

A descriptive study of food tourism in the philippines



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We have taken efforts in this project. However, this research would not have been possible without the guidance and the help of several individuals who in one way or another contributed and extended their valuable assistance in the preparation and completion of this research project. First and foremost, my utmost gratitude to Mrs. Eliza Daval-Santos, my professor in this Tourism Research Methods and Techniques subject, for the guidance and lessons she taught us about all of the research principles and procedures that I learned and applied in our research proposal.

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It is most to highlight key factors and motivate the person holding the plan to read it in its entirety. Today's tourist is more cultured than visitors of 20 years ago, is well travelled, is searching for new experiences, is concerned about the environment, is interested in taking part in a health/well-being lifestyle and wants to experience the local culture when he goes on holiday. Food tourism is a growing phenomenon all over the world and in the Philippines. It is the best way for a tourist to know the culture of a country and distinguished it to other nation.

According to trend analyst Ian Yeoman, food is a significant aspect of the tourist's experience of a destination, driven by the growing trends of authenticity and the need to have a high-quality experience. In this research, we tackled various significance of food tourism particularly in the Philippines, how it will help to attract tourists and how food shows or describe the culture of the place where it is originated. Filipino food may not be as famous as that of its Thai and Vietnamese neighbors. But with more than 7, 000 islands and a colorful history, this archipelago has some delicious dishes of its own.

Also, we discussed some of the Philippine's best culinary. Of course, food tourism in the Philippines will not be completed if we will not discuss at least a little about the exotic food here in the country. Blessed with an abundance of seafood, tropical fruits and creative cooks, there's more to Filipino dishes than the mind-boggling balut (duck embryo). You just have to know where to find them and how to eat them. We provided related articles and conducted survey for better understanding of the topic.

Significance of the Study:

This section will provide brief description on the various significances of the study given the three categories: Educational, Economic, and Tourism. The proposed study serves the students as their reference or guide in acquiring knowledge in what the country has to offer in the field of culinary particularly in food tourism. The study aims to prepare the students for their internships in the food business like Hotels, Resorts, as well as in the aviation industry where most of the end-users of their products are tourists.

This study will help the businessmen, especially owners of food establishments, to know what the tourist wants when it comes to food and to take full advantage of it. This also aims to elevate the quality of food in terms of preservation, crafts and taste to be internationally competitive and economically beneficial. The proposed study will benefit and help the future researchers as their guide. The study can also contribute in developing the quality of food tourism in the Philippines. Another significance of this study is for the public to be aware of food contamination and poisoning through imported food.

Limitations of the Study: The study is subject to following limitations: 1. The study is limited to restaurants / food establishments which originated only in the Philippines. 2. The study is limited to tourists visiting the Philippines Islands. 3. The study does not take into account the amount of money spent by tourists on food and food-related activities. 4. The study is limited to students and educators of Food and/or Tourism Industry. 5. The study limits itself to being a realistic generalization and does not test any theory/theories.

Defining Food Tourism by Wikipedia and World Food Travel Association:

According to Wikipedia, “ Culinary tourism or food tourism is experiencing the food of the country, region or area, and is now considered a vital component of the tourism experience. ” The World Food Travel Association, the world’s leading authority on food tourism, define food tourism as “ the pursuit and enjoyment of unique and memorable food and drink experiences, both far and near”. Previously WFTA had used the phrase “ culinary tourism” to describe the industry.

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They stopped using that phrase in 2012 because research showed that it gave a misleading impression. While “culinary” technically can be used for anything relating to food and drink and initially seems to make good sense, the perception among the majority of English-speakers we interviewed is that the word “culinary” is elitist. “Food Tourism” is inclusive and includes the food carts and street vendors as much as the locals-only (gastro) pubs, dramatic wineries, or one-of-a-kind restaurants. There is something for everyone in the food tourism industry.