

Assessment of Intramuros Restaurant Services: Basis for Food Tourism as an Attraction of a Heritage Destination

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ABSTRACT

The tourists' desire to experience local culture and heritage makes heritage sites an important attraction in destinations. Being considered an inseparable part of cultural and heritage tourism, food is an important aspect that is beneficial for the community's economic sustainability and the social life of tourists, visitors, and usual diners. This research aimed to determine the assessments of diners on Intramuros restaurants, on the three components of guest experience with the intent of exploring food tourism as a destination attraction to promote this heritage site. It was descriptive-exploratory research using a researcher-made questionnaire to survey the assessment of 75 diner respondents in Intramuros restaurants who were selected through a purposive sampling technique.

The findings of the study suggested that the respondents were satisfied with the three components of the guest experience namely: service product, service environment, and service delivery system. The respondents' satisfaction with restaurant services offered in the destination played a significant role in their revisit and recommendation intentions where the result related a high level of likelihood of revisit and recommendation intentions among diners. Further, it determined that the top three types of food service preferences are casual dining, fine dining, and banchetto (feast). The top recommendation among five indicators in terms of food tourism activities in Intramuros, a cultural heritage site, was to associate cultural shows with the dining experience. Based on the findings, recommendations were drawn.

Keywords: *Food tourism, culinary tourism, heritage destination, guest experience, Intramuros Manila.*



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PENDAHULUAN

Tourism is one of the largest service industries and one that is fastest growing. According to the World Travel and Tourism Council (WTTC), Travel & Tourism's total contribution to the global economy rose to 9.5% of global GDP in 2013 which is USD 7 trillion with a 4.3% growth forecast in 2014 and a predicted growth rates of 4% annually.

Tourism's many benefits include the direct employment in the hospitality and transportation sectors, as well as the multiplier effect wherein tourist expenditures are recycled through the local economy. Therefore, for a destination to be sustainable, it is important that tourists keep coming back and spend on the products and services that the destination offers. One of the ways destinations create tourist attractions is by clustering various activities into one district (Kotler, Bowen, & Makens, 2007). Such shall be the case of Intramuros, where tourists and visitors visit this heritage site not only for its rich history, and old infrastructure depicting Manila's rich past, but as well as getting to taste the unique, varied, and authentic cuisine that this walled city has to offer.

The European Association for Tourism and Leisure Education and Research (ATLAS) defined cultural tourism as the movement of persons to specific cultural attractions. A visit to a heritage site like Intramuros is one of the varied components of cultural tourism which also includes and differentiated further into several types where one is gastronomy or food sampling, wine tasting, or cookery courses associated with the specific cultural site (Smith, 2003). As such, food tourism in a certain heritage site must somehow reflect the culture of the place being visited especially since there are many tourists who travel to seek for culinary experience, as mentioned in the study of Ab Karim & Chi (2010), and food being a tangible component of culture (Reisinger, 2009).

One of the significant elements of travel is food. While it is a basic need of man, in relation to tourism, the need for food is more than just for physiological reasons. According to Quan and Wang (2004), food consumption in relation to travel can either be the main reason for travel or simply just a component of travel that adds value to the travel experiences of tourists.

Food tourism, otherwise known as culinary tourism, gastronomy tourism, or simply travel for food has been a trend in many countries around the world (Ab Karim & Chi, 2010). Within a continent and nation, regional cuisines are also common and highly valued because of their authenticity, uniqueness, and ability to depict local culture. In the Philippines for instance, in its unique geographical characteristic and rich cultural heritage, certain foods are popularly associated with the province or region where it came from.

Even before its conception as a form of tourism, history has it that people travel for the search, the experience, and the love of food. Some people travel to various places to experience and taste the authentic and popular foods that these destinations are known for. Food is often an object of interest for enthusiasts and bloggers, ordinary travelers, tourists, and even to television travel shows that never fail to feature food as an interesting part of one's travel experience.

Furthermore, for a destination to be sustainable, it is important that tourists keep coming back and spend on the products and services that the destination offers. One of the ways destinations create tourist attractions is by clustering various activities into one district (Kotler, Bowen, & Makens, 2007). There have been some studies about food tourism such as approaches (Sengel, Kagoz, Cetin, Dincer, Erugral, & Balik, 2015), as a destination attraction and marketing (Ab Karim & Chi, 2010; du Rand & Heath, 2006), motivational factors and influences, (Mak, Lumbers, Eves,

Chang, 2012), as a model of destination competitiveness (Ritchie & Crouch, 2010) and as a new sector in the travel and tourism business (Ritchie & Crouch, 2000).

However, there are insufficient studies and information about food tourism in the Philippines especially Intramuros, a cultural heritage site, specifically on the assessment of diners on the restaurant services, on the concept of total quality management, to help gear up its promotion as a significant cultural destination in Manila.

The guests' assessment of their dining experiences may provide evidence of the service quality status of restaurant businesses in Intramuros to both prospective tourists and industry practitioners for their decision-making processes. The purpose of this study is to have a basis for the recommendation to the Intramuros Administration (IA) for the possibility of preparing a program for making food tourism an integral part of the cultural heritage site by providing relevant information about food tourism as an element of destination marketing which in a way a response to the IA's mission of promoting Intramuros as a national heritage site (Intramuros Administration, 2016). Likewise, it is to fuel up both the Intramuros Administration and entrepreneurs in looking into food tourism as a destination attraction, so that local and foreign visitors and tourists alike will continue to visit and patronize Intramuros, enhancing its competitiveness and making it more economically sustainable while maintaining its socio-cultural significance.

Intramuros as a Heritage Site

Intramuros, also called "walled city" is a historic and oldest district center of Manila, Philippines. It was the seat of the government during the Spanish Colonial Period (16th-19th century). But long before the Spaniards came to the Philippines, communities, ruled by a native chieftain, Rajah Soliman, abounded the banks of Pasig River and

the surrounded fort called Maynilad. The citadel was the center of trade for Asian commodities. But the fort and the peaceful community was destroyed upon the arrival of the Spanish conquerors led by Martin de Goiti and later by Miguel Lopez de Legaspi who founded the city of Manila on the old settlement on June 24, 1571. For over three hundred years, the city became the capital and seat of Spanish sovereignty in the Orient (Siojo, 2015).

Terrors of invasion by Chinese and Japanese pirates prompted the construction of defenses consisting of high walls, fosses, and bulwarks. The walls stretched to 4.5 kilometers in length, enwrapping a pentagonal area of approximately 64 hectares. The enclosed area consisted of residences, churches, palaces, government edifices, and school buildings. It was in this mode that the city earned its name Intramuros, a Latin word that means "within the wall". The site was honored by King Philip II of Spain with the title *Insigne y Siempre Leal Ciudad* meaning, "Distinguished and Ever Loyal City" as it served as the political, educational, and religious center, including the commercial center of the Empire of Spain in the East (Siojo, 2015).

However, the walls suffered heavy damage and valuables were looted when some ambitious powers such as the British invaded Intramuros in 1762 and ruled the city for two years, and in 1898 during the Spanish-American war brought the Americans to rule, which prompted some demolitions to make way for new roads in Intramuros. The Japanese also occupied the Philippines at the outbreak of World War II making Fort Santiago in Intramuros a place for torture and deaths of hundreds of poor civilians and guerillas. In 1945 the Americans liberated the Philippines from the Japanese in a battle known as the Battle of Manila making Intramuros in 1946, a dead metropolis and decades later became a wasteland (Siojo, 2015).

Today, Intramuros is being governed by the Intramuros Administration (IA) whose mandate is to be responsible for the orderly restoration and development of this Heritage site as a monument to the Hispanic period of the Philippines' history by virtue of Presidential Decree no. 1616 in the year 1979. The vision of IA is, "An iconic tourism site that honors the Philippines' glorious past-a thriving and vibrant future-proof livable city, built on a foundation of shared values and a genuine Filipino sense of community". Its mission is, "Implement and realize a restoration and redevelopment, management, and promotion of Intramuros as a national heritage site, by forging strategic partnerships that ensure its orderly, timely, inclusive, and sustainable development" (Intramuros Administration, 2016).

