

## **URBAN FARMING AS EMERGING SUPPLY CHAIN RESOURCES IN TAGUIG CITY: BASIS FOR LOCAL SUSTAINABILITY**

Amutan, Shirley Y. and Firma, Jane Rose G.

*Taguig City University*

The Philippines, located in the middle of the Pacific has experienced several threats to food security over the past few years. A string of natural calamities that have rendered farmer crops unusable, while problems caused by the lack of adequate infrastructure have posed an unnecessary and formidable challenge to farmers has gravely affected food supply. The ongoing pandemic, oil price-hike, natural calamities has placed unprecedented stresses on food supply chains, with bottlenecks in farm labor, processing, transport and logistics, as well as momentous shifts in demand affecting commercial operations supplying farmers' markets, restaurants, grocery stores etc. which also affects the sustainability of the local government. Achieving sustainable development requires local governments to determine the optimal mix of growth problems and possibilities, as well as how to separate economic expansion from environmental concerns. The local city has to form strong coalitions to address common concerns and adapt institutions and decision-making processes to ever-increasing globalization, given the global nature of many of the most critical development challenges, such as climate change. In times of crisis, people become passionate about their food supply, one of the few actions taken to aid this problem is through innovation in urban farming as it also benefits the three pillars of sustainability. The practice of growing plants and keeping animals in and around cities is becoming increasingly popular. Urban farming came from different forms of way as it became diverse with respect to scale, location, activities and goals it is intended to be. However, the most important feature of urban agriculture is not merely represented by its localization within the city boundaries but by its increasing relevance in the urban texture both at a socio-economic and ecological perspective. Make this a great topic for urban studies as well as corporate stability. Urban agriculture is a growing sector within the farming industry that aims to increase overall food production in urban and peri-urban areas through the conversion of available land into agricultural farms. The new idea of farming can lead to sustainability on food sector as it also helps business stability in food establishments and to the local market. Urban agriculture has several economic benefits to society. Urban gardens can promote economic development and tourism.

The gardens will attract businesses and residents and are catalysts for business development and promotion of city life. Urban agriculture can also create local employment and income. However, to predict whether urban farming will be successful and to influence its longevity, it is important to understand consumer perception. Thus, there does exist consensus that urban agriculture is a modern form of agricultural system reflecting the level of economic and social development of a city. Achieving sustainable development requires local governments to determine the optimal mix of growth problems and possibilities, as well as how to separate economic expansion from environmental concerns. Taguig City has to form strong coalitions to address common concerns and adapt institutions and decision-making processes to ever-increasing globalization, given the global nature of many of the most critical development challenges, such as climate change. In times of crisis, people become passionate about their food supply, one of the few actions taken to aid this problem is through innovation in urban farming as it also benefits the three pillars of sustainability. This study aims to assess the effectiveness of urban farms as alternative supply chain resources to promote local sustainability issues from each of the economic, environmental, and social perspectives. Our findings will give insight into how people see urban farming, ensuring that those who live their welcome bringing farms into urban areas. As the people get a better understanding of the food system, they want to be more involved in how food is cultivated, processed after harvesting, and transported from one area to another throughout the food chain. People are beginning to realize how far food has traveled and that they have no influence in what is cultivated or how it has grown as consumers. Urban agriculture has the potential to change that and, as a result, to reclaim its rightful place in the larger food system. Writers of background synthesis papers frequently develop a thesis before they conclude their work. Putting the facts, we have gathered together in ways that allow readers to see the information and the topic in a fresh light. As a result, the researchers chose to conduct research on urban farming as an emerging supply chain resource in Taguig.

The researchers gathered information from current sources, as well as pertinent publications and studies it also shows from the collection of the views and experience of the professionals in the said industry in the hospitality sector. As the researchers' knowledge broadens more as they have learned how focusing on the development of local endogenous resources allows for the decrease of local pollution and resource exploitation, as well as the territorial area's ecological resilience; a state that enhances the ability to adjust to local, regional, or national changes.

