Culinary Tourism Development in Batangas City, Philippines

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ABSTRACT

Batangas city is known for its unique culture and food. Culinary tourism is just starting to be known in Batangas. The study aimed to determine the development of Batangas City towards culinary tourism. The researchers used a descriptive research and questionnaire as data gathering tools in this research. The result showed that in terms of types and style of restaurant, fast food restaurants and traditional style of restaurants were widely preferred by the respondents in Batangas City. A lot of restaurants in Batangas City cater a Filipino type of Cuisine and a few cater international cuisines which show that the Filipino cuisine is much preferred by the people. In terms of customer satisfaction to food quality. Most guests were satisfied with foods that are served hot and fresh and satisfied when the environment of the restaurant is convenient and has a good ambiance. With the satisfaction of the guest in terms of service, people were satisfied with a fast and efficient service. The researchers recommended that the restaurants in Batangas City may continuously improve the facilities and services they offered to attract more customers for the development of culinary tourism in Batangas City.

Keywords: *Culinary Tourism, Batangas City, customer satisfaction, tourism development*

INTRODUCTION

Culinary Tourism incorporates any tourism involvement in which it finds out about, acknowledges, and expends or foods and drinks that mirrors the local cooking, legacy, or culture of a place (*United Nation World Tourism Organization (UNWTO, 2013).*

Food tourism does not only cover the taste or the reaction of people in a certain dish that was offered. But it is about the how it is different to the other, how certified it is, and the history behind the dish. This includes the people behind every ingredient. With all of this food tourism can be the heart of our province that our province's offer. That is why it can satisfy our tummies through food and our mind through the story beneath it (*Ontario Culinary Tourism Alliance, OCTA*, 2015).

Culinary Tourism covers the feasting knowledge that additionally incorporates an assortment of culinary, made uncommonly for voyagers that feature food and drinks for guests to find dishes indigenous to every district while finding out about its one of a kind abilities and creativity (Briones et al., 2013). It is one of the world's significant enterprises these days that it turns out to be progressively critical (Aguda, Tamayo & Barlan, 2013). Regardless of the fact that tourism has been well-known, it can't deny the fact issue do exist that impede tourist development in each place (Buted, Ylagan & Mendoza, 2014). Group based tourism is regularly conspicuous example of a practical tourism improvement (Buted, 2014; Buted et al., 2014; Aguila & Ragot, 2014; Buted, Gillespie, Conti, Delgado, Marasigan, Rubico, & Felicen, 2014; Atienza et al., 2014; Ylagan & Laguador, 2014).

Consolidating food and tourism is having an effective interest as of late. Offering local items and culinary traditions to global and national guests adds another segment to the picture of the visitor goals and makes extra financial movement in and around the goal (Halkier, 2012).

Batangas City is known for its unique culture and food. Culinary Tourism is just starting to be known in Batangas. The status of its tourism is being developed so that culinary tourism would be known around Batangas Province. The benefit of studying culinary tourism is so that it could be a role to generate economic interest beyond the tourism industry (Kalalo, 2014).

In view of these, the researchers were motivated to conduct a study on the Batangas City on the effects of the culinary tourism in the city. It is relevant to know or study how culinary tourism, because knowing the fact that there are cuisines or menu in a certain area which is well known, it can help entrepreneurs/ businessman and some chefs to gain more ideas of preserving or even improve some culture dishes. It may also help restaurant businesses to be well known. Just like a noodle dish called "lomi", there are lots of them but in different features. So, knowing the fact that many tourists go to a place for a certain dish, it can help people determine how a restaurant business can grow.

As future culinary professionals, the researchers are confident that this study would benefit through broadening their knowledge about the development of culinary tourism in Batangas City. It helped locals improve their culinary businesses because of the added information of the development of culinary tourism in the Batangas. It also benefited the CITHM as it gives the curriculum more knowledge about culinary tourism. For the Department of Tourism, giving promotions to tourists to develop tourism in Batangas. This can also be a basis for future researchers since there is scarcity on researches in this field.

