; (Açıkgöz & İlhan, 2015), 4 items for system adaptation; (Kummer et al., 2018), 6 items for guest behavioural loyalty (Chahal and Bala, 2010) and 5 items for value-based fairness from (M. Kienzler, 2018). Using AMOS software (24), the analytical procedures follow (SEM-Structural Equitation Modelling) that explored hypotheses relationships in an integrated manner. The questionnaire was pre-tested in five-star resorts to evaluate its validity and reliability. Twenty-nine items were used to measure the six constructs of the hypothesized model.

Data Collection and Sample Characteristics

According to the statement of (Tourism Malaysia, 2017), there are 40 above five-star resort in Malaysia. Twenty best five-star resorts accompanied with a cover letter to the resort managers for requesting guest participation in the research survey. A self-administrated questionnaire distributed to the guests of five-star resorts, while they were in the lobby by getting permission from the resort's authority. The lobby is an essential place to welcome guest at the first time entered as the point of interception in the resort (Countryman & Jang, 2006).

Consequently, guests were introduced to complete the questionnaire during living in the room before check-out. A random sample of 450 surveys distributed and 392 valid responses collected for three months. Moreover, for the case of sampling, no test of early versus late respondents was performed because of an insufficient number of the questionnaire. The respondents are over 18 years old in the sense of ability to answer the question in a short time understanding and experience. According to Krejcie and Morgan (1970), the population size of the target area direct it's a sample size of study 392, and all are resort guests those only staying in the resort.

Analysis and Results

Descriptive Analysis

The demographic profile of respondents shows that 250, (63.7%) were male, and 142 (36.3%) female. 44.6% were the Malaysian and international foreigners were 55.4%. 40.0% were less than 30 years old, 30.8% between 30 and 39, 13.8% between 40 to 49 years, 11.9% between 50 and 59, and 3.5% is 60 years and above. In terms of monthly income consider as United States Dollar ($), 25.0% were less than 1000, 32.1%, 1000 to 2000, 20.5% were 2001 to 3000, 9.5% between 3001 to 4000, 5.8% between 4001 to 5000 and above 5000 ($) for 6.9%. For the spoken language were Malay, 44.6%, English 48.5%, and others 6.8%.

Table 1. Demographic profile of respondent's summary

Characteristics	Frequency	Percentage(n=392)
Gender		
Male	250	63.7
Female	142	36.3
Nationality		
Malaysian	175	44.6
Foreigners	217	55.4
Age		
Less than 30	157	40.0
30-39	121	30.8
40-49	53	13.8
50-59	47	11.9
60 above	14	3.50
Monthly income (US $)		
Less than 1000	98	25.0
1001-2000	126	32.1
2001-3000	81	20.5
3001-4000	37	9.5
4001-5000	23	5.8
5000 above	27	6.9
Language		
Malay	175	44.6
English	190	48.5
Others	27	6.9
Total	**392**	**100**

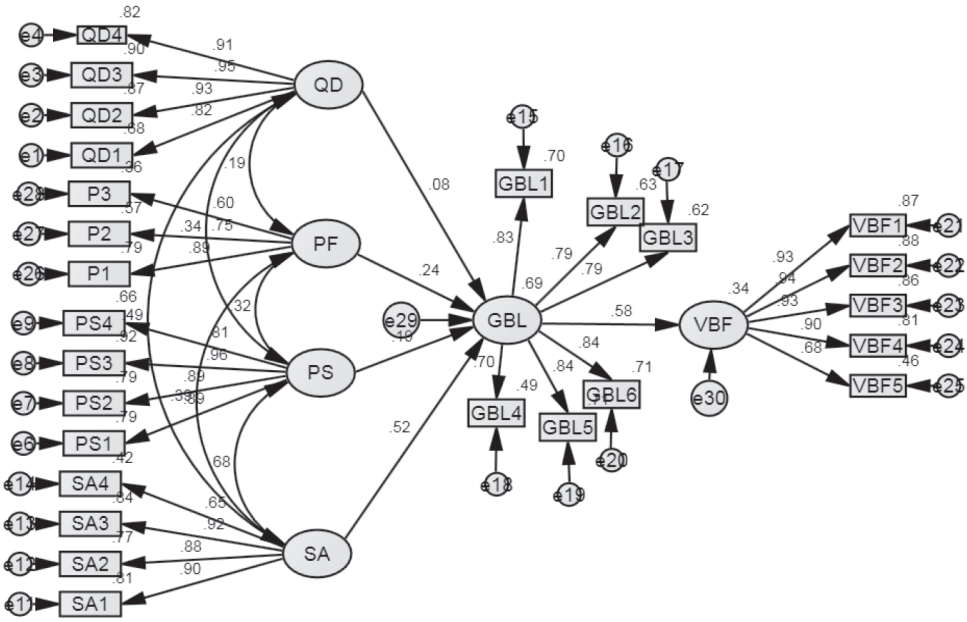

Figure 2. Structural model assessment

Key: GBL: Guest behavioral Loyalty, QD: Quality Discloser, PF: Price Fairness; PS: Problem-Solving; SA: System Adaption; VBF: Value-based fairness

As shown in Table 2, all the goodness-of-fit indices surpassed their acceptance levels as recommended by previous research, hence indicating the measurement model showed a reasonably good fit. The total fit indices showed that the chi-square is not significant (p-value should be > 0.5). While the chi-square is not substantial, the model still fit because the Chi-Square statistic nearly rejects the model, when large samples are used (Bentler & G.Bonnet, 1980; Jöreskog & Sörbom, 1993). The chi-square sensitive to sample size >200 (Byrne, 2010), and the sample size for this study is 392. Therefore, we could proceed to evaluate the psychometric properties of the measurement model in terms of construct and indicator reliability and convergent and discriminant validity.

Table 2. Factor loading, Cronbach's Alpha, CR and AVE and model stats

Factors	Variables	Loading	α	CR	AVE	Goodness-of-fit indexes
Quality disclosure	QD1	.82	.926	.873	.593	X^2/DF = 1.539 P-value=.000 NFI= .921 IFI= .971 GFI= .922 CFI= .97 PGFI= .756 RMSEA= .037
	QD2	.93				
	QD3	.95				
	QD4	.91				
Price Fairness	PF1	.89	.790	.833	.625	
	PF2	.75				
	PF3	.60				
Problem-Solving	PS1	.89	.879	.838	.549	
	PS2	.89				
	PS3	.96				
	PS4	.81				
System Adaptability	SA1	.90	.903	.847	.616	
	SA2	.88				
	SA3	.92				
	SA4	.65				
Guest Behavioral Loyalty	GBL1	.83	.913	.915	.643	
	GBL2	.79				
	GBL3	.79				
	GBL4	.70				
	GBL5	.84				
	GBL6	.84				
Value-based fairness	VBF1	.93	.943	.945	.776	
	VBF2	.94				
	VBF3	.93				
	VBF4	.90				
	VBF5	.68				

Note: α = Cronbach's alpha; CR = Composite Reliability, AVE = Average Variance Extracted

- The measurement used is seven-point scale ranging from 1 (strongly disagree) to 5 (strongly agree).
- All the factor loadings of the individual items are statistically significant ($p < 0.01$)