Local sustainability refers to a small region developed and maintained in such a manner that it effectively and fairly utilizes natural resources for both current and future generations of humans and other species as mentioned by Srinivas, H (2015). The Environmental dimension of local sustainability as per the statement of del Rio and Burguillo (2008) means focusing on the

development of local endogenous resources that enable the reduction of local pollution and resource exploitation, as well as making the territorial area more ecologically resilient; a state that increases the ability to adapt when faced with local, regional, or national changes. Social dimension of local sustainability can be accomplished via social cohesiveness, stability, social involvement, respect for cultural identity, and institutional development may be seen as a social dimension of local sustainability. Local sustainability also has a particularly favorable psychological influence on the youthful people of the area according to Burguillo and del Rio (2008).

Reducing unemployment and improving job quality, as well as strengthening social cohesion and lowering poverty levels, are all critical measures at the municipal level to achieve sustainability, the economic part of local sustainability aims to raise local income and enhance living standards by lowering energy reliance and diversifying energy sources as per del Rio and Burguillo (2008). Urban farming is currently a burgeoning industry in densely populated areas, thanks to the numerous personal and civic benefits it provides. Food security, environmental resilience, social capital, transparency, social inclusion and engagement, and so on are examples of the latter. The three components of sustainability, namely the economy, society, and environment, are more concerned. Although the three dimensions are distinct, they are not mutually exclusive. Sustainability is defined as balancing efforts to provide fundamental human needs while neither harming nor deteriorating the natural environment as cited by Connelly, Markey, et al., (2011). Despite growing public, political, and scientific interest, studies have neglected urban agriculture's benefits to sustainable urban development, economic viability, and perception on a grassroots level.

This study assumed that urban farming is an effective resource of supply chain that will lead to a local sustainability. The researchers also assume that participants will respond to the questionnaire with an honest and precise answer based on their experiences and perspective that will lead to a reliable database. The goal of the study is to assess and understand the perspective of the participants when it comes to the effectiveness of urban farms as supply chain resources and to recommend actions that might be helpful for the future of urban farming in Taguig City.

Researchers used descriptive design technique and a qualitative type of survey to gather, analyze, and interpret the data for this study. The participants of this study include three farm owners/team leaders in Taguig City namely the City Farm, Taguig Integrated Farm, and Herb Farm, the researchers conducted interviews with the participants to learn about their perspectives on urban farming to gather relevant information that might be helpful for the research study. Because the proponents performed an interview at their preferred location, the researchers decided on non-probability sampling study. The majority of non-probability sampling methods need some level of judgment. Rather of selecting at random, the researchers chose depending on the availability of responses. The researchers due to the organization's /accessibility also used the convenience sample approach. Convenience sampling, according to Samuel J. Stratton, is a typical sort of sample employed in population studies. The researchers chose convenience sampling because it is quick, requires less time than other sample procedures, and is straightforward. The researchers employed a range of data and strategies to obtain information, including interviews and secondary source data collection. The key sources are the comments from urban farm owners/team leaders to the researchers' interviews. Despite the fact that the three farms have varied features and contributes to local sustainability in different ways, the researchers concluded that both urban agriculture methods have contributed to local sustainability by forming a circular metabolism. Both options make optimal use of resources and maximize the value of all inputs. The researchers came to a conclusion based on the data results derived from the information provided by the participants.

Various urban farming systems have different local sustainability performances depending on the conditions of different cities. Understanding the impact of various urban agriculture techniques on local sustainability might serve as a model for the cities' future growth. An investigation of the influence of urban farming practices on local sustainability may be conducted using the theoretical framework and selected indicators given in this paper. This paradigm may be used to apply to a variety of urban agriculture activities, and this thesis does so for three distinct urban agricultural techniques in Taguig.

Urban farms have various local sustainability features, while they share the same essential aims, as can be shown by examining their similarities and contrasts. They also provide an area for inhabitants to improve their social cohesiveness. To summarize, these farms not only provide a different method to access food production, but they also contribute to local sustainability. Based on the significant findings and conclusions of the research entitled: "Urban Farming as emerging Supply Chain Resources in Taguig City: Basis for Local Sustainability", the following recommendations were enumerated to the following sectors: Local Community in which positively express their views to relevant authorities, build effective urban agriculture practices, and abide with the rules and regulations being implemented by the local government, increase public understanding and awareness on urban agriculture and actively participate in urban agriculture activities

The Local Government in which propose laws article that would legalize a variety of urban farming methods, listen and keep up with the opinions of the local community, make a plan to work separately on multiple functional urban farms, such as service- and production-based urban farms, in order to alleviate the burden of a single urban farm, create an effective work-plan for the farmers depending on the size of the urban farm, build a learning institution that will help beginners to be trained on how to put up and sustain their own urban farm, implement programs and projects that will guide farmers specially on where to sell their products to gain more profit, make more land resources available to farmers, the government should create a stricter policy to lessen the pollution to sustain the clean environment specially those land that are not in use and create a linkage between the farmer and stakeholder and implement regulations regarding the standard price of the produced in order to become beneficial to the both parties.