OBJECTIVES OF THE STUDY

The research aimed to determine the development of Batangas city towards culinary tourism. Specifically, it intends to; determine the preference of the respondent in terms of: types of restaurant, style of restaurant, types of cuisine; assess the satisfaction of the guest in terms of: food quality, restaurant, service; determine the problems encountered in Culinary Tourism and propose an action plan based on the result of the study.

METHODS

Research Design

The researchers used the descriptive research design. It is obtaining information with the use of questionnaire, personal interviews with the aid of study guide or interview schedule, and observation, either participatory or not. This design was used by the researchers to collect data in order to test the hypothesis or to answer questions concerning the Development of Batangas City through Culinary Tourism.

Participants

The respondents of the study included customers of Family owned restaurants to determine the development of culinary tourism in the province of Batangas. There were 305 respondents in total from 10 Family Owned Restaurant participants from Batangas City.

Instrument

The survey questionnaire was used as the main data-gathering instrument for this study. The questionnaire was taken from a research study in LPU entitled "Comparative Study of Selected Fine Dining and Fast Food Restaurant in Batangas city" by Abarquez, Karl Froi S. et al. and Fast Food Restaurant Survey (Adi, 2013).

The questionnaire was divided into four (4) parts. The first part contains different and types and styles of restaurant in Batangas City. Then the second part is comprised of different cuisines offered by the restaurant, the third part consists of satisfaction of the guest on the food quality, operation of restaurant and on the services. And lastly, the fourth part identifies the different problems encountered in the restaurant.

Data Gathering Procedure

Researchers formulated the objectives and rationale based from the title and had it validated. Then the researchers collated some related literatures to support the topic through the use of books, journals and some electronic references. The researchers also prepared questionnaires based on the formulated objectives. Then the questionnaires were distributed to the participants of the study.

Data Analysis

The data gathered were tallied, encoded and interpreted using descriptive statistics. This includes frequency distribution, percentage and weighted mean. Frequency distribution and percentage were used to identify the profile of the respondents while weighted mean was utilized to assess the different tourist attractions of Batangas Province and to assess and determine the problems that the respondents encountered. Analysis of Variance (ANOVA) was used to

determine if there is significant difference on the status and prospect of culinary tourism in the province of Batangas when grouped according to profile variables.

RESULTS AND DISCUSSION

Table 1. Preferences of Respondents in terms of Types of Restaurant

types of Restaurant would you prefer	Weighted Mean	Verbal Interpretation	Rank
1. Fast Food Restaurant	3.64	Always	1
2. Fine Dining Restaurant	3.19	Often	4
3. Ethnic Restaurant	3.21	Often	3
4. Buffet Restaurant	3.18	Often	5
5. Casual Dining Restaurant	3.40	Often	2
Composite Mean	**3.32**	**Often**	

Legend: 3.50 – 4.49 = Always 2.50 – 3.49 = Often 1.50 – 2.49 = Sometimes; 1.00 – 1.49 = Never

The table 1 shows the preferences of respondents in terms of types of restaurant. It has a composite mean of 3.27 with verbal interpretation of often.

The top 3 highest preference of respondents in terms of type's restaurant is fast food restaurant (3.64), followed by casual dining restaurant (3.40) and, ethnic's restaurant (3.21).

Among the item cited, the fast food with verbal interpretation of always was the preferred types of restaurants of the respondents are fast food restaurants. Because people are well versed on how fast foods give them a fast and efficient service that can make their lives easier. With the fast pacing of people right now, fast foods give them the fast quality products that are time efficient in which it won't consume peoples time a lot.

Major food consumption trend in USA and Canada are that more people are eating outside of their homes. In which, there are implications for developing successful marketing strategies for fast-food restaurants. As a result, fast-food markets will offer greater growth opportunities for marketers (Kara, 2013; Ilagan-Manzano, 2013).

The least 2 preferences of respondents in terms of restaurant is Fine Dining Restaurant and Buffet Restaurant, with a weighted mean of 3.19 and 3.18 respectively.

Buffet restaurants rank last (3.18) in the preference of people in terms of types of restaurants, because somehow people are not a fan of buffet restaurant cause of the hassle of buffets in which people don't want the hassle of eating. Also, people preference to buffet restaurants rank last cause of the scarcity of buffet restaurants here in Batangas.

