

Practices of Selected Foodservice Establishments in Iloilo City, Philippines

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Abstract - *This study aimed to determine the practices of foodservice establishments in Iloilo City. The subjects of this study were selected foodservice establishments in Iloilo City which were selected purposively. The findings of the study showed that the number of foodservice establishments as respondents was equally divided into fast foods and specialty foodservice establishments in Iloilo City. Majority of the foodservice establishment was located uptown or outside of the City of Iloilo and has operated for more than five years. All specialty establishments have undergone accreditation by the Department of Tourism. Since the foodservice establishments practiced all times the different foodservice practices in purchasing, receiving, storage, inventory and safety it is recommended that the owners and managers should continue to perform the different practices to ensure quality service and satisfaction to the customers. It is recommended that the hotel and restaurant management teachers should disseminate the result of the study through their lecture and discussion so that the students could be aware of the good practices employed in the foodservice establishments and enable them to apply this in their future career as effective and productive foodservice worker. Similar study can be conducted to validate the results of this study using other variables and respondents.*

Keywords: *Practices, Foodservice, Establishments*

INTRODUCTION

Historically, the evolution of public eating places was stimulated by people's desire and commercial gain. Religious pilgrimage played an important role in establishing the inns of France and England. Merchants traveling from country to country to buy or sell their wares also created the need for places to stop for food and restaurants. This early inns and taverns were perhaps the forerunners of our present restaurants. Many of them, however, were primitive and poorly organized and administered.

In the Philippines specifically in Iloilo City, foodservice could be traced back as early as the time of "datus" who feed the whole village, which requires quantity cooking. It was believed to have started from the Chinese peddlers who introduced a variety of dining pleasures. Today, in spite of the many calamities that have caused the city's economic growth to slow down, one visible industry that does not seem to be affected is the foodservice industry, which has become fast developing and fast changing.

Iloilo City, a place enriched with tropical and exotic foods has been popularly known for its delicacies and specialties. It can be noted that every

corner of the city, restaurants or any kind of food outlets can be found. It is truly an indicator that Ilonggos are food lovers. One that they can really be proud of even to their visiting guests.

With the food business continuously flourishing in the city, competition has grown stiffer among establishments. It is a fact that one of the reasons believed to be behind a restaurant's success depends on the quality of foods it produces. Such quality is based on the establishment's practices in maintaining the freshness of its food supplies from purchasing, receiving, storing, inventory and safety of preparation.

Foodservice operations are continuing to enjoy tremendous improvement and development together with considerable advances in quality. The demand for food and beverages away from the home has increased and, with broader spectrum of the population eating out, customer needs have diversified.

Food and foodservice styles are also diversifying to meet the challenges of the demands being made by increasingly knowledgeable and value-conscious customers. Menu and beverage list contents are also continually being influenced by trends, fads and

fashions, the relationship between health and eating, special diets, cultural and religious influences, the advance of vegetarianism, and customer acceptance, or otherwise, of irradiation and genetically modified foods.

The development of a diverse range of foodservice operations has necessitated developments in the approaches to food and beverage service. The traditional view of foodservice was that it was only a bridge between the food production system and the customer. It was therefore primarily managed as a delivery process, with the customer being considered as a passive recipient of the service. Only the requirements of the operation itself would determine how the service was designed, planned and controlled. More recently, however, this view has changed significantly. The customer is now seen as being central to the process and also as an active participant within it. Increasing competition has also meant the quality of the service and the perceived value of the experience by the customers are the main differentiators between operations who are seeking to attract similar customers. Consequently, understanding of the customers' involvement in the process, and identifying the experience they are likely to have, and should expect, have become critical to the business success of foodservice operations.

To be able to meet the demands of the foodservice industry, management should take into consideration a lot of factors to include a well-defined policy on the rules and guidelines concerning on practices in purchasing, receiving, storage, inventory and safety.

Anchored in this principle, the study will provide additional knowledge and information of the various foodservice practices of selected foodservice establishments in the city. This will be useful to the customers, students in the foodservice program and as a reference of practitioners and those already engaged in purchasing, receiving, storage, inventory, and safety on the way to the success of foodservice operations.