The Philippine Cuisine

The cuisine of the Philippines is influenced by its colonizers, and its diverse topography and tropical climate. As the Spanish ruled the Philippines for more than three hundred years, they introduced new foods to the land that came from Mexico and the America, including hot peppers, corn, squashes, tomatoes, potatoes, tropical fruits and vegetables, peanuts, cashews, chocolate, and sugar cane. Because of the strong Spanish influence, Filipino food uses fewer hot spices and intense flavoring than foods of the rest of Southeast Asia (Heyman, 2012).

People consume meat, usually pork and poultry, chorizo, rice, noodles (pancit), coconut and its byproducts, tropical fruits, and vegetables as well as fresh water and sea foods where among the most popular are carp, tilapia, catfish, milkfish (bangus), tuna, mackerel, squid, crabs, oysters, shrimp, and clams. The common herbs, spices, and condiments are garlic, onion, ginger, lemongrass, fish sauce(patis), and shrimp paste and the common cooking methods are steaming, simmering, boiling, stir-frying, and deep-frying, while baking is uncommon (Heyman, 2012).

One of the staple foods and a constant accompaniment to any food in a Filipino table is rice. Its blandness creates a sharp contrast that makes it a perfect match to the various tastes of Filipino dishes. Rice can also be grounded into flour from which a lot of Filipino native delicacies (kakanin) are made such as puto, *puto bumbong*, *bibingka*, *palitaw*, *sapin-sapin*, *espasol*, *kutsinta* to name a few (Fernandez & Alegre, 1988).

Like its other Asian neighbors, Filipinos widely use coconut in their cuisine, whether the coconut's sap made into local wine *tuba*, coconut meat, coconut cream, coconut milk, young coconut (buko) water, and the coconut heart made into *lumpiang ubud*. Filipinos are also inventive in preserving fish and other sea foods, turning these into *tuyo* (salted), *daing* (smoked), and *bagoong* (fermented) which also perfectly consumed with rice (Fernandez & Alegre, 1988).

The native cuisine of the Filipino or the food before the colonization by Spain, the United States, and other invaders, was one born out of what are available in the backyard and the sea nearby, the weather and seasons, and the lifestyles of people in an agricultural society (Fernandez & Alegre, 1988).

According to Japanese anthropologist, Naomichi Ishige, "eating is the act of ingesting the environment" and as such, it is the same as ingesting culture since it is one of the most visible and most permanent traces left by foreign cultures in a country's life (Fernandez & Alegre, 1988).

Filipino's tastes in food were also shaped by foreign cuisines especially those of the Chinese, the Spanish, and the Americans. From the Chinese came the Filipinos' love for noodles of many kinds, and contemporary snacks such as *siopao*, *siomai*, *lumpia*, and *kikiam*. While the Spanish's legacy is on the richness of the foods such as *guisado*, *puchero*, and *cocido* to name a few, as well as rich

desserts that require more time and money in preparation such as *brazos*, *tortas imperials*, and *castillos*. The American's main legacy, on the other hand, is convenience- salads, sandwiches, fast foods, precooking and instant cooking, and other foods that can be prepared easily using microwave oven (Fernandez & Alegre, 1988).

Food Tourism

Food tourism or culinary tourism has been gaining popularity, especially in recent years, although people have been engaging in such type of tourism for a very long time. As a matter of fact, exceptional restaurant experiences, wine tasting, and cooking classes have always played an important role in traditional gastro destinations like France, Italy, and Thailand as well as other emerging food destinations like Australia, Austria, Canada, Mexico, and Switzerland (Clark, 2011; Ab Karim & Chi, 2010). Notwithstanding, it is only in recent years that it immensely captured the attention of tourism industry practitioners, marketers, and academicians that food tourism is a worthwhile field to look into, capitalize on, and or study. Clark (2011) mentioned that in a United States survey, one in every six of 150 million tourists has traveled to certain destinations for culinary reasons like trying specific cuisine or engaging in cooking classes in another country while on vacation. Ab Karim and Chi (2010), defined culinary tourism as the food and eating experiences of people when they visit destinations. Moreover, according to Quan and Wang (2004), food consumption in relation to travel can either be the main reason for travel or simply just a component of travel that adds value to the travel experiences of tourists. However, Long (2004) defined food tourism as more than just food consumption but rather having a deeper involvement as participating in the foodways of those people in the places visited. In fact, according to Sengel et al. (2015), any visit to a restaurant cannot be considered food tourism, rather, food tourism is one where a visit is based on a special interest in a

destination's cuisine.

A study of the World Tourism Organization in 2000, as cited in du Rand & Heath (2006), revealed that food and drink products of a destination were considered the most important cultural expressions of a destination. It is further considered as a reflection of culture. This proves that food is basically related to culture. As food is one of the components of culture, the two-food and culture, cannot be separated.

According to Cusack as cited by du Rand & Heath (2006), food is an element that forms the cultural identity and culinary heritage of the destination. The study added that food and eating is an important activity that tourists engage in when in a destination and that nature and cultural tourists are particularly interested in sampling local foods and authentic regional specialties.

Food Tourism as Destination Attraction

Du Rand and Heath (2006), mentioned the study of the European Commission that while food tourism is not an attraction in itself, its importance in every tourist's vacation makes it possible for food to add to the overall attractiveness and appeal of the destination. In addition, Ritchie & Crouch (2000), viewed food tourism as a niche or alternative tourism that is now included as a new or additional sector in the tourism business as a result of the changing wants of tourists in terms of destination experience. Clark (2011) added that tourists nowadays are more educated than years ago and are constantly in the quest for new experiences, specifically experiencing the local culture when in a destination for a holiday.

When a destination focuses its efforts on developing and highlighting its culinary specialty as an attraction, it can draw travelers and tourists who are interested in tasting and experiencing different and various foods into the destination (Ab Karim & Chi, 2010). In addition, according

to Mak, Lumbers, Eves, & Chang, (2012), some of the dimensions that motivate tourists in relation to food tourism are learning the local culture, having an exciting experience, escaping from routine, having an authentic experience, and prestige.

As pointed out by Richards, cited in Page & Connell (2012), 'heritage' alone is not enough to attract visitors to visit a destination that is why other elements that form a destination attraction must be sought to ensure sustainability.

Food Tourism and Destination Marketing

To be a recognized destination presents a marketing challenge. Destination marketing, on the other hand, is an integral part of developing and retaining a particular location's popularity (Kotler, Bowen, & Makens, 2007). However, maintaining the attractiveness of a destination is quite challenging since its attractiveness can be diminished brought about by many factors such as natural disasters, political instability, crimes, congestion, etc. For this reason, destination marketing plays an important role in retaining and developing a certain destination's popularity and attractiveness to tourists (Kotler et al., 2007). Moreover, du Rand & Heath, 2006 formulated an enhanced competitiveness and sustainability framework specifically on food tourism as an element of destination marketing leading to sustainable destination competitiveness.

Quan & Wang, as cited in Ab Karim and Chi (2010) mentioned that food helps project the identity of a destination and thus, helps promote the destination's image. In fact, according to Corigliano, Jones, and Jenkins, as cited in the study of Ab Karim and Chi (2010), food tourism is a cultural element that contributes to the economic, social, and environmental development of a destination.