Sub-cultural organization of African American customers shape a big and growing market phase, exceptionally little take a look at has been finished on their mind-set and intake conduct closer to the ever popular all-you-can-eat Buffet eating places via the African Americans, the criteria that they use to evaluate provider best in the ones eating places, as well as, socio-financial and demographic elements that determine their frequency of patronage and service fine evaluation (Oyewole, 2013).

Table 2. Preferences of Respondents in terms of Style of Restaurant

Style of Restaurant would you prefer	Weighted Mean	Verbal Interpretation	Rank
1. Traditional	3.42	Often	1
2. Modern	3.23	Often	4.5
3. Mixed Traditional and Modern	3.37	Often	3
4. Homey	3.23	Often	4.5
5. Themed	3.38	Often	2
Composite Mean	**3.33**	**Often**	

Legend: 3.50 – 4.49 = Always 2.50 – 3.49 = Often 1.50 – 2.49 = Sometimes; 1.00 – 1.49 = Never

The table 2 shows the preferences of respondents in terms of types of restaurant. It has a composite mean of 3.28 with verbal interpretation of often.

The top 3 highest preference of respondents in terms of style restaurant is Traditional (3.42), Themed (3.38), Mixed Traditional (3.37) and Modern (3.37) with a verbal interpretation of often.

Among the item cited, the Traditional got the highest rank with verbal interpretation of often. This means that the preferred types of restaurants of the respondents are traditional restaurants. Creating a traditional style of restaurant creates a more feel of how the cuisines of Batangas are being showcased. And how the preferred restaurants of the respondents are a more traditional style of restaurant

Findings also mean that the country can reduce loss of sales overseas if the large food imports to feed worldwide tourists are reduced. The consumption of locally produced food items and the usage of local ingredients inside the preparation of tourist menus are recognized to reduce imports and leakage of tourism revenue from the local economy. In addition, study has a capacity of helping Ghana to undertaking its lifestyle thru food. It's been mounted that traditional foods constitute important components within the information of the culture of a society and additionally represent an essential medium for cultural expression (Amuquandoh, Asafo-Adjei, 2013).

The least 2 preferences of respondents in terms of style of restaurant are modern (3.23) and homey (3.23) interpreted as often.

Modern style of restaurants rank last in the table because of it is the least known style of cuisine in Batangas, the people who often eat in Batangas doesn't know what is a modern style of restaurant in which make it the least preferred.

Homey restaurants are also the least preferred style of restaurants because of the scarcity of restaurants that have a homey style of restaurant. In which they much prefer the more famous style of restaurant than a homey style.

Key meals enjoy factors that influence a purchaser's eating place meal amusement. It considers the consequences at the dining revel in that come from upgrades in today's eating places and the appearance of the foodie purchaser. The modern eating place scene in Canada and how

fine practices have created non-occasions notwithstanding differentiation attempts among producers of hospitality reviews (Gregorash, 2017).

Results show a subtler and diverse dimensions of interior elements that is shown by homey restaurants in which gives a more monochromatic color scheme, dim lighting and plain decors that shows a significant differences to almost any other interior designs. Customers tends to select a more satisfying pleasure through exploring how color, lighting and décor have effects on customer's behavior and perception towards dining experiences. (Wardono, Hibino & Koyama, 2017)

Table 3 presents the preferences of respondents in terms of types of restaurant. It has a composite mean of 3.22 with verbal interpretation of often. The top 3 highest preference of respondents in terms of type of cuisine is Filipino (3.50) interpreted as always, American (3.35), Italian (3.24) verbally interpreted as often.

Table 3. Preferences of Respondents in terms of Type of Cuisine

type of Cuisine would you prefer	Weighted Mean	Verbal Interpretation	Rank
1. Filipino	3.50	Always	1
2. Italian	3.24	Often	3
3. Japanese	3.17	Often	5
4. Chinese	3.12	Often	6
5. American	3.35	Often	2
6. French	3.22	Often	4
Composite Mean	**3.27**	**Often**	

Legend: 3.50 – 4.49 = Always 2.50 – 3.49 = Often 1.50 – 2.49 = Sometimes; 1.00 – 1.49 = Never

Filipino Cuisine got the highest rank with verbal interpretation of Always. It means that the respondents still prefer Filipino food as their type of cuisines.