As concerning the construct reliability, the results show that all the individual Cronbach's alpha coefficients are more significant than the suggested level of 0.7 (Kannana & Tan, 2005). Furthermore, to assess the construct reliability, it was found that all values of the composite reliability (CR) were higher than the advised value of 0.7 (Kline, 2010; Gefen, Straub, & Boudreau, 2000), and construct reliability has been achieved (Table 4.2). The loadings for all the items surpassed the suggested value of (0.5). Thus, the loadings for all the items are fulfilled all the requirements

without being eliminated from the scale. The average variance extracted (AVE), and it indicated that all AVE values were higher than the suggested value of 0.50 (Hair, Black, Babin, & Anderson, 2010) ranging from (0.614 to 0.763). The convergent validity for all constructs has successfully fulfilled, and adequate convergent validity exhibited as Table 2 shows. The discriminant validity (the degree to which items differentiate among constructs or measure distinct concepts) of the measurement model was checked using three criteria, namely cross-loadings, Fornell-Larcker, and the heterotrait-monotrait ratio (HTMT). According to (Hair, Hult, Ringle, & Sarstedt, 2017), the cross-loadings are typically the first approach to assess the discriminant validity of the indicators. As shown in Table 2 the cross-loading criterion fulfils the requirements because the indicators outer loadings on a construct were higher than all its cross-loadings with other constructs. Hair et al. (2013) recommend that R^2 must be larger than 0.75 to be deemed substantial with acceptable power above 0.25. Figure (4.1) shows the result of R^2 from the structural model, which indicates that all the R^2 (0.34) values are high enough for the model to achieve an acceptable level of explanatory power. It is noted that the highest variance explained in endogenous construct found in the guest behavioural loyalty impact (69%) by exogenous followed by the variance described in value-based fairness (34%) by guest behavioural loyalty. The results of discriminant validity by using the Fornell-Larcker criterion is shown in Table 3 where the square root of the AVEs on the diagonals, as represented by the bolded values, are higher than the correlations between constructs (corresponding row and column values). This indicates that the constructs are strongly related to their respective indicators compared to other constructs of the model (Fornell & Larcker, 1981; Chin, 1998), thus suggesting a good discriminant validity. In addition, the correlation between exogenous constructs is less than 0.85 (Awang, 2014). Hence, the discriminant validity of all constructs is fulfilled.

Table 3. Results of discriminant validity by Fornell-Larcker criterion

	GBL	QD	SA	PF	PS	VBF
GBL	**0.790**					
QD	0.679	**0.739**				
SA	0.344	0.170	**0.802**			
PF	0.414	0.314	0.623	**0.771**		
PS	0.581	0.494	0.258	0.234	**0.733**	
VBF	0.458	0.377	0.316	0.460	0.574	**0.760**

Note: Diagonals represent the square root of the average variance extracted while the other entries represent the correlations.

Hypotheses Testing (Direct Effects)

The structural model assessment indications illustrated in Table 4, with five out of the five direct hypotheses of this study being supported. Quality disclosure, price fairness, problem-solving, and system adaptation significantly predict guest behavioural loyalty. Hence, H1a, H2a, H3a, and H4a are accepted with (β = .069, p <0.05), (β = .235, p <0.001), (β = .176, p <0.001), and (β = .484, p <0.001). Likewise, guest behavioural loyalty significantly predicts value-based fairness. Hence, H5 is supported (β = .740, p <0.001). It is noted that the standardized path coefficient indicates the strengths of the relationship between independent and dependent variables, so the direct effects of system adaptation on guest behavioural loyalty are higher than to the direct effects of quality disclosure, price fairness, and problem-solving. Guest behavioural loyalty -value-based fairness relationship has the highest standardized path coefficient.

Table 4. Structural path analysis results

Hypothesis	DV		IV	β	S.E	C.R	Decision
H1a	GBL	←	QD	.069	.035	1.993*	Supported
H2a	GBL	←	PF	.235	.043	5.488***	Supported
H3a	GBL	←	PS	.176	.046	3.798***	Supported
H4a	GBL	←	SA	.484	.058	8.346***	Supported
H5	VBF	←	GBL	.740	.066	11.151***	Supported

***p<.001; **p<.01; *p<.05 , S.E = Standard Error, C.R = Critical Ratio
Key: GBL: Guest behavioral Loyalty, QD: Quality Discloser, PF: Price Fairness; PS: Problem-Solving; SA: System Adaptation; VBF: Value-based fairness

Hypothesis Testing (Indirect/Mediation Assessment)

To test the mediation hypotheses H1b: H4b, the Preacher & Hayes (2004, 2008) method of bootstrapping the indirect effect was applied. H1b to H4b supposes that the association between quality disclosure, price fairness, problem-solving, system adaptation, and value-based fairness were significant through guest behavioural loyalty. The bootstrapping analysis showed that the indirect effects for H1b, H2b, H3b, and H4b were significant with t-value of 8.442, 6.343, 5.788, and 7.966 respectively, and p-value< 0.001. Preacher & Hayes (2008) indicated that when the indirect impact of quality disclosure, price fairness, problem-solving, system adaptation on value-based fairness through guest behavioural loyalty, with 95% Boot CI: [LL = 0.123, UL = 0.195], CI: [LL = 0.097, UL = 0.155], CI: [LL = 0.086, UL = 0.154], and CI: [LL = 0.114, UL = 0.171], does not straddle a zero in between, this indicates there is mediation. Thus, we can conclude that the mediation effect is statistically significant, indicating that H1b, H2b, H3b, and H4b were also supported, see Table 5.

Table 5. Bootstrapping the indirect effect of GBL

Hypothesis	Relationship	Std Beta	Std Error	t-value	Decision
H1b	QD → GBL → VBF	0.075	0.076	8.442**	Supported
H2b	PF → GBL → VBF	0.069	0.069	6.343**	Supported
H3b	PS → GBL → VBF	0.067	0.067	5.788**	Supported
H4b	SA → GBL → VBF	0.106	0.105	7.966***	Supported

(Preacher and Hayes 2004, 2008)
Key: GBL: Guest behavioral Loyalty, QD: Quality Discloser, PF: Price Fairness; PS: Problem Solving; SA: System Adaptation; VBF: Value-based fairness
***p<.001; **p<.01; *p<.05

Discussion and Implications

This study investigated the effects of service attributes (quality discloser, price fairness, problem-solving and system adaptation on guest behavioral loyalty and value-based fairness with theoretical and practical implications. Based on the above results, quality disclosure has an impact on guest behavioural loyalty, as resorts provide a sincere concentration to the service quality by disclosing the resorts preference into a high contrast (Huang, Fang, Huang, Chang, & Fang, 2014). Matthews & Postlewaite, (1985) have considered that tested quality can be disclosed as customer inspire to repurchase. The above findings also showed that quality disclosure effects on value-based fairness through guest behavioural loyalty. Core, (2001) has reviewed that disclosure about the product and service impacts on customer impression.

Furthermore, the above findings have shown that price fairness significantly effects on guest behavioural loyalty that indicates the fair price to a guest perceived expectation to be loyal for long-time transactions (Martin et al., 2009). Consequently, the findings also have shown that price fairness significantly effects on value-based fairness through guest behavioural loyalty. Ailawadi, Luan, Neslin, & Taylor, (2011) have examined that price fair has positive effects on customer loyalty and behavioural intention. It has been discussed in the service industry price fairness plays an essential role in enhancing guest behavioural loyalty (Grewal, Hardesty, & Iyer, 2004; Martin et al., 2009). The above findings have revealed that problem-solving significantly influence on guest behavioural loyalty. The resort guests perceived updated system for instant problem-solving during problem occurring situation. Rusbult, Morrow, & Johnson, (1987) have explained that problem-solving behavior enhances a close relationship. On the other hand, the findings showed that problem-solving significantly effects on value-based fairness through guest behavioural loyalty. Vesel & Zabkar, (2009) have investigated that the mediating role of loyalty enhances customer satisfaction and behavioral intention. Moreover, the above findings have shown that system adaptation significantly influences on guest behavioural loyalty,

and indicates that guest adaptability with the service and other technologies is made more familiarity with the resort (Clark, 1956). Finally, the results showed that guest behavioural loyalty significantly influences on value-based fairness. A loyal guest is able to get prior value in the resorts transactions (Hinterhuber, 2004).