Food and Sustainability

The World Commission on Environment and

Development (WCED) defined "sustainable development" as development that "meets the needs of the present without compromising the ability of future generations to meet their own needs" (Rogers, Jalal, & Boyd, 2008). In this regard, food or culinary tourism through destination effective marketing has the potential to contribute to the destination's competitiveness and economic viability thereby promoting sustainable development. du Rand and Heath (2006), outlined the economic benefits of food tourism, as it strengthens not only the tourism sector but also the agricultural sector of economies through the use of local agricultural products, and while it preserves the culinary heritage, it also adds value to the authenticity of the destination. Moreover, the wider sustainability of a destination through careful planning can enhance the tourist experience of the destination (Page & Connell, 2012).

Total Quality Management in Restaurant Services

The way foods are offered to the guests takes on various styles. These different styles of service coincide with the different types of restaurants that address the varying needs of customers. Food service forms range from formal to informal. Formal service is characterized by table service where guests are seated and their orders are taken by servers or waiters at the table. Restaurants that offer table service are fine dining and casual dining. These restaurants target the middle and upper-class markets. Another form of service is the informal service that targets the low to middle-class market. Informal food service is characterized by the customers being the ones who will order their food at the counter as in quick service or fast food, street food, banchetto (feast), and or obtain food from the buffet table (Chon & Maier, 2010).

Buffets are always popular to restaurant patrons, where the guests serve themselves from a wide variety of dishes set on a table. Fine dining

restaurants, on the other hand, are special and are more expensive than the other restaurant types. These restaurants are usually focused on the uniqueness and offer guests the finest in food, service, and atmosphere. The foods offered in a fine dining restaurant must always be interesting and of excellent quality especially since guests choose fine dining restaurants for special occasions. Moreover, this type of restaurant must be able to serve good quality wines as an accompaniment to their featured dishes (Mealey, 2016).

Further, casual dining restaurants are more upscale than fast food chains. These restaurants can also be themed, offer table service, and the menu is moderately priced (Mealey, 2016).

Total quality management (TQM) is a theory once used in the manufacturing industry but can also be effectively applied in the service industry, specifically, in the food service operation. The TQM thrives on the conviction of providing a quality product, and or service every time. It is expressed in various ways such as “getting it right the first time,” and “zero defects.” In any food service business, quality must always be the focus. A quality product or service is one which completely meets the expectations of all stakeholders. Furthermore, continues improvement in all areas of operation leads to improvement in the quality of food products and service (Chesser & Cullen, 2009).

Dr. W. Edwards Deming’s famous fourteen points on quality as summarized in his book in 1982 may be adapted for application in total quality restaurant operations. These fourteen principles are: (1) *create constancy of purpose toward the improvement of product and service*, wherein restaurant staff must commit to continuous improvement; (2) *management must take the leadership role in promoting change*, where a food service establishment management must embrace change with a purpose, support in

training and development of staff, and be proactive rather than reactive; (3) *stop dependence on inspection to achieve quality, rather, build quality into the product in the first place*, wherein restaurant operators must be dedicated to preparing and providing food products and service in a way that provide high standards from the beginning; (4) *create long term relationships with suppliers*, which may mean dealing directly and making closer relationships with the local farmers, growers, and other suppliers of restaurant food ingredients, since a quality food product begins with quality ingredients; (5) *improve constantly the system of production and service and thus decrease costs*, wherein each member of the restaurant team must understand the importance of applying quality every time, understanding that quality improvement is a never-ending journey (Chesser & Cullen, 2009).

It is also important to (6) *institute training on the job*, wherein restaurant operators must practice equal training opportunities, and motivate employees to reach their potentials; (7) *institute leadership*, wherein restaurant supervisors and managers must be better leaders, role models, and trainers, delegating authorities and empowering staff to be able to come up with sound decisions pertinent to the execution of tasks and in addressing unique situations; (8) *drive out fear so that everyone may work effectively*, which can be done through creating an internal service environment where staffs can voice out their ideas and suggestions leading to improved restaurant operations; (9) *break down barriers between departments*, wherein the dining experience involves both the kitchen staff and the dining staff, that it is not only brought by a good quality food being served, rather, food quality must be complemented with friendly and courteous service from staff, and realizing that customers or guests react holistically to good quality products and service, therefore, kitchen and dining staffs must work harmoniously

together; (10) *eliminate slogans, exhortations, and targets for the work force asking for zero defects and new levels of productivity*, wherein the number of meals served and food cost percentage must not be a tool for measurement, and the chef's genuine desire to delight the guests by the foods prepared are more important than the cooking skills itself (Chesser & Cullen, 2009).

In terms of ideal management and leadership, (11) *eliminate work standards (quotas) and substitute leadership*, wherein instead of labor-intensive, boring work routines, rotate team members so that work will not be mundane; (12) *Change the emphasis from quantity to quality*, management must make it a point to provide motivating conditions in the workplace so that the staff will perform better; (13) *institute a vigorous program of education and self-improvement*, wherein training must be an ongoing process; (14) *Put everybody in the company to work to accomplish the transformation; the transformation is everybody's job*, wherein a foodservice organization, is not only limited to providing excellent food products and making customers satisfied, but it is also necessary to transform the role of every member of the working team and the work environment (Chesser & Cullen, 2009).

The Guest Experience

The guest experience is the sum of the experiences that the guest or tourist has with the service provider at a given time. It is further divided into three parts; these are the service product, service setting or environment, and service delivery system wherein each part must meet or exceed the expectations of guests or tourists in order to satisfy and better yet, wow or delight them (Ford, Sturman & Heaton, 2012).

The service product is the entire bundle of both tangibles and intangibles provided by a hospitality organization to guests during a service experience. This is the main reason why a guest

would come to a certain hospitality establishment. Guests these days want the goods and services they received to be packaged as part of a memorable experience that has an emotional impact, which may mean that a restaurant must be able to serve delicious food that takes into account the health concerns of guests and at reasonable price (Ford, Sturman & Heaton, 2012).

Moreover, according to Pavesic, in Blichfeldt, Chor, and Ballegaard, (2010) the portion and price of food items are a consideration in assessing the guest or dining experience because of the premise that price correlates with added value to the restaurant experience. It appeared that guests at upscale restaurants have higher expectations than guests at other types of restaurants, thus affecting their satisfaction level. In addition, in the same qualitative study of Blichfeldt et al. (2010), majority of the respondents explicated that aesthetics in how the food is being presented and served plays a part in having a better guest or dining experience. Accordingly, the participants also related their dining experiences to the rest of the senses such as to the taste of food, the smell of food, the feel of food.

The second component of guest experience which is the service environment or setting is the landscape, more appropriately termed "*servicescape*", within which service is experienced. It includes the physical aspects of the hospitality business that affects and contributes to the guests' overall feeling of the experience such as exterior and interior of the restaurant, decorations, background music, lighting, ventilation, furnishings, menu design and etc., which also helps in distinguishing one establishment from all its other competitors (Ford, Sturman & Heaton, 2012). In fact, in a study on guests' perspective, it appears that ambiance, amenities, design, and artifacts may be considered main themes under the physical environment factor (Gurel & Walls, 2016).

In the qualitative study of Blichfeldt et al. (2010), the participants related their dining experiences to the senses which included hearing that relates to music or other sounds coming from other guests. Blichfeldt et al. (2010) also stated that many authors pointed out that service and atmosphere which includes the interior of a restaurant and other guests are key factors for restaurants when they attempt to create excellent dining experiences. In the same study, the respondents also related a nice dining experience to aesthetic that is not only on the core product as mentioned above, but also on the view of the restaurant, the interior, and the colors of the surroundings. As a matter of fact, in a study of Martin as cited in Blichfeldt et al. (2010), simply “eating” is not on the top ten reasons why tourists and diners dine out in a restaurant, but included in the top ten reasons are to relax, to celebrate a special occasion, to enjoy a familiar place, and to enjoy the atmosphere. This proves that dining out is more than just the fulfilment of physical needs for food, rather, it is more on the social and intellectual needs.