It only goes to show that Filipino Cuisine is the most preferred type among the respondents. With the Filipino cuisine being the top ranking many of the restaurants here are more leading to what they've known for years which is the Filipino culture of food? That can cause a rapid increase of the development of culinary tourism.

Filipino cuisine is distinguished by its bold combination of sweet, sour, salty and spicy taste. While other Asian Cuisines (e.g. Vietnamese) may be known for a more subtle delivery and presentation of food, Filipino plates prefer a sudden influx of flavor. It can be said that it is more flamboyant, as food is often delivered in a single presentation, giving the participant a simultaneous visual feast, an aromatic bouquet, and a gustatory delight (Philippine Country Guide, 2012).

The least 2 preferences of respondents in terms of type of Cuisine are Japanese (3.17) and Chinese (3.12) with a verbal interpretation of often.

Chinese Cuisine got the least with the verbal interpretation of often. It means that respondents are not a fan of Chinese cuisine. With the low number of restaurants that serve

Chinese cuisine, it shows that people are not familiar with the type and how the cuisine is presented that's why it ranks at the least preferred type of cuisine.

A model incorporating Chinese tourists' heterogeneous choices of local cuisine, perceptions of neighborhood delicacies attractiveness, and destination beauty was investigated using the survey information amassed from towns in China and partial least-squares structural equation modeling. Local delicacies attractiveness drastically contributes to vacationers' perceptions of vacation spot splendor (Guan & Jones, 2014).

Table 4. Level of Satisfaction of the Guest in terms of Food Quality

Food Quality	Weighted Mean	Verbal Interpretation	Rank
1. Food is served hot and fresh.	3.69	Very Satisfied	1
2. Good variety of items on the menu.	3.32	Satisfied	4
3. Food is presented neatly and attractively.	3.53	Very Satisfied	2
4. Taste and flavor of the food is excellent.	3.28	Satisfied	5
5. The quality of beverages.	3.51	Very Satisfied	3
Composite Mean	**3.47**	**Satisfied**	

Legend: 3.50 – 4.49 = Very Satisfied; 2.50 – 3.49 = Satisfied 1.50 – 2.49 Moderately Satisfied; 1.00 – 1.49 = Not Satisfied

Table 4 reveals the Level of Satisfaction of the guest in terms of Food Quality with a composite mean of 3.47 interpreted as satisfied. Among the items cited, the top 3 levels of satisfaction of the guest in terms of Food Quality are Food is served hot and fresh (3.69), food is presented neatly and attractively (3.53), and the quality of beverages (3.51) with a verbal interpretation of Very Satisfied.

Food is served hot and fresh has the highest rank with a verbal interpretation of very satisfied. It shows that the respondents have a high satisfaction in the Food quality through the food served hot and fresh. In which it could be a huge role in the development of Culinary Tourism here in Batangas. The results sanction the significance of more noteworthy comparing administration and food principles in fast food restaurant industry. For food quality factor, all respondents are concurred with articulation (Rashid, 2014).

The least 2 items of Level of Satisfaction of the guest in terms of Food Quality are Good variety of items on the menu (3.32) and taste and flavor of the food is excellent (3.28) with a verbal interpretation of Satisfied

The taste and flavor of the food is excellent with a weighted mean of 3.28. It shows in the table whatever the ranking shows, people are satisfied with how culinary tourism is being developed in terms of food quality.

Flavor is to a great extent a mix of two sensations—taste and smell. However, while we as a whole offer a similar arrangement of faculties, we decipher taste, smell, surface, and at last flavor in an unexpected way. As a general rule, one may be amazed to discover that the dominant part of our no tongue faculties are used in the energy about the sustenance we eat (Gibson & Newsham, 2018).