Keywords: Urban Farming, Sustainability, Local Sustainability, Supply Chain

## **CHEF'S COMPETENCY: A CRITICAL SUCCESS FACTOR IN FOOD TOURISM**

Costales, Angelica F., Decena, Maria Agustina Rosario Bethzaida S., Ramos, Sharon L., Limosinero, Rene Delfin E.  
*Laguna State Polytechnic University*

Culinary tourism or food tourism includes all memorable food experiences, not just those with reputations for 'fine dining'. Chefs are culinarians in their professional fields, preparing food and dishes in all ways of operating a restaurant. In many tourists and hospitality literature, the chef role is said to be very vital and needs to get more attention. Subsequently, the chef has a vital role in food tourism which is more than just the taste or emotion of people to a certain meal, but it is about how it differs from the others, how certified it is, and the history of the food. Most significantly, this covers the people behind each item, how it is made, the chef's certification, and other critical success factors for culinary tourism. This culinary expertise is believed to have a significant influence on how consumers feel when they visit restaurants (Chen et al., 2017).

According to Pang (2017), chefs are crucial in providing content that encourages culinary conversation as well as providing visitors with a satisfying experience on the plate. Thus, the purpose of this study was to investigate if chef's competency is a key element in food tourism success in Tagaytay City, Cavite, Philippines. It determined the respondents' profile, essential skills of the executive chefs, and the perception on the elements of success of food tourism. It also aimed to find out whether there is a significant relationship between the chef's essential skills and the elements of success in food tourism based on the respondents' assessment, as well as, if there is a significant difference on the chef's essential skills when grouped according to profile. Hence, it is believed that the research will be beneficial to the students in providing information, to the academe as aid in the establishment of college curriculum, to the Laguna State Polytechnic University as an additional reference to the University Library, to the economy as used by the government in improving local food tourism and to the future researchers which will be useful for conducting studies related to fields of restaurant management and culinary tourism.

The study conducted in selected restaurants at Tagaytay City, Cavite, Philippines, used a correlational research design wherein respondents were chosen through purposive sampling. The theoretical frameworks used were the Chef's Competency by the Association of Southeast Asian Nations (ASEAN) Common Competency Standards for Tourism Professionals (ACCSTP) and the Sustainable Tourism Performance Evaluation Framework by Luo (2018). This study used the IV-DV Model for its conceptual framework wherein the identified independent variables are the profile of the respondents and the various chef competencies based on functional competency, core competency, and general competency, and the dependent variables are different success in culinary tourism based on economy, efficiency, effectiveness, and equity. The survey questionnaire was the primary data collection tool which was adapted from Wenbin Luo College of Tourism at Hunan Normal University in Changsha, China, entitled "Evaluating Tourist Destination Performance (2017)." There were three (3) parts of the research instrument. The first section contains a profile of the respondents in terms of their age, sex, civil status, level of education, and place within the organization. The second section then comprises of the respondent's evaluation of the critical abilities of the executive chefs, specifically the competencies in general, core and functional, in the chosen restaurants in Tagaytay City; and the third section is made up of the respondents' opinions of the factors that contribute to the success of culinary tourism in terms of economy, efficiency, effectiveness, and equity.

This evaluation framework places a stronger emphasis on public value than is typical in performance studies. The responses were scored using the Likert scale, which suggested that attitudes can be graded on a scale of 1 to 4 and that their strength or intensity is linear, i.e., on a continuum from highly competent to not competent. The respondents' demographic profile was determined by using frequency distribution and percentage to assess the data.