The well-being of the guests must also be taken into account and is, in fact, an important determinant of tourist satisfaction. Tourists’ health and safety are closely associated with the overall experience of tourists in a destination. In addition, a positive notion with regards to guests’ well-being could be a potential competitive advantage of a tourism enterprise and the destination in general since a positive word of mouth shall follow if the guests or tourists feel safe and secured (Page & Connell, 2012).

Consequently, Chun (2011) pointed out that the key to increasing guests’ enjoyment is for hospitality operators to add value to the experience during service encounters by enhancing the guests’ attention to psychological, physical, or environmental cues. Other guests are also an important component of the environment such that when guests see other guests having

a good time, they also get to enjoy their own experience. In the same way, when guests see themselves enjoying, it can add up to the actual enjoyment of the moment, thus, restaurants have mirrors around so guests can observe themselves enjoying their own experience. It is for the same reason that restaurants put photographs of enjoyable moments with guests on a wall, and by so doing, it can also set the mood of those about to dine, wherein these guests can anticipate a pleasurable experience.

It is also interestingly worthy to consider the cultural experience associated with dining like the entertainment offered in the restaurant since such is something that brings joy and a nice experience that can be stored in the guests’ minds and which they can carry along with them as they leave the venue. It is a “lived” experience that can be stored and retrieved from the person’s memory later on (Blichfeldt et al. 2010). Entertaining experiences according to Pine and Gilmore as cited in Blichfeldt et al. (2010), are characterized by guests’ passive absorption of an event by means of their senses which appeared in the study to be a significant element of an excellent dining experience.

The service delivery system component of the guest experience includes the human components, the physical production processes, and organizational and information systems and techniques that help deliver the service to the guests. Among these three components of a service delivery system, it is the human factor that is most able to make a difference on how guests feel about the value and quality of their experience (Ford, Sturman & Heaton, 2012). The quality of services rendered by restaurant service staff is a vital element in the success of a tourism business since it is the staff that carries out many elements of the tourist or guest experience, to add value and ultimately delight. It is said that the staff can make or break the guest experience since they have the ability to make a negative

experience turn positive and vice versa, that is why an assessment of how their service is viewed by guests is also important so that the company can devise ways or programs to ensure that quality service delivery is taking place consistently (Page & Connell, 2012).

Furthermore, to add value to guests' experience, there are five dimensions of service quality based on SERVQUAL principle developed by Parasuraman, Zeithmal, and Berry in 1985 such as reliability or the ability to perform services dependably; responsiveness, the willingness to assist customers and provide prompt service; assurance, the courtesy, trustworthiness, and knowledge of staff; empathy which is the display of caring attitude to customers; and tangibles, the presentation of physical facilities. Undoubtedly, it is important to consider the customer service of staff since it appears in many evaluations of tourist products and services that the majority of what fuels dissatisfaction of a guest or customer is often related to the staff-tourist encounter (Page & Connell, 2012).

To wrap this all up, the facets of guest experience in a hospitality organization must be determined and even carefully studied as with Bruce Laval of Walt Disney Company's "guestology" wherein guests or customers in the hospitality industry are scientifically studied to be able to come up with service products that exactly meet the guests' demands (Ford, Sturman & Heaton, 2012). However, one must not stop at coming up with the best product because a guest or visitor might be satisfied with the core products but not with the specific service elements such as the environment, infrastructure, delivery, and other external factors (Page & Connell, 2012).

In the case of food or restaurant business, guests come for reasons other than good food and fair price which means that there is far more to the dining experience than the food. The more challenging part is managing the total dining

experience to keep the guests or customers coming back (Ford, Sturman & Heaton, 2012; Blichfeldt et al., 2010).

Chun (2011), identified three general types of pleasure that guests seek in order that their experience to be pleasurable, these are *sensory pleasure*, a pleasure derived from positive physical sensations like eating a tasty meal or smelling a delightful aroma; *aesthetic pleasure*, a pleasure derived from the observation of something that is beautiful in the environment such as enjoying a beautiful painting, landscape, or musical piece; and finally, *achievement pleasure*, a pleasure derived from attaining something that is desirable or rewarding like eating in a healthier way, or learning about history and culture.

In the qualitative study of Blichfeldt et al. (2010), some respondents argue that dining experiences are richer the first time which is why people tend to seek out new restaurants to try on, and that it is difficult to replicate the great first-time experience. However, more also affirmed that a very good dining experience always draws them to a repeat visit to the restaurant. Hence, while people love novelty and variation, they also value certainty which depicts repeat visits. Moreover, delivering an excellent guest or dining experience is especially important and critical for food, culinary, or gastronomy tourists since the experience is the main reason for their visit to a destination (Blichfeldt et al, 2010).

Guest Satisfaction

Customer satisfaction or most appropriately termed in the hospitality industry as guest satisfaction has an important role in any restaurant business. Like any other business, restaurants rely on their loyal guests that do repeat visits and new customers to keep the business growing which can only be achieved when the guests are satisfied (Pervez & Rehman, 2014).

According to Malik & Ghaffor as mentioned by Pervez & Rehman (2014), guest satisfaction is meeting the expectations of the customers in certain restaurant conditions. The same authors pointed out that George & Jones stated that guest satisfaction is the customer's evaluation and subjective perception of the service.

There are many factors that may affect customer or guest satisfaction such as service quality, product quality, ambiance or physical design, and price (Pervez & Rehman, 2014). However the study of the same authors on customer satisfaction in the restaurant industry showed that only the service quality and physical design had the most impact on customer satisfaction.

Guests' demographic profiles such as age, gender and place of origin, or nationality may also have a relationship with the satisfaction level. In the study of Mokhlis (2012), on the gender comparison of the influence of service quality on satisfaction, it showed that male customers gave greater importance to the factors such as empathy, tangibles, and reliability than their female counterparts.

Moreover, satisfaction is strongly linked to guests' revisit intentions (Choi & Chu, 2011). In fact, Yong, Siang, Lok, and Kuan (2013) cited that according to Yang and Chang in 2011, it is customer or guest satisfaction that drives these customers to revisit.

In the study of Yong et al. (2013), on factors influencing dining experience, it showed that there was a strong correlation between customer satisfaction and revisit intention of guests. The same authors mentioned the study of Getty and Thompson in 1994 and Back and Barrett's study in 2009 which both indicated that guest's satisfaction resulted to their intention to revisit the restaurant.

In the same way, guest satisfaction can lead to

positive word of mouth which can be very helpful in making people choose a certain restaurant. In fact, according to the survey by Hospitality GEM, diners prefer to dine in restaurants that have been recommended by friends or people they personally know. It was also revealed that guest satisfaction can lead diners to hang around longer and encourage others to do repeat visits (Garrahan, 2015).

Problem Statement

The historic site Intramuros is one of the Philippines' significant cultural heritage site. As a heritage site is a component of cultural heritage tourism, it is worthy of preservation and conservation. Moreover, tourism can capture the economic value of the heritage site and can use this for conservation. However, "heritage" alone is not enough to attract visitors to visit a heritage site like Intramuros, even so, because some of the visitors may not be at the site for purely cultural reasons (du Cros & Mc Kercher, 2015). For this reason, destination marketing plays an important part in developing and retaining a heritage site's popularity, and food as an important component of culture helps project and promote the identity and image of a destination because food adds value to its authenticity.

In order that food tourism can be explored and introduced in a heritage site like Intramuros, it is worthy to first look into the satisfaction of guests with regards to their dining experiences since guest satisfaction is what will lead people to do repeat visits and recommend restaurants to their families and friends through a positive word of mouth advertisement.

Moreover, before culinary or food tourism can be perfectly attached to a heritage site such as Intramuros, it is necessary to know and understand the facets of guest experience as to "guestology" which was popularized by one of the world's best companies, Walt Disney, wherein guests are studied to understand what satisfy

and delight them, thereby creating service products, service environments, and service delivery system that fits well with their wants and demands leading to economic, socio-cultural, and environmental sustainability.