Table 5. Level of Satisfaction of the Guest in terms Restaurant

The Restaurant	Weighted Mean	Verbal Interpretation	Rank
1. Convenience and ambiance.	3.57	Very Satisfied	1
2. Cleanliness of interior and exterior.	3.43	Satisfied	3.5
3. The location is accessible.	3.41	Satisfied	5.5
4. Value for money.	3.45	Satisfied	2
5. Affordability of the products.	3.43	Satisfied	3.5
6. The needs and wants are satisfied.	3.32	Satisfied	7
7. Availability of parking.	3.41	Satisfied	5.5
Composite Mean	**3.43**	**Satisfied**	

Legend: 3.50 – 4.49 = Very Satisfied; 2.50 – 3.49 = Satisfied 1.50 – 2.49 Moderately Satisfied; 1.00 – 1.49 = Not Satisfied

Table 5 depicts the Level of satisfaction of the guest in terms of the restaurant with a composite mean of 3.43

Among the items cited, the top 4 levels of satisfaction of the guest in terms of Restaurant are Convenience and ambiance (3.57) with a verbal interpretation of very satisfied, Value for money (3.45), Cleanliness of interior and exterior (3.43), and Affordability of the products (3.43) with a verbal interpretation of Satisfied.

The respondents are very satisfied with convenience and ambiance which play a huge role in developing culinary tourism in Batangas. With this, it is much more welcoming to have people visit Batangas through the quality of the convenience and ambiance of the restaurants we have in Batangas. How the restaurants are presented by the simple means of how convenient is it to locate the famous restaurants here in Batangas and how the ambiance is presented through the different restaurants here.

The kind of restaurant directed the connection between eatery administration and vibe quality and client behavioral expectations. Ponder propose that administration of brisk administration and upscale restaurants should center on nourishment quality, but establish different resource allocation priorities with respect to service and ambience quality (Bujisic, 2014).

The least 3 items of the Level of satisfaction of the guest in terms of the restaurant are the locations is accessible (3.41), availability of parking (3.41) and the needs and wants are satisfied (3.32) with a verbal interpretation of satisfied.

The needs and wants are satisfied are ranked lowest which comes to show that somehow the satisfactions are being met. Because of this it show that the restaurants here Batangas might have a little experience in dealing with the needs and wants of the people far away from Batangas who visit the different restaurants here in the city.

Each kind of market has contrasts in their purchasers, their necessities and needs, their mold of utilization, there way of life. Consumer can increase an image regardless of many different unidentified factors like logo name, price of the products provided, customer satisfaction and the ambient factors (Ayaz, Manzoor, 2016).

Table 6. Level of Satisfaction of the Guest in terms Service

Service	Weighted Mean	Verbal Interpretation	Rank
1. Fast and efficient service.	3.57	Very Satisfied	1
2. Attentive and availability of server.	3.32	Satisfied	4
3. Server's knowledge of the product.	3.44	Satisfied	3
4. Timing of Coordination.	3.26	Satisfied	6
5. Approachable and patient staffs.	3.29	Satisfied	5
6. Grooming of the staffs.	3.45	Satisfied	2
Composite Mean	3.39	Satisfied	

Legend: 3.50 – 4.49 = Very Satisfied; 2.50 – 3.49 = Satisfied 1.50 – 2.49 Moderately Satisfied; 1.00 – 1.49 = Not Satisfied

Table 6 shows the level of Satisfaction of the Guest in terms of Service with a composite mean of 3.39 interpreted as satisfied.

The top 3 items of level of Satisfaction of the Guest in terms of Service are fast and efficient service (3.57) with a verbal interpretation of very satisfied, grooming of the staffs (3.45), and server's knowledge of the product (3.44) with a verbal interpretation of satisfied.

This means they are very satisfied with the fast and efficient services which rank highest. That shows that with the fast and efficient service, the development of culinary tourism will grow. With the fast and efficient service of the People here in Batangas, it only goes to show that restaurants here in Batangas are fast efficient servers that they are taught and well experienced in serving in the food industry and can fulfill the people's satisfaction with the exemplary service restaurants in Batangas give.