The respondents' evaluation of the critical competencies of executive chefs in terms of their general, core, and functional competency as well as their perception of the factors that make food tourism successful in terms of economy, efficiency, effectiveness, and equity were measured using weighted mean and standard deviation. Finally, regression analysis was utilized to test for a significant association between the respondents' assessments of the chef's fundamental abilities and factors that contribute to success in the food tourism industry. Independent sample t-test and analysis of variance (ANOVA) were used to examine whether there was statistically significant difference on the essential skills of the chefs when grouped according to profile.

Results showed that most of the respondents are within the age group 24-28 and 29-33 wherein each got 31.3%. Sex distribution of the respondents was predominantly male which garnered 62.5% of the total. Both results of the age and sex distribution were consistent with data supplied by the Philippine Statistics Authority which states that the working group in the country is primarily from those aged 25 to 34 and that is composed of men. Consequently, it was found that respondents' marital status was evenly distributed and that majority (75%) are bachelor's degree holders. Most of the respondents (25%) are also in a supervisory position in their restaurants. On the assessed functional competency, it showed that the majority of the chefs are highly competent especially in food service knowledge. As for the core competency, results show that the food quality and safety, as well as, the business skills are both necessary factors for chefs. It further demonstrated the importance of core competencies that validates the skills of the chefs like Culinary Expertise, Innovation, and Leadership.

The study also proved that the elements of Tourism Destination Performance (TDP) are important factors in determining the success of culinary tourism. It is worth noting that the subfactors identified under the element of Economy such as employment, brand image, and cultural heritage are contributors to the success of culinary tourism. It is significant to note that food tourism is more successful when the destination meets the needs of subfactors such as novelty, culture, accommodations, and enjoyment because this amount of money directly supports the food industry. Developments on infrastructures are one of the elements of success in culinary tourism as well in terms of effectiveness. Since equity refers to the public spaces available for public consumption, its availability is of utmost importance as it is related with the comfortability of the tourists. The respondents all strongly agree that the 4Es; Economy, Efficiency, Effectiveness and Equity are all essential elements in the success of Culinary Tourism.

The correlation between the relevance of a Chef's competency and the overall success of culinary tourism was discovered to be significant at the 0.01 and 0.05 levels, respectively, using two-tailed tests. Almost all of the values obtained are significant except for core competency and efficiency. This demonstrates that there is a significant relationship between chef competencies and the success of Tagaytay City, Philippine's food tourism. Economically, a chef's skill and success in culinary tourism are significant at the 0.01 level of significance. This implies that there is a significant relationship between chef's competency and success in culinary tourism in terms of economy. According to Lou, 2018, the contribution of the economy greatly affects the success of culinary tourism because without a good economic activity no tourist will visit which will result in reduced potential customers. Nearly all measures of a chef's functional and general competency as well as their efficiency in the field of culinary tourism are significant at the 0.05 level of significance. This suggests that, in terms of efficiency, there is a strong correlation between functional and general competency and success in culinary tourism.

Additionally, at the 0.01 level of relevance, the chef's proficiency and achievement in culinary tourism are important. This suggests that, in terms of effectiveness, there is a considerable association between a chef's skill and success in culinary tourism. Chef's functional and core competency and success in culinary tourism in terms of equity are significant at .05 level of significance. While Chef's general competency and success in culinary tourism in terms of equity are significant at .01 level of significance. Researchers also rejected the null hypothesis that there is no significant association between a chef's ability and food tourism success.

As for the assessment of significant difference on the chef's competency when grouped according to profile, when the competencies are categorized according to sex and civil status, there are no discernible differences. Excellent interpersonal skills are a necessary trait for a chef, and they are not gender or social status-based. When the general competencies are compared by age, there are notable differences. This indicates that one of a chef's vital skills is industrial experience. There is significant difference on the functional competency when grouped according to their position in the establishment. This means that the higher the position in the establishment the higher the competency in terms of food and service knowledge. There is significant difference on the functional competency when grouped according to their position in the establishment. This means that the higher the position in the establishment the higher the competency in terms of food and service knowledge. When the basic competencies are categorized by where they are in the establishment, there are noticeable differences. This indicates that the respondents' position in the establishment amply demonstrates their business knowledge. Finally, there is a significant difference in the overall importance of competencies when grouped according to their position in the establishment. This means that the position in the establishment has higher knowledge and experience which gives them advanced competency because they have attained the three competencies of a chef.