In light of the literature reviewed, the researcher determined the assessment of guests on Intramuros restaurant services on the basis of total quality management (TQM) in hospitality and tourism, to explore and promote food tourism as an attraction of a cultural heritage destination. Specifically, this research sought answers to the following questions:

1. What is the profile of respondents in terms of:
 - 1.1 Type of guest/diner
 - 1.2 Gender
 - 1.3 Age
 - 1.4 Place of origin
 - 1.5 Frequency of dining experience
 - 1.6 Purpose of Visit in Intramuros
2. What is the respondents' assessment of their dining experience in terms of:
 - 2.1 Service product
 - 2.2 Service environment
 - 2.3 Service delivery system
3. What type of food service would the respondents like to experience in Intramuros?
4. What are the respondents' recommendations in terms of food tourism activities in Intramuros?
5. How likely will the respondents dine-in again in Intramuros restaurants?
6. How likely will the respondents recommend Intramuros restaurants to their families and friends?
7. Is there a significant difference in the assessment of the respondents when grouped according to their profile?
8. Is there a significant relationship between the respondents' assessment of the dining experience and their likelihood to revisit it?
9. Is there a significant relationship between the respondents' assessment of the dining

experience and their recommendation intentions?

10. What is recommended in relation to exploring food tourism as an attraction thereby promoting Intramuros as a significant cultural heritage site in Manila?

METHODS

This study was quantitative in nature and used descriptive- exploratory method of research. Quantitative research made use of statistics or numerical data to analyze the results. Descriptive research is used to gather information about the current situation, as well as portray an accurate profile of persons and events. Further, this study is exploratory because it aimed at seeking new insights and assessing the present phenomena from a new perspective (Saunders, Lewis, & Thornhill, 2009).

Purposive sampling was used as it was the most appropriate sampling technique to use for the reason that the sample frame was not pre-determined and the selection of the sample was subjective and only those who met the objective of the study were included by the researcher. The respondents were the guests or diners of the selected Filipino restaurants in Intramuros. The restaurants selected were those offering Filipino cuisine in a casual dining type of service. An equal number of respondents from each selected restaurant were chosen to ensure that each will be proportionately represented. The study was conducted in Intramuros, Manila.

This study used a researcher-made survey questionnaire composed of three parts. The first part was about the profile of respondents. The second part was about the assessment of the respondents of their dining experience that was structured using the Likert scale and the mean of each determinant factor was interpreted based on the following ranges:

| Mean Range | Rating | Interpretation | |
|-------------|--------|----------------------|---------------------|
| 4.20 – 5.05 | 5 | Very Satisfied | / Strongly agree |
| 3.40 – 4.19 | 4 | Satisfied | / Agree |
| 2.60 – 3.39 | 3 | Moderately satisfied | / Moderately agree |
| 1.80 – 2.59 | 2 | Dissatisfied | / Disagree |
| 1.00 – 1.79 | 1 | Very dissatisfied | / Strongly disagree |

Furthermore, part three of the questionnaire was about the guests'/ respondents' preferences and recommendations in terms of food service, food tourism activities, the likelihood of repeat visits, and recommendation intentions. The assessment of the respondents on the revisit and recommendation intentions were structured using the scale: Definitely will, Probably will, Not sure, Probably will not, Definitely will not. The questionnaire was formulated based on the literature reviewed and underwent a pilot study and Cronbach's alpha test to determine its reliability or consistency with a score of 0.884.

The researcher personally administered the distribution of the questionnaire to the respondents through a face-to-face delivery mode to allow any questions or clarifications from the respondents. This study was conducted prior to the COVID-19 pandemic.

The data gathered in this study were analyzed and interpreted based on the research design and research problems postulated. This study made use of percentage, weighted mean, t-test, Analysis of Variance (ANOVA), and Pearson Product Moment Coefficient of Correlation (r).

RESULT AND DISCUSSION

Profile of the Respondents

The result of the survey shows that most diners in Intramuros were excursionists (38.7%) and people who work in the walled city (33.3%), domestic tourists comprise (21.3 %) and international tourists (6.7 %). There were more female diners (58.7%) than males (40%), and 1.3% specified as LGBTQ.

The majority of the respondents were aged 20-29 years old, 26.7%; closely followed by 40-49 years old, 24%; and 30-39 years old, 22.7%; while those aged 50-59 were 18.7%. It appeared that those ages between 20-29 years old were interested in dining out in restaurants. Further, these diners are considered millennials, which appears to support what Gianopulos (2013) quoted on the consumer research for hospitality that it is the millennials who dine out far more often than other age groups because it is something that is built-in in their lifestyle. The result also suggests that the younger age groups appreciate Filipino cuisine and or Filipino-Spanish fusion cuisine but as mentioned, restaurateurs must be creative in their menu offerings because the younger group's prime consideration is their desire to satisfy their cravings, more than food's value, affordability, appealing flavors, and health benefits.

As to the place of origin, the result suggests that there were more diners who came from Metro Manila than all other places combined. This can be due to the fact that Intramuros can be easily accessed by people from the different cities in the Metro.

The respondents' purpose of visit in Intramuros were mostly for business/work (36%), some were there for independent sightseeing and appreciation of the heritage site (25.3%) and a few (18.7%) solely for the purpose of dining. The result also shows that 9.3% had their hotel accommodations in Intramuros. Only 2.7% were in the site as part of guided city tours and excursions, while 6% were in Intramuros for other

purposes than what were mentioned. Even though the indicator, “business/work” got the highest percentage for the purpose of visit in Intramuros, there were generally more Intramuros restaurant diners who were there for leisure purposes such as independent sightseeing and appreciation of the heritage site, solely for the purpose of dining, staying in Intramuros accommodations, and as part of guided city tours. However, the result shows that few were in Intramuros solely for dining which suggests that Intramuros is not a destination of choice for food tourists or visitors. There were also very few guests who were on the site as part of guided city tours, which implies that efforts to promote Intramuros restaurants as well as it being a heritage site are much needed to ensure sustainability (Page & Connell, 2012).

Assessment of the Dining Experiences of the Respondents

In terms of service product, the respondents were satisfied with the products and services of the restaurants where they dined-in, in particular, they were satisfied in terms of the aroma of food and agreed that it is enticing (wm=4.15), the food presentation (plating) is appealing (wm=4.08), there is a wide selection/variety of food items (wm=4.07), the portion amount of food is satisfactory (wm=4.08), the food depicts the local culture (the menu present the

local foods of the different regions of the Philippines) (wm=3.89), the food reflects a unique cultural experience (was able to taste food that is unique and unfamiliar) (wm=3.72) and the prices of menu items are reasonable (wm=3.81). On the other hand, the respondents were very satisfied with the taste of foods being delicious (wm=4.35) and its texture being suitable and good (wm=4.21). Generally, the respondents/diners said that they were satisfied (wm=4.04) with the service products of the selected restaurants in Intramuros. This supports the notion of Chun (2011), that guests seek sensory pleasure derived from a tasty meal or a delightful aroma of food.