The practical implication indicates on how management should allocate their operation to make it loyal in the sense of behavioral feedback or revisit to the resort. Resorts managers can be benefited from this study findings. First, resorts require to address their services and products information or features/options to disclose accordingly in front of the guest choice. Guest will depend and identify actual information for accommodation or other services such as ballroom booking and convention center booking (Hwang et al., 2015). Secondly, the result showed that quality disclosure to be an essential predictor of guest behavioural loyalty toward value-based fairness that effects on current experience and loyalty patronage. This study suggested that regular price or reasonable price turn into long-term behavioral loyalty (Ryu & Han, 2010). Therefore, resorts must understand guest's demand and expectation of purchasing a product by addressing price fairness to improve guest particular behavioral loyalty (Xia et al., 2004). Furthermore, managers may take suggestions for implementing problem-solving according to the guest being faced uncertain problem during the service encounter (Wood, Bruner, & Ross, 1976). The results showed that problem-solving has a direct positive and significant influence on guest behavioural loyalty and indirectly to value-based fairness. In addition, the manager of the resort required to concern on system adaptability of the guests in terms of unknown service and product and environment (Hrebiniak & Joyce, 1985).

This study also tends to support the argument that guest behavioural loyalty mediates the relationships between influencing factors of behavioural loyalty and value-based fairness. The guest behavioral loyalty of the hotel service and product experiences helps the operator to achieve their objectives and goals. The reason for behavioral loyalty will be led to the determinant of repeat sales, positive thinking about the resort. The outcome of the behavioral loyalty and value-based fairness acts as to provide extra facilities that related to the fairness which only acceptable for the regular and loyal guests of the resorts (Ryu & Han, 2010). Two criteria must be considered by the management in a choice of behavioral loyalty and value-based fairness: build up long-term relation and rewarding program by giving commission on price (Martin et al., 2009). Despite the theoretical and practical implications of this study, the following limitations considered that data was collected from resorts in Malaysia only. Therefore, a cross-cultural generalization of the conclusion is somewhat limited and suggesting that the finding should be applied in different other countries with due caution. The limitation of the research has widely opened setting to the guests may practice loyalty program, especially in the resorts reputation case to care about a good relationship. Future research must check value-based

compensation and incentives to the guests in different countries and cultures. This research will accordingly serve as an avenue for the next researcher to contribute to the further theoretical development of unexplored research questions, especially about loyalty to other outcomes in the context of the hospitality industry.

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Conference Paper

Factors Influencing Millennials' Satisfaction of Café Restaurants in Kuala Lumpur, Malaysia

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Abstract: In this globalized competitive environment, organizations must be more proactive in providing customer satisfaction and provide their customers with the "Wow" factor keeping in mind the organization's objective and end goal to achieve a competitive edge. In the present time, 'Customer Satisfaction' or 'Customer Experience' is viewed as the key differentiator. Millennials make up the majority of customer volume in the food industry due to their eating habits and life style. Millennials are neophile where they are bold in attempting new food and restaurant service, at the same time looking for product and facilities that can satisfy their needs. The purpose of this research paper is to identify factors that influence millennials' satisfaction of the café restaurants. This study will assist café operators to enhance product and service quality by focusing and addressing the factors identified. Organizations can recognize their own qualities and shortcomings as compared to their competitors in the field. It would also assist them in winning back their lost customers and identify new opportunities for service quality improvement. Quantitative method is being applied in this research paper and target respondents are millennials aged between 22 to 37 years old. 200 questionnaires were being circulated randomly among millennials and 200 were collected.

Keywords: Customer satisfaction, service quality, millennials, café

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Background of the Study

Café is a small establishment that gives refreshments and in addition light food or bites. Choosing the proper café to have a meal over, business enquires, discussions, or attempting to relax and chill out with a cup of coffee is most taxing choices to make. Café is an appealing outlet that suits quick service with light and straightforward menu (Andrews, 2009). The first café that is established is known to be Arabian, and

begin to spread crosswise over Europe. In the seventeenth and eighteenth century, café turns out to be increasingly well known, particularly in England. Therefore, the café has turned into a commercial business restaurant after the primary café open in England (Oldenburg, 1989). These days, the interest and demand market for café has been expanding rapidly in different division, from businessperson leading a meeting to families invest their priceless time with their family members and millennium generation specially university students to do assignments and group discussions. (Davis, Lockwood, and Pantelidis, 2012).

In this present period, individuals portray café not just as a place that offers food, refreshments, and hot beverages, yet it is a comfortable for individuals to meet and get together in a group. In the 21st century, with the evolution of existing technology and innovation, the greater part of the café have developed in term of awesome facilities to cater the demand from millennium generation, for example, comfy seats, cooled environment, and high speed Wi-Fi facilities to give web connection for customers' convenient when they are using their gadgets. This is one of the attraction point for the millennials to visit café. Hence, café has turned into a place that customers appreciate the most to invest their time in their laptop or different gadgets. Besides that, the present café is not simply serving hot refreshments and light meals; it furthermore gives some chilly beverages and essential course suppers.

Starbucks is one of the globalized biggest chain cafés and they access Malaysian market with the first opening in Kuala Lumpur in 1998. Right now, they have in excess of 190 shops crosswise over Malaysia. Because of the arrival of Starbucks, it has cultivate young entrepreneur to invest in café business. At present, café is standout restaurant ventures in Malaysia. Café itself has turned into a competitive business and turn into a motivation for café operators to invest in this business. Some of the famous cafés in Malaysia are Old Town White Coffee, Espresso, San Francisco, Podgy, Dew, Jam and Kaya and substantially more. In this manner, each café has built up its own approach and marketing technique to compete with competitors as customers turned out to be more demanding on superior quality food and beverage, quality of service provided, and great ambiance.

Customer satisfaction has turned into most important parts of the field of business, customer satisfaction largely affects the benefits of the business. In food business, customer's satisfaction is a fundamental factor to decide customer's response and customer loyalty. Each customer has their very own needs and needs to satisfy. For instance, a few customer prioritize high quality food or rather than the service quality to fulfill their satisfaction (Sabir et al. 2014).

In current situation, customer volume is depending on millennials generation. Millennial generation is anyone born between in the year of 1981 and 1996 which is ages 22 to 37 in 2018 (Nayyar, 2001; Paul 2001). Millennials also called as Generation Y. In Malaysia, individuals in the age range of 22 and 37 years of age has developed

from 5.6 millions out of 1999 to 9.6 millions out of 2017, it is likewise equal to 46.9% of Malaysia's population (Malaysia Demographics Profile 2018). Which suggests Millennial is a vital business market fragment in Malaysia. In another word, millennials can produce trillions dollar of business around the world (Ang et al., 2009).

As indicated by Kueh and Boo (2009), in foodservice industry, millennials are the key market segment because of the eating habits and life style. Millennials are regularly eating out, having takeout food (Gale, 2007; Hume, 2007). Moreover, millennials turned out to be bolder in attempting new food and restaurant, other than looking for product of facilities that can satisfy the need of millennials, they will have a tendency to be more neophile than other age (Gale, 2007; Hume, 2007).

Café owners must be more mindful of their service quality with the goal that they could acquire a good customer loyalty specially understand the expectation of the millennials expectation who is mainly going to be the café main customers and the generation whom has neophile characteristic.

Problem Statement

The leading sectors in the Malaysian consumer foodservice industry are the café/bar segment, the full-service restaurant segment and the fast food segment. These three segments of the foodservice market account for over half of sales in both value and volume terms in Malaysia (Euromonitor, 2014). Full-service restaurants are remain the key subsector yet are confronting challenges coming from customer price consciousness, and rising interest for other comfort favoring channels, for example, café/bars and 100% home delivery/takeaway (Euromonitor, 2014).