STATEMENT OF THE PROBLEM

Considering the value of quality foodservice operations of selected foodservice establishments in Iloilo City, the study aims to determine the profile of the selected foodservice establishments in Iloilo City as to type of the establishments, location, number of years in operation, and accreditation status, and to find out the practices of selected foodservice establishments in Iloilo City in terms of purchasing, receiving, storage, inventory and safety.

SCOPE AND LIMITATION OF THE STUDY

The study was limited on the practices such as purchasing, receiving, storage, inventory and safety of selected foodservice establishments in Iloilo City. The researcher selected purposively the employees of selected foodservice establishments in Iloilo City as respondents.

Five accredited foodservice establishments by the Department of Tourism and five Fast-food establishments were among the respondents of the study.

It used the survey type of research using questionnaire-checklist as an instrument for gathering the needed data. The respondents of the study were the foodservice employees responsible for the purchasing, receiving, storage, inventory and safety operations of the foodservice establishment.

The statistical tools used in the data analysis were frequency count, percentage, and mean. Frequency count and percentage determine the profile of the respondents. Mean determined the practices of selected foodservice establishments in Iloilo City.

THEORETICAL FRAMEWORK

This study was anchored on the theory of Henry Fayol (Cooper et. al., 2001) stressing that workers productivity can be increased through effective work methods. Fayol's attention was directed at the activities of all managers describing that the practices of management were an activity common to any undertakings in the business. Through this concept the researchers would like to find out the practices of selected food service establishments in Iloilo City in terms of purchasing, receiving, storage, inventory and safety.

METHOD

Research Design

Descriptive research was a design, which aims to describe the nature of a situation as it exists at the time. The study was conducted to explore the causes of particular phenomena. Descriptive research was the most widely employed research design. The most common means of obtaining information were the use of questionnaire, personal interview and observations (Jackson, 1995).

The survey type of research was used in the study of Parel, et. Al. (1978) stated that survey research will be use when the objectives of the study is to see a general picture of the population under investigation in terms of their social economic characteristics,

opinions, and their knowledge about the behavior towards a certain phenomena.

The survey type of research used either questionnaire or the interview schedule as its instrument in collecting the data needed in the study. The questionnaire is a set of questions, which includes the practices of the foodservice establishments.

Respondents

The respondents of this study were the foodservice employees of the selected foodservice establishments in Iloilo City. They were purposively selected for this study. Purposive sampling was used in selecting the respondents.

Instrumentation

The data-gathering instrument used in gathering the needed data was questionnaire-checklist prepared by the researchers which consisted of two parts. Part I was about the profile of the establishments such as type of establishments, location, number of years of operation, and accreditation. Part II was about the practices of selected foodservice establishments in Iloilo City in terms of purchasing, receiving, storage, inventory, and safety. For statistical purposes, numerical weight were assigned to their respective responses and interpreted using the arbitrary scale: 2.34 – 3.0: Practiced at all times; 1.67 – 2.33: Practiced sometimes; 1.00 – 1.66: Not practiced at all.

Validation

The test of validity of any measuring instrument, according to Sedonia, as cited by David (2002) depends to a great extent upon the fidelity with which it measures what it suppose to measure. Validity refers to the soundness and effectiveness of the research instruments.

To establish the content validity, which will determine the selection of items to be included in the test of the research instrument, the questionnaire was submitted to a panel of jurors who are considered experts in their own field. The suggestion of these jurors was used to improve items and determine its soundness.

Reliability Testing

The research instrument was reliable only when it is believe to be accurate as an instrument of the study (Campbell et al, 1963) as cited by Matthews et. al (1998). She further contends that the result of the test is considered reliable only when there are reasons for believing that the result is accurate and trustworthy.

Since the questionnaire was made by the researcher there was a need for reliability testing.

The revised questionnaire was pre tested to 20 respondents for reliability using test retest method. The foodservice employees involved in the pre testing were excluded as respondents of the study. The reliability of the instruments was 0.92 using the spearman-rho method (David, 2002).

Procedure

Frequency counts and percentage where the descriptive statistical tools used in the study to determine the number and percentage of the profile of respondents. Mean was used to determine the practices of selected foodservice establishments in Iloilo City in terms of purchasing, receiving, storage, inventory and safety.

RESULTS AND DISCUSSION

Table 1 presents the profile of the selected foodservice establishments in Iloilo City in terms of type of establishment, location, and number of years of operation and accreditation.

Table 1. Profile of the Foodservice Establishments (N=10)

Category	F	%
Type of establishment		
<i>Fast food</i>	5	50
<i>Specialty</i>	5	50
Location		
<i>Downtown (within the City)</i>	2	20
<i>Uptown (outside the City)</i>	8	80
No. of years of operation		
<i>New (less than 5 years)</i>	2	20
<i>Old (more than 5 years)</i>	8	80
Accredited by DOT		
<i>Yes</i>	5	50
<i>No</i>		

As shown in Table 1, 5 or 50 percent of the foodservice establishments were fast foods while the other 5 or 50 percent belongs to a specialty restaurant .As to location, 2 or 20 percent were located in the downtown area while 8 or 80 percent of the foodservice establishments are located at uptown. It means that most of foodservice establishments were located outside the City of Iloilo.

As to number of years of operation, 2 or 20 percent have operated for more than 5 years and 8 or 80 percent of the foodservice establishments have less than 5 years of operation. This means that the most of

the foodservice establishments were operating for more than 5 years.

As to accreditation, 5 or 50 percent of the foodservice establishments were accredited by the Department of Tourism and the other 5 or 50 percent of the foodservice establishments were not accredited by the Department of Tourism. The respondents of this study were the foodservice employees of selected foodservice establishments in Iloilo City.

Table 2. Foodservice Practices of Respondents- Restaurants in Iloilo City

Foodservice Practices	Mean	Interpretation
PURCHASING		
1. select the raw materials	3.00	Practiced at all times
2. purchase ahead of time	2.96	Practiced at all times
3. canvass prices before making order	2.93	Practiced at all times
4. choose the item with lower cost	2.73	Practiced at all times
5. use specification in purchasing goods	2.76	Practiced at all times
Overall Mean	2.876	Practiced at all times

Table 2 presents the purchasing practices of selected foodservice establishments in Iloilo City. Item 1, (*select the raw materials*), had a mean rating of 3.0; Item 2, (*purchase ahead of time*), had a mean rating of 2.96; Item 3, (*canvass prices before making order*), had a mean rating of 2.93; Item 4, (*choose the item with lower cost*), had a mean rating of 2.73; and Item 5, (*use specification in purchasing goods*), had a mean rating of 2.76. The over-all mean in purchasing practices is 2.876, meaning the respondents practiced at all times.

This means that the selected foodservice establishments in Iloilo City “practiced at all times” the identified purchasing practices.

This findings supports that statement of Spears (1995) that purchasing is an activity concerned with the acquisition of products and is often described as obtaining the right product, in the right amount, at the right time, and at the right place. To do this, buyers must know the market and the products in addition to having business acumen.

Purchasing for a foodservice operation is a highly specialized job function. Buyers must know not only the products to be procured but also the market, buying procedures, market trends, and how the materials are produced, processed, and move to market. In addition, they must be able to forecast, plans, organized, control, and perform other management-level functions.

This further implies that foodservice establishments must maintain and practice selecting raw materials and purchasing ahead of time to ensure supply of the different ingredients and materials needed by the foodservice establishments.

Table 3. Receiving Practices of Selected Foodservice Establishments in Iloilo City

Foodservice Practices	Mean	Interpretation
RECEIVING		
1. accept goods even if not specification are meet	2.56	Practiced at all times
2. prepare in advance the list of goods to be delivered the next day	2.80	Practiced at all times
3. use daily receiving report as evidence of items received	2.70	Practiced at all times
4. check items receive as to specification such as quality, quantity, size, weight, etc.	2.90	Practiced at all times
5. record shortages, excesses, missing items& unacceptable ones	2.73	Practiced at all times
Overall Mean	2.738	Practiced at all times

Table 3 presents the receiving practices of selected foodservice establishments in Iloilo City. Item 1, (*accept goods even if not all specifications are met*) had a mean rating of 2.56; Item 2, (*prepare in advance the list of goods to be delivered the next day*), obtained the mean of 2.8; Item 3, (*use daily receiving report as evidence of items received*), obtained a mean of 2.7; Item 4, (*check items receive as to specification such as quality, quantity, size, weight, and etc.*), obtained a mean of 2.9; and Item 5, (*record shortages, excesses, missing items and unacceptable ones*), obtained a mean of 2.73. The over-all mean in receiving practices is 2.738, meaning the respondents practiced at all times.

This means that the foodservice establishment in Iloilo City “practiced at all times” the identified receiving practices.

This finding supports the statement of Roldan (2005) that the receiving is the items whether procured through open market or through a supplies shall be received at the receiving area through the receiving clerk. In case the stock clerk is also the receiving clerk, a checker shall be assigned to check and validate items received. Both will sign in the receiving record and in the sales invoice.

This further implies that foodservice establishments must maintain to check items received as to specification such as quality, quantity, sizes and weight in receiving goods to ensure quality of goods and supplies received.

Table 4. Storage Practices of Selected Foodservice Establishments in Iloilo City

Foodservice Practices	Mean	Interpretation
1. keep the storage are dry, cool and well ventilated	2.90	Practiced at all times
2. store food & supplies in an orderly and systematic arrangement	2.80	Practiced at all times
3. store cooked foods above raw foods to prevent cross-contamination	2.83	Practiced at all times
4. check storeroom for treatment regularly against rodents and pests	2.90	Practiced at all times
5. segregate stocks according to perishable, non-perishable, dairy or non-dairy product	2.93	Practiced at all times
Overall Mean	2.872	Practiced at all times

Table 4 presents the practices of selected foodservice establishments in Iloilo City. Item 1, (*keep the storage area dry, cool and well ventilated*), obtained a mean of 2.9; 2, (*stored food and supplies in an orderly and systematic arrangement*), obtained a mean of 2.8; 3, (*stored cooked foods above raw foods to prevent cross-contamination*), obtained a mean of 2.83; 4, (*check storeroom for treatment regularly against rodents & pests*), obtained a mean of 2.9; 5, (*segregate stock according to perishable stock according to perishable, nonperishable, dairy products*) obtained a mean of 2.9. The over-all mean in storage practices is 2.872, meaning the respondents practiced at all times. This means that the selected foodservice establishment in Iloilo City “practiced at all times” the identified storage practices.

This finding supports the statements of Thorner and Manning (1983) that storage is important to the over-all operation of the foodservice because it links receiving and production. Dry and low-temperature storage facilities should be accessible to both receiving a food production area to reduce transport to a corresponding labor costs. Proper storage maintenance, temperature control, and cleaning

sanitation are major consideration in ensuring quality of stored foods.

Regardless of the type of foodservice, all foods should be placed in storage as soon as possible after the delivery, unless they are to be processed immediately. Fast-moving products are placed near the entrance and slower-moving ones are stored in less accessible locations. Foods that give odor should be stored separately. Foods should checked periodically for evidence of spoilage, such as bulging or leaking cans, Ideally, canned foods should not kept more than 6 months even when stored under proper conditions because it is difficult to determine length of time foods have been canned to delivery.

This further implies that foodservice establishments must maintain to segregates stocks according to perishable, non-perishable, dairy or non-dairy products in storing goods and supplies to avoid food contamination of goods and supplies.

Table 5 presents the inventory practices of selected foodservice establishments in Iloilo City.

Table 5. Inventory Practices of Selected Foodservice Establishments in Iloilo City

Foodservice Practices	Mean	Interpretation
1. strictly keep record in making order	2.96	Practiced at all times
2. apply regular checking of expiration date of stocks	2.8	Practiced at all times
3. conduct inventory at least once a month	2.86	Practiced at all times
4. assist management in preventing theft & pilferage	2.9	Practiced at all times
5. provide management data on the type and quantity of food and supplies on hand	2.93	Practiced at all times
Overall Mean	2.89	Practiced at all times

As shown in Table 5 Item 1, (*strictly keep records in making inventory*), had a mean rating of 2.96; 2, (*apply regular checking of expiration date of stocks*), had a mean of 2.8; 3, (*conduct inventory at least once a month*), had a mean of 2.86; 4, (*assist management in preventing theft and pilferage*), had a mean of 2.9; 5, (*provide management data on the type and quantity of food and supplies on hand*), had a mean of 2.93. The over-all mean for inventory practices is 2.89, meaning the respondents practiced at all times.