In terms of service environment, the respondents agreed with the presence of the various indicators of safety and security - the security guard, the CCTV cameras, and the lighted parking space, with a mean rating of 3.59. As to hygiene, the respondents strongly agreed that the restaurants are clean (wm = 4.32). They agreed that the staff were sanitizing the empty tables (wm = 4.07), the supply of water in the restrooms is ample (wm = 4.03), there are available hand soaps and sanitizers in restrooms (wm = 3.91), and there are available paper napkins & paper towels or hand dryer (wm = 3.77). However, the respondents only moderately agreed with the provision of hand sanitizers (wm=3.35). The mean rating was

Table 1. Assessment of Dining Experience on Service Product of Selected Restaurants in Intramuros

| Goodness of fit Index | Rating | Interpretation |
|---|-------------|------------------|
| 1 The taste of foods (delicious) | 4.35 | Very Satisfied |
| 2 The aroma of foods (enticing) | 4.15 | Satisfied |
| 3 The texture of foods (suitable and good) | 4.21 | Very Satisfied |
| 4 The food presentation (plating) (appealing) | 4.08 | Satisfied |
| 5 The selection/variety of food items (wide selection) | 4.07 | Satisfied |
| 6 The portion amount of food (satisfactory) | 4.08 | Satisfied |
| 7 The depiction of food to the local culture (<i>the menu presents the local foods of the different regions of the Philippines</i>) | 3.89 | Satisfied |
| 8 The foods' reflection of a unique cultural experience (<i>I was able to taste food that is unique and unfamiliar</i>). | 3.72 | Satisfied |
| 10 The prices of menu items (reasonable) | 3.81 | Satisfied |
| Mean Rating | 4.04 | Satisfied |

3.91, interpreted as agree. On the restaurants' ambiance, results show that the respondents strongly agreed that the restaurants were appropriately lighted, that the furnishings and decors are delightful, and that the restaurants are well ventilated with weighted means 4.25, 4.25, 4.27 respectively. Further, the respondents agreed that there was background music that was relaxing. On the restaurants' other facilities and amenities, the respondent generally agreed with the various indicators with a mean rating of 2.91. The respondents moderately agreed with the availability of both the rest rooms for persons with disabilities (PWDs) and senior citizens (wm = 3.15), and with the availability of ramp for persons with disabilities (PWDs) & senior citizens. They also moderately agreed that the restrooms were convenient for the persons with disabilities and senior citizens to use. They disagreed (wm=2.56) that there was a cultural show that provided entertainment and insight on the culture of the country. The overall mean of the assessment on dining experiences of guests/diners in terms of service environment of selected restaurants

in Intramuros was 3.68 interpreted as agree. Moreover, the result supports what Chun (2011) pointed out that the key to increasing guests' enjoyment is for hospitality operators to add value to the experience during service encounters by enhancing the guests' attention to psychological, physical, or environmental cues.

The assessment of guests/diners on their dining experiences in terms of service delivery system of selected restaurants in Intramuros shows that the respondents were satisfied restaurant staffs provision of assurance (wm =4.16), responsiveness (wm= 4.07), empathy (wm=4.07), ability to handle guest complaints (wm=3.85), the appropriateness of dining essentials/utensils (wm=4.07), options for restaurant bookings (wm=3.85), options for mode of payment (wm=3.91), and availability of sources of restaurant information (wm=3.81). They were however only moderately satisfied in terms of the availability of wireless fidelity (WIFI) connection (wm= 3.08). The result further revealed that the respondents were satisfied by

Table 2. Assessment on Dining Experiences of Guests/Diners in Terms of Service Environment of Selected Restaurants in Intramuros

| Service Environment | Rating | Interpretation |
|---|-------------|-------------------------|
| 1. Safety and Security | | |
| 1.1 There is a security guard at the restaurant entrance. | 4.07 | Agree |
| 1.2 There are CCTV cameras around the restaurant | 3.59 | Agree |
| 1.3 There is ample parking space that is well lighted. | 3.12 | Agree |
| Mean Rating | 3.59 | Agree |
| 2. Hygiene | | |
| 2.1 The restaurant looks clean. | 4.32 | Strongly agree |
| 2.2 Restaurant staff are seen sanitizing empty tables. | 4.07 | Agree |
| 2.3 Hand sanitizers are provided. | 3.35 | Moderately agree |
| 2.4 The rest rooms/ toilets have ample water supply. | 4.03 | Agree |
| 2.5 The rest rooms/ toilets have hand soaps/sanitizers | 3.91 | Agree |
| 2.6 The rest rooms/ toilets have paper napkins & paper towels or hand dryer | 3.77 | Agree |
| Mean Rating | 3.91 | Agree |
| 3. Ambiance | | |
| 3.1 The furnishings and décor are delightful | 4.25 | Strongly Agree |
| 3.2 The restaurant is appropriately lighted. | 4.25 | Strongly Agree |
| 3.3 The restaurant is well ventilated. | 4.27 | Strongly Agree |
| 3.4 There is background music that is relaxing | 4.16 | Agree |
| Mean Rating | 4.23 | Strongly Agree |
| 4. Other Facilities and Amenities | | |
| 4.1 The rest room is PWD and senior citizen friendly. (convenient for them to use) | 3.15 | Moderately Agree |
| 4.2 There is available ramp for persons with disabilities (PWDs) & senior citizens. | 3.01 | Moderately Agree |
| 4.3 There is a cultural show that provides entertainment and insight on the culture of the country. | 2.56 | Disagree |
| Mean Rating | 2.91 | Moderately Agree |
| Overall Mean Rating | 3.68 | Agree |

the service delivery system of the restaurants with a mean rating of 3.87. The result implies that Intramuros restaurants need to improve more in terms of service delivery system, specifically on the provision of WIFI connection especially since according to a foodservice research firm, the presence of WIFI connection is one of the many strategies to attract more diners to dine in a restaurant nowadays (Gianopulos, 2013).

Food Service Preference

On the food service preferences of guests/diners in Intramuros, it appeared that majority of the respondents (38.75%) preferred casual dining service, 26.25% preferred fine dining as well as banchetto (feast). While 7.5% preferred street foods. Only 1.25% wanted fast food. The result suggests the preference of having a variety of food service offerings in Intramuros as to having fine dining and banchetto (feast) apart from the common and most preferred casual dining restaurants. This further reflects the lifestyle of some respondents showing that many of them wanted to enjoy the finer and more expensive way of dining as well as having the opportunity to try a wide variety of foods in one seating. According to Kotler et al, (2010) lifestyle is a person's pattern of living as expressed activities,

interests, and opinions. The result is also reflective of the respondents' social class since casual dining and fine dining restaurants target the middle- and upper-class markets (Chon & Maier, 2010). Moreover, this may imply that some respondents dine in Intramuros restaurants to celebrate an event since according to Mealey (2016), guests choose fine dining restaurants for special occasions.

Recommended Food Tourism Activities in Intramuros

Among the five indicators, "associate cultural shows in the dining experience" was ranked number 1 with the highest percentage of 30.52 followed by "offer package tours related to food and wine" with 21.43%. The indicator "offer literature on food and tourism" was ranked third with 16.88%, and both "offer activities like cooking classes and farm visits", and "offer opportunities to experience street foods" were ranked least, with a percentage of both 15.58.

It appeared that the respondents highly recommend Intramuros restaurants to associate cultural shows in the dining experience. Among the selected restaurants, only one offers cultural shows and it proves that this cultural activity

Table 3. Assessment on Dining Experiences of Guests/Diners in Terms Service Delivery System of Selected Restaurants in Intramuros

| Service Delivery System | Rating | Interpretation |
|--|-------------|----------------------|
| 1 The staff provide Assurance (<i>courtesy, trustworthiness and knowledge of the restaurant personnel</i>) | 4.16 | Satisfied |
| 2 The staff are Responsive (<i>willingness to assist and provide prompt service</i>) | 4.07 | Satisfied |
| 3 The staff show Empathy (<i>friendliness, display of caring attitude, quick response on the needs of the customer</i>) | 4.07 | Satisfied |
| 4 The staff exhibit an ability to handle guest complaints (if there's any) | 3.85 | Satisfied |
| 5 The restaurant sets up appropriate dining essentials/utensils (<i>e.g. cutleries, glassware, flatwares, etc</i>) | 4.07 | Satisfied |
| 6 The restaurant provides WIFI connection for the guests. | 3.08 | Moderately Satisfied |
| 7 The restaurant have several options for restaurant booking (<i>walk in, through on-line, telephone, etc.</i>) | 3.85 | Satisfied |
| 8 There are several options for mode of payment (<i>ease of payment either in the form of cash, credit card etc</i>) | 3.91 | Satisfied |
| 9 Various sources of restaurant information are available. (website, print, media) | 3.81 | Satisfied |
| Mean Rating | 3.87 | Satisfied |

is highly valued by the diner respondents. It supports the study of Martin as cited in Blichfeldt et al. (2010), which pointed out that included in the top ten reasons why tourists dine out is to relax, to celebrate a special occasion, to enjoy a familiar place, and to enjoy the atmosphere, and not simply just to eat.