The quality in the service advances customers' satisfaction, the want of returning and building up certain dependability to a specific service or brand; while then again, the idea of fulfillment and quality service are firmly related, to the point that these two develops tend to be confused and covered (Morales, 2015).

The least 3 items of the Level of satisfaction of the guest in terms of Service are the Attentive and availability of server (3.32), Approachable and patient staffs (3.29) and Timing of Coordination (3.26) with a verbal interpretation of satisfied.

The timing of coordination comes last. Based on the data it shows that the level of satisfaction of Guest in terms of service is that they are all satisfied with the service being given to them. With this somehow the respondents see that even with the fast and efficient service of people the regulation of occurrence or pace of service are not consistent. Restaurants are somehow not aware of time and how to manage it that's why this is least option that people are satisfied with

Proficiency of service arrangement is significant to raising consumer loyalty since eatery benefit is still work serious and its natural circumstances change contingent upon inside and outer conditions. An office design arranging technique for kitchens and a staff booking strategy are proposed (Nobutada, 2014).

Table 7. Problems encountered on the restaurant

	Weighted Mean	Verbal Interpretation	Rank
1. Insufficient Seating capacity	3.21	Often	1.5
2. Insufficient Kitchen capacity	3.06	Often	4
3. There is no appropriate ventilation.	3.12	Often	3
4. Lightings are unsuitable for the type of establishment.	3.00	Often	6
5. Lack of cleanliness.	3.21	Often	1.5
6. There's no designated smoking area that will separate from the dining area.	3.01	Often	5
Composite Mean	3.10	Often	

Legend: 3.50 – 4.49 = Always 2.50 – 3.49 = Often 1.50 – 2.49 = Sometimes; 1.00 – 1.49 = Never

Table number 7 depicts the Problems encountered on the Restaurant with a composite mean of 3.10.

The top 3 items are Insufficient Seating Capacity (3.31) and Lack of cleanliness (3.21) followed by no appropriate ventilation (3.12) with a verbal interpretation of often.

The insufficient seating capacity and the lack of cleanliness show that these problems are one of the main reasons why the development of culinary tourism in Batangas would not grow. That's why people tend to go other places because sometimes people who visit restaurants don't have places to sit in which they assort to going other places. Due to this, there is a lack of growth in the development of culinary tourism.

The lack of cleanliness also is one of the top problem encountered by restaurants, it only shows that restaurants in Batangas haven't focused their attention in the cleanliness of Batangas. In which shows that the practices of restaurants in Batangas are not that fully versed in giving the best quality of cleanliness to the people visiting Batangas.

To decide if restaurant that are homogenous in nature would display generously extraordinary cleanliness scores in view of the hidden customer learning practices introduce in the areas in which the restaurants are found (Gregory, 2016).

Low customer wait times at restaurants can enhance both customer walk-ins and satisfaction levels. To manage customer wait times, the administrators require an exhaustive comprehension of how restaurant outline parameters, for example, the format, the quantity of tables, the quantity of gourmet specialists and other basic kitchen assets influence client throughout time (Debjit, Arindam, Pritam, 2016).

The least 3 items are Insufficient Kitchen capacity (3.06), There's no designated smoking area that will separate from the dining area (3.01), Lightings are unsuitable for the type of establishment (3.00) with a verbal interpretation of often.

The last problem is the lightings are unsuitable for the type of establishment with a weighted mean of 3.00. This only means that these problems can least is a hindrance in the development of Culinary Tourism in Batangas. In which people are not somehow satisfied on how restaurants give good lighting in their restaurants. With this people aren't affected thoroughly

unlike with the insufficiency of the seating capacity and the lack of cleanliness. This is the least of the problems because it does merely affect the people dining in Batangas.

The utilization of shading and light are vital plan strategies which intend to draw in clients and increment advertises openings. The outcomes demonstrate that distinctive shading and lighting conditions essentially influence both the impression of room and view of retail character (Inkarojrit, 2015).