Table 1. Historic market value and growth of Malaysian foodservice by subsector, US$ millions

	2008	2009	2010	2011	2012	CAGR % 2008-2012
Consumer Foodservice	8,358.80	8,519.20	8,984.30	9,503.20	9,989.90	4.6
Full-Service Restaurants	3,013.50	3,016.10	3,135.10	3,297.00	3,428.30	3.3
Cafés/Bars	2,427.20	2,472.50	2,593.00	2,719.80	2,869.80	4.3
Street Stalls/Kiosks	1,724.10	1,750.80	1,837.20	1,929.40	2,015.50	4
Fast Food	995.7	1,063.90	1,186.50	1,309.60	1,415.40	9.2
Self-Service Cafeterias	166.5	173.1	180.3	188.8	195.3	4.1
100% Home Delivery/Takeaway	31.8	42.8	52.1	58.7	65.6	19.9
Pizza Consumer Foodservice*	174.4	190.5	207.4	220.6	230.9	7.3

Table 2. Forecast market value and growth of Malaysian foodservice by subsector, US$ millions

	2013	2014	2015	2016	2017	CAGR % 2013-2017
Consumer Foodservice	10,511.20	11,064.40	11,648.70	12,275.50	12,939.00	5.3
Full-Service Restaurants	3,594.80	3,779.60	3,975.10	4,191.50	4,431.30	5.4
Cafés/Bars	3,027.40	3,186.80	3,353.40	3,527.50	3,707.10	5.2
Street Stalls/Kiosks	2,098.20	2,189.90	2,292.20	2,405.90	2,529.50	4.8
Fast Food	1,513.20	1,614.30	1,718.00	1,823.50	1,929.10	6.3
Self-Service Cafeterias	204.1	211.7	219.4	229.2	237.1	3.8
100% Home Delivery/Takeaway	73.5	82.1	90.6	97.9	105	9.3
Pizza Consumer Foodservice*	243.8	258.1	273.3	288	303.9	5.7

Source for both: Euromonitor, 2014. CAGR = compound annual growth rate

As appeared in the table above, Malaysia's foodservice division was valued at just under US$10 billion in 2012. Between 2008 and 2012, the market recorded a compound annual growth rate (CAGR) of 4.6% and is raised with a CAGR of 5.3% until 2017, with total sales of US$12.9 billion. The top brand in the market include Kentucky Fried Chicken (KFC), McDonald's, Secret Recipe Cakes and Café, and Pizza Hut.

Based on the table above we can conclude that the Café business is keeping up market very well compare with other foodservice section and it is gradually reaching the top foodservice sector in Malaysia. Malaysia would like to maintain and develop the café industry as major contributor to generate more income of the country. The government is willing to spent more money on this development. It can be achieved by producing quality service, reduce customer complaint and fulfill customer satisfaction level. However, it give the impression that the café operators are struggling to cope with this requirement. Moreover, the important concern of the café business now is to sustain and maintain the competitive advantage elements with a specific end goal to accomplish customer satisfaction by satisfying their expectation. Some café did not understand that customer satisfaction is vital towards the success of business. In the real business, café should offer products and services that satisfied the customers what's more, when the customers' expectations fulfilled, they will become loyal customers in years to come. (Thomyachati, 2012).

Establishing customer satisfaction is an essential to the effective service delivery (Erdis and Toit, 2014). Foodservices in Malaysia are not free from consumer satisfaction issues.

In order to meet customer satisfaction, the total dining experience with quality food, great atmosphere and excellent service must be accomplished (Ryu and Han, 2011).

Café owners must be more mindful of their service quality with the goal that they could acquire a good customer loyalty specially understand the expectation of the millennials expectation who are mainly going to be the café major customers and the generation whom has neophile characteristic. Other than that, it is basic for café to focus more on improving service quality and customer satisfaction in the right area. Hill, Roche and Allen disclose that to hold customer satisfaction level, the organization must have the capacity to manage what customers' most worry about (Hill, Roche, and Allen, 2007). Along these lines, it is important to recognize the fundamental factors that draw customer satisfaction especially millennial customer's satisfaction towards café objective to set up a successful café. Despite the fact, considerable number of scholar that has completed research on this topic, the examination has not yet to lead millennials satisfaction towards café operation in Malaysia.

Objective of Research

Objective of the research is to study how service quality effects in millennials satisfaction of café restaurants and to list down the factors influence to the millennials satisfaction in café restaurants hereafter this research will develop a framework for café business to support them retain and draw new customers.

Literature Review

Customer Satisfaction and Service Quality

Customer satisfaction is defined as a general assessment of the customers' purchase and consumption experience of product or service (Namkung and Jang, 2007). In the profoundly focused food and beverage industry, fulfilling customers expectation to be the basic goal of business that desires to construct repeat purchase (Johns and Tyas, 1996). (Namkung and Jang, 2007), Rahman et al. (2012) expressed that customer satisfaction can be clarified in view of feelings, of happiness, acceptance, relief, delight, and pleasure. The researchers included that customers' satisfaction is probably going to occur in the wake of assessing the product and services in the wake of meeting the desire for requirements and needs from the customers. Thus, it is essential for the café to be mindful and concentrating more on customer's desire so they could intensify customers' satisfaction and limit client disappointment.

Gunaratne A., Wilson G. and, Diego S.J. recognize the diverse attributes connected with customer satisfaction in fine dining restaurant. The scholars clarify five attributes, which have a controlled 'zone of tolerance ' for the customers. The scholars propose that restaurant operators must focus on those areas where performance of

service attributes is not contained by the zone of tolerance to plan for enhancements in service quality and customer satisfaction. Further, it was disclosed that elements identified with 'staff', 'ambience of restaurants' and 'food quality' significantly affected the satisfaction of customers. All the attributes discussed by Gunaratne suits very well with café operations success, Café operators must focus on those areas, and attributes for enhancement in café service quality and customer satisfactions. Voon H.B. (2010) looks at the variables that control service quality particularly for the youth. Through his paper, he additionally contemplates the significance of service quality, food quality and prices from the viewpoint of youth. The analysis was directed crosswise over fine dining, fast food and food court restaurant. It was discovered that human service and price influenced customer satisfaction and loyalty to a huge degree.

Johns and Tyas (1997) stated that service quality has been pictured as the sum of customers' view of the service experience. Service quality decides an organizations achievement and failure and is attitude or global judgment about popularity of service (Abdullah and Rozario, 2009). Harr L.K.K (2008) studies the service dimensions, which affect consumer loyalty of Singaporeans. Harr utilizes the five service measurements characterized by Berry, Zeithaml and Parasuraman (1988) which are assurance, empathy, reliability, responsiveness and tangible. An appropriate knowledge of these service dimensions would help restaurant operators to enhance their service quality, which thusly would prompt expanded customer satisfaction and customer loyalty. From his investigation, Harr saw that personalised attention and the service staff's capacity of doing the added value job for customers were the performing drives behind their view of high level of service quality.

(Parasuraman, Zeithaml and Berry 1985) recommend that SERQUAL is the most appropriate and important instrument to gauge service quality in the food and beverage industry. (Albacete-Saez, Fuentes-Fuentes and Llorens-Montes 2007; Chow, Lau, Lo, Sha and Yun 2007) included that SERQUAL instrument has been broadly utilized by service quality analyst over specific time. In any case, not all analyst that are examining service quality will utilize this instrument, however SERQUAL is a standout amongst the most significant and effective device since it very well may be relevant and efficient tool because it can be tested and compared between client desire and the genuine consumer loyalty. The theory SERVEQUAL is gathered into five dimensions (R.A.T.E.R) of how service quality will be led which comprise of reliability, assurance, tangible, empathy and responsiveness.