Moreover, it appeared that the respondents were also very much interested in package tours related to food and wine. Likewise, it supports the notion that food tourism in a certain heritage site must somehow reflect the culture of the place being visited, and that many tourists travel to seek culinary experience (Ab Karim & Chi, 2010). Package tours related to food and wine appeared to be important because food and wine are considered to be a tangible component of culture (Reisinger, 2009).

Respondents’ Likelihood of Dining Again in Intramuros Restaurants

The mean rating of 4.53 means that the respondents will definitely dine-in again in the restaurants in Intramuros with a frequency of 60%. Those who were almost certain to dine in again in Intramuros were 34.70%, while those who were not sure were only 4%, and among 75 respondents, there was only one who probably will not dine in again.

Respondents’ Likelihood of Recommending Intramuros Restaurants to Their Families and Friends

The mean rating of 4.53 means the respondents will definitely recommend the restaurants in

Intramuros to their families and friends. There were 60% who were very sure to recommend Intramuros restaurants and only one among 75 respondents who probably will not recommend Intramuros restaurants to their families or friends.

Summary of Test of Significant Differences on the Assessments of the Respondents when They are Grouped According to Profile

The summary of ANOVA results for service product dining experiences of the respondents grouped according their profile shows significant differences on (a) type of guest/diner where $F_{stat}=1.315$ and $F_{tab}=0.276$, (b) gender where $t_{stat}=1.014$ and $t_{tab}=0.315$, (c) age, $F_{stat}=2.264$ and $F_{tab}=0.058$, (d) place of origin where $F_{stat}=1.654$ and $F_{tab}=0.158$, and (e) purpose of visit, the $F_{stat}=3.037$ and $F_{tab}=0.016$. While for profile variable frequency of dining experience, the test result showed that there is no significant difference on the assessment of respondents considering that the computed F (0.603) is less than its tabular F value (0.615). The result of ANOVA tests therefore indicates that the dining experiences of the respondent guests/diners with regard to service products of the selected restaurants vary when the profile as to type of guest/diner, gender, age, place of origin, and purpose of visit were considered.

The summary of the ANOVA results for test of significant differences on the assessments of respondents on service environment dining experiences when grouped according to their profile indicates that when the respondents were grouped according to their profile, the differences

Table 4. Frequency Distribution and Ranking of the Recommendations of Respondents on the Food Tourism Activities in Intramuros

| Type of Food Service | Frequency | n | Percentage (%) | Rank |
|--|------------|-----------|----------------|------|
| Offer package tours related to food and wine | 33 | 75 | 21.43 | 2 |
| Offer literature on food and tourism (e.g. books, articles, brochures). | 26 | 75 | 16.88 | 3 |
| Offer activities like cooking classes and farm visits | 24 | 75 | 15.58 | 4.5 |
| Associate cultural shows in the dining experience (e.g.song, dance, play). | 47 | 75 | 30.52 | 1 |
| Offer opportunities to experience street foods. | 24 | 75 | 15.58 | 4.5 |
| Total | 154 | 75 | 100 | |

between their assessments as to their service environment experiences were significantly different, except for profile variable place of origin. Based on results of ANOVA and t tests, it can be concluded that the dining experiences of the guests/diners with regard to service environment of the selected restaurants differ according to the type of guest/diner, gender, age, frequency of dining experience and purpose of visit.

The summary of ANOVA results for service delivery system experiences of the respondents grouped according to their profile indicates that the service delivery system experiences of the guests/diners differ when their profiles type of

guest/diner, age, place of origin, frequency of dining experience and purpose of visit were considered.

Test of Significant Relationship Between the Respondents' Assessment on Dining Experience and Their Likelihood of Revisit in Intramuros Restaurants

The computed correlation value for variables respondents' assessments on dining experiences in terms of service product and their likelihood of revisiting Intramuros restaurants is 0.414 which manifested "indirect moderate relationship". Further, the result shows "indirect weak relationship" between respondents' experiences on service environment and service delivery

Table 5. Summary of ANOVA for the Service Product Assessments of the Respondents of Respondents when Grouped According to Profile

| Profile | F-stat | F-tab Alpha= .05 | Decision | Interpretation |
|--------------------------------|---------------|------------------|-----------|-----------------------------|
| Type of guest/diner | 1.315 | 0.276 | Reject Ho | With significant difference |
| Gender | 1.014(t-test) | 0.315 | Reject Ho | With significant difference |
| Age | 2.264 | 0.058 | Reject Ho | With significant difference |
| Place of Origin | 1.654 | 0.158 | Reject Ho | With significant difference |
| Frequency of dining experience | 0.603 | 0.615 | Accept Ho | No significant difference |
| Purpose of visit | 3.037 | 0.016 | Reject Ho | With significant difference |

Table 6. Summary of ANOVA for the Service Environment Assessments of the Respondents when Grouped According to Profile

| Profile | F-stat | F-tab Alpha=.05 | Decision | Interpretation |
|--------------------------------|---------------|-----------------|-----------|-----------------------------|
| Type of guest/diner | 1.283 | 0.287 | Reject Ho | With significant difference |
| Gender | 0.731(t-test) | 0.468 | Reject Ho | With significant difference |
| Age | 1.434 | 0.223 | Reject Ho | With significant difference |
| Place of Origin | 0.523 | 0.758 | Accept Ho | No significant difference |
| Frequency of dining experience | 1.990 | 0.123 | Reject Ho | With significant difference |
| Purpose of visit | 1.288 | 0.279 | Reject Ho | With significant difference |

Table 7. Summary of ANOVA for the Service Delivery System Assessments of the Respondents when Grouped According to Profile

| Profile | F-stat | F-tab Alpha=.05 | Decision | Interpretation |
|--------------------------------|----------------|-----------------|-----------|-----------------------------|
| Type of guest/diner | 0.668 | 0.575 | Reject Ho | With significant difference |
| Gender | 0.137 (t-test) | 0.892 | Accept Ho | No significant difference |
| Age | 3.999 | 0.003 | Reject Ho | With significant difference |
| Place of Origin | 1.572 | 0.179 | Reject Ho | With significant difference |
| Frequency of dining experience | 1.366 | 0.260 | Reject Ho | With significant difference |
| Purpose of visit | 1.588 | 0.175 | Reject Ho | With significant difference |

system and their likelihood of revisiting Intramuros with computed correlation of -0.314 and -0.391, respectively.

When the computed correlation were subjected for test of significant relationship, the following variables yielded significant relationships between the respondents' likelihood to revisit the Intramuros restaurants and their dining experiences, namely: service product (t-stat = -3.947 vs t-tab = -1.99), service environment (t-stat = -2.86 vs t-tab = -1.99), and service delivery system (t-stat = -3.68 vs t-tab = -1.99).

Moreover, as the result shows a weak relationship between dining experiences on service environment and service delivery system and the respondents' likelihood to revisit Intramuros restaurants, this implies that service environment and service delivery system did not have a strong influence on guests' intention to dine in again in Intramuros restaurants.

Test of Significant Relationship Between the Respondents' Assessment on Dining Experience and Their Recommendation Intention

The computed correlation value for variables respondents' recommendation intention and dining experiences in particular service product (r=0.419), service environment (r=0.420) and

service delivery system (r=0.459) manifested "indirect moderate relationship". When the computed correlation was subjected for test of significant relationships, the results have shown significant relationships. This further implies that all three aspects of the dining experience moderately correlate with or moderately affect the respondents' intention to recommend the Intramuros restaurants to their families and friends.