Table 8. Correlation Matrix between the Preferences and Satisfaction of the Respondents

	Food			Restaurant			Service		
	F-value	p-value	I	F-value	p-value	I	F-value	p-value	I
Types of Restaurant	.102	.138	NS	.101	.143	NS	.233	.001	S
Style of Restaurant	.211	.001	S	.315	.000	HS	.227	.001	S
Types of Cuisine	.241	.000	HS	.245	.000	HS	.246	.000	HS

Legend   : Significant at p-value < 0.01; HS – Highly Significant, S- Significant; NS-Not Significant

Table 8 shows the correlation between the preferences and satisfaction of the respondents. In terms of type of restaurant, the food and restaurant doesn't have a significant change of the preferred type of restaurant. There is also no significant change of the satisfaction of the people to the food and the restaurant. The food and restaurant in terms of type of restaurant have no significant differences because people think they are consistent in food quality, convenience, and ambiance of the restaurant.

The service in terms of type of restaurant varies in the preference and satisfaction of the people to fast foods and buffets. The services in terms of type of restaurant have a significant difference because restaurants vary in giving fast and efficient services to the customer.

Because there are fast food that have a rather different kind if service. While buffet focus more on self-service. That's why a significant difference is shown. With how the fast & efficient service and the timing and coordination is shown through the service offered.

It suggest that restaurant type showed no vital effects on the financial gain physical property of demand for U.S.A. restaurant type, whereas fast-food restaurants showed considerably larger accounting performances than those of non-fast-food restaurants throughout recession. The insignificant variations within the financial gain physical property of demand and vital variations in accounting performances throughout the recession could counsel that fast-food restaurants enforced price management additional effectively than non-fast-food restaurants, and therefore the authors' extra analysis confirms this (Koh, Lee & Choi, 2013).

In terms of style of restaurant and type of cuisine the food, restaurant and service show significant difference in the preference and satisfaction of the people in terms of food, restaurant, and service.

There are significant differences of food, restaurant, and service in terms of style of restaurant through the traditional, modern and homey style of restaurant. Because not all

respondents have the same interest in the food quality, the satisfaction in restaurant and the satisfaction in terms of service, of the traditional modern and homey style of restaurant, in which show a highly significant correlation between the preferences and satisfaction of the respondents?

Food, the style of restaurant in terms of food shows significant different for it shows how traditional, modern, homey style of restaurant is affected by how food is served hot & fresh and the taste & flavor of the food. In which they vary in terms of style of restaurant. Because a traditional restaurant has different kind of food with modern & homey style of restaurant.

Restaurant, the style of restaurant in terms of restaurant is shows also a big significance because the convenience & ambiance and the needs & wants are satisfied varies from the traditional, modern & homey style of restaurant. It also shows how restaurants create their own convenience & ambiance and how they can answer to the needs & wants of the people whether the restaurants are traditional, modern & homey.

Service, the style of restaurant in terms of service also shows a significant different because the fast & efficient service & timing of coordination varies in terms of the style of restaurants, the traditional, modern & homey. Because with the different style of restaurant it only shows how the service of restaurant differs from another. How the fast & efficient service and timing of coordination are being given differently.

The role of affectional commitment within the study of service quality, and is also one in all the few that addresses Asian restaurants as a result of it demonstrates the anodyne effects of culture within the relationships between Hong Kong–style tea restaurants and their customers (Lai, 2014).

Most respondent show a highly significant correlation between Filipino and Chinese cuisines, through the food, restaurant, and service. The preferences of people through the food in terms of cuisine are highly significant because most people have different cuisine preferences.

Also, the preference of people to restaurants in terms of type of cuisine is highly significant because most people have a different taste to ambiance and types of cuisine and the different restaurants.

The service has a high significant correlation in terms of types of cuisine, because people who eat in the restaurant in Batangas City have shown a different level of satisfaction of the services given by the restaurant, in which level of satisfaction of the people varies from one another.

Food, the type of cuisine in terms of food shows a significant difference for it shows how the Filipino & Chinese Cuisine varies from how the food is served hot & fresh and taste & flavor of the food because of this the food of Filipinos differs from how it is served and how Chinese Restaurants serve their food. It also shows that every meal that Filipino & Chinese Restaurant serve the people have their different preferences & satisfaction towards food being serve.

Restaurant, the types of cuisine in terms of restaurant shows a significant difference for it shows how the Filipino & Chinese cuisine varies from how the convenience & ambiance and the needs & wants are satisfied. It also shows that the Filipino's convenience & ambiance of the restaurant differs from how Chinese cuisine's convenience & ambiance. How Filipino restaurants

answer to the needs & wants of their customers varies from how Chinese restaurant answer to the need & wants of the customers.

Service, the type of cuisine in terms of service depicts a significant difference for it shows that the Filipino cuisine varies from how the fast & efficient service and timing of coordination differs from the Chinese cuisine. The respondents show that there is a visible difference on how Filipinos service their customers & how Chinese service their respective customers. It goes to show that the respondents have much more satisfaction to the service of Filipino in terms of fast & efficient service and timing of coordination than the service of the Chinese Restaurants.

Results revealed differences not only in cooking techniques, ingredients, and condiments but also in cognitive structure once creating new dishes. It believes that umami affects the flavor of the most ingredients that permits him to feature the intrinsic characteristics of the most ingredients. The chef's psychological feature structure is clear in culinary art (Kawasaki & Shimomura, 2015).

Table 9.Proposed Action Plan to the Development of Culinary Tourism in Batangas

Key Results Area/Objectives	Proposed Strategy	Outcome
Preference Types of restaurant **To develop the type of restaurant, According to the preference Of respondents**	DOT may give incentives to entrepreneurs who will establish restaurants for tourism purposes	More restaurants establish according to people's preference.
Style of restaurant **To let other people know about traditional restaurant**	DOT may help in marketing traditional restaurants by making advertisement about it and good it is.	People will have an idea on how great traditional restaurant in Batangas City
Type of cuisine **To expose the Batangueno Cuisine to other people more**	By joining international competitions to showcase Filipino cuisine	Foreigners will know how great the Batangueno cuisine is.
Satisfaction in terms of Food quality **To enhance the taste and flavor of food**	Conduct seminar for kitchen manager with famous local chef	The kitchen manager will acquire more knowledge to enhance the taste and flavor of their food
Restaurant **To satisfy the need and wants**	Conduct seminar for all restaurant staffs with a successful entrepreneur who started like them before	They will acquire more knowledge on how to meet the and needs and wants.

Table 9 (Continued)

Service		
To enhance timing of coordination in terms of service	Restaurant owners may give incentives to their staffs whenever there will be compliment to them in terms of timing of coordination in their service.	Staffs will be motivated to work on their best.
Problems encountered on the restaurant		
To maximize space due to insufficient seating capacity	Entrepreneur may invest more to create bigger restaurants to accommodate all the people who choose to dine in their restaurants	There will be more bigger restaurants establishments who can accommodate the people
To keep the whole restaurant, clean all the time	Strict implementation and monitoring of sanitation in restaurants	People will have a much better dining experience through having a much cleaner area to eat. In which people will have more work/employment.

CONCLUSION

Majority of the respondents prefer traditional style of restaurant with Filipino type of cuisine. The guests are satisfied in terms of food, restaurant and service. Among the main problem encountered include insufficient seating capacity, inappropriate ventilation and lack of cleanliness. There is a significant difference in the responses when grouped according to style and type of cuisine for food and restaurant, while there is a significance difference of a service when grouped according to preferences. The researchers were able to propose an action plan to the development of culinary tourism in Batangas

RECOMMENDATION

The entrepreneurs may prefer to establish more fast food restaurants in Batangas City as it showed highest preferences according to the respondents. Local people may benefit on the information's included that can be used as their basis upon starting their culinary business. By making more restaurants that can enhance the development of Batangas city's Culinary Tourism. To maintain the tourism industry in Batangas City, the public and restaurant owners may provide additional service to satisfy tourist, improve the quality of the product and may create more products that continuously develop their social and economic resources. CITHM may use this information as valuable insight in creating a baseline in deepening their thoughts in future researches. The researchers proposed an action plan may be implanted to the development of culinary tourism in Batangas. Future researchers may conduct similar research to evaluate the performance of the development of culinary tourism in Batangas in the following years.

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