Reliability

Reliability is one of the assessments in SERQUAL theory. As indicated by (Berry and Parasuraman (1991), reliability is the edge of the service provider to deliver the service as promised or perform correct duty.

Assurance

In food and beverage industry, assurance is a basic factor of service quality since it is the limit of the staff to portrait knowledge, self-assurance, and state of mind. As per (Berry and Parasuraman (1991), assurance is the knowledge and courtesy of a staff that is competent to convey self- confidence.

Tangible

Tangible indicate the objects recognizable by appearance. Past investigations recommend that tangible is the minimum important dimension among other service quality dimensions. (Berry and Parasuraman (1991) clarified that tangible is appearance of physical facilities, deco theme, work force, and other materials.

Empathy

Empathy is the capacity to comprehend the emotions experienced by someone else. In the food and service industry, empathy ought to be claimed by each employee. (Berry and Parasuraman (1991) concurs that empathy is the act of caring by individualization attention to customer.

Responsiveness

Responsiveness is the demonstration of staff quality in quickly serving particularly to customers' needs. Other than giving smart service, (Berry and Parasuraman (1991) said that preparation to help to customer and give viable service is a responsiveness.

Service quality can affect customers' decision to buy the product or service provided (Han and Ryu, 2009; Liu and Jang, 2009b). Han and Ryu expressed that customer satisfaction and service quality has turned out to be one of the core qualities to draw in customers since they have a connection with customer loyalty and word of mouth. In the present food and beverage industry, it is assumable that successful business, lies on delivering high quality service that will lead to satisfied customers (Han and Ryu, 2007).

Local Café

Malaysian café culture has been motivated from café outlet that comes into the country, for example, Coffee Bean and Starbucks into the local market in 1997 to 1998 (Rahman, 2010). Malaysia cannot produce good coffee plant from direct result of the geographical area is appropriate for low quality coffee beans. Likewise, Malaysian are more obtainable to tea refreshment as opposed to coffee due to the fact that previously, Malaysia was colonialize by the British where they carry their social culture into the colonialize nation (Rahman, 2010). Kopitiam (local coffee shop) in

Malaysia has begun since in the mid-1900s and it is for the most part utilized for a place to get together to have a discussion other than in houses (Rahman, 2010). Ever since foreign outlet that established in Malaysia in 1998, Malaysian kopitiam has changed into a café into well-established café with an approach, ambiance, and advance technology, for example, Wi-Fi, air-conditioning system, and advanced coffee machines.

Food Quality

Café concentrate on their beverage, which essentially focus on coffee. These days, cafes are make every effort to give range of food in their menu as it begins from light meals and cakes, into big serving of menus. Hence, food quality has the primary effect on customer satisfaction and purchasing intention (Namkung and Jang, 2007). Food quality has been perceive as a fundamental attribute in the accomplishment of any food and beverage service (Liu and Jang, 2009). (Hanaysha, J. (2016) add on that there is a couple of researchers that trust that food quality is one of the key parts in deciding customer loyalty and brand image. As such, probing in food quality can be an advertising tool that satisfy the customer and ensuring positive purchasing experience. Past research additionally demonstrates that food quality has an extraordinary effect in making a positive consumer satisfaction (Canny, 2014; Namkung & Jang, 2007; Nasir et al., 2014). Food quality is judged on in view of taste, freshness, healthy choices, temperature, and how the food is being introduced to the customer (Namkung & Jang, 2007).

Physical environment

Other than food quality and service quality, physical condition could be one of the factor that affect customer dedication in the restaurant business. (Liu and Jang, 2009) illustrated physical condition as the quality that incorporating the space. Compared physical condition and service quality, service is an intangible component that is critical in the core of the service procedure. Physical condition can definitely influence the strong push on dining quality, which will influence customer satisfaction in the restaurant business. Physical condition additionally may create a relaxing feeling, and liveliness. These physical components could influence customer behaviour in a positive consequence of dining experience (Namkung and Jang, 2008). Furthermore Canny (2014), clarified that, physical condition is a key factor for portraying a kind of restaurant by making customer involvement with a satisfying and delightful atmosphere. In this manner, physical condition significantly affects retaining existing customer and pulling in new customers. As indicated by Han and Ryu (2009) there are two types of physical condition that is notable to affect consumer satisfaction, which are ambience condition, stylish facilities, and lighting.

Price

Price is one of the significant elements that decide quality food and quality of service. Cafes make an effort to utilize reasonable pricing in attempt to increase customer demand. As per Kotler and Armstrong (2010) price is the total amount of cash charged for product or service, or the aggregate sum of significant value that client trade for the useful in owning or utilizing the specific product or service. On the other, Stanton, Michael and Bruce (1994) characterized price as the total cash or goods required gaining some combination of another products and its accompanying services. As far as café, customers are offered different ranges of food and beverages, every food and beverages will comprise diverse pricing as per as the quality produced. Price fairness is an essential viewpoint that could build customer satisfaction and loyalty. Past research has demonstrated that when a customer agree to pay a specific price, it become appropriate towards consumer satisfaction and loyalty (Hanif, M., Hafeez, S., and Riaz, A. (2010). In café business, other than the nature of coffee, the food quality, ambience is additionally the components that contribute the choice of a customer whether the price is relatively reasonable or not.

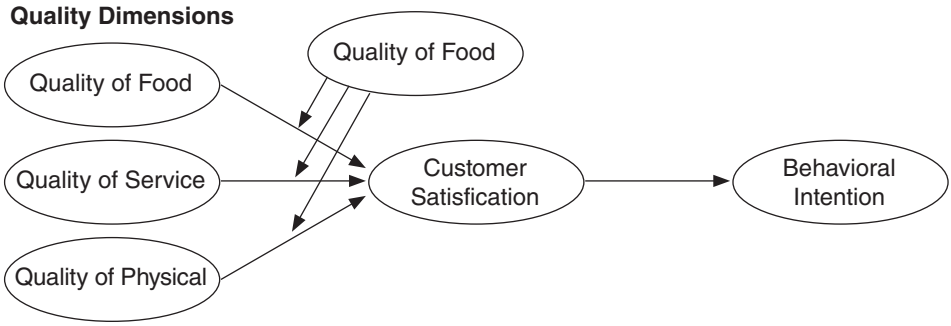

Figure 1. Theoretical framework to measure customer satisfaction through four quality factors. Ryu, K., Lee, H.R., & Kim, W.G. (2012)

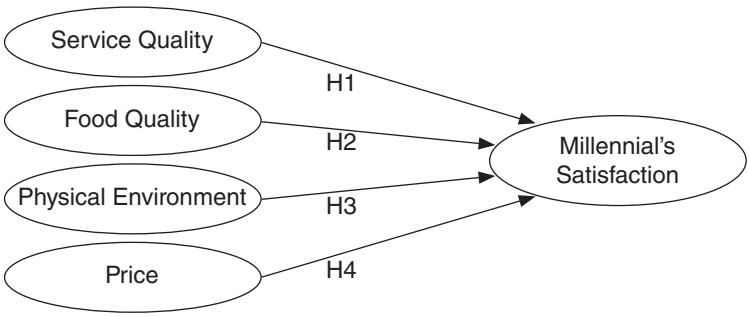

Figure 2. Conceptual framework of research

The following hypothesis will be tested based on the conceptual framework shown in figure 2.

H1: There is significant and positive relationship between service quality and millennials satisfaction in café.

H2: There is significant and positive relationship between food quality and millennials satisfaction in café.

H3: There is significant and positive relationship between physical environment and millennials satisfaction in café.

H4: There is significant and positive relationship between price fairness and millennial satisfaction in café.