CONCLUSION AND RECOMMENDATION

Conclusion

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

1. The dining experiences of guests with regard to the service product of restaurants in a heritage site differs significantly according to the type of guest/diner, gender, age, place of origin, and purpose of visit.
2. The dining experiences of the guests with regard to the service environment of heritage site restaurants differ according to the type of guest/diner, gender, age, frequency of dining experience and purpose of visit.
3. The dining experiences of the guests with regard to the service delivery system of heritage site restaurants differ when the type of guest/diner, age, place of origin, frequency of dining experience and purpose of visit were considered.

Table 7. Correlation between Dining Experiences of the Respondents and Their Likelihood to Revisit the Intramuros Restaurants

| Dining Experience | r | Degree of Relationship | t-stat | t-tab | Decision | Interpretation |
|-------------------------|-------|------------------------|--------|-------|-----------|-------------------------------|
| Service Product | 0.414 | Moderate | -3.94 | -1.99 | Reject Ho | With significant relationship |
| Service Environment | 0.314 | Weak | -2.86 | -1.99 | Reject Ho | With significant relationship |
| Service Delivery System | 0.391 | Weak | -3.68 | -1.99 | Reject Ho | With significant relationship |

Legend: r – correlation; t-tabular value at alpha=.05, 2-tailed, df= 73

Table 8. Correlation between Dining Experiences of the Respondents and Their Recommendation Intention

| Dining Experience | r | Degree of Relationship | t-stat | t-tab | Decision | Interpretation |
|-------------------------|-------|------------------------|--------|-------|-----------|-------------------------------|
| Service Product | 0.419 | Moderate | -4.00 | -1.99 | Reject Ho | With significant relationship |
| Service Environment | 0.420 | Moderate | -4.01 | -1.99 | Reject Ho | With significant relationship |
| Service Delivery System | 0.459 | Moderate | -4.47 | -1.99 | Reject Ho | With significant relationship |

Legend: r – correlation; t-tab value at alpha=.05, 2-tailed, df= 73

4. There was a moderate significant relationship between the dining experiences of the service product and the revisit intentions of diners.
5. There were weak significant relationships between the dining experiences of the service environment, and service delivery system and the revisit intentions of diners.
6. There were moderate significant relationships between the dining experiences on the service product, the service environment, and service delivery system, and the recommendation intentions of diners.
7. The higher satisfaction on dining experience, the higher is the likelihood that the guests will revisit the restaurants of a heritage site like Intramuros.
8. The more the guests are satisfied with their dining experience, the higher is the likelihood of diners recommending Intramuros restaurants to their families and friends.

Recommendations and Practical Implications

The foregoing findings and conclusions led the researcher to the following recommendations:

To the Intramuros Administration

The Intramuros Administration must increase its marketing efforts, promoting the other aspect of Intramuros as a heritage site – the food. As personally observed by the researcher and also proven by the secondary data gathered, there were quite a number of international tourists visiting Intramuros, but the result of the survey has shown that very few international tourists dined-in in the selected casual dining restaurants.

The Intramuros Administration should be more aggressive in its promotional efforts in capturing domestic tourists and visitors, even those that come from the different parts of Luzon, Visayas, and Mindanao. This can be done through strategic alliances with travel agents, tour operators, travel specialists, hotels, and other companies of interest, around the country. It appeared in the survey that the diners were mostly from Metro Manila and there was a huge difference in the

numbers. Moreover, the result showed a significantly low number (2 of 75) of Intramuros visitors who were part of guided city tours & excursions. When Intramuros partners with travel and tour-related companies, not only will the site be promoted, but it can also gain greater distribution of products and services and awareness about heritage tourism, thus, promoting sustainability. This also supports what Page & Connell (2012) cited that a heritage destination must seek other forms of destination attraction to ensure sustainability.

The Intramuros Administration must pursue a dedicated effort to develop and highlight the Filipino culinary specialty as an attraction. As mentioned in the review of related literature, food is a tangible component of culture, and as a cultural heritage site, Intramuros must also capitalize on and promote a genuine Filipino culinary identity. The result of the study showed that there were a moderate number of respondents who were on the site solely for dining purposes. If food tourism is to be explored in Intramuros, more shall visit the site and appreciate its rich cultural beauty.

Promote Intramuros dining to the rest of Metro Manila. Take advantage of Intramuros' location which is at the heart of the city of Manila. The administration and entrepreneurs in Intramuros must create a pull for domestic tourists, excursionists, and even simple diners to visit the site for their dining needs and wants. This shall be a good start at promoting the site later as a food tourism destination.

Encourage new and existing restaurant owners and operators to hold a banchetto or feast on a regular basis, to encourage possible clients from within the city of Manila and neighboring cities to visit Intramuros and sample a wide array of Filipino specialty foods. This banchetto must also be kept innovative so as not to later bore the market. Cultural shows can also be associated

with this interesting food service and activity. This will not only add revenue on a short-term basis, but this will create a long-term promotion of the site.

Offer literature on food and tourism such as books, booklets, articles, brochures and the like that will inform visitors and tourists about the unique foods and the unique culinary journey of the Philippines.

To the Restaurant Owners and Operators

The restaurants are recommended to improve several aspects of the guest experience.

As to service product: the aroma of foods, make it more enticing; the food presentation or plating, make it more appealing; add more selection or variety of food items; improve the portion amount of food making it more satisfactory and reasonable to the price; offer menu items that depict the culture of the Filipinos by presenting foods of the different regions of the Philippines; offer food that reflects a unique cultural experience, making sure tourists are able to taste unique foods of the country; and make sure the prices of menu items are reasonable. these are recommended because the respondents were only “satisfied” at these aspects and not “very satisfied”.

As to the service environment, it is recommended that sanitizers should be provided, make sure to play appropriate background music that is relaxing, provide restrooms that are convenient for senior citizens and persons with disabilities, and provide ramps for them as well pursuant to Republic Act 386 and RA 344 mandating the provision of appropriate facilities for the PWDs mobility.

As to the service delivery system, it is suggested to include regular customer service training and monitoring for the staff to continuously improve their services by responding to the changing needs

of the discerning clients. Also, provide a WIFI connection as this can be a strategy to help promote the restaurant as well as Intramuros in general, because most diners nowadays, especially the millennials, like to automatically upload in the social media their whereabouts and their positive experiences. In this manner, the establishment will have free marketing, and this can be highly effective in promoting both the restaurant and the destination.

Further improve, enhance, and or upgrade the restaurant booking options, and modes of payment, and make various sources of restaurant information available through websites, print ads, and other media.

It is highly recommended to associate a cultural show in the restaurants in a heritage site like Intramuros as a unique selling proposition. May it be a grandiose live show or a simple audio-visual presentation played for the purpose of promoting the Filipino heritage. Moreover, not only will this become a competitive advantage, but this will make Intramuros restaurants on top of anybody’s mind when one thinks about Filipino food or Filipino fusion food.

Aside from banchetto (feast), entrepreneurs can also venture into a fine dining food service or a finer way of service through well-trained service staff executing international standards of service making Filipino restaurants recognized and globally competitive.

To other tourism intermediaries (tour operators, travel agents)

Tourism intermediaries must showcase a unique tour related to food and authentic Filipino alcoholic beverages such as the Filipino wine “tuba”, a fermented sap of palm or coconut tree, and “lambanog”, a distilled spirit of the sap of the same plants. They could organize a heritage tour related to culinary or food which may be done by partnering with restaurants in Intramuros.

Limitation and Future Research

The study is conducted prior the Covid pandemic phenomenon, future post pandemic situation should be conducted to make a comparative analysis. It is also recommended that future

researchers study the viability of food tourism in Intramuros, through creating a model of destination marketing of a heritage site using food as a destination attraction.

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