The research results partially support the null hypothesis, which holds that there is no substantial association between a chef's culinary proficiency and the success of food tourism. As a result, it has been proven that a chef's culinary skills can be seen as an important component of the City of Tagaytay's food tourism industry. The premise that there are no appreciable differences in a chef's ability when categorized according to a profile is, however, only partially supported. Through the careful analysis of the data gathered and presented, the following recommendations were made. Since the essential core competencies of a restaurant chef were further emphasized in this study, the researcher recommends the creation of seminars and training focused on these competencies to further enhance the skills of the chefs. Factors affecting the success of culinary tourism have been identified in this research. It is important to provide this data to the local tourism office of Tagaytay City, so that it will serve as a basis of improvement on future projects for the benefit of their Municipality. For future researchers, a parallel study may be conducted in their local area to further prove that the reputation of a good chef is a vital part of the success of local tourism. Lastly, the proposed action plan is suggested to be reviewed and adapted for future use of the restaurants in Tagaytay City, Cavite, Philippines.

Keywords: Food Tourism, Chef, Demography, Trends, Competency, Culinary

## **DEMOGRAPHIC PROFILE AS CORRELATES OF MILLENNIALS' PURCHASE INTENTION FOR ORGANIC FOODS**

Martinez, Mila Joy J. and Bragaza, Maria Ligaya T.

*Polytechnic University of the Philippines | Philippine Women's University*

This study explores the influences of socio-demographics on the purchase intention of organic food products among 214 young professional millennials. This research used quantitative methods and purposive sampling to collect the data. A validated survey questionnaire was used to gather pertinent data on socio-demographic profiles and level of agreement on purchase intention on organic products. Results revealed that gender had no significant correlations to purchase intention ( $r=.080$ ,  $p=.245$ ). Similarly, respondents' marital status ( $r=-.001$ ,  $p=.991$ ), occupation ( $r=-.122$ ,  $p=.075$ ), and monthly income ( $r=.129$ ,  $p=.059$ ) had no significant association with their purchase intention. Meanwhile, the findings of the study to purchase intention, respondents agreed with all factors, namely: Environmental Concern (WM=3.26), Health Consciousness (WM=3.22), Health Lifestyle (WM=2.82), Knowledge (WM=3.16), and Product Quality (WM=3.10). Moreover, correlation analyses revealed that no significant association between purchase intention and socio demographic profiles except for education ( $r=.16$ ,  $p=.022$ ).

Keywords: Organic food, purchase intention, millennial, purchase behavior, organic farming

## **PERCEIVED NEW NORMAL DINING SERVICE QUALITY OF FASTFOOD CHAINS IN BAMBANG NUEVA VIZCAYA**

Montemayor, Zaira Mae G., Alnas, Erika Jill V., Gundran, John Mark B., Arcelona, Mark Anthony and Tapelite, May O.

*Nueva Vizcaya State University - Bambang Campus*

The present study quantitatively investigated the perceived new normal dining service quality of fast food chains in Bambang, Nueva Vizcaya; its relationship to customer satisfaction; and gathered data from the 3 fast food chains such as Mc Donald's, Mang Inasal, and Jollibee through the use of a survey questionnaire and statistically tabulated through the use of frequency and percentage. The results of the study show that the average respondents are female, of mature age, and professional. Perceptions on the perceived level of agreement in terms of the 4 service quality indicators such as Tangibility, Responsiveness, Empathy, and Reliability are agreed, which emphasizes the degree of level of satisfaction of the respondents. On the level of customer satisfaction among the fast-food chains in Bambang, Nueva Vizcaya, in terms of quality of service, value of money, service efficiency, service accessibility, customer care, handling complaints, trustworthiness, product and service innovation, the respondents perceive that they are satisfied. There is a significant relationship between the new normal in dining service quality (DTI, IATF, and DOH) and customer satisfaction. There is a significant relationship between customer satisfaction and educational attainment in relation to vocational vs. senior high school. There is also a significant relationship between the new normal service quality and vocational vs. senior high school and vocational vs. elementary.

Keywords: New Normal Dining Service, Quality, Fast-Food Chains, Customer Satisfaction