Methodology

Focused population for the research will be millennial generation or generation Y living in and around Kuala Lumpur. Kuala Lumpur is the capital and second biggest city in Malaysia. A blend of various communities like Chinese, Malays, Indian and international communities settled in different segments of Kuala Lumpur. The essential economic exercises in the city are education and health services. Kuala Lumpur likewise has focal points originating from the high concentration of education institution situated inside its boundaries, giving an extensive variety of courses, which draw in students or generation Y, or millennials from all over Malaysia and from different nations. The tourism area also has a vital impact in the city's economy, giving income, work and growing business openings. As a rise of this, numerous chain hotels and restaurants have presence in the city. Kuala Lumpur is the sixth most visited city on the world. Hotel, from five-star to budget hotels, have cropped to accommodate the increasing tourist every year. Since it is easy to excess the student's community (millennials), this zone was decided for data collection. Simple random sampling was adopted to choose the respondents for the research. This strategy can maintain a strategic distance from biasness and result can represent the target sample and population. The sample size for this study was 200. Questioner has been designed and was tried on 50 respondents to guarantee the respondents easily understand all the questions. In this research paper, closed questions have been chosen to be utilized as a part of the poll overview. The surveys will be arranged into segment A, B, and C.

Section A generate all the demographic questions such as age, gender, marital status, employment level and monthly income. Moreover, section A designed into multiple-choice questions and the participant just need to pick the answer.

Section B generate the theoretical framework through Likert-scale concept which the scaling of this method question is from 1 (highly unimportant), 2 (unimportant), 3 (neutral), 4 (important), 5 (highly important). In this section, participants are required to choose a point from the Likert scale based on the reference that they

had experience. Apart from that, the questions in section B are based on the factors influencing millennials satisfaction towards which consist of service quality, food quality, physical environment, and price. Each of the following factors has several questions based on the components from each of the fundamental factor.

Section C will be also generating through Likert scale method of concept which the scaling of this method question is from 1 (Highly disagree), 2 (disagree), 3 (neutral), 4 (agree), 5 (highly agree). All of the questions about factors that affecting millennials satisfaction level based on their personal reference of word of mouth. All of the questions are about what is customer actually feeling during and after dining in. Statistical Package for Social Science (SPSS) programming was utilized for data analysis.

Findings & Discussion

Section A Demographic data

Gender

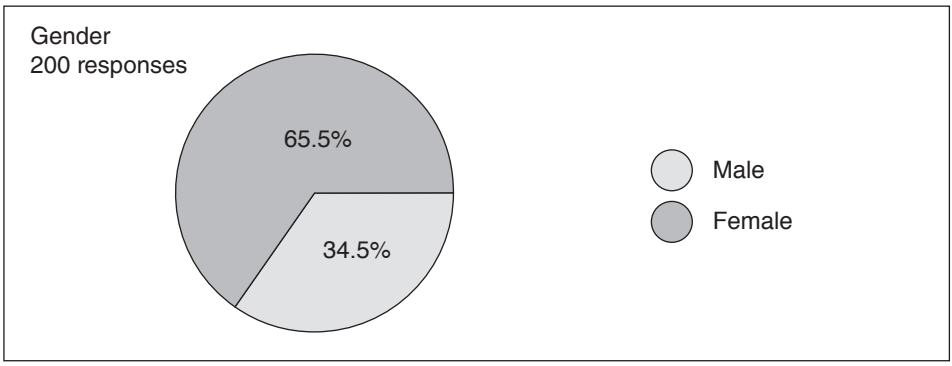

Figure 3. Gender of sampling population n=200

From figure 3 above, it indicates two sorts of information for gender orientation which are male and female. All through 200 respondents of this poll, there is 65.5% are female respondents and 34.5% are male respondents. From this data, there are more female in gender orientation this is because of female will probably go out and dine in café more than male. Likewise, they are more concern about how great is the service quality and the physical condition around the café.

Age

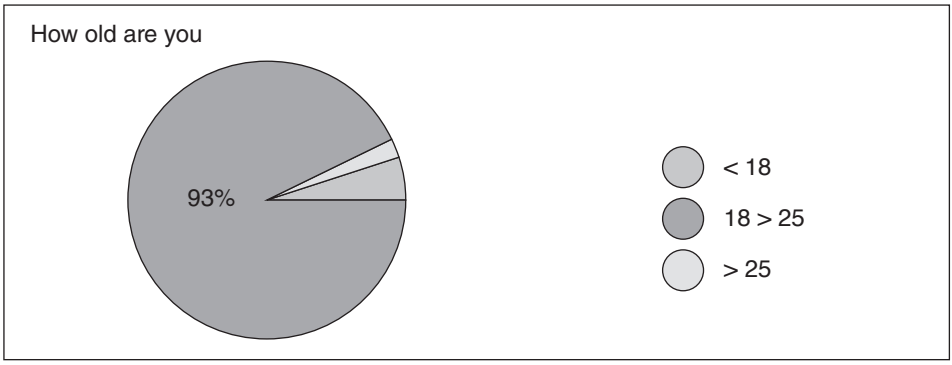

Figure 4. Age of sampling population n=200

Figure 4 demonstrates three sorts of information for age that are below 18 years old, between 18 and 25 years of age, and above 25 years old. Through 200 respondents of this overview, 93% is between 18 and 25 years of age, 5% are below18 years old, and 2% are above 25 years old. The dominant part of respondents are between 18 and 25 years of age basically generation Y or millennials that spent more time dining in café.

Nationality

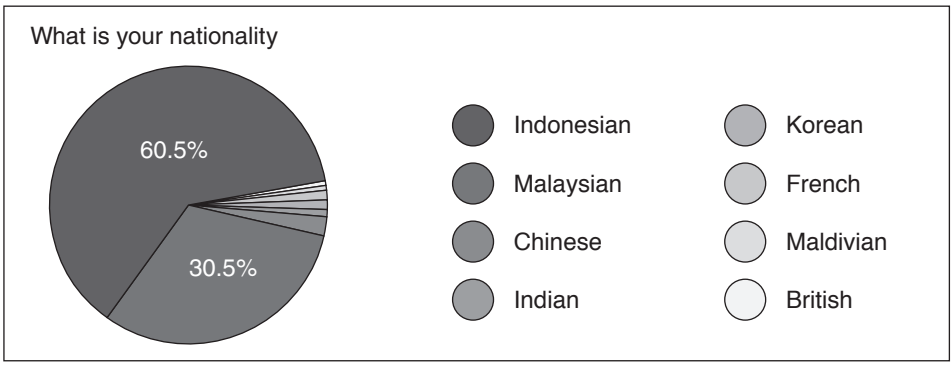

Figure 5. Nationality of sampling population n=200

Figure 5 demonstrates information for millennial customers' nationality, which are Malaysian, Indonesian, Chinese, and Indian. Through 200 respondents 60.5% Indonesian , 30.5% Malaysian , 2% Chinese , 1% Korean , 1% French , 1% Indian, 1% Maldivian , 0.5% British , 0.5% Italian , 0.5% Japanese, 0.5% Nepalese, 0.5% Kazakh, 0.5% Iranian. The data demonstrates that most of the respondents are like to dine-in in café. Most Indonesians (gen Y) visit café more than Malaysian does

since they are living in outside country and mostly are university students, which influences them to explore café around the territory. Then again, most Malaysia millennials remains at home and not very persistent to eat outside like other nationalities due to the millennials prepare to go back and have the meals at home once done with classes at university.

Education background

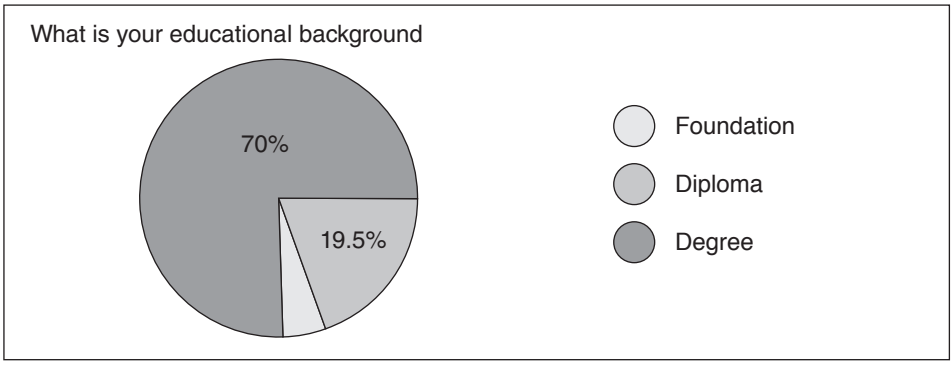

Figure 6. Education background of sampling population n=200

From figure 6 above, it indicates four kinds of information for education background that are foundation program, diploma program, degree program, and Ph.D. program. 76% are degree respondents, 19, 5% are diploma respondents, and 5% are foundation respondents. None from the 200 respondents has select Ph.D. Majority of the respondents and samplings in this overview are degree respondents and this is well justify that the group of respondents are millennials or Gen Y.

Frequency of visit café

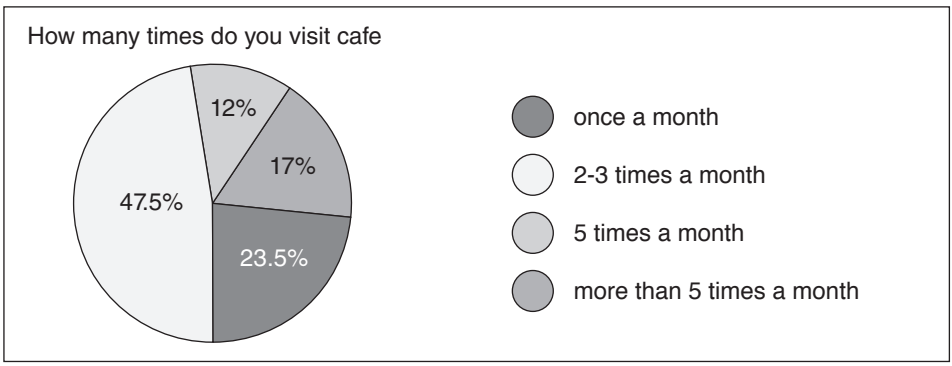

Figure 7. Frequency of visit café of sampling population n=200

Figure 7 indicates four sorts of information for how often do you visit café which is, one a month, 2-3 times each month, 5 times each month, and in excess of 5 times each month. 47,5% visit 2-3 times each month, 23,5% comes once per month, 17% comes in more than 5 times each month, and 12% come 5 times each month. From this data, it demonstrates that dominant part of respondents are probably visit café around 2-3 times each month.

Section B Key Factors of Café Data

Service quality

Table 1. Service Quality descriptive statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Reliability: café able to produced promised service dependably and accurate	200	3.00	5.00	4.1900	.69737
Tangibles: the display of facilities, equipment, staff appearance	200	2.00	5.00	4.1950	.69959
Responsiveness: the eagerness of the staff to provide help to customer and deliver prompt service	200	2.00	5.00	4.2550	.72290
Assurance: the staff's provide knowledge and attentiveness and their ability to deliver trust and confidence	200	2.00	5.00	4.1900	.79186
Empathy: staff shows the intention of caring through personal attention to customers and understands customer wants & needs	200	1.00	5.00	4.1250	.78258
Valid N (listwise)	200				

Table 1.0 above shows the result of the Likert scale question about service quality and there are 5 dimensions have been assessed, which are reliability, tangibles, responsiveness, assurance, and empathy. Since the concentrated on respondents are millennials who have dining experience in café previously, hence the data is the opinion from the experience of the respondents about service quality. The data has

revealed the judgement of the respondents about service quality in a perspective of their inclusion in dining in café. The respondents selected that these 5 service dimensions have a positive relationship with customer satisfaction in view of service quality. Respondents accepted to the reliability of the café staff can create promised service constantly and precisely will influencing service quality, with proof mean of (4.1900). Tangibles or presentation of facilities, equipment, and staff appearance agreed to be the second most vital factor influencing the service quality with the mean of (4.1950). Better responsive better customer satisfaction, it will develop the quality service of the café, as it is the most essential factor according to the data collected with the most elevated mean of (4.2550). In view of the mean data, assurance or staff's knowledge and their mindfulness will influence service quality as assurance has a similar mean (4.1900) as reliability. The last part of the study is empathy picked as the most insignificant that impacting service quality with the mean of (4.1250). The data has showed up from all the mean components are more than 4 (important) and each element of the service quality dimensions positively affect service quality.

Food quality

Table 2. Food quality descriptive statistics

	N	Minimum	Maximum	Mean	Std. Deviation
The presentation of food & beverage is attractive	200	2.00	5.00	4.1800	.80050
The café offers healthy range of options	200	1.00	5.00	3.6100	.96569
The café offer appetizing food & beverages	200	1.00	5.00	4.2550	.77003
The café offer fresh food & beverages	200	2.00	5.00	4.2250	.83538
Valid N (listwise)	200				

Table 2.0 demonstrates the data of the Likert scale question about food quality and there are 4 factors have been analyzed, which are the presentation of food and beverage, healthy range of options, taste, and freshness of the item. The data has shown the sentiment of the respondents about food quality in based on their experience dine in café. The respondents agree that the 4 segments have a positive relationship with customer satisfaction in perspective of food quality. Respondents have agreed that presentation of food and beverage as an essential factor of good quality that affects millennials satisfaction with the mean of (4.1800). The table demonstrates a healthy

range of food choice has been voted to be the most minimal value that influencing food quality with the mean of (3.6100). The possible course of this could be the priority of the millennials choice don't see the healthy factor as an important criteria. Café offer tempting food or taste of food has been chosen, as it is the most crucial factor as indicated by the study with the highest mean of (4.2550). The freshness of food and beverage has been picked as the second most astounding with the mean of (4.2250). Briefly, the data has showed up most of the mean segments are more than 4 as such, every one of the components positively affect food quality.

Physical environment

Table 3. Physical environment descriptive statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Ambience condition: intangible conditions that refers to music, temperature of café, and scent	200	2.00	5.00	4.2150	.67159
Aesthetic facilities: decoration of café, color, and facilities provided	200	2.00	5.00	4.1450	.71872
Lightning: the effect of lighting gives comfort while dining	200	1.00	5.00	4.1800	.74860
Valid N (listwise)	200				

Table 3.0 above, demonstrates the result of the Likert scale question about the physical condition and there are 3 factors have been examined, which are ambience, aesthetic facilities, and lighting. The information above demonstrates the base, most extreme, mean, and standard deviation of every component. Respondents have agreed that intangible conditions that indicate to music, temperature, and fragrance of café positively affect the ambience condition, as it is the most crucial factor in the review with the mean of (4.2150). Respondents additionally agreed that decoration of the café, colour, and facilities or aesthetic facilities are an essential viewpoint, which has a positive relationship with the physical condition and has been chosen as the least with the mean of (4.1450). In conclusion, respondents have agreed that lighting holds the second highest after ambience condition that could affect physical environment with the mean of (4.1800). Overall, the respondents have voted that these 3 fundamental have association with physical quality and it has been supported by all the mean of the segments that higher than 4. (Important).

Price

Table 4. Price descriptive statistics

	N	Minimum	Maximum	Mean	Std. Deviation
The food & beverage has a good value for money	200	1.00	5.00	4.2500	.84918
The price charge for food & beverages is acceptable	200	2.00	5.00	4.2100	.84229
The food & beverages show up as a bargain	200	1.00	5.00	3.7800	.89195
The price customer pay for food & beverage is reasonable	200	2.00	5.00	4.2400	.75182
Valid N (listwise)	200				

Table 4.0, demonstrates the result of the Likert scale question about service quality and there are 4 questions have been analyzed, which are food and beverage has a good value for money, price charge is acceptable, food and beverage appears as a deal, and the price is reasonable. The information has demonstrated the opinion of the respondents about price fairness in view of their involvement dining in café. As indicated by the data, respondents agreed that food has a good value for money in which case make them feels more satisfied as it is supported with the highest mean of (4.2500) and hold the highest mean that makes it positively affects customer satisfaction. Respondents additionally agreed the price charge for food is acceptable with the mean of (4.2100). Respondents have voted the food and beverage appears as a deal as the lowest mean of (3.7800). Reasonable food comes with a sensible cost, as it is the second highest mean after the food has a good value for money with the mean of (4.2400). Additionally, all the price fairness above have been agreed by majority of the respondents in light of the fact that the greater part of the mean information are higher than 4 (important).

Summary of Finding

This segment could complete the findings; the overview has determined all the overall population of reactions of millennials to dine in café around Kuala Lumpur territory regarding their sincere belief and experience of dining in cafe. The findings has shown the highest value of each category of café customers key factors. In service quality area,

responsiveness is the most significant factor to gain the level of millennial customers' satisfaction. At that point, in food quality, the taste of the specific item has been picked as the most imperative aspect. For the physical environment, ambiance condition has been voted by respondent as the most important viewpoint. These four key elements are significantly positively associated with millennials satisfaction of café restaurant (service quality $r > 0.810$ and $p= 0.000$., food quality $r > 0.709$ and $p=0.000$, physical environment $r > 0.749$ and $p= 0.000$, price $r > 0.813$ and $p=0.000$).

Conclusion

Café restaurant has been characterized as that having extraordinary ambience, service and food quality. In this research diverse factors contributing towards the millennials satisfaction. A study was taken for 200 respondents, which featured the major contributing variables. Respondents were asked to justify on their expectations and recognition about the café restaurant. Research demonstrated that the most important factors for customer satisfaction in café restaurant are physical environment, service quality and food quality. Food quality incorporates factors like taste of food, temperature, quantity of food and so forth while the service quality incorporates SERVEQUAL factor. Therefore, if the restaurants improve and concentrate on these factors they have higher change to success in café business and achieve higher millennial customer satisfaction.

The objectives of this research were to discover the impact of service quality on millennial customer satisfaction. From our examination, it was discovered that when millennials dine-in in café, their most fundamental desire is to get quality and quick service and responsive staff, majority millennial respondent indicated that they would need a staff well trained and courteous and very much prepared to deal with customers issues. On the off chance that café neglects to provide a good service then the customer winds up being disappointed and may not visit the café again. We found that the primary explanations behind customers' disappointment due to a Service Delivery Gap i.e. gap between service specifications and delivery of service. This happens for the most because of lacking or improper training of staffs, poor coordination among staffs or incompetence/unwillingness to meet the desired service standards. Through the research, we planned to list down the factors that contribute to millennial customers' satisfaction. Food and beverage quality, service quality and physical environment quality are the three keys factors of café that affecting millennial customers' satisfaction in Kuala Lumpur area. We also aimed to develop a framework for café, which can be incorporated by them to keep their customers happy. Physical Environment is the most significance factors of café that affecting millennial customers' satisfaction in Kuala Lumpur. As per recommendations from this research, we discovered that word of mouth plays the important job in attract millennial customers to café restaurant.

Any customer would be satisfied if he/she gets fast service, great quality food and a pleasant ambience. Anyway to guarantee that millennial customers are satisfied, café must go extra mile to give a superior dining experience, detail oriented and create the feel that millennial customers are 'valued' will make more millennial customers talk about their café and refer it to their friends and family members and ensure that millennial customers come back. Understanding millennial customers' requirement, their preferences and dislikes and creating targeted campaigns and promotions would additionally help in drawing in new customers and holding old ones.

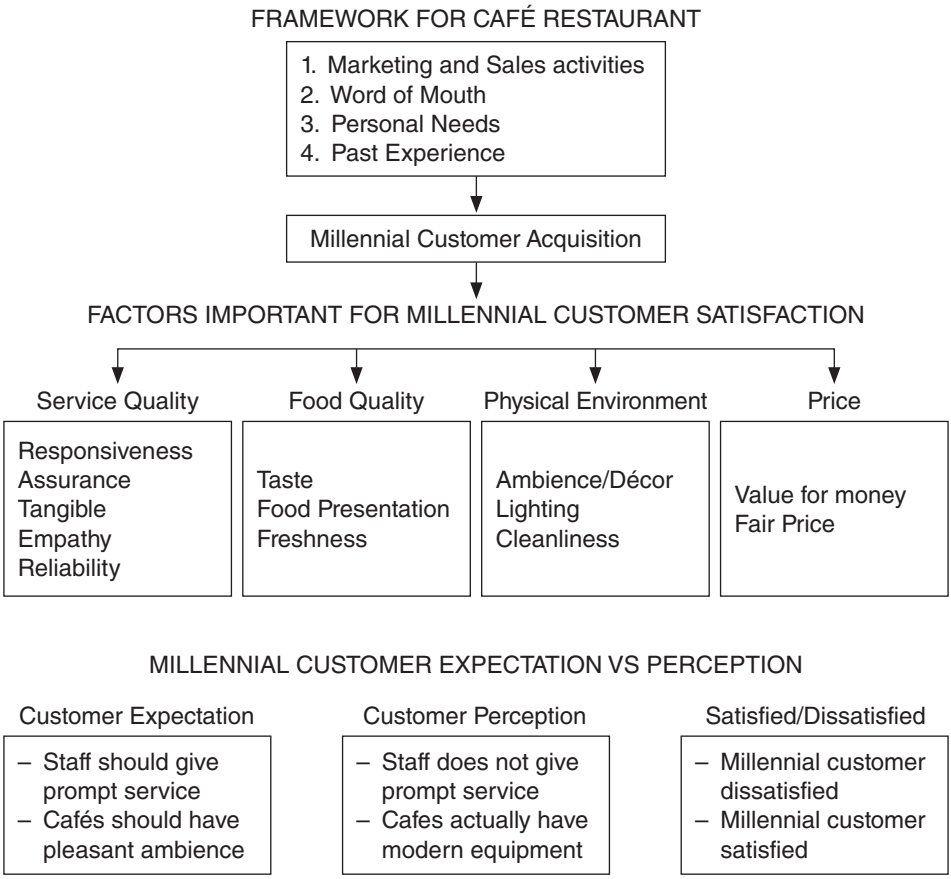

Figure 8

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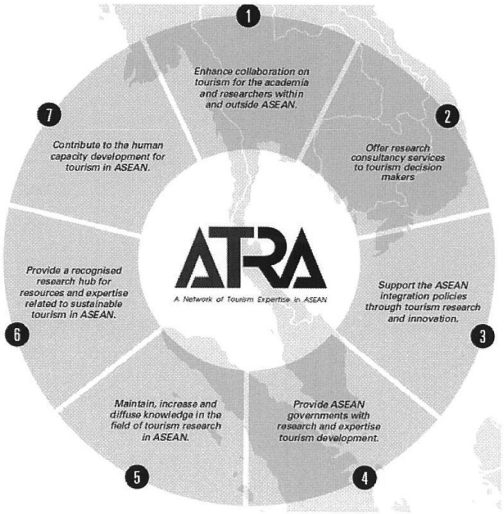

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