

ACCEPTABILITY OF GERMAN CUISINE TO FILIPINO DINERS

Luis T. Florentino, Jillian B. Javier, Kevin O. Mendoza

Department: College of Hospitality Management
Management

Course: Hospitality

INTRODUCTION

German cuisine has evolved as national cuisine through centuries of social and political change with variation from region to region. The southern regions of Germany, including Bavaria and neighbouring Swabia, share many dishes. Furthermore, across the border in Austria, one will find many different dishes. However, ingredients and dishes vary by region. Many significant regional dishes have become international, but have proliferated in very different variations across the country presently.

Germany is a land full of culinary delights. Located in the middle of Western Europe, it's at the same latitude as Newfoundland, which means the summer nights are long and inviting while wintertime is cold and snowy.

German cuisine has often been labelled as stodgy and fatty, which can be attributed to the lack of variety in the rural German countryside until the last

200 years. But Germany has benefited from a close association with Italy and France and adopted many of their spices and cooking methods, always with a German twist.

The earliest spices were parsley, celery and dill, which you still see used today. Oats and rye were also added into cultivation, as agricultural methods became more sophisticated. The areas around Cologne were especially rich in exotic spices and food due to its powerhouse status as a trading city.

Today, Germans still fall back on rich heritage, serving wild game, lamb, pork and beef with old and new ways of preparing them and their side dishes. Popular spices mustard, horseradish and juniper berries, which are found, for instance, in the Lune burger Health. Still, modern German chefs have started to create newer, lighter fare, incorporating traditional foods into their menus.

The acceptance of German cuisine to Filipino diners. Considered Taste, Presentation, Aroma and Appearance as a factor, because Filipinos seek food in a sensory quality. One of the biggest Challenges is predicting how it will be accepted by Filipinos. The acceptance of food depends on how the Filipinos will be satisfied on it.

Acceptance of the food is basically the result in man and food interaction at a certain moment. Food acceptance can be define as the results of sensory attributes in terms of past experiences like taste, presentation, flavour, price, temperature and other positive attributes which are encountered by an individual. Of the sensory attributes of the food refer to the way in which the individual learn what to expect as psychological and physiological acceptable, expectation will confirmed and the eating experience be accepted and scarcely noticed. If however, the sensory attributes are not felt anticipated, Disconfirmation of expectation will be expresses by focusing in the criticism and food item rejected. Therefore, food acceptance can be treated as a feeling, emotion or mood with a defining pleasant or unpleasant character. Filipinos accept the food that is being offered to them

by the sensory testing and visual interest.

It is in this context that the researchers decided to conduct a study about the acceptability of German Cuisine to the Filipino diners offered in Brotzeit Philippine`s and German Club Manila in Legazpi Village, Makati.

GENERAL OBJECTIVE

In this study, Filipino Diners German cuisine gives travellers a chance to visit a new destination and sample local or regional cuisine. Aside from enjoying the food the tourist will be also educated about local food trends, cooking techniques and food history. It could also drive the local business and restaurateurs to meet the growing demand.

Culinary Tourism is about what is unique, authentic and memorable about the delicious stories that regions have to tell. It was also a growth segment and a typically gastronomic tours are increasingly as combined with other activities such a s cultural tours, cycling and walking. This study aims to share to people and the significance of food in Quezon City to be a Potential Culinary Tourism Destination in addition it aims determine the benefits of Quezon City when it comes to Culinary Tourism.

STATEMENT OF THE PROBLEM

The study primarily aimed to assess the quality and Acceptability of German cuisine to Filipino diners.

Specifically, the study sought to answer the following sub-problems.

1. How do the respondents assess the quality of German Cuisine to Filipino diners?

2. Is there a significant difference on the assessment of the respondents using the variable?

3. What are the common problems encountered by the respondents on the acceptability of German cuisine to Filipino diners.

METHODOLOGY

In this study the researcher used the descriptive method of research. Descriptive research helps fashion many of the tools with which we do research, such as, instruments for the measurement many things, instruments that are employed in all types of Quantitative research. These instruments include schedules, checklist, score cards, and rating scales. Descriptive studies contribute ways- first through creating

directly a demand for them, and second through providing the normative, standardizing procedures by which scales are evaluated and calibrated. (Good & Scales as cited by Calderon & Gonzales, 2012).

SUMMARY OF FINDINGS

Criteria	Students	Professor	Community	Composite Mean	VI	Rank
Functionality	4.67	4.57	4.33	4.52	E	2.5
Usability	4.75	4.40	4.50	4.55	E	1
Reliability	4.35	4.40	4.25	4.33	VS	5
Efficiency	4.43	4.73	4.40	4.52	E	2.5
Maintainability	4.27	4.73	4.37	4.46	VS	4
Overall Composite				4.48	VS	

The following were the findings of the specific problems raised in the study:

1. On the assessment of the respondents on the acceptability of German Cuisines in Filipino Diners.

As the assessment of the respondents the taste got the highest weighted mean with a score of 2.04 verbally interpreted as least acceptable, while appearance, aroma, and presentation got a mean scores of 1.97, 1.90 and 1.85 all got verbal interpretation of least acceptable.

2. On the significant difference on the assessment of the respondents using the variables. On whether or not, there is no significant difference between the Appearance which got the highest t-computed value of 10.32, next are Presentation got 9.32, Taste had 8.95 and

Aroma with 8.86 which were all greater than its t-critical value of 1.679 at .05 level significance. Therefore, there were significant difference in the assessment of the two groups of respondents on the acceptability of German cuisines in Filipino diners.

3. On the common problems encountered by the respondents on the acceptability of German cuisine to Filipino diners. In terms of the common problems encountered both respondents perceived that criteria 3 which is "Unorganized dining areas" is one of the major problem encountered with total frequency of 86 which rank 1, criteria 5 which is "Expensive foods items" with a total frequency of 85 which is rank 2; criteria 1 which is "Employees are inattentive to customer" with a total frequency of 78 which is rank 3; criteria 2 which is "The taste of the foods are not good, overcooked and undercooked" with a total frequency of 74 which is rank 4; criteria 4 which is "Sauces, utensils, napkins, etc. is not available" with a total frequency of 65 which is rank 5.

CONCLUSION

Based on the findings, the following conclusions are derived.

4. As the assessment of the respondents the taste, appearance, aroma, and presentation all got a verbal interpretation of least acceptable.
5. Therefore, there were significant differences in the assessment of the two groups of respondents on the acceptability in terms of appearance, presentation, taste and aroma of German cuisines in Filipino diners.
6. The common problems encountered both respondents perceived that Expensive food items, Employees are inattentive to customer, The taste of the foods are not good, Overcooked and undercooked, Sauces, utensils, napkins and Unorganized dining areas is one of the major problem encountered.

RECOMMENDATION

In the light of the conclusions the following recommendations are derived.

1. German Clubs and restaurant have to observe the needs and likes of their customer for it could bring many more others to eat in their area or place.

2. The selected German clubs and restaurant should give attention to their way of organizing their dining areas.
3. They could also offer new dishes in which the price is affordable for the customers.
4. Management should exert effort by advertising and promoting the food and service in German Cuisine.
5. Conduct a new study using another setting like variables and respondents.