QUEZON CITY AS A POTENTIAL CULINARY TOURISM DESTINATION

April F. Suaverdez, Janine O. Ortega, Julien Anne R. Bondoc

Department: College of Hospitality Management Course: BS Hospitality Management

INTRODUCTION

Culinary Tourism is a type of tourism that tells exploration for foods. It tends to be largely a domestic tourism activity, with consumers travelling places to eat and drink. Culinary Tourism 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.

Consequently, this is a segment that appeals to a broad range of consumers. Aside from the country`s well-known diverse natural and man-made attractions, the Philippine in food remain one of the country`s best kept-secret relatively unknown in many parts of the world.

These Philippine provinces and cities hide their native specialities and conceal their culture and origin of their food. One of these cities from the island of Luzon was the City of Quezon. Quezon City is well-known for having different kinds of restaurants offering different kinds of food. It also known for having streets that the tourists will surely appreciated that will makes them come back. Maginhawa street was example of some street that was popular when it comes to food-fasting. They offer comfort food at pocket-friendly price points.

Quezon City consists of many restaurants lined-up and offers different kinds of food. They have their own way of cooking to satisfy guests, wants to increase the culinary tourism. Many people around the world want to spend their money to experience the different taste of food of different countries. People in

Quezon City should have the unique ways to improve the place in terms of culinary tourism. They should provide hospitable treatment that tourist will enjoy, as well as the most delicious food they serve . and also to give knowledge that culinary tourism is all about food but also the cultural heritage that gives depth to the gastronomic experience.

This study also 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
This project aims to build a proposed Face-shield with a
Body Temperature scanner and Recording System. It seeks to answer the
following research questions:

GENERAL OBJECTIVE

SPECIFIC OBJECTIVES

STATEMENT OF THE PROBLEM

The study aims to assess Quezon City as Potential Culinary Tourism Destination. It also sought to answer the following sub-problems:

1. How do the respondents assess Quezon City as potential Culinary Tourism Destination?
   1.1 cooking food exhibit; and
   1.2 traditional product artisan?
2. Is there significant difference on the assessment of respondents on Quezon city as a Potential Culinary Tourism Destination when grouped according to local and community visitors?
3. Based from the findings of the study what promotional strategic plan maybe recommended to Tourism LGU in Quezon City?

METHODOLOGY

The researchers used the descriptive research method instrument such as questionnaire and interview to gather information from groups of respondents. A survey measures the opinions towards the assessment of Quezon City as the Culinary Tourism Destination. "The term descriptive
research has often been used incorrectly to describe three types of investigation that are different". (Best and Khan 2007) Evaluation Method

Research Design
This study used the descriptive method which involve the description recording, analysis, and interpretation of conditions that exist.
The study used survey questionnaires to determine the

assessment of the potential Quezon City as a Culinary Tourism Destination.

Population and Sampling Procedure

The population of the study consisted of guests and employees in the Tourism Destination in Quezon City. The researchers used purposive sampling in the selection of the respondents chosen on the basis of their knowledge on the information desired. (Calderon et al, 2004)

The sample size of the study was fifty respondents. It consisted of 25 each category such as guest and employees of the Gourmet Farm in Tagaytay. The researchers were able to deploy the questionnaires to the fift respondents and also retrieved them all.

Respondents of the Study

The respondents of the research were fifty (50) Local and Community of city.

Their opinions were sought in order to evaluate the assessment of the products of Gourmet Farm in Tagaytay City.

Table 1: Likert Scale for descriptive ratings.

Numerical Scale	Average Response	Adjective Rating	Verbal Interpretation
5	4.50 – 5.00	Excellent	E
4	3.50 – 4.49	Very Satisfactory	VS
3	2.50 – 3.49	Satisfactory	S
2	1.50 – 2.49	Fair	F
1	1.00 – 1.49	Poor	P

Analysis of variance (ANOVA)

Analysis of variance (ANOVA) is a set of statistical models and estimate processes for analyzing variations between means. Ronald Fisher, a statistician, invented ANOVA.

$$F = \frac{MST}{MSE}$$

Where:

SUMMARY OF FINDINGS

Criteria	Students	Professor	Community	Composite Mean	VI	Rank
1. Functionality	3.97	4.07	4.07	4.03	VS	2
2. Usability	4.35	4.05	3.90	4.10	VS	1
3. Reliability	3.95	4.05	4.05	4.02	VS	3
4. Efficiency	4.00	4.03	3.77	3.93	VS	4
5. Maintainability	3.93	4.00	3.57	3.83	VS	5
Over all Composite				4.0	VS	

The Salient findings of the study of follows:

1. **On the assessment of the respondents on Quezon City as a Potential Culinary Tourism Destination**

   As the Community Visitors rated "Cooking Food Exhibit " as "Good" with mean values of 3.82 and 3.61. followed by "Traditional product artisan" as "Good" with weighted mean of 3.02 with an overall composite mean of 3.48 verbally interpreted as "Very Good".

   Local Visitors rated "Cooking Food Exhibit" and "Traditional product artisan" with a weighted mean of 2.91 and 2.89 rated "Good" with an overall composite mean of 3.09a "Good".

   As a whole, "Cooking Food Exhibit" and "Traditional product artisan", as "Good" with weighted mean or 3.54, 3.37,2.96,with overall composite mean of 3.29 as "Good".

2. **On the significant difference to the assessment of the respondents on Quezon City as a Potential Culinary Tourism Destination when grouped**

according to local and community visitors?

Comparing the assessments of the respondents on Quezon City as a potential culinary tourism destination yielded t value of 3.620 for cooking food exhibit is greater than the critical value of 2.000 at 0.05 percent level of significance and verbally interpreted as significant rejecting the null hypothesis that there no significant festivals conducted in Quezon City.

The yielded t value of 0.290 for traditional product artisan which fell below the critical value of 2.000 at 0.5 percent level of significance and verbally interpreted as not significant accepting the null hypothesis that there is no significant difference between the assessment of the respondents on the traditional product artisan in the area.

This means that regarding the traditional product artisan the respondents have similar assessments while regarding the cooking food exhibit, they have different perceptions.

3. **On the promotional strategic plan maybe recommended to Tourism LGU in Quezon City are the following:**

The proposed strategic plan was recommended to Tourism LGU in Quezon City (attached in Table 10).

CONCLUSIONS

In the light of findings , the following are the conclusions derived.

1. The respondents assessment on Quezon City as a Potential Culinary Tourism Destination was rated very good.
2. There is no significant difference in the assessment of two groups of respondents.
3. The identified promotional strategic plan were "Make Quezon City as the topmost Culinary Tourism Destination in the Philippines", "Improve the uniqueness, quality and the cleanliness of the food and the places in Quezon City", "to prompt the awareness of the people about about the restaurants and food stops in Quezon City", "Conduct efficient utilization of resources of the restaurants" and "introduce new innovation to improve ideas is serving foods".

RECOMMENDATION

1. Produce a wider variation of tourism attractions and experiment on that would attract tourists to try their tourist attraction.

2. Since there are numerous competitors in the market, a creative packaging will make their organic products stand out among other existing organic product producers.

3. Their products should be introduced to the market using a good marketing strategy like updating the people about the products they can offer because that way the consumers will patronize their goods.