This means that the selected foodservice establishments in Iloilo city “practiced at all times” the identified inventory practices. This finding supports the statements of Suyo, (1998) that good inventory records are essential for providing management with the information need to have up-to date and reliable data on the costs of operation.

This further implies that foodservice establishments must maintain to keep records in making order in inventory to avoid losses of supplies.

Table 6 presents the safety practices of selected foodservice establishments in Iloilo City.

Table 6. Safety Practices of Selected Foodservice Establishments in Iloilo City

Foodservice Practices	Mean	Interpretation
SAFETY		
1. have a fire alarm	2.93	Practiced at all times
2. have a fire extinguisher	2.96	Practiced at all times
3. mop the floor when there is a spillage	3.00	Practiced at all times
4. provide a medicine kit?	2.93	Practiced at all times
5. keep floors dry and free from obstruction	3.00	Practiced at all times
Overall Mean	2.964	Practiced at all times

As shown in Table 6, item 1, (*have a fire alarm*), obtained a mean of 2.93; 2, (*have a fire extinguisher*), obtained a mean of 2.96; 3, (*mop the floor when there is a spillage*), obtained the mean of 3.0; 4, (*provide a medicine kit*), obtained a mean of 2.93; 5, (*keep floors dry and free from obstruction*), obtained a mean of 3.0. The over-all mean for safety practices is 2.964, meaning the respondents practiced at all times. This means that the selected foodservice establishments in Iloilo City “practiced at all times” the identified safety practices.

This finding supports the statement of Rinke (1990) on his study that safety in the workplace is of utmost importance to both employees and employers. It is shared responsibility.

This further implies that foodservice establishments must maintain to keep floors dry and free from obstruction and mopping the floor when there is a spillage to prevent customers in any accidents and to maintain the cleanliness of the foodservice establishments.

CONCLUSIONS

On the basis of the findings, it can be concluded that the number of foodservice establishments were equally divided into fast food and specialty

foodservice establishments in Iloilo City. Majority of the foodservice establishments were located at uptown or outside the City of Iloilo and have operated for more than five years. All specialty establishments have undergone accreditation by Department of Tourism. As to purchasing practices the foodservice establishments practiced at all times the following: purchasing practices: select the raw materials, purchase ahead of time, canvass prices before making order, choose the item with lower cost, and use specification in purchasing goods. The foodservice establishments practiced receiving practices at all times the following; accept goods even if not specification are met, prepare in advance the list of goods to be delivered the next day, use daily receiving report as evidence of item receive, check items receive as to specification such as quality, quantity, size, weight, etc., and record shortages, excesses, missing times and unacceptable ones. As to storage practices the foodservice establishments practiced at all times the following: keep the storage, cool, and well ventilated, store food and supplies in an orderly and systematic arrangement, store cooked foods above raw foods to prevent cross contamination, check store room for treatment regularly against rodents and pests, and segregate stocks according to perishable, non-perishable, dairy or non-dairy product.

The foodservice establishments executed inventory practices at all times like of strictly keep record in making order, apply regular checking of stocks, conduct inventory at least once a month, assist management in preventing theft and pilferage, and provide management data on the type and quantity of food and supplies on hand. As to safety practices the foodservice establishments practiced at all times the following: have a fire alarm, have a fire extinguisher, mop the floor when there is spillage, provide a medicine kit and keep floor dry and free from obstruction. Lastly, as to whether there is a significant difference in the practices of food establishments in Iloilo City, the results implies that there is no significant difference in the practices of foodservice establishments in Iloilo City since they all practice at all times certain principles in purchasing, receiving, storage, inventory and safety practices.

RECOMMENDATIONS

Since the foodservice establishments practiced at all times the different foodservice practices in purchasing, receiving, storage, inventory, and safety it is recommend that the owners and managers should continue to follow the different practices to ensure

quality service and satisfaction to the customer. It is recommended also that Hotel and Restaurant Management teachers should disseminate the result of this study through their lecture and discussion so that the students could be aware of the good practices employed in the foodservice establishments and enable them to apply this so that they will become effective foodservice worker. Furthermore, similar study be conducted to validate the results of this study using other variables and respondents.

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