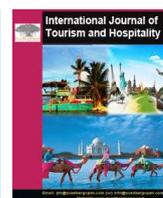




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Theme-House Specialty Restaurant Dining Towards an Enhanced Gastronomic Experience: Basis for Marketing Promotional Plan

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Abstract

The rise of digital marketing and online platforms changed how diners experience food with visual appeal and distinctiveness valued alongside flavor. Food experiences become accessible through blogs, videos, and reviews encouraging diners to try world cuisines like Korean, Japanese, Chinese, Philippines, and other theme-house specialty restaurants. This transformation presented issues in hospitality business like shifting consumer expectations and increased competition. A quantitative descriptive survey was conducted with 150 respondents from selected NCR cities divided equally between management and customers to gather information about gastronomic experiences and operational perspectives. This analysis used purposive sampling and frequency distribution to select participant responses and the data was presented in tabular form related to the gap. Food quality, service, atmosphere, novelty, price, security, sanitation, and promotions were rated positively. While, employees raised concerns about labor shortages, inflation, and ineffective management while customers expressed issues about bad service, food safety, and changing consumption behavior. The results presented impacts of emerging food trends and digital influence on restaurant operations and customer satisfaction making difficult for businesses to adapt marketing strategies and service delivery to be competitive in the foodservice industry.

Keywords: *Gastronomic experience, Theme-House specialty restaurants, Consumer behavior, Dining satisfaction, Hospitality industry challenges*

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1. Introduction

The researcher focus on the interest in dealing with the existence of Culinary Gastronomy and it's essential aspects on how to enhance the outmost experiences of today's diners in achieving their expectations and satisfaction about the food items they loved to eat and places which they mostly like to visit and explore as part of having an enjoyable moments. Nowadays, diners' attitudes and preferences show diverse options of what and how they will have their meals, not just a typical and usual food set-up. As the Era of Innovation came through, most people were expecting something new, different, or enhanced products and services which including food and beverages, as daily necessities.

According to History, it clearly defines that Gastronomy involves discovering, tasting, experiencing, researching, understanding, and writing about food preparation and the sensory qualities of human nutrition as a whole. It also studies how nutrition interfaces with the broader culture. The importance of Customer Dining Experience in the Restaurant Operation is vital in assessing the overall performance of a certain business in catering to the needs and wants of its valuable customers. Also, it serves as a basis on what are the positive impacts or contributions of the business in

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society. It will give essential knowledge to the diners on how wonderful a particular city offers specialties in terms of culinary experiences. It will also promote the city in a better image and could lead to attracting future visitors, diners, and tourists. The familiarization of our authentic dishes will tell how colorful our cities' culture, traditions, and histories have all over the years.

Distinct Cuisine is leveling up through culinary innovations, exquisite presentations, deluxe food taste, and promotional techniques and strategies to showcase the greatness of each restaurant business in introducing their finest dishes worldwide. It creates the best food signatures, which gives a remarkable image of each country or place. The Philippines shows unique cooking methods that attract local and foreign eaters. Nowadays, most Filipinos consider food not just a body requirement in order to be healthy, but as a way of making their life happier and more satisfying.

In this case, the demand for a newly-conceptualized Food business like Themed-House Restaurant creates a large opportunity for different companies or ordinary entrepreneurs. Most of the businessman establishes their own food and beverage ventures. Some of the business owners decided to change their other existing business into a restaurant. Others convert their home sweet home into a food hub. Because of the good earnings in the food business, most of the Filipinos copy or compete with a nearby food business with a similar food service operation. It has the same products, prices, and promos, which gives a negative impact on building a harmonious relationship with other business owners. Thus, creates minor problems within the business community.

Luscious Foods are the best way to declare and show love for others. From the planning of making all the dishes, mise en place, cooking presentation, and up to serving the foods and beverages came from the passionate heart of each chef or cook. They make an outstanding, palatable meal for all of their customers.

In this manner, Diners continues to support their business and shares the good insights about how excellent the service was. Eaters help the restaurant owners to promote their existing menus by sharing posts through social media, writing food blogs, making video clips, and some writers put food stories in a book. If the good reviews continue to happen, it will make the business popular and can be the talk of the town. But, some issues still might arrive like the negative impression or dining experiences from the tricky customers. Some pessimistic customers wanted to ruin the whole business operation, even if it is just minor issues that can be resolved through mutual reconciliation. Other major issues can cause a restaurant to close for further investigation and take time to reopen. Since Food and Beverage is a sensitive business, the Management needs to prevent those incidents and maintain the standards required by the Government, since health is the major concern of all people. Most of the leading Restaurants strictly follow the CCP or Critical Control Point System and Food Hazards to maintain a secure operation and facilities.

Meanwhile, other entrepreneurs can have their sanitary certificate, which may serve as evidence that the management complies with the government requirements. They can enjoy the food without taking any risks and worries if they are all aware of the capabilities of restaurant to cook their favorite dishes. Diners love to experience new environments, new foods and drinks, and new food service, which is why the concept of Theme-House Restaurants exists. It came up to satisfy the needs and claims of all people. In any part of the Philippines, they are able to see the different ideas that those restaurants offer. This is a great start for those individuals who want to have their own business someday. This piece of work will serve as a background of information relevant to the topic. Also, it assessed some common problems in today's culinary trend, on how a particular cuisine diversely affects the operation of other existing restaurants in different aspects of products and services.

2. Background of the Study

The researcher visited the selected Theme-House Specialty Restaurants within selected cities in the National Capital Region. These Food and Beverage Businesses include concepts such as Authentic, Traditional, and special dishes of those known areas.

The aid of having an active social media account will allow them to post all information about the restaurant. It will surely capture the eyes of those who love to try new food experiences. We can see several posts on social media showing how people are indulging in this particular product, and multiple restaurants have been put up offering this unique concept. Today, it is one of the rising trends, themed-house specialty restaurants. The result is a popular type of chain of restaurants that was inspired by the different cultures seen mostly in music, dramas, and even in advertisements. Customers are essential to all types of businesses; without them, entrepreneurs cannot roll on to the economic process. In today's Market, it is important to work with the needs of their customers intimately.

On the other hand, satisfaction is an individual perception of pleasure or disappointment. If people's desire level meets their degree of satisfaction additionally expands, but if not at that point, frustration comes. Customer satisfaction

is significant for every organization, whether they are in the service sector or the private sector. It's not possible to satisfy every customer. If the customer likes the item, then they express satisfaction with the item after use (Yao *et al.*, 2019). The popularity of the newly conceptualized Restaurant creates a huge demand. It offers a business opportunity for entrepreneurs. This study is essential for future readers on how they will manage their own business successfully. The researcher came up with the idea to make a study on how those Theme-Restaurants influence the Filipino Restaurant operations.

Assess the possible effects of adapting new culinary practices from other foreign countries. The purpose of this paperwork is to provide an analysis of the Theme-House Specialty Restaurant Dining towards an Enhanced Gastronomic Experience.

3. Statement of the Problem

The research aims to assess the “*Theme-House Specialty Restaurant Dining towards an enhanced Gastronomic Experience*”: *Basis for Marketing Promotional Plan*

Specifically, it sought to answer the following questions:

- What is the Demographic Profile of the Respondents in terms of:
- Type of Respondent (Employees or Customers);
- Years of operation or service in the Restaurant or Food Business; and
- Frequency of visits and dine-ins in the selected Restaurant of the Food Business?
- How do the respondents assess the Gastronomic Experience on theme-house restaurants' attributes in terms of:
- Food Quality;
- Service Quality;
- Atmosphere;
- Novelty;
- Price;
- Security;
- Sanitation; and
- Promotion?
- Is there any significant difference in the assessment of the two (2) groups of respondents on theme-house restaurant experiences based on the above-mentioned variables?
- What are the challenges encountered by the respondents at the theme-house restaurants?
- What type of marketing promotional plan may be proposed based on the findings of the study?

4. Hypothesis

H_0 : *There is no significant difference between the status of the respondent and the variables indicated in SOP # 2*

4.1. Scope and Delimitation of the Study

The study was informative and descriptive. It focused on the overall foodservice operation of the Theme-House Restaurant. Identified how beneficial this foreign influence is to Philippine Food Culture and practices. The research sample is composed of one hundred fifty (150) respondents (75 respondents from Theme-House restaurant employees and 75 respondents from customers or diners) located in the vicinity of selected cities in the National Capital Region (NCR).

The limitations of the study were based on the shortcomings, conditions, or influences that cannot be controlled by the researcher, which place restrictions on the methodology and conclusions.

The researchers believed that confidentiality and restrictions of the information given by the company are strictly observed and followed by the researcher. In addition, the literature embedded in the study was not decontextualized because of international mandates.

The delimitations of the study were commonly defined as the parameters of the research. It frequently deals with the following circumstances, such as not being able to interview other nearby food and beverage outlets, such as a fast-food chain, a food hub, a specialty restaurant, and other specialty restaurants and eateries.

5. Significance of the Study

Based on the summary of findings, the following are the beneficiaries of the study:

Hotel and Restaurant Management / Hospitality Management & Tourism Students. They are able to use these gathered facts as a basis for their study, practice, and careers in the Hospitality Industry.

Diners. Today, diners are conscious about their meals and food taken, which is why discovering this new restaurant concept will guarantee new enjoyment and food-satisfying experiences.

Restaurant business Owners. The researcher was able to intensify the knowledge of the management on how to promote their business and give a gastronomic feature of the Restaurant.

Future Entrepreneurs. All vital information related to the food business and Restaurants is indicated in this study. They can use this as a reference in building their themed Restaurant.

Future Researchers. The study presented will be able to use as a further reference data in conducting or formulating new research, in which this study will serve as their guidelines in producing research projects, experiments, and as well as studies.

The researcher provided an outstanding study that will serve as a valuable resource that aligns with the ideas and experiences related to the said topic.

6. Literature Review

The themed restaurant industry consists of a multitude of objects and experiences. A themed restaurant's main features may be described as cultural resources, including art, movies, sports, cartoons, pop music, old acquaintances, fashion, the natural environment, locality, nationality, and ethnicity. A number of unique traits can be used to characterize theme restaurants. Also dubbed "*eatertainment*" restaurants by the trade press, theme restaurants typically feature a neatly packaged combination of dining, retail stores, and entertainment of some sort. They can be considered unique in that they often focus on retail sales or entertainment value above sales in other areas. The rapid economic development in recent years has led to the improvement of people's living standards, and people's requirements for food and beverages have transitioned from the initial eating to the level of hygiene, nutrition, health, status, and cultural consumption.

Theme restaurants, a unique restaurant business model, emerged in the context of meeting the needs of customers at different levels of dining.

The emergence of this theme restaurant meets the individual needs of consumers, spiritual experience, and the consumer's or the restaurant users' simple dining behavior, in a form of cultural consumption. This paper investigates the impact of interior design on user consumption behavior using theories related to the spatial layout of the interior environment, thus providing some theoretical support for future theme restaurant operations.

Gastronomic (food) tourism was crucial for visitation and destination choices. Thailand's tourism and its reputable cuisine can utilize the potential of online platforms as a channel to connect tourists to local communities. Despite the massive online textual data in tourism, employing such insightful knowledge in theory and practice is still insufficient. This research explores gastronomic tourists' experiences and their impacts on local communities in Thailand by conducting a qualitative approach to analyze local food experiences of gastronomic tourists' reviews from five different online platforms. The results from 461 online reviews reveal positive tourists' gastronomic experiences in Thailand. The gastronomic tourism offers and their contributions to local community destinations vary across online platforms. Additionally, all five online platforms facilitate the connection of gastronomic tourists and local people differently (Kattiyapornpong, 2021). In addition, the local online platforms offer a greater variety and uniqueness of gastronomic tourism experiences, including authentic food experiences, local interaction and community benefits, tailor-made cultural learning with locals, and the social aspect of food that benefits local communities. This research benefits both tourism scholars and practitioners in filling the knowledge gap of employing available online tourism platforms to better understand, plan, and design gastronomic tourism experiences in local communities (Morakot *et al.*, 2021).

6.1. Food Quality

It plays a central role in the restaurant industry. It is essential to satisfy consumer needs. Food quality is a substantial condition to fulfill the needs and expectations of the consumer. It is acknowledged as a basic component of the restaurant's overall experience (Rajput, 2020).

Food quality is a restaurant's most important factor, and it is considerably related to customer satisfaction. Greatly affects customer loyalty, and customer assesses the restaurant on the basis of food quality. It entails food taste,

presentation, temperature, freshness, nutrition, and menu variety. It influences customers' decisions to revisit the restaurant. Academic curiosity is increasing in the restaurant's menus, as the variety of menu items is considered a critical characteristic of food quality.

Taste is a sensual characteristic of food. It is assessed after consumption. Nonetheless, customers foresee taste before consumption through price, quality, food labels, and brand name. The texture of food is important to achieve customer satisfaction. Menu Presentation of food enhances dining customer satisfaction. Customers' concerns about healthy food substantially affect customers' expectations and choice of a restaurant. Signs of Freshness are assessed with the aroma, juiciness, crispness, and freshness of the food. Food quality enhances customer satisfaction. Food quality detectable by our senses can be divided into three main categories: appearance factors, textural factors, and flavor factors ((*Imtiyaz et al., 2021*)). Appearance factors include such things as size, shape, wholeness, different forms of damage, gloss, transparency, color, and consistency. For example, apple juice is sold both as cloudy and clear juice. Each has a different appearance and is often thought of as a somewhat different product. Textural factors include hand feel and mouth feel of firmness, softness, juiciness, chewiness, and grittiness. The texture of a food is often a major determinant of how much or well we like a food. For example, many people do not like cooked liver because of its texture. Flavor factors include both sensations perceived by the tongue, which include sweet, salty, sour, and bitter, and aromas perceived by the nose.

The former is often referred to as "flavors" and the latter "aromas," although these terms are often used interchangeably. Flavor and aroma are often subjective, difficult to measure accurately, and difficult to get a group of people to agree on. A part of food science called sensory science is dedicated to finding ways to use humans to accurately describe the flavors and other sensory properties of foods. There are hundreds of descriptive terms that have been invented to describe flavor, depending on the type of food. Since most people generally experience the properties of food in the order of appearance, texture, and flavor, it is logical to discuss quality factors in this order now. In addition to size, shape, and wholeness, pattern can be an important appearance factor. Wholeness refers to the degree of whole and broken pieces. Size and shape. These are easily measured and are important factors in federal and state grade standards. Fruits and vegetables can be graded for size by the openings they will pass through. Shape may have more than visual importance in restaurant and vending systems, for rapid mass feeding has become commonplace.

Some of the most difficult engineering problems encountered in such facilities were in designing equipment that would dispense odd-shaped food pieces into moving dishes. Color and Gloss. Food color not only helps to determine quality, but it can also tell us many things. Color is commonly an index of ripeness or spoilage. This light will be differentially absorbed depending on the color of the liquid and the intensity of this color. Two liquids of the same color and intensity will transmit equal fractions of the light directed through them. If the food is liquid or a solid, we can measure its color by comparing the reflected color to defined colored tiles or chips. Color measurement can be further quantified. Light reflected from a colored object can be divided into three components, which have been termed value, hue, and Chroma. Value refers to the lightness or darkness of the color or the amount of white versus black; hue to the predominant wavelength reflected, which determines what the perceived color is (red, green, yellow, blue, etc.); and Chroma refers to the intensity strength of the color.

The color of an object can be precisely defined in terms of numerical values of these three components. Another three-dimensional coordinate scale for describing color utilizes the attributes of lightness-darkness, yellowness-blueness, and redness-greenness. Food samples having the same three numbers have the same color. These numbers, as well as numbers representing value, hue, and chroma, vary with color in a systematic fashion that can be graphed to produce a chromaticity diagram. The color chemist and quality controller can relate these numbers to color and, through changes in the numbers, can follow gross or minute changes in products that may occur during ripening, processing, or storage. Similarly, a quality controller can define the color of a product and relate this information to distant plants to be matched at any future date.

This is particularly useful where the food color is so unstable as to make the forwarding of a standard sample unfeasible. As with color, there are light-measuring instruments that quantitatively define the shine or gloss of a food surface. Gloss is important to the attractiveness of gelatin desserts, buttered vegetables, and the like.

Consistency: Although consistency may be considered a textural quality attribute, in many instances, we can see consistency, and so it is also another factor in food appearance. Consistency of such foods is measured by their viscosity, with higher viscosity products being of higher consistency and lower viscosity being lower consistency. Texture refers to those qualities of food that we can feel with the fingers, the tongue, the palate, or the teeth. The range of textures in foods is very great, and a departure from an expected texture is a quality defect. Texture. Food texture can be reduced to measurements of resistance to force. If food is squeezed so that it remains as one piece, this is compression,

as with the squeezing of bread. The force needed is sensed by a transducer and displayed on a meter. The carefully engineered needle probe was designed to give readings that correlate with the tenderness of the meat after cooking, while at the same time not altering the raw meat for further use. Several of the above methods for measuring texture alter the food sample being tested, so that it cannot be returned to a production batch. Since there are correlations between color and texture in some instances, there are applications where color may be used as an indication of acceptable texture.

Texture Changes: The texture of foods, like shape and color, does not remain constant. Water changes play a major role. Foods can also change texture with ageing. The texture of fresh fruit and vegetables becomes soggy as the cell walls break down and the cells lose water. This is referred to as loss of turgor. As more water is lost from the fruit, it becomes dry, tough, and chewy. This is desirable in the case of dried apricots, prunes, and raisins. Bread and cake, in the course of becoming stale, lose some water, and this is a quality defect. Steaming the bread refreshes it somewhat by softening the texture. Crackers, cookies, and pretzels must be protected against moisture pickup that would soften their texture. Quite apart from changes in the texture of unprocessed foods, there are the textural aspects of processed foods. For example, lipids are softeners and lubricants that the baker blends into a cake formula to tenderize the cake. Sugar affects texture differently depending on the concentration. In dilute solution, it adds body and mouth feel to soft drinks.

As noted already, flavor is a combination of both taste and smell and is largely subjective and therefore hard to measure. This frequently leads to differences of opinion between judges of quality. This difference of opinion is to be expected since people differ in their sensitivity to detect different tastes and odors, and even where they can detect them, people differ in their preference. In some cultures, strong-smelling fish is desirable, whereas in others such fish would be unacceptable.

Three very important quality factors that may not always be apparent by sensory observation are nutritional quality, sanitary quality, and keeping quality. Nutritional quality can frequently be assessed by chemical or instrumental analyses for specific nutrients. In many cases this is not entirely adequate and animal feeding tests or equivalent biological tests or equivalent biological tests must be used. Sanitary quality is usually measured by counts of bacteria, yeast, mold, and insect fragments, as well as by sediment levels. Keeping quality or storage stability is measured under storage and handling conditions that are set up to simulate or somewhat exceed the conditions the product is expected to encounter in normal distribution and use. As normal storage tests may require a year or longer to be meaningful, it is common to design accelerated storage tests. These usually involve extremes of temperature, humidity, or other variables to show up developing quality defects in a shorter time. Accelerated storage tests must be chosen with considerable care because an extreme temperature or other variable frequently will alter the pattern of quality deterioration

6.2. Service Quality

Quality as a construct is projected by Juran and Deming (2020). Service quality is comparatively a contemporary concept. It assesses the excellence of brands in industry of travel, retail, hotel, airline, and restaurant. Restaurant service quality affects the dining experiences of customers. It creates a first impression on consumers and affects consumers' perception of quality. The service industry provides good service quality to the customers to attain a sustainable competitive advantage. Customer satisfaction depends on the quality of service at the restaurant. It entails price, friendliness, cleanliness, care, diversity, speed of service, and food consistency according to the menu. It also depends on communication between the restaurant's personnel and the customers. Consumer's evaluation of service quality is affected by the level of friendliness and care. Service quality leads to positive word of mouth, customer satisfaction, better corporate image, attraction for new customers, increased revisits, and amplified business performance. Service quality increases revisits and behavioral intentions of customers in the hospitality industry. Service quality has been described with the help of five quality dimensions, namely, tangibles, reliability, responsiveness, assurance, and empathy. Definitions relating to these variables have been modified by different authors. The relationship between various dimensions of service quality differs based on particular services.

Tangibles: The tangible aspects of a service have a significant influence on the perception of service quality. These comprise the external aspects of a service that influence external customer satisfaction. The key aspects of tangibility include price, ranking relative to competitors, marketing communication, actualization, and word-of-mouth effects (Ismagilova *et al.*, 2019), which enhance the perception of service quality of customers. These aspects extend beyond SERVQUAL's definition of quality within the hospitality industry settings.

Reliability: Reliability is attributed to accountability and quality. There are a bunch of precursors that likewise aid basic methodology for shaping clients' perspectives toward the administration quality and reliability of food products and services offered by the restaurants. It includes the convenient accessibility of assets, specialist's expertise level and

productive issue determination, correspondence quality, client care quality, an exhibition of information, client esteem, proficiency of staff, representatives' capacity to tune in to client inquiries and respond emphatically to their necessities and protests, security, workers' dependability, more limited holding up time and quickness, actual prompts, cost of administration, accessibility of issue recuperation frameworks, responsibility, guarantees, for example, mistake-free administrations, generally association's picture and workers' politeness, and responsiveness.

Responsiveness: It refers to the institution's ability to provide fast and good-quality service in the period. It requires minimizing the waiting duration for all interactions between the customer and the service provider. In giving individual attention to customers, providing prompt service, active willingness to help guests, and employee availability when required. These aspects help companies to enhance the customers' perception of service quality.

Assurance: It refers to the skills and competencies used in delivering services to the customers. It explains that employee skills and competencies help to inspire trust and confidence in the customer, which in turn stirs feelings of safety and comfort in the process of service delivery. Customers are more likely to make return visits if they feel confident in the employees' ability to discharge their tasks. The following factors that inspire empathy as competence, politeness, positive attitude, and effective communication, as the most important factors in assuring customers. Besides, other factors include operational security of the premises as well as the proven quality of the service provided to the customers.

Empathy: It refers to the quality of individualized attention given to the customers. The service providers go the extra mile to make the customer feel special and valued during the interaction. It explains that empathy requires visualizing the needs of the customer by assuming their position. Murray *et al.* (2019) lists the qualities that foster empathy as including courtesy and friendliness of staff, understanding the specific needs of the client, giving the client special attention, and taking time to explain the practices and procedures to be undertaken in the service delivery process. Therefore, we proposed the following hypothesis: Customer satisfaction refers to the level of fulfillment expressed by the customer after the service delivery process. This is a subjective assessment of the service based on the five dimensions of service quality. Customer satisfaction is important due to its direct impact on customer retention and long-term competitiveness of the organization (Suchánek and Králová, 2019). It describes that service quality has a direct impact on customer satisfaction. For this reason, this research considers that the five dimensions of service quality are important antecedents of customer satisfaction. Service quality refers to the ability of the service to address the needs of the customers. Customers have their perception of quality before interacting with the organization. The expectancy-confirmation paradigm holds that customers compare their perception with the experience to determine their level of satisfaction from the interaction. These assessments are based on the five independent factors that influence quality. Consequently, this research considers service quality as an independent variable.

This study attempts to quantify perceived service quality through SERVQUAL dimensions. It proposes that customers place a high premium on service quality as a critical determinant of satisfaction. Moreover, it is argued that satisfaction prompts joy and reliability among customers in different restaurants. These discoveries infer that the perception of service quality is significantly related to satisfaction, and quality insight can be applied across different cultures with negligible contrasts in the result. It is essential to apply quality systems as tools for development. The study further suggests that the SERVQUAL dimension increases the perceived service quality, which in turn increases customer satisfaction (Chuntamara, 2022).

Flexibility: Part of great customer service requires the staff to be flexible when catering to customer needs. If you're able to accommodate a customer's request, such as seating them at a different booth, putting more than one table together for their family, or splitting the check three ways, try to do so. They are more likely to feel satisfied with their experience when you make these small accommodations for them (Hospitality Training Resource, 2021).

Accessibility: Yarimoglu defines access as approachability and ease of contact—the service is easily accessible by telephone, the waiting time to receive the service is not extensive, there are convenient hours of operation, and the service facility is in a convenient location. Access means the ease and convenience with which customers can use the services that banks offer (Yarimoglu, 2019).

Approachability and ease of contact are the two most important elements of accessibility. Research has shown that greater accessibility to services results in increased customer satisfaction. As one of the dimensions of service image, accessibility may have a significant direct or indirect influence on a bank's customer satisfaction and loyalty.

Service Expertise: An optimal service is the result of several integrated factors related to individual service, employee competencies, and organizational strategies that suit appropriate skills. Human competency is one of the most common areas involved in the management of people at work.

It is very difficult to enjoy life without productive work, and any activity that has so much importance must evoke strong and positive or negative reactions, and these reactions tell how satisfied or dissatisfied one is with one's work. Haddad states that competences include knowledge, skills, abilities, values, motivation, initiative, and self-control.

6.3. Atmosphere

The atmosphere and feel of a restaurant are part of the reason people go out to eat instead of cooking their meals at home. Not only that, but getting your atmosphere right can increase your sales. Human beings are very sensory dependent when making decisions. We rely on smell, sound, and sight to move throughout our lives. This is no different when making food or other purchase decisions. Paying careful attention to how your restaurant's atmospheric elements influence these senses can influence the decisions your customers make. The ambience in a restaurant plays an undeniably significant role in shaping your customers' overall dining experience. Ambience ties the cuisine, service, and environment together to define your diners' perception of your restaurant (Rubright, 2019).

Appropriate Music: Create a great atmosphere that is felt from the very moment your customers walk through your door, with a well-chosen soundtrack to accompany your customers' dining experience. A poorly chosen playlist can be a major distraction from great food, professional service, and carefully planned interior design elements of your restaurant, so take time to consider your playlist and the genre of music to be played. There's some serious psychology to support the important role that music plays in the ambience of a restaurant. Studies have shown that music affects taste, hunger levels, and eating speed. The restaurant's playlist should accurately reflect your restaurant's concept, and the outcome will be an outstanding ambience portraying the right message to your customers. Music is a huge part of how your restaurant influences your customers. There are a number of factors to consider when crafting your restaurant's playlist. Most importantly, you want to make sure you choose music that fits the theme of your restaurant. Rather than choosing a pop radio station for your island-themed taco joint, a better choice might be island-themed music that immerses your customers within the theme of your restaurant.

Music has the power to influence how much time people spend in a restaurant as well. For example, if you turn your volume up and play music that's faster paced, it increases the heart rate of your diners and will cause them to eat faster. With this in mind, playing louder, faster music during busy times can help increase table turnover, but if your goal is to keep customers in your restaurant to increase the average check size, slower, quieter music is a better fit.

Unique Decorations: The right decorations are vital for the restaurant design theme. They help to create the atmosphere, which will help your restaurant become unique. Undoubtedly, the choice of decorations depends on your restaurant's style and theme. All the accessories must be carefully planned, including wall décor, centerpieces, silverware and dishware, napkins, etc.

The most frequently used adornments its various kinds of pictures, photos, and posters. Art prints are also a good idea. The images of landscapes and cityscapes can be used for various types of restaurants. Simultaneously, while flowers are often used for table centerpieces, don't use them if your place is dedicated to a certain theme. Follow the rules you set for your restaurant strictly. Also, a great idea is to create photo-friendly décor. Interesting details and accessories may provoke your guests to take photos at your restaurant and share them via social media, which is a very powerful marketing tool in getting new customers.

Restaurant Color Scheme: Colors influence people very much, often subconsciously. While choosing the colors for your restaurant decor, you need to pick the ones that will attract the clientele and make them feel comfortable.

Each color has its effect and sets a certain mood. For instance: Red, yellow, and orange are considered to be strong stimulants, which increase appetite. Many fast-food restaurants use these colors in their décor because bright shades of these colors provoke clients to eat and leave quickly. At the same time, warmer shades are more welcoming and make people spend more time at a restaurant. Blue and purple colors suppress the appetite. They calm down the customers and make them order less. However, if you aim to create a relaxing atmosphere at your restaurant, where the clients will want to linger, blue and purple can be used. These colors are great for coffee houses and lounge bars. Green color is always associated with nature, and so, it contributes to a relaxing atmosphere and makes people spend more time at a restaurant. Green also induces people to eat healthy and well-balanced food. That's why it's most suitable for health-based restaurant. Brown is recommended to be used in minimal ways. It may help to create cute accents. But if you use too much brown, a restaurant may look too gloomy. White, beige, and light grey are considered to be neutral colors.

However, it's not recommended to use them on their own, as these colors may serve as diet suppressants. It's better to combine them with other colors.

Ambient Lighting: In order to create a pleasant atmosphere, the lighting must be conducive to your theme. Too bright lighting can make your guests feel uncomfortable and induce them to eat fast and go away. The best option is dim ambient lighting, which creates a relaxing mood and helps your customers to feel like they are at home. Besides ambient light, you are free to use lights for certain tasks, like highlighting pathways or bars. Also, lights can be used for decorative purposes. For instance, they may be designed within your restaurant theme.

Accent lighting: When strategically positioned, is an effective way to draw attention to decorative features or specific areas such as the bar, the dessert table, or artwork. It creates contrast and a dramatic effect and is used to separate restaurant space into different areas: for example, candles or table lamps can create an intimate, more private setting around each table, while overhead lights may showcase an open kitchen and set the stage for the chef to demonstrate his or her magic. Finally, task lighting is essential to help staff and customers safely achieve tasks such as cooking, reading a menu, or finding their way to the restroom.

Restaurant Furniture Layout: Different furniture reflects on the business's long-term plans and goals. The furniture chosen depends on whether operating a fine dining or casual dining establishment. Fine dining guests expect to have a high-quality dining experience, from food to furniture. Regardless of dining atmosphere, do not sacrifice quality. Furniture is an investment; therefore, it should avoid buying non-commercial furniture. The price of commercial restaurant furniture reflects its ability to handle everyday wear and tear for years. For quality sanitation, purchase tables, chairs, and booths that can be easily wiped down and cleaned. Plus, all fabric furniture should be stain-resistant and colorfast. Don't forget to consider materials and fabric patterns that will complement your decor and desired environment.

Furniture Shape: It can also affect your customers' dining experience. Round tables encourage conversation, but square or rectangular tables are space-efficient. However, for cafeterias or fast-casual venues, you'll need to consider tray size. The tables must be large enough to accommodate the intended size, shape, and number of trays.

Furniture Style: When brainstorming dining room design ideas, consider the two different styles of furniture placement: anchored and portable. Anchored seating refers to any furniture attached to the wall or floor. Booths are the most popular type of anchored seating. Commonly referred to as "floating tables," portable tables and chairs can be placed anywhere. These seats are typically seen in the middle of dining rooms, away from walls or other structures. There are benefits to both styles; however, the best approach for a high-revenue business is a balanced combination of booths, as well as large and small tables.

According to NAFEM, a minimum of 5% of total seating should be accessible to those in a wheelchair. This can be accomplished through both styles of furniture, depending on the table height. The role of furniture in commercial spaces supports the diversity of human interactions. Beyond the user's importance, furniture also reflects cultures and exerts psychological influences on people at different levels of social stratification. The style tells about a period, and its arrangement with form can contribute to the restaurant's ambiance (NAFEM, 2021).

Today, restaurants have become an integral part of the urban space's functioning in food servicing provision and in conjunction with other subsidiary functions, like a Cafe, to ease users' taste and intentions. This paper aims to identify the similarities and differences in the furniture used in two restaurants with different construction periods and districts-historical and modern, within a city, Ginkgo Restaurant and Niazi's Restaurant in Famagusta-Cyprus. The study will also consider the spatiality of the restaurants and their synthesis with the outdoor space. The paper adopts a case-oriented approach, and a thorough physical assessment of the indoor and outdoor spatiality of the restaurants selected. The techniques included field sketches/preparation of measured drawings, and making field notes complemented by taking photographs. This comparative furniture analysis highlights public consciousness for tourists, designers, students, and the Public-Private Partnership for cities undergoing urban change to pay attention to restaurant spaces as a proponent of sustainable urban health (Ukabi and Gurdall?, 2021).

Restaurant Fixture and Fittings Placement: When designing a restaurant, it is pivotal to choose high-quality fixtures and fittings that make a statement. While there's no universal standard for a restaurant, many different features can make a difference.

For example, choosing suitable sinks and seating for your restaurant can improve the overall dining experience. Some of these features may not be available on used equipment, so you will have to make some compromises. For example, if you want to have sliding doors, you may have to compromise on the number of burners or space available. If your customers are demanding, you'll need to purchase equipment to accommodate them.

The National Restaurant Association recommends energy-efficient kitchen equipment for restaurants, but this depends on your preferences. The right eatery equipment will make or break your business (Parker, 2023).

Ergonomic Facilities: With an increasing focus on wellness, hotel and restaurant interiors have become more than just an aesthetic appeal. The curation of a well-designed space enhances the purpose for which it was intended. As a result, ergonomics will play a key role in hospitality projects, encompassing multi-purpose spaces ranging from guest rooms to conference halls to bars and restaurants. It is critical to get the correct layout to amplify the customer experience, using empathetic design to map out a guest's journey from room to room with seamless efficiency. However, hotel owners, especially in India, are yet to discover the benefits of an ergonomic and sustainable product, which benefits both the guests and the employees alike. An ergonomic design and structure can improve employee productivity, efficiency, and safety, thus enhancing overall profitability. The key focus here is operational efficiency, which comes in several forms and is more than just intelligent design that streamlines staff and service movement. It also includes using the right materials, smart equipment, efficient layouts, and designs to avoid a clash between guests and service movements, all the while ensuring a higher return on investments (Sethi, 2020).

Proper Ventilation: A typical restaurant holds a maze of contaminants in its food preparation and in the cleanliness of its employees who handle the food. Another important aspect of a restaurant's cleanliness is its ventilation system. Installing proper ventilation systems with high-pressure centrifugal blowers and cooling equipment is as important for a restaurant as following food preparation procedures (Durant, 2019).

6.4. Novelty

Novelty is a process of experiencing or encountering something different from the objects regularly encountered in our daily routine; the words "new" or "unusual" are the most common synonyms of novelty. Novelty is a complex and subjective psychological concept with debate about its precise definition (Skavronskaya *et al.*, 2019).

With the coming of the digital platform, the business world has become extremely competitive. The internet has made the playing field almost equal for all businesses, big and small. With just a website or social media profile, now every restaurant has equal chances of advertising its services.

All Info Available Online: One of the biggest trends and secrets that restaurants are using is putting everything about them online. Today, almost every restaurant has a good website where they upload everything about themselves. They upload info about the food and drinks that they offer and their prices. You can also see the time when they open and when they close. They also include their location, contacts, and every other detail that a customer would need to reach them. This is a very smart restaurant marketing strategy that costs almost nothing.

Restaurant Reservation System: EatApp. Technology is playing a key role in restaurant marketing. Many apps are targeting the hospitality industry. EatApp is, without doubt, one of the most popular apps around the world. It is restaurant reservation software that enables customers to reserve tables in various restaurants that are on this app. So, restaurants are using this reservation system to market their services.

Tablets On Each Table for Ordering a Meal in A Digital Way: Digitization is taking over, and the restaurant business is not being left behind. Well, that's where some of the restaurants are today. They have tablets for each table, and all you need to do is select the meal that you want the chef will start preparing the order. This is a trend that is quickly picking up in the restaurant industry. It has also helped restaurants reduce the cost of labor.

Instagram Account with Visual Content: There is no doubt that Instagram is one of the powerful marketing tools when it comes to visual content. Restaurants are using the app to market the food and other recipes that they offer. With the millions of people who are using the Instagram app, it can imagine the impact this would have on their client base.

Strong Wi-Fi System Available Only for Guests: Today, almost everyone has a smartphone. So, one of the key things that they would be looking for in a restaurant is Wi-Fi. Every customer would like to be on the internet as they wait for the order to be processed. What restaurants are doing is offering not just Wi-Fi but strong WIFI that can enable their customers to download large files.

Easier Mode of Payment: One thing that can waste customers' time is paying the bills. With cash payment being a common mode of payment, it can be time-consuming. But restaurants are moving away from these inefficient ways of settling bills. Now they are using a facial recognition payment system, which is pretty easy to use. In addition, they are also using digital ways of paying, such as PayPass, Google Pay, Apple Pay, and payments via PayPal. These are pretty simple ways of settling bills that smart restaurant managers are employing.

Delivery Platforms: This is another platform that most restaurants are using to reach their customers who like their recipe but have no time to come to the restaurant. It can be in the office and place an order at your favorite restaurant and have it delivered.

App Called Candybar: Restaurants are now using the CandyBar app to enhance their customer service. Candybar is a customer reward system designed to help businesses improve their sales by engaging their customers. With this app, customers can get loyalty points for every visit. This will keep the customers coming back. These are some of the top trends and secrets in the restaurant business. They are all customer-oriented trends meant to make the customer feel comfortable while in the restaurant. From Wi-Fi, easy payment mode, tablets for placing orders, to loyalty points, everyone would love such a restaurant.

6.5. Price

Pricing has always been considered as one of the major factors in customer acquisition,” Harmandeep Khurana, Barbeque Company, Brand owner, said. Local restaurant chains have opted for a tiered pricing strategy, considering the wide disparity in spending power and consumption patterns across the country. The tiered pricing model has worked for different restaurants in different ways. Some restaurateurs use differential pricing for customer acquisition in newer geographies, while others take into account competition and discounts while finalizing the pricing strategy.

“Getting the pricing right is critical to sales. Geography has a different “sweet spot” in terms of price. You also have to consider other factors like competitor pricing, discounts, etc. Restaurant owners, however, have to maintain a fine balance between reduced pricing and the quality of food and service. The experience for the final consumer should be the same, irrespective of the pricing.

Affordability: It is a value-centered, customer-focused, cost-effective approach to provide products and services with correct positioning in the target market and marketplace; with correct profitable pricing; containing a value proposition that meets and exceeds customers’ expectations, needs, wants, and requirements; that is delivered as fast as required; and containing excellent quality and outstanding reliability.

Affordability achieves customer loyalty as it helps to grow and expand an organization’s market share. It provides direction, setting the path for an organization’s pursuit of continuous improvement. One of the first few steps in any substantial change or transformation effort is the establishment of a direction. Affordability is also about alignment. It’s about the alignment of value, customer, and cost, all to collaboratively increase effectiveness. With this alignment, it guarantees a degree of capability for customers to purchase a sustainable product or service that meets their requirements, needs, wants, and desires. Affordability alignment also promises that for the life of the product or service, reasonable costs for maintenance and sustainment exist. Affordability is also about integration. It’s about the integration of value, customer, and cost for continuous improvement. Increasing value, exceeding customer expectations, and reducing cost continually are a straightforward, simple approach for achieving continuous improvement.

Reasonability: The reasonable price method is very subjective, based on feelings or guesses. It is often used by people who do not understand food costs, mark-up expenses, and how to price menu items based on accounting principles. Many novice or inexperienced restaurant owners use this method to create prices, which may cause them financial challenges if they do not charge enough for their food or overprice their food beyond what the market will bear. Essentially, the reasonable price is an amount your customers will say is fair for the food they are ordering. If you charge too little, they may not value your food enough. If you charge too much, they may feel your prices are too high and not eat at your establishment.

High Value Pricing: If the product or service is high quality but at a medium price point, then the strategy is High Value, where the customer perceives they’re getting a good price point. It’s a common strategy for companies where the market has a number of players and so the premium price cannot be maintained. The highest price method involves picking the highest price that the restaurant believes the item can sell for. It is a subjective approach to pricing since it relies on feelings and beliefs about what an item will sell for instead of being a process of data analysis and cost multipliers. This pricing method works on the premise that customers are willing to pay more for an item that has the perception of quality and excellence. The underlying cost of the ingredients is not as important a factor in the price compared to the value the customer feels he has gained in the purchase. However, if the costs of buying food and operating the restaurant are too high, the restaurant will not make a profit. Cost controls are still a concern, but being able to raise the price to what the market will bear can help absorb changes in the cost of doing business.

Over-Pricing: In the short term, many factors affect food prices, making them volatile. These factors include supply and demand, weather, disease outbreaks, war, and natural disasters. People around the world are eating more meat, especially

pork, as they become more affluent. It takes more grain to feed the animals needed for meat-based meals than is necessary for grain-based meals. Higher demand for meat means higher grain prices (Smith, 2022).

Triple Pricing Strategies: This is another pricing strategy among restaurants and many other types of businesses as well. It is commonly known as the “good, better, best” pricing strategy and works much like you would guess it does from the name. Restaurant Food Pricing Strategies (2019). There is a ‘good’ item on the menu, which is typically the cheapest. There is also a mid-priced item, which is the ‘better’ item. The most expensive item is the ‘best’ item. In the case of a fast-food joint, the good item might be no more than a hamburger, the better hamburger, fries, and a salad, while the best option would be all three plus a large soda and dessert. Good, better, best pricing: Also known as tiered pricing or price bracketing. Offer clients the option of choosing between different levels of service or packages.

Bundled pricing: Also known as packaged pricing, this strategy involves bundling services together and charging one price. Bundled services are usually cheaper than if customers were to purchase each service individually. If done correctly, this technique is a great way to upsell more services and boost your profits (Moerman, 2019).

Additional Cost for extra add-ons: According to a study conducted by researchers from Columbia and Stanford University, people prefer to have fewer choices. Too many choices can demotivate a consumer and make it harder for them to decide. This applies to the hospitality industry too, where learning how to improve a restaurant menu doesn’t imply adding more items to it. It’s not about the number of items; it’s about item customization. These are customization options added to your food item. For example, you are offering Pizza. If you want your users to decide their toppings, then add them as your add-ons along with the price for each add-on. To create an add-on, we must first define the add-on’s nature. This shall be done by creating the add-on category.

Service Charge: According to Senator Joel Villanueva, the main supporter of the new law and Chair of the Senate Committee on Labor, Employment and Human Resources Development, when customers pay a service charge, they intend to give credit to the people who are providing the service to the customers (Villanueva, 2019). Senator Villanueva said that this new law “allows our frontline service workers to enjoy the fruits of their labor, the reward for providing good, quality service.”

6.6. Security

The safety and security of your restaurant’s employees and customers are your responsibility and should be a high priority. This guide will offer unique restaurant security measures and strategies that you can start implementing immediately (Voicu, 2022).

Restaurant security is essential, first and foremost, to protect the health of both your employees and your customers. It’s also important to protect the profitability of your business. Most robberies are quiet. Without proper restaurant security measures, you could be having money, alcohol, and goods from the kitchen stolen without even knowing. Lastly, strong restaurant security is beneficial for your insurance claims should any incidents occur. Recouping the costs of crimes is vital for your restaurant to stay financially sound.

Access control system: An access control system is vital for certain parts of your restaurant to ensure that only authorized people can gain access. Consider controlling access to: Staff-only areas such as storage rooms, Offices, or rooms where you keep a safe, and Back doors and side entrances. There are many kinds of access control systems out there, so they have to consider your access needs, points of entry, and budget. When choosing one of the best access control solutions for restaurants is a keypad entry system. Keypad devices are great for auxiliary entrances and interior doorways to protected or staff-only rooms. As the restaurant owner or primary admin, you can determine which employees have access to certain rooms. When choosing a keypad access control system for your restaurant, look for one that pairs with a mobile app. That way, employees can navigate the restaurant and gain access using either a PIN code or their smartphones.

Safe cash handling strategies: Most of your restaurant’s cash and payments will go through your POS system terminals. However, risks can occur when cash is transferred from these terminals to your safe. Serious thieves do their homework before committing a crime; they will likely notice if you stick to a pattern. So, make sure to transfer cash from POS terminals at random times of the day. Also, be sure to transfer cash frequently so that each POS terminal never accrues a large amount of cash. As a rule of thumb, employees should never count cash in front of guests. In addition to possibly coming off as rude, this can lead to someone calculating your restaurant’s average earnings. Impulsive crimes are just as harmful as those from more tactical criminals. Additionally, allow your guests to order and pay online by implementing a code menu to avoid exchanging bills. Free QR Code Restaurant Menu for Dine-in Ordering. Contactless ordering & payments for a safer restaurant. If you’d like to learn more about setting up a QR code menu for free, check out the video below.

Responsible alcohol service: 40% of violent crimes involve alcohol. So, there is a high chance this could be a significant security concern at your restaurant. As a result, bar staff and waiters need to be well-versed in responsible alcohol service. Serving alcohol to visibly drunk customers is illegal in many states. Also, it can lead to customers acting unruly towards staff and fellow diners. TIPS alcohol training is a government-sponsored training program that many states require restaurant employees to take. Anyone who may be serving and handling alcoholic beverages must take this course. The course covers best practices for cutting off drunken customers, measuring alcohol in mixed drinks, and reviewing customers' IDs.

Security cameras: These handy devices are your bread and butter for vital restaurant security measures. Surveillance cameras can deter violent and property crimes, as well as thieves. Restaurant's security cameras will be most useful when positioned over points of value, such as near POS systems, the bar, and any onsite safes. It's also a good idea to install surveillance cameras all over the property, including the dining hall. Surveillance cameras outside your building can also determine or record after-hours intruders.

Employee screening: The restaurant staff hiring process should include a thorough background check before any employees start working. If they have previous industry experience, a call to their prior manager is a must. If an employee has stolen or been dishonest in the past, they were likely fired without being criminally charged. It should have specific guidelines in your code of conduct for what employees are allowed access to, such as house drinks and meals. You should outline all aspects of cash management and tip pooling policies for employees in writing in your restaurant training manual. When storing training materials and other types of sensitive employee information in the cloud, consider cloud security tools to protect your staff and minimize risks.

Employee closing shift training: When training your closing shift employees, they must know the risks of closing the restaurant. A buddy system should always be utilized when the lights go out, and the cash has been withdrawn from all POS systems. Nobody should ever be alone on closing shift (yourself included). Provide your employees with a restaurant security checklist to follow that includes locking all doors to restricted areas such as offices and storage rooms. You should also train employees on securing all hazards, such as gas stoves, in the kitchen.

Secure parking lot: Restaurant security responsibilities extend beyond the building's front doors. Controlling traffic flow will prevent cars from driving in the wrong direction or through the parking lot, minimizing the risk of accidents. A few methods for controlling traffic flow include designating separate entrances and exits, installing speed bumps, and making sure parking spaces have visible lines. Restaurant employees, such as servers and bartenders, are likely walking to their cars with a pocket full of cash. So, make sure your parking lot is well lit. If employees are working late, consider designating parking spaces for them close to the building, or at least near one another, then it's essential that you use some to monitor your parking lot.

Securing licensing and permits: In addition to protecting your business legally, licenses can boost credibility and allow you to apply for citywide funding. Moreover, if Restaurant Company has staff or sells taxable products or services, it also needs to register with the taxing authorities (*Desire, 2020*). Maintaining restaurant security is paramount to your business. After all, the duty is to protect your property, employees, and guests. It can improve security at your establishment by implementing key restaurant security measures, like screening employees, ensuring responsible alcohol service, and implementing safe cash handling procedures. Investing in the proper hardware, like surveillance cameras and an access control system, will significantly improve your restaurant's security.

6.7. Sanitation

It refers to creating and maintaining conditions to prevent food contamination in order to mitigate the risk of any foodborne illness. The primary tenet of food-service sanitation is absolute cleanliness that begins with personal hygiene and the safe handling of foods during preparation. Sanitation ensures cleanliness and maintenance of equipment and facilities, and hygiene practices followed by food handlers during the production or preparation of food ([Bhadani, 2023](#)). Both Safety and sanitation come under the ambit of a food safety management system that follows a set of procedures to ensure quality control and compliance with international standards and regulations set by the state and/or federal government by food business operators during food processing. The overall purpose of the system is to prevent any health hazards to customers/consumers because of the food products being sold.

Food Handlers: As stated by ([Lee et al, 2017](#)). Infected food workers were able to spread the disease to others. Food handlers are essential in guaranteeing food safety and avoiding foodborne illness. Poor personal hygiene behaviors are agents of gastrointestinal infectious illnesses. Salmonella was effectively isolated from seafood in a prior investigation; however, Salmonella is a rare carrier. Cross-contamination from sick food workers was responsible. Furthermore, multiple

studies have shown similarities between infections recovered from patients and those isolated from food workers, implying that kitchen staff are a source of pathogen transmission (Milicevic, 2021).

Food Inspection: Food inspectors are responsible for providing a line of defense against food adulteration by ensuring that food and food products are in accordance with the standards. This is administered by the food inspector through regular coordination and communication with the food industry, trading, retailing, and the consumers (Johnson, 2021).

According to the Implementing Rules and Regulations of Republic Act No. 10611 (Sections 15, 18, and 29 Article VIII A.O. No. 2015-0007), food inspectors must have certification, have skills on risk-based inspection, undergo training, and perform their duties at the highest level of competence and integrity with assurance that regular evaluation is conducted to verify continuing competence. However, the study of the World Health Organization-Philippines in Cebu City by Magtibay on “Developing Guidelines for Sanitary Inspection on Risk-Based Inspection for Food Establishments” reported the following gaps: Lack of professional control in food safety measures for both small- and micro- food processors; No determined standards for risks related to small- and micro- food processors, specifically the longganisa and chorizo industry; Absence of currently published comprehensive guidelines, procedures, and checklists for catering services; Lack of standardized risk-based training for food inspectors; and, No examination or certification process and trainings for food inspectors currently in place.

Sanitize Surfaces: Sanitizing and cleaning all surfaces, including prep areas, cutting boards, equipment, storage areas, trash cans, and floor drains, is an important part of your food safety regimen. This process removes food residue, dirt, and invisible germs from surfaces that may come in contact with food. Cleaning and sanitizing surfaces regularly helps prevent pests from inhabiting them. Pests can spread harmful diseases, such as Salmonella and Listeria, to the food in your kitchen. Create a restaurant cleaning checklist to help implement sanitation procedures for employees to follow on a daily, weekly, and monthly basis. Common chemical sanitizers include chlorine, iodine, and quaternary ammonium compounds.

Avoid Cross Contamination: Cross-contamination occurs when harmful bacteria, allergens, or other microorganisms transfer from one object to another unintentionally. Though often invisible to the human eye, the results of this process can be extremely dangerous or deadly to unsuspecting consumers. Aside from hand-washing, it’s also necessary to use separate products when dealing with different types of food products. Use color-coded cutting boards and separate receptacles for raw meats, produce, and cooked foods. By using a color-coded system, it can help your staff keep track of which tools are used for which ingredients. Proper food safety procedures not only prevent cross-contamination but also help to avoid allergic reactions among your customers.

Professional deep cleaning service: No matter how frequently you clean your kitchen, there are certain areas in the kitchen that are difficult to access. Sometimes, tough stains develop that are difficult to get rid of, and you may need to call the professionals for a kitchen deep cleaning. They will clean the ceilings, floor, equipment, hard-to-reach areas, and other corners of the kitchen as well as disinfect the entire area.

Organize Staff and Customer Washroom / Comfort Rooms: Provide toilets with hand soap, toilet paper, and hand drying towels or equipment. Prompt your workers to practice personal hygiene after using the facilities. Some businesses hire an external cleaning service to attend to the restrooms.

Waste Management Disposal System: It is the strategy an organization uses to dispose of, reduce, reuse, and prevent waste. Possible waste disposal methods are recycling, composting, incineration, landfills, bioremediation, waste-to-energy, and waste minimization. Track and analyze the waste in a restaurant. Review the documentation on the purchased goods and review the business decisions. Conduct inventory frequently in order to compare purchases and the quantity of garbage. Change the menu in order to minimize the quantity of leftovers (Milicevic, 2021). Best-in-class restaurants are now responding to this challenge: working with consultants and waste management companies to rethink their waste management strategies. We’ve identified the four steps you need to manage your food waste, cut unnecessary spending, and move from old, uneconomical practices to green restaurants’ best practices (Johnson, 2021).

Non-Contaminated Water System: Water has a major and fundamental role in the safety of food production. It is a critical resource for the food industry with wide uses. In most of the food preparation and processing operations, water is often taken for granted. Water is very commonly used in food production at various levels, apart from being used as an ingredient. Water quality and its impact on food products and various operations in food industries are often underestimated. Such underestimation often leads to mismanagement of water, equipment operation and maintenance issues, loss of revenue, food safety, and product quality. This chapter deals with several aspects of water as applicable to food production.

6.8. Promotion

Sales promotion is a marketing strategy that has been studied for years and has become a crucial factor in modern marketing. The purpose of promotion is to reach the targeted consumers and persuade them to buy. Promotion has been defined as the coordination of all seller-initiated efforts to set up channels of information and persuasion to sell goods and services, or to promote an idea. Sales promotion is a vital element of a promotional mix (Nakarmi, 2018). Sales promotions are a marketing communication tool for stimulating revenue or providing incentives or extra value to distributors, sales staff, or customers over a short time period. Sales promotion activities include special offers, displays, demonstrations, and other nonrecurring selling efforts that aren't part of the ordinary routine.

Free sample marketing: It is one way to draw in customers. By giving away free samples of products or services, people can get a taste of what are offer. Then, they will hopefully be enticed to buy from you, increasing the business's bottom line (Dewitt, 2018). A sample is a sales promotion in which a small amount of a product that is for sale is given to consumers to try. Samples encourage trial and an increased awareness of the product.

Use of Creative Food Visuals: Restaurant advertising relies on visually appealing food photos since potential consumers cannot taste or smell the product. Food visuals are also critical to restaurant marketing because people eat with their eyes first. A high-quality, aesthetically pleasing picture of food draws hungry eyes and attracts people to your restaurant. (Christen 2021) Some customers, especially millennials, want to photograph their food when they go to restaurants. A restaurant appeals to this market by offering trendy menu items and posting stunning photos of its food. Choose a brightly colored or otherwise visually notable signature menu item that other restaurants don't have and take an amazing photo of it to gain traction on social media.

Vouchers and coupons: Social media is also an excellent platform for creative restaurant marketing ideas like special contests, coupons, and promos. Social media challenges and contests are especially effective for promoting your restaurant because everyone loves an opportunity to win a prize. Running a giveaway drawing on social media that involves users tagging their favorite dining buddy to enter boosts your brand visibility and draws more visitors to your restaurant's page.

Loyalty programs: Even those that don't necessarily pay off immediately can be a powerful motivator for customers. It could double or triple loyalty points for a limited time, which can be a great incentive to buy. It might even offer a "lump sum" of points for signing up for your loyalty program, which could move customers to buy more than they would have initially (Gyant, 2022). Punch cards are also a well-known option, which makes customers eligible for a special offer after a certain number of purchases. Some businesses even offer a small discount every time customers use their cards.

Social media contests and giveaways: A contest or giveaway on Facebook, Instagram, or your target audience's social platform of choice is a great way to get new customers interested in your business and gain more quality followers. For example, one common method is to require followers to tag a certain number of people in the comments or post to their stories, to be entered to win.

Referral discounts: Bringing new customers into the fold should always be on your radar. One way to keep the new customers rolling in is to offer discounts when current customers refer a friend or promote you on social media. Alternatively, you could give money that can be put toward a customer's next purchase. In either case, you'll need to decide if the referral alone is enough or if the discount is only applied after the new customer makes a purchase. If you choose to offer a discount regardless of whether or not anything is purchased, try to place a threshold on the number of referrals required before the discount takes effect. For example, get 25% off your next visit if you make three referrals.

Social Media Platforms and Email Marketing: One of the main reasons social media marketing is so effective is that brands can hyper-target ideal clients based on exact demographics. Showing ads to the right individuals is a critical part of the marketing process and must be taken seriously to avoid wasted ad spend (Durante, 2021).

Email marketing is a digital marketing strategy that involves building a list of email subscribers and sending out weekly or monthly emails. This tactic is particularly effective because it markets to people who have already expressed an interest in your business. The emails should be friendly and appreciative toward the customer and subtly nudge the recipient to return to the restaurant.

Partner With Delivery Apps: In today's fast-paced, digital-driven environment, convenience is the key. Many online delivery services and mobile apps streamline the ordering process by listing numerous restaurant options in one spot. Customers enjoy using these food apps because they can find whatever they're craving by opening a single app instead of visiting many different restaurant sites. Increase your brand's visibility and chances of receiving orders by getting restaurant listed on these food delivery apps. Gastronomic consumption is a significant motive of visitation for tourists

and also capable of providing diverse experiential attainments (Dixit, 2019). Agyeiwaah *et al.* (2019) categorize gastronomic tourism consumption into three classes, i.e., observational (e.g., food shows), experiential (e.g., wine tourists), and participatory (e.g., cooking class), based on the nature of involvement in the experience.

Gastronomic tourism experiences is an area of significant omission in the literature (Hall and Prayag, 2019). Therefore, this special issue aims to enrich and update the existing literature on connecting experiences and co-creation opportunities in gastronomic tourism. To evaluate gastronomic experiences and their implications for experiential marketing, the research focused on those studies that transcend the boundaries of gastronomic and culinary tourism experiences so that the broader scope of food tourism experiences can be examined. The special issue papers transport us through gastronomic experiences from four continents (Asia, Europe, South America, and Australia).

6.9. Synthesis of the Reviewed Studies

This literature has applied practice theory to analyze an innovative tourism context characterized by high interdependence between actors. The analysis showed how tourism innovations, such as those of themed restaurants, challenge conventional tourist practices because of the changed framing elements of practices (image, knowledge, procedures, and materials). This can result in experiential value for tourists but requires congruent and knowledge-creating interactions with restaurant employees. In the absence of such interactions, tourists may not learn and understand how to appreciate the practices required. In addition, some tourists find conventional tourist practices more appealing, such as those related to fast food. The similarities of the variables indicate customer expectation, satisfying restaurant services and accommodation facilities, and assisting consumers’ needs in having a great dining experience. It retains customer loyalty and harmonious business relationships in a food service establishment’s overall operation. In contradiction, other external aspects or factors cause difficulties or hindrances in delivering services, such as the Differences in ethics, behaviours, and those diners’ cultures. There are negligible contrasts built within the demand of some diners, which limits the service offered only by the restaurant business.

7. Theoretical Framework

7.1. Gastronomy Identity Model

The gastronomic identity is influenced by the cultural and environmental factors. While geographical conditions and climate affect the food produced, they also limit the flavour. If the destination is an island, then the eating habits will mostly depend on fishing. The food quality is also related to geography, as food grown in a place where it belongs is considered of good quality. Also, religious history and traditions will mark the eating habits. For example, for Muslims, halal food is an important issue and defined as the food that is allowed in Islamic terms or conditions (Millán, 2022). Besides, the wealth and social status of the society may influence the identity. As stated before, multiculturalism affects the gastronomic identity. Innovations, the changes in producing and processing food, new foods and products, also have significant effects on the identity. Harrington & Ottenbacher state that foods are also “placed cultural artifacts” that symbolize identity.

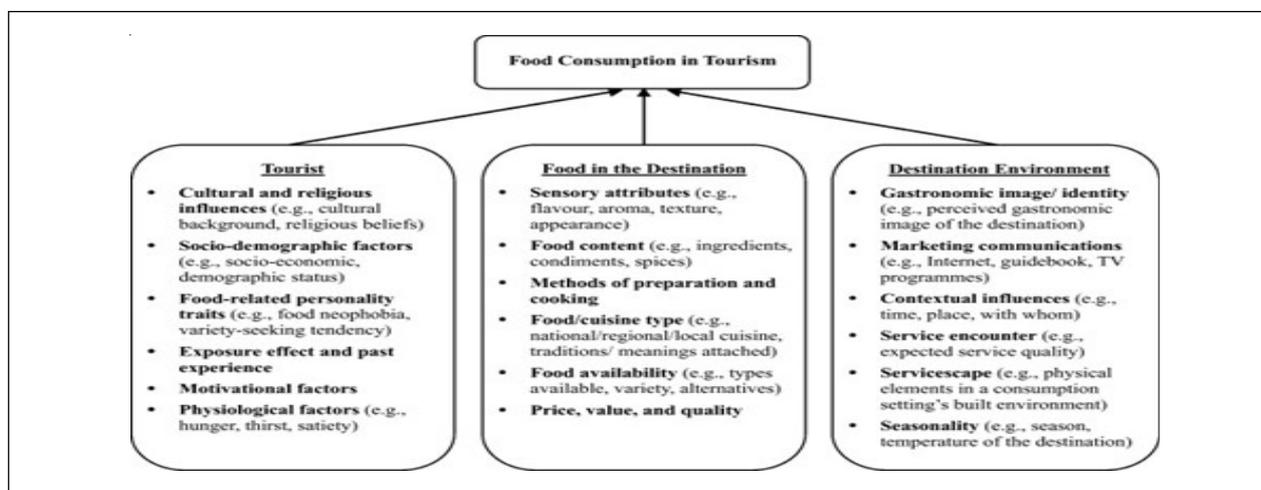


Figure 1: Gastronomic Identity Model

Source: *Harrington, 2005*

7.2. A Consumption Value Model

The theory of consumption values (TCV), developed by Sheth et al., focuses on the consumption values that explain 'why consumers choose to buy or not to buy (or use or not use) a specific product, why consumers choose one product type over another'. Sin and Yau define consumption values as the importance that consumers attribute to a product or service (Rousta, 2020). The theoretical basis of TCV has been widely discussed in the marketing and consumer behaviour literature; argue that the theory rests on three fundamental propositions: (1) consumer choice is a multiple consumption values function, (2) consumption values are independent, and (3) consumption values can bring about different contributions in different contexts. Consumers make informed decisions based on multiple value dimensions such as quality, enjoyment, value for money, society, and their trade-offs. Based on the TCV, the idea that value is a critical variable in marketing is now widely acknowledged by practitioners and researchers (Tandon, 2021).

The theory has been referred to in numerous studies and has proven to be successful in explaining a wide range of consumer choice behaviours. This theory synthesizes the postulates of sociology, economics, marketing, psychology, and consumer behaviour; as such, it can be applied to consumer choices involving a full range of tangible services/products. TCV can explore different product categories as well as consumer goods, industrial goods, and tourism services.

According to the model, TCV posits that consumers' choices are influenced by multiple consumption values (including emotional, functional, epistemic, and social), while each consumption may leave different impacts on different settings. Perceived value is known as one of the most powerful forces in today's marketplace. It serves as an underlying source of competitive advantage in the market (Aravindan, 2023). Defining value as customers' overall evaluation of a market offering based on their perceptions of what they give and what they receive. Schwartz and Bilsky argue that values are beliefs or concepts about behaviours or desirable ends, transcend specific situations, and are ordered by relative importance (Ponizovskiy, 2019).

The perceived utility that a product offer is the basic concept shaping consumption value. Values also direct attitudes, actions, comparisons, and judgments across specific situations and objects. Drawing on TCV, it included monetary value as one of the dimensions of perceived value and developed a perceived value scale comprising quality, price, emotional value, and social value. The concept of consumption value has been applied to tourism food consumption. The main factor influencing consumers' choices has traditionally been regarded as functional value (Kaur, 2021). However, the literature on food tourism has alternately conceptualized functional value as price value, quality value, or some other specific utilitarian (e.g., health function) or functional characteristics. The definition of functional value is quite broad, although it is considered to be the primary driver of consumer choice (Zhang, 2019). In addition, tourism activities such as food tasting or travelling for pleasure also involve emotional values, such as fun and enjoyment. Emotional benefits can be very important in the process of evaluating a destination's perceived value, as they influence the likelihood of visiting and gaining satisfaction through experiencing something new, relaxation, enjoyment, etc. When seeking to understand tourist behaviour in a destination, it is necessary to recognize these hedonic factors (Choe and Kim, 2018) because these values could shape attitudes, environmental beliefs, and behaviours. Finally, any product/service can have a social value (Choe and Kim, 2018), and customers driven by social values select products that convey the social image they wish to project or any image that reflects the norms of their friends or associates. In tourism, according to Williams and Soutar, individual prestige or recognition gained from the travel experience may be associated with social value (William and Soutar, 2020).

Choe and Kim (2018), however, believe that social value is linked with interpersonal interactions, apart from individual prestige or recognition. Studies have highlighted the value of interaction or 'togetherness' in food tourism. According to Negacz (2021), tourists' important holiday experiences involve acts of socialization with relatives/friends while enjoying food in a natural setting. It explains that an important component of food-related festivals refers to social interactions between food producers and consumers (tourists) or between family members. Because TCV recognizes the multidimensional structure of consumer value, it could be practically applied to food tourism (Choe and Kim, 2018). The use of TCV could help overcome the problems of measuring consumer (tourist) value models that rely on only one dimension in the tourism and hospitality fields. Evidence shows that the multidimensional conceptualization of customer value can better predict consumer intention than one-dimensional approaches. However, food tourism research has helped tourism move beyond "visual repertoires of consumption into a place where the object and viewer are involved in more sensual, embodied experiences involving "your skin" (ibid.), where there is a need to embrace active bodily involvement (physical, intellectual, cognitive, and the gaze).

7.3. Conceptual Framework

The Figure 2 shows a concept wherein the Themed-House Specialty Restaurants have factors to consider in making a satisfying dining experience during the stay and visit. All eight (8) vital factors signify the impact of those aspects in catering to the needs and preferences of the diners at all times. Large numbers of diners or restaurant customers can help the businesses in the Hospitality Industry to enhance, improve, and grow progressively as they value those influences



7.4. Definition of Terms

Atmosphere: The overall setting of the business or its environment, whether positive or negative due to some operational factors.

Casual Dining Restaurants: A type of restaurant wherein menu food products are moderately priced. It is another set-up of dining which is considered a full-service style.

Culinary: It is also known as the “art of cooking”, wherein foods are properly prepared, cooked, and presented along with satisfying services to meet the expectations of those diners.

Diners: It is a term that refers to customers or guests in any food business.

Fine-Dining Restaurants: A type of Restaurant that is considered luxurious, quite expensive, and high-class. They are commonly found in popular and exclusive places.

Food Chains: Consists of those affiliated food and beverage companies. Sometimes those are franchised or company-owned. They have multiple branches different areas and places.

Food Quality: The state or condition of the prepared and served food items following the appropriate standards.

Gastronomy: It is a form of food related to consumption and exploring the culture of each country, place, or town. It can be treated as the “art of culinary discipline”.

Gastronomic Tourism: Refers to food habits and interests that may be considered as also related to tourism since most of the diners love to travel, see scenic views, and engage with new adventures and experiences while enjoying those delicious, authentic dishes from different food establishments like restaurants, fast-food, etc.

Hospitality Sector: It is one of the fastest-growing industries where businesses are commonly found in hotels and restaurants, or any food and beverage establishments.

Novelty: The status of enjoyment or fun can relate to the emotional scene of a particular place or venue.

Price: The amount intended for a particular product, item, or service related to the business

Promotion: The marketing strategies formulated by the business to introduce their products and services through advertisement, discounts, freebies, etc.

Sanitation: The quality is based on the cleanliness and health practices given by the business.

Security: The safety procedures are implemented in the place, and strict observation of maintained to ensure peace and order in the place.

Service Quality: The capability of the business in handling its customers' needs and wants is based on the right work ethic of the management.

Theme-House Industry: Belongs to the Hospitality sector, where most establishments offer high-quality food and excellent service commitments. Most of the specialties prepared by the restaurants are unique, the best of the best menu items. Also, they have their motif or concept, which may vary through their chosen theme.

Total Quality Management: An overall result of the operation within a certain company. It also serves as a basis to see if the company is able to handle the performance of each department in attaining one goal of success.

8. Research Methodology

8.1. Research Design

This study will use a Quantitative descriptive Method by survey, and a frequency distribution research method to attain its objectives. It is an appropriate research design method to describe and verify the information gathered by the researcher.

8.2. Respondents of the Study

It mainly focuses on the overall foodservice operation of the Theme-House Restaurant. Identify how beneficial this foreign influence is to the own Philippine Food Culture and practices. The research sample is composed of one hundred fifty (150) respondents (75 Theme-House restaurant management employees and 75 customers) located in the vicinity of selected cities in the National Capital Region (NCR).

8.3. Sampling Technique

The research study will be based on the actual operation of the selected business establishment, which is categorized as a themed-house specialty Restaurant. It includes all the facts related to the company profile and management system, which may be relevant in assessing the dining experience and perspectives of its customers about the products and services. The research participants are the restaurant management personnel, such as the owners and staff, who operate the restaurant business. Also, Diners who visited and experienced the products as well as services offered by those selected businesses. Using the Purposive Sampling Method or Quota sampling, as well as frequency and percentage distribution, will determine the agreeability of the respondents based on the study survey questionnaire for the Restaurant in Caloocan City.

The researcher uses a judgmental, selective, or subjective sampling, which is a form of non-probability sampling in which researchers rely on their judgment when choosing members of the population to participate in their surveys. In non-probability (non-random) sampling, the researcher does not start with a complete sampling frame, so some individuals have no chance of being selected. However, non-probability sampling methods tend to be cheaper and more convenient, and they are useful for exploratory research and hypothesis generation. The researcher decided to use this method of sampling because it is often used by market researchers. Interviewers are given a quota of subjects of a specified type to attempt to recruit. Ideally, the quotas chosen would proportionally represent the characteristics of the underlying population. This has the advantage of being relatively straightforward and potentially representative, the chosen sample may not be representative of other characteristics that weren't considered (a consequence of the non-random nature of sampling).

9. Research Instrument

To determine the behavior and perspectives of the diners or tourists, the researcher formulates their survey questionnaire, which includes all the relevant variables used in the study. The questions are being assessed, evaluated, and approved

by the reliable thesis adviser, grammarian, statistician, and all possible eligible contributors of the research plan. They are professional experts regarding thesis and dissertation matters.

The said individuals are all related to the official faculty members of the University of Caloocan City- Graduate School. In this study, the researcher developed questionnaires were in it is the primary source of data. It consists of a set of questions relevant to assessing the study. It also aims to gather other information that would help the researcher to finish the paperwork.

This consists of four (4) vital parts: In the First Part, the questionnaire is all about the respondent’s profile and other information. In the Second Part, the questionnaire is all about how the respondents assess the Gastronomic Experience on theme-house restaurants’ attributes in terms of: Food Quality, Service Quality, Atmosphere, Novelty, Price, Security, Sanitation, and Prom otion. In the Third Part, cite challenges encountered and new sets of learning to enhance the knowledge about Themed-House Specialty Restaurant Dining towards an Enhanced Gastronomic Experience as a Basis for a Promotional Strategy for the improvement of restaurant operations. In the Fourth Part, analyze all the challenges encountered by the respondents on the theme-house restaurants. The questionnaires are validated by the experts. All figures have their equivalent rating assigned to the corresponding measurement.

9.1. Data Gathering Procedure

The researcher visited the restaurant for ocular assessment while taking pertinent notes using video recordings, oral interviews, and other documentation with the acknowledgement and advice of the restaurant owners. The construction of this survey questionnaire was originally developed by the researcher, along with the participation and guidance of their thesis adviser and other professors. Once approved, it will administer the instrument to the respondents of the study in the City of Caloocan.

The dedication and passion of the researcher produced better plans, verbal and written interviews held exactly in the vicinity of the Restaurant. It aims to gather one hundred percent (100 %) retrieval after 3-5 days. Before anything else, the researcher asked for help from the management in executing an interview so that work and duty commitments of the employees were not disturbed and considered. The Researcher asked the respondents if they knew a certain background, information, or details about the subject matter. And if not, the Researcher shows a short video clip for them. Finally, The Researcher explains the importance of respondents’ answers in a survey questionnaire, especially in gathering interpretations and reactions about the case study.

9.2. Statistical Treatment of Data

1. **Percentage and Frequency Distribution.** This descriptive statistical tool was used to answer specific problem number 1 to analyze the profile of the respondents.
2. **Weighted Mean and Descriptive Ratings.** This descriptive statistical tool was used to answer specific problem No. 2 to analyze the respondents’ assessment of gastronomic experience on theme-house restaurants’ attributes. And, to answer specific number 4, to analyze the challenges encountered by the respondents. The researcher used a 4-point scaling technique as follows:

9.3. Assessment of Gastronomic Experience at Theme-house Restaurants

Numerical Rating	Level	Descriptive Rating
4	3.26 – 4.00	Highly Satisfied (HS)
3	2.51 – 3.25	Satisfied (S)
2	1.76 – 2.50	Moderately Satisfied (MS)
1	1.00 – 1.75	Not Satisfied (NS)

9.4. Challenges Encountered

Numerical Rating	Level	Descriptive Rating
4	3.26 – 4.00	Highly Challenged (HC)
3	2.51 – 3.25	Challenged (C)
2	1.76 – 2.50	Moderately Challenged (MC)
1	1.00 – 1.75	Not Challenged (N)

3. **t-Test:** This inferential statistical tool was used to answer specific problem No.3 to test the hypothesis of no significant difference between the assessments of the two groups of respondents on theme-house restaurants.

10. Presentation, Analysis, and Interpretation of Data

In this section we have presented the results, the analysis, and the interpretation of data gathered from the answers to the questionnaires distributed to the field. The said data were presented in tabular form by the specific questions posed on the statement of the problem.

10.1. Demographic Profile of the Respondents

Table 1 presented the profile of the respondents as an Employee/Management; it showed that the Years of operation or service in the Restaurant or Food Business of those employees started from 1-3 years got the 1st rank with thirty (30) respondents which had an equivalent of forty percent (40%). It was followed by 5 years and above who got the 2nd rank with twenty-five (25) respondents, which is equivalent to thirty-three percent (33.33%). Lastly, for employees who worked Less than a year, had twenty (20) respondents, which had an equivalent of twenty-seven (26.67%) percent. In conclusion, most of the respondents of this study worked in the Restaurant operation for 1-3 year. It also showed the profile of the respondents as Customers/Diners, it showed that the Frequency of their visits and dine-ins in the selected Restaurant was usually many times (others) got the 1st rank with thirty-nine (39) respondents, which had an equivalent of fifty-two percent (52%). It was followed by twice a month, which got the 2nd rank with twenty-seven (27) respondents, which is equivalent to thirty-six percent (36%). Lastly, for customers who visited the restaurant once a week, there were nine (9) respondents, which had an equivalent of twelve (12%) percent. In conclusion, most of the respondents of this study visited the restaurant many times or more than others.

Table 1: Profile of the Respondents According to Type of Respondents, Years of Operation or Service in the Restaurant or Food Business, Educational Attainment, and Nature of Work		
Profile	f	%
Type of Respondents		
Employee/Management	75	50
Customers/Diners	75	50
TOTAL	150	100
Years of operation or service in the Restaurant or Food Business		
5 years and above	25	33.33
1 – 3 years	30	40
Less than a year	20	26.67
TOTAL	75	100
Frequency of visits and dine-ins in the selected Restaurant		
Once a week	9	12
Twice a month	27	36
Others (many times)	39	52
TOTAL	160	100

10.2. Respondents’ Assessment of Gastronomic Experience on the Themed-house Restaurants’ Attributes

Table 2 shows the Respondents’ Assessment of Gastronomic Experience on theme-house restaurants’ attributes in terms of food quality.

Table 2: Respondents’ Assessment for Gastronomic Experience on Theme-house restaurants attributes in Terms of Food Quality

Indicators	WM _{E/M}	DR	WM _{C/D}	DR	WM _{AVE}	DR
1. Taste	3.61	HS	3.44	HS	3.53	HS
2. Texture	3.56	HS	3.40	HS	3.48	HS
3. Signs of Freshness	3.48	HS	3.30	HS	3.39	HS
4. Flavor	3.48	HS	3.41	HS	3.44	HS
5. Food Composition	3.40	HS	3.02	S	3.21	S
6. Appropriate Temperature	3.45	HS	3.28	HS	3.31	HS
7. Nutritional Content	3.53	HS	3.10	S	3.31	HS
8. Menu Presentation	3.46	HS	3.25	S	3.35	HS
Average Weighted Mean	3.80	HS	3.28	HS	3.39	HS

Note: WM_{E/M}-Weighted Mean of Employees/Management; WM_{C/D}-Weighted Mean of Customers/Diners; HS –Highly Satisfied (3.26-4.00); S –Satisfied (2.51-3.25).

Based on the Customers/Diners’ response, the indicator “Taste” was placed highest with a weighted mean of three-point forty-four (3.44), corresponding to the verbal interpretation of Highly Satisfied (HS). For the indicator of “Flavor,” it obtained the 2nd to highest with a weighted mean of three-point forty-one (3.41) corresponds to the verbal interpretation of Highly Satisfied (HS). The indicator, “Texture,” obtained the 3rd to highest with a weighted mean of three-point forty (3.40) corresponding to the verbal interpretation of Highly Satisfied (HS). The indicator, “Signs of Freshness,” obtained the 4th to highest with a weighted mean of three-point thirty (3.30) corresponding to the verbal interpretation of Highly Satisfied (HS). The indicator, “Appropriate Temperature,” obtained the 5th to the highest with a weighted mean of three-point twenty-eight (3.28), corresponding to the verbal interpretation of Highly Satisfied (HS). The indicator, “Menu Presentation,” obtained the 6th highest with a weighted mean of three-point twenty-five (3.25) corresponding to the verbal interpretation of Satisfied (S). The indicator, “Nutritional Content,” obtained the 7th highest with a weighted mean of three-point ten (3.10) corresponding to the verbal interpretation of Satisfied (S). The indicator, “Food Composition,” placed the lowest weighted mean of three-point two (3.02) corresponds to the verbal interpretation of Satisfied (S). Based on the Employees/Management response, the indicator, “Taste” placed highest with a weighted mean of three-point sixty-one (3.61) corresponding to the verbal interpretation of Highly Satisfied (HS). For the indicator of “Texture,” it obtained the 2nd to highest with a weighted mean of three-point fifty-six (3.56) corresponds to the verbal interpretation of Highly Satisfied (HS). The indicator, “Nutritional Content,” obtained the 3rd to highest with a weighted mean of three-point fifty-three (3.53) corresponding to the verbal interpretation of Highly Satisfied (HS). The two indicators, “Signs of Freshness and Flavor,” obtained the 4th and 5th highest with a weighted mean of three-point forty-eight (3.48) corresponds to the verbal interpretation of Highly Satisfied (HS). The indicator, “Menu Presentation” obtained the 6th to highest with a weighted mean of three-point forty-six (3.46) corresponding to the verbal interpretation of Highly Satisfied (HS). The indicator, “Appropriate Temperature,” obtained the 7th to highest with a weighted mean of three-point forty-five (3.45) corresponding to the verbal interpretation of Highly Satisfied (HS). The indicator, “Food Composition,” placed the lowest weighted mean of three-point forty (3.40) corresponds to the verbal interpretation of Highly Satisfied (HS). As a result, based on the responses of the respondents in the following indicators about Food Quality, based on the responses of Customers/Diners and Employees/ Management on the Theme-House Restaurants, reveals that they are Highly Satisfied with the three-point thirty-nine (3.39) total number of weighted means. The indicator, “Taste,” placed highest with a weighted mean of three-point fifty-three (3.53), corresponds to the verbal interpretation of Highly Satisfied (HS). It means that the respondents on the theme-House Restaurant were highly satisfied with the taste of the Food. According to Gahfoor (2020), Taste is a sensual characteristic of food. Taste is assessed after consumption. Nonetheless, customers foresee taste before consumption through price, quality, food labels, and brand name. The taste of food is important to achieve customer satisfaction. Presentation of food enhances dining customer satisfaction. Customers’ concerns about healthy food substantially affect customers’ expectations and choice of a restaurant.

Table 3 shows the Respondents' Assessment of the Gastronomic Experience on theme-house restaurants' attributes in terms of Service quality.

Table 3: Respondents' Assessment for Gastronomic Experience on hemed-house restaurants attributes in Terms of Service Quality						
Indicators	WM_{E/M}	DR	WM_{C/D}	DR	WM_{AVE}	DR
1. Tangibles	3.51	HS	3.25	S	3.37	HS
2. Reliability	3.45	HS	3.24	S	3.34	HS
3. Responsiveness	3.53	HS	3.28	HS	3.40	HS
4. Assurance	3.52	HS	3.25	S	3.38	HS
5. Empathy	3.43	HS	3.35	HS	3.38	HS
6. Flexibility	3.56	HS	3.39	HS	3.47	HS
7. Accessibility	3.45	HS	3.35	HS	3.34	HS
8. Service Expertise	3.51	S	3.33	HS	3.48	HS
Average Weighted Mean	3.50	HS	3.31	HS	3.39	HS

Note: WM_{E/M}-Weighted Mean of Employees/Management; WM_{C/D}-Weighted Mean of Customers/Diners; HS –Highly Satisfied (3.26-4.00); S –Satisfied (2.51-3.25).

Based on the Customers/Diners' response, the indicator, "Flexibility" placed highest with a weighted mean of three-point thirty-nine (3.39), corresponding to the verbal interpretation of Highly Satisfied (HS). For the indicators of "Empathy and Accessibility," "the 2nd and 3rd highest both weighted mean of three-point thirty-five (3.35), corresponding to the verbal interpretation of Highly Satisfied (HS). The indicator, "Service Expertise," obtained the 4th to highest with a weighted mean of three-point thirty-three (3.33) corresponds to the verbal interpretation of Highly Satisfied (HS). The indicator, "Responsiveness," obtained the 5th to highest with a weighted mean of three-point twenty-eight (3.28), corresponds to the verbal interpretation of Highly Satisfied (HS). The indicators, "Tangibles and Assurance" obtained the 6th and 7th highest with a weighted mean of three-point twenty-five (3.25) corresponding to the verbal interpretation of Satisfied (S). The indicator, "Reliability," placed the lowest weighted mean of three-point twenty-four (3.24) corresponds to the verbal interpretation of Satisfied (S). Based on the Employees/Management response, the indicator, "Flexibility," placed highest with a weighted mean of three-point fifty-six (3.56), corresponds to the verbal interpretation of Highly Satisfied (HS). For the indicator of "Responsiveness," "it obtained the 2nd to highest with a weighted mean of three-point fifty-three (3.53) corresponds to the verbal interpretation of Highly Satisfied (HS). The indicator, "Assurance," obtained the 3rd to highest with a weighted mean of three-point fifty-two (3.52), corresponding to the verbal interpretation of Highly Satisfied (HS). The indicators, "Tangibles and Service Expertise" obtained the 4th and 5th to the highest, both with a weighted mean of three-point fifty-one (3.51) corresponding to the verbal interpretation of Highly Satisfied (HS). The indicators, "Reliability and Accessibility" obtained the 6th and 7th to highest with a weighted mean of three-point forty-five (3.45) corresponding to the verbal interpretation of Highly Satisfied (HS). The indicator, "Empathy," placed the lowest weighted mean of three-point forty (3.43) corresponds to the verbal interpretation of Highly Satisfied (HS). As a result, based on the responses of the respondents in the following indicators about Service Quality based on the responses of Customers/Diners and Employees/ Management on the Theme-House Restaurants reveals that they are Highly Satisfied with the three-point thirty-nine (3.39) total number of weighted means. The indicator, "Service Expertise," placed highest with a weighted mean of three-point forty-eight (3.48), corresponds to the verbal interpretation of Highly Satisfied (HS). It means that the respondents on the theme-House Restaurant were highly satisfied with the taste of the Food. According to Bernhard Fabian et. al (2021), highlighted that "organizations need to understand with as much precision as possible what the guests want from the service experience." Particularly in the foodservice context, customers have various choices between different restaurants, which could result in restaurants switching if expectations are not met.

Table 4 presents the Respondents' Assessment of Gastronomic Experience on theme-house restaurants' attributes in terms of Atmosphere.

Table 4: Respondents’ Assessment for Gastronomic Experience on Themed-house restaurants attributes in Terms of Atmosphere

Indicators	WM _{E/M}	DR	WM _{C/D}	DR	WM _{AVE}	DR
1. Appropriate Music	3.28	HS	3.18	S	3.23	HS
2. Unique Decorations	3.30	HS	3.22	S	3.26	HS
3. Restaurant Color Scheme	3.30	HS	3.41	HS	3.35	HS
4. Accent Lighting	3.32	HS	3.30	HS	3.31	HS
5. Furniture Style	3.33	HS	3.37	HS	3.35	HS
6. Fixture Placement	3.33	HS	3.33	HS	3.33	HS
7. Ergonomic Facilities	3.28	HS	3.26	HS	3.27	HS
8. Proper Ventilation	3.34	HS	3.37	HS	3.36	HS
Average Weighted Mean	3.31	HS	3.31	HS	3.31	HS

Note: WM_{E/M}-Weighted Mean of Employees/Management; WM_{C/D}-Weighted Mean of Customers/Diners; HS –Highly Satisfied (3.26-4.00); S –Satisfied (2.51-3.25).

Based on the Customers/Diners’ response, the indicator, “Restaurant Color Scheme,” was placed highest with a weighted mean of three-point forty-one (3.41) corresponding to the verbal interpretation of Highly Satisfied (HS). For the indicators of “Furniture Style and Proper Ventilation, “the 2nd and 3rd to the highest, both with a weighted mean of three-point thirty-seven (3.37), corresponding to the verbal interpretation of Highly Satisfied (HS). The indicator, “Texture,” obtained the 4th to highest with a weighted mean of three-point thirty-three (3.33) corresponds to the verbal interpretation of Highly Satisfied (HS).

The indicator, “Accent Lighting,” obtained the 5TH to highest with a weighted mean of three-point thirty (3.30) corresponding to the verbal interpretation of Highly Satisfied (HS). The indicator, “Ergonomic Facilities,” obtained the 6th highest with a weighted mean of three-point twenty-six (3.26), corresponds to the verbal interpretation of Highly Satisfied (HS). The indicator, “Unique Decorations,” obtained the 7th highest with a weighted mean of three-point two-two (3.22) corresponding to the verbal interpretation of Satisfied (S). The indicator, “Appropriate Music,” placed the lowest weighted mean of three-point eighteen (3.18), which corresponds to the verbal interpretation of Satisfied (S). Based on the Employees/Management response, the indicator, “Proper Ventilation,” placed highest with a weighted mean of three-point thirty-four (3.34), corresponds to the verbal interpretation of Highly Satisfied (HS). For the indicators of “Furniture Style and Fixture Placement, “obtained the 2ND and 3rd highest with a weighted mean of three-point thirty-three (3.33), which corresponds to the verbal interpretation of Highly Satisfied (HS). The indicator, “Accent Lighting,” obtained the 4th highest with a weighted mean of three-point thirty-two (3.32) corresponding to the verbal interpretation of Highly Satisfied (HS). The two indicators, “Unique Decorations and Restaurant Color Scheme,” obtained the 5TH and 6th highest with a weighted mean of three-point thirty (3.30) corresponds to the verbal interpretation of Highly Satisfied (HS). The indicators, “Appropriate Music and Ergonomic Facilities,” both placed as the lowest weighted mean of three-point forty (3.28), correspond to the verbal interpretation of Highly Satisfied (HS). As a result, based on the responses of the respondents in the following indicators about Atmosphere, based on the responses of Customers/Diners and Employees/ Management on the Theme-House Restaurants, reveals that they are Highly Satisfied with the three-point thirty-one (3.31) total number of weighted mean. The indicator, “Proper Ventilation,” placed highest with a weighted mean of three-point thirty-six (3.36), corresponds to the verbal interpretation of Highly Satisfied (HS). It means that the respondents at the theme-House Restaurant are highly satisfied with the Proper Ventilation of the business. According to Hueda (2020), ventilation systems installed in the kitchens of restaurants were studied in order to avoid problems and to understand the key factors that can influence the performance of the restaurant. Thus, key factors such as disturbing airflows and the presence/movement of the cooks can disturb the kitchen hood’s performance. A very effective solution, isolating the fumes below the hood that is getting developed, is the installation of an inclined air curtain from the cooking surface.

Table 5 shows the Respondents’ Assessment of the Gastronomic Experience on theme-house restaurants’ attributes in terms of Novelty.

Table 5: Respondents’ Assessment for Gastronomic Experience on Theme-house restaurants attributes in Terms of Novelty						
Indicators	WM_{E/M}	DR	WM_{C/D}	DR	WM_{AVE}	DR
1. All Info Available Online	2.98	S	3.13	S	3.05	S
2. Restaurant Reservation System EatApp	2.84	S	2.94	S	2.89	S
3. Tablets On Each Table For Ordering A Meal In A Digital Way	2.78	S	2.69	S	2.73	S
4. Instagram Account with Visual Content	2.93	S	3.04	S	2.99	S
5. Strong WiFi System Available Only For Guests	2.78	S	2.84	S	2.85	S
6. Easier Mode of Payment	3.10	S	3.37	HS	3.24	S
7. Delivery Platforms	2.98	S	3.18	S	3.08	S
8. Loyalty App Called Candybar	2.65	S	2.97	S	2.83	S
Average Weighted Mean	2.88	S	2.88	S	2.95	S

Note: WM_{E/M}-Weighted Mean of Employees/Management; WM_{C/D}-Weighted Mean of Customers/Diners; HS –Highly Satisfied (3.26-4.00); S –Satisfied (2.51-3.25).

Based on the Customers/Diners’ response, the indicator, “Easier Mode of Payment”, placed highest with a weighted mean of three-point three-seven (3.37), corresponds to the verbal interpretation of Highly Satisfied (HS). For the indicator of “Delivery Platforms”, “the 2nd highest with a weighted mean of three-point eighteen (3.18), corresponds to the verbal interpretation of Satisfied (S).

The indicator, “All Info Available Online,” obtained the 3rd to highest with a weighted mean of three-point thirteen (3.13) corresponds to the verbal interpretation of Satisfied (S). The indicator, “Instagram Account with Visual Content,” obtained the 4th to highest with a weighted mean of three-point four (3.04), corresponds to the verbal interpretation of Satisfied (S). The indicator, “Loyalty App Called CandyBar,” obtained the 5th to the highest with a weighted mean of two-point ninety-seven (2.97) corresponds to the verbal interpretation of Satisfied (S). The indicator, “Restaurant Reservation System EatApp” obtained the 6th highest with a weighted mean of two-point ninety-four (2.94) corresponding to the verbal interpretation of Satisfied (S). The indicator, “Strong WiFi System Available Only For Guests,” obtained the 7th to the highest with a weighted mean of two-point eighty-four (2.84) corresponds to the verbal interpretation of Satisfied (S). The indicator, “Tablets On Each Table For Ordering A Meal In A Digital Way,” placed the lowest weighted mean of two-point sixty-nine (2.69), which corresponds to the verbal interpretation of Satisfied (S).

Based on the Employees/Management response, the indicator, “Easier Mode of Payment”, placed highest with a weighted mean of three-point thirty-four (3.10), corresponds to the verbal interpretation of Satisfied (S). For the indicators of “All Info Available Online and Delivery Platforms”, “the 2nd and 3rd to the highest both with a weighted mean of two-point ninety-eight (2.98), correspond to the verbal interpretation of Satisfied (S). The indicator, “Instagram Account with Visual Content,” obtained the 4th highest with a weighted mean of two-point ninety-three (2.93), corresponds to the verbal interpretation of Satisfied (S). The indicator, “Restaurant Reservation System EatApp” obtained the 5th highest with a weighted mean of two point eighty-four (2.84) corresponds to the verbal interpretation of Satisfied (S).

The two indicators, “Tablets On Each Table For Ordering A Meal In A Digital Way and Strong WIFI System Available Only For Guests,” both placed as 6th and 7th. with a weighted mean of two-point seventy-eight (2.78), correspond to the verbal interpretation of Satisfied (S). The indicator, “Loyalty App Called Candy Bar,” placed the lowest weighted mean of two-point sixty-five (2.65) corresponds to the verbal interpretation of Satisfied (S). As a result, based on the responses of the respondents in the following indicators about Novelty, based on the responses of Customers/Diners and Employees/Management on the Theme-House Restaurants, reveals that they are Satisfied with the three-point thirty-one (2.95) total number of weighted mean. The indicator, “Easier Mode of Payment”, placed highest with a weighted mean of three-point

twenty-four (3.24), corresponds to the verbal interpretation of Satisfied (S). It means that the respondents at the theme-House Restaurant were satisfied with the Easier Mode of Payment of the Restaurant Operation. According to Gabriel et.al (2022), a well-functioning electronic payment system lowers transaction costs and is considered to have effective capital and interbank market operations. The electronic payment system evolves alongside technological development. Meaning, as this industry progresses, digital wallets, electronic currency, and various online payment methods will still improve and develop.

Table 6 presents the Respondents’ Assessment of the Gastronomic Experience on theme-house restaurants’ attributes in terms of Price.

Table 6: Respondents’ Assessment for Gastronomic Experience on Theme-house restaurants attributes in Terms of Price						
Indicators	WM_{E/M}	DR	WM_{C/D}	DR	WM_{AVE}	DR
1. Affordability	3.24	S	3.24	S	3.24	S
2. Reasonability	3.29	HS	3.25	S	3.27	HS
3. High-Value Pricing	3.40	HS	3.09	S	3.24	S
4. Over-Pricing	2.65	S	2.46	S	2.56	S
5. Triple Pricing Strategies	2.98	S	2.65	S	2.81	S
6. Bundled pricing	3.12	S	3.13	S	3.18	S
7. Additional Cost for extra Add-ons	2.92	S	2.89	S	2.90	S
8. Service Charge	2.78	S	2.64	S	2.71	S
Average Weighted Mean	3.04	S	2.92	S	2.98	S
Note: WM _{E/M} -Weighted Mean of Employees/Management; WM _{C/D} -Weighted Mean of Customers/Diners; HS –Highly Satisfied (3.26-4.00); S –Satisfied (2.51-3.25).						

Based on the Customers/Diners’ response, the indicator, “Reasonability,” placed highest with a weighted mean of three-point twenty-five (3.25), corresponds to the verbal interpretation of Satisfied (S). For the indicator of “Affordability,” the 2nd highest with a weighted mean of three-point twenty-four (3.24), corresponds to the verbal interpretation of Satisfied (S). The indicator, “Bundled pricing,” obtained the 3rd to highest with a weighted mean of three-point thirteen (3.13), corresponds to the verbal interpretation of Satisfied (S). The indicator, “High-Value Pricing,” obtained the 4th to highest with a weighted mean of three-point nine (3.09), corresponds to the verbal interpretation of Satisfied (S). The indicator, “Additional Cost for extra Ad-Ons” obtained the 5th to the highest with a weighted mean of two-point eighty-nine (2.89) corresponds to the verbal interpretation of Satisfied (S). The indicator, “Triple Pricing Strategies,” obtained the 6th highest with a weighted mean of two-point sixty-five (2.65) corresponds to the verbal interpretation of Satisfied (S). The indicator, “Service Charge,” obtained the 7th highest with a weighted mean of two-point sixty-four (2.64) corresponds to the verbal interpretation of Satisfied (S). The indicator, “Over-Pricing,” placed the lowest weighted mean of two-point forty-six (2.46) corresponds to the verbal interpretation of Satisfied (S).

Based on the Employees/Management response, the indicator, “High-Value Pricing,” placed highest with a weighted mean of three-point forty (3.40), corresponds to the verbal interpretation of Highly Satisfied (HS). The indicators of “Reasonability” obtained the 2nd to highest with a weighted mean of Three-point twenty-nine (3.29) corresponds to the verbal interpretation of Highly Satisfied (HS). The indicator, “Affordability,” obtained the 4th highest with a weighted mean of Three-point twenty-four (3.24) corresponds to the verbal interpretation of Satisfied (S). The indicator, “Bundled pricing,” obtained the 5th to highest with a weighted mean of three-point twelve (3.12) corresponding to the verbal interpretation of Satisfied (S). The indicator, “Triple Pricing Strategies,” placed as 6th with a weighted mean of two-point ninety-eight (2.98), corresponds to the verbal interpretation of Satisfied (S). The indicator, “Additional Cost for extra Ad-Ons” placed as 7th with a weighted mean of two-point ninety-eight (2.92) corresponds to the verbal interpretation of Satisfied (S). The indicator, “Over-Pricing,” placed the lowest weighted mean of two-point sixty-five (2.65) corresponds to the verbal interpretation of Satisfied (S).

As a result, based on the responses of the respondents in the following indicators about Price based on the responses of Customers/Diners and Employees/ Management on the Theme-House Restaurants reveals that they are satisfied with the three-point ninety-eight (2.98) total number of weighted means. The indicator, “Reasonability,” placed highest with a weighted mean of three-point twenty-seven (3.27), corresponds to the verbal interpretation of Highly Satisfied (HS). It means that the respondents at Theme-House Restaurant were highly satisfied with the reasonableness of the Price.

According to Saunak Pal et.al (2020), it is a common observation that a slight variation in the price of the product or service shifts the customer to the competitors’ market offerings.

Table 7 shows the Respondents’ Assessment of the Gastronomic Experience on theme-house restaurants’ attributes in terms of Security.

Table 7: Respondents’ Assessment for Gastronomic Experience on Theme-house Restaurants Attributes in Terms of Security						
Indicators	WM_{E/M}	DR	WM_{C/D}	DR	WM_{AVE}	DR
1. Access control system	3.16	S	3.32	HS	3.24	S
2. Safe cash handling strategies	3.18	S	3.37	HS	3.27	HS
3. Responsible alcohol service	3.21	S	3.40	HS	3.30	HS
4. Security cameras	3.30	HS	3.46	HS	3.38	HS
5. Employee screening	3.32	HS	3.20	S	3.26	HS
6. Employee closing shift training	3.26	HS	3.22	S	3.24	S
7. Secure Parking Lot	3.12	S	3.28	HS	3.20	S
8. Securing Licensing and Permits	3.34	HS	3.32	HS	3.33	HS
Average Weighted Mean	3.24	S	3.34	HS	3.29	HS
Note: WM _{E/M} -Weighted Mean of Employees/Management; WM _{C/D} -Weighted Mean of Customers/Diners; HS –Highly Satisfied (3.26-4.00); S –Satisfied (2.51-3.25).						

Based on the Customers/Diners’ response, the indicator, “Security Camera”, placed highest with a weighted mean of three-point forty-six (3.46), corresponds to the verbal interpretation of Highly Satisfied (HS). For the indicator of “Responsible alcohol service,” it obtained the 2nd highest with a weighted mean of three-point forty (3.40), which corresponds to the verbal interpretation of Highly Satisfied (HS).

The indicator, “Safe cash handling strategies,” obtained the 3rd to highest with a weighted mean of three-point Thirty-seven (3.37), corresponds to the verbal interpretation of Highly Satisfied (HS). The two indicators, “Access control system and Securing Licensing and Permits,” obtained the 4th and 5th to the highest, both with a weighted mean of three-point nine thirty-two (3.32), which corresponds to the verbal interpretation of Satisfied (S). The indicator, “Secure Parking Lot,” obtained the 6th highest with a weighted mean of three-point two-eight (3.28) corresponds to the verbal interpretation of Satisfied (S). The indicator, “Employee closing shift training,” obtained the 7th highest with a weighted mean of three-point two-two (3.22), corresponds to the verbal interpretation of Satisfied (S). The indicator, “Employee screening,” placed the lowest weighted mean of three-point twenty (3.20), corresponding to the verbal interpretation of Satisfied (S). Based on the Employees/Management response, the indicator, “Securing Licensing and Permits,” placed highest with a weighted mean of three-point thirty-four (3.34) corresponds to the verbal interpretation of Highly Satisfied (HS). The indicators of “Employee screening “obtained the 2ND to highest with a weighted mean of Three-point thirty-two (3.32) corresponds to the verbal interpretation of Highly Satisfied (HS).

The indicator, “Security cameras,” obtained the 3rd to highest with a weighted mean of Three-point thirty (3.30) corresponds to the verbal interpretation of Satisfied (S). The indicator, “Employee closing shift training,” obtained the 4TH to highest with a weighted mean of three-point twenty-six (3.26), corresponds to the verbal interpretation of Satisfied (S). The indicator, “Responsible alcohol service,” placed as 5th with a weighted mean of three-point two-one (3.21),

corresponds to the verbal interpretation of Satisfied (S). The indicator, “Safe cash handling strategies,” placed as 6th with a weighted mean of three-point eighteen (3.18), corresponds to the verbal interpretation of Satisfied (S). The indicator, “Access control system,” placed as 7th with a weighted mean of three-point sixteen (3.16), corresponds to the verbal interpretation of Satisfied (S). The indicator, “Secure Parking Lot,” placed the lowest weighted mean of three-point twelve (3.12) corresponds to the verbal interpretation of Satisfied (S). As a result, based on the responses of the respondents in the following indicators about Security, based on the responses of Customers/Diners and Employees/Management on the Theme-House Restaurants, reveals that they are Highly Satisfied with the three-point ninety-eight (3.29) total number of weighted mean. The indicator, “Security cameras,” placed highest with a weighted mean of three-point two-seven (3.38), corresponds to the verbal interpretation of Highly Satisfied (HS). It means that the respondents on the theme-House Restaurant are highly satisfied with the featured Security Cameras. According to Trifon Tsvetkov (2021) According to these studies, CCTV cameras can effectively reduce crime rates, especially when paired with other security measures such as adequate lighting and security fences. By pointing cameras in these areas, you can use the captured footage as a form of identification in case a crime occurs. If you have someone operating the system, they can also use the cameras to determine if there’s a crime taking place in real-time, such as theft or assault

Table 8 presents the Respondents’ Assessment of the Gastronomic Experience on theme-house restaurants’ attributes in terms of Sanitation.

Table 8: Respondents’ Assessment for Gastronomic Experience on Theme-house restaurants attributes in Terms of Sanitation						
Indicators	WM_{E/M}	DR	WM_{C/D}	DR	WM_{AVE}	DR
1. Food Handlers	3.37	HS	3.46	HS	3.42	HS
2. Food Inspection	3.34	HS	3.38	HS	3.34	HS
3. Sanitize Surfaces	3.36	HS	3.50	HS	3.43	HS
4. Avoid Cross Contamination	3.34	HS	3.37	HS	3.35	HS
5. Deep cleaning service in Restaurant facilities	3.37	HS	3.42	HS	3.39	HS
6. Organized Staff and Customer Washroom / Comfort Rooms	3.28	HS	3.49	HS	3.38	HS
7. Waste Management Disposal System	3.34	HS	3.41	HS	3.37	HS
8. Non-Contaminated Water System	3.34	HS	3.25	S	3.29	HS
Average Weighted Mean	3.34	HS	3.41	HS	3.37	HS
Note: WM _{E/M} -Weighted Mean of Employees/Management; WM _{C/D} -Weighted Mean of Customers/Diners; HS –Highly Satisfied (3.26-4.00); S –Satisfied (2.51-3.25).						

Based on the Customers/Diners’ response, the indicator, “Sanitize Surfaces,” was placed highest with a weighted mean of three-point fifty (3.50), corresponding to the verbal interpretation of Highly Satisfied (HS). For the indicator of “Organized Staff and Customer Washroom / Comfort Rooms,” the 2nd to highest with a weighted mean of three-point forty-nine (3.49) corresponds to the verbal interpretation of Highly Satisfied (HS). The indicator, “Food Handlers” obtained the 3rd to highest with a weighted mean of three-point Thirty-seven (3.46) corresponds to the verbal interpretation of Highly Satisfied (HS). The indicator, “Deep cleaning service in Restaurant facilities” obtained the 4th to highest with a weighted mean of three-point forty-two (3.42), corresponds to the verbal interpretation of Highly Satisfied (HS). The indicator, “Waste Management Disposal System,” obtained the 5th highest with a weighted mean of three-point forty-one (3.41), corresponding to the verbal interpretation of Highly Satisfied (HS). The indicator, “Food Inspection,” obtained the 6th highest with a weighted mean of three-point thirty-eight (3.38) corresponds to the verbal interpretation of Highly Satisfied (HS). The indicator, “Avoid Cross Contamination,” obtained the 7th highest with a weighted mean of three-point Thirty-seven (3.37) corresponds to the verbal interpretation of Highly Satisfied (HS). The indicator, “Non-Contaminated Water System,” placed the lowest weighted mean of three-point twenty-five (3.25) corresponds to the verbal interpretation of Satisfied (S).

Based on the Employees/Management response, the two indicators, “Food Handlers and Deep cleaning service in Restaurant facilities” placed highest, both with a weighted mean of three-point thirty-seven(3.37), corresponding to the verbal interpretation of Highly Satisfied (HS). The indicators of “Sanitize Surfaces “obtained the 3rd highest with a weighted mean of Three-point thirty-six (3.36), corresponding to the verbal interpretation of Highly Satisfied (HS). The four indicators, “Food Inspection, Avoid Cross Contamination, Waste Management Disposal System, and Non-Contaminated Water System” obtained the 4th, 5th, 6th, and 7th to the highest, all with a weighted mean of Three-point thirty-four (3.34) corresponding to the verbal interpretation of Highly Satisfied (HS). The indicator, “Non-Contaminated Water System,” placed the lowest weighted mean of three-point twelve (3.28) corresponds to the verbal interpretation of Highly Satisfied (HS). As a result, based on the responses of the respondents in the following indicators about Sanitation based on the responses of Customers/Diners and Employees/ Management on the Theme-House Restaurants, reveals that they are Highly Satisfied with a three-point thirty-seven (3.37) total number of weighted mean. The indicator, “Sanitize Surfaces,” placed highest with a weighted mean of three-point forty-three (3.43), corresponds to the verbal interpretation of Highly Satisfied (HS). It means that the respondents at the theme-House Restaurant are highly satisfied with the Sanitize Surfaces. According to Umar Iqbal et.al (2022) According to the restaurant industry bears more risk in the current pandemic in that the direct and indirect contact (e.g., shaking hands, crowded spaces, and touched places by others) may pose imminent threats in consumers’ minds. Moreover, it is common for restaurant consumers to interact with service providers and other customers to utilize various spaces, dining halls, elevators, washrooms, and lobbies (Park et al., 2019). Hygiene connotes the acts that safeguard one’s own life and well-being against vulnerability. Simply put, it implies preparing and securing favorable conditions for health. Improved hygiene conditions can considerably minimize the risk of disease infection that can be life-threatening (Shin and Kang, 2020)

Table 9 shows the Respondents’ Assessment of the Gastronomic Experience on theme-house restaurants’ attributes in terms of Promotion.

Indicators	WM _{E/M}	DR	WM _{C/D}	DR	WM _{AVE}	DR
1. Free samples	2.85	S	2.98	S	2.91	S
2. Use of Creative Food Visuals	3.01	S	3.36	HS	3.15	S
3. Vouchers and coupons	2.90	S	3.29	HS	3.09	S
4. Loyalty program promotions	2.93	S	3.25	S	3.09	S
5. Social media contests and giveaways	2.93	S	3.02	S	2.98	S
6. Referral discounts	2.98	S	2.98	S	2.97	S
7. Social Media Platforms and Email Marketing	2.96	S	3.12	S	3.12	S
8. Partner With Delivery Apps.	2.97	S	3.21	S	3.21	S
Average Weighted Mean	2.94	S	3.15	S	3.15	S

Note: WM_{E/M}-Weighted Mean of Employees/Management; WM_{C/D}-Weighted Mean of Customers/Diners; HS –Highly Satisfied (3.26-4.00); S –Satisfied (2.51-3.25).

Based on the Customers/Diners’ response, the indicator, “Use of Creative Food Visuals,” was placed highest with a weighted mean of three-point thirty-six (3.36), corresponding to the verbal interpretation of Highly Satisfied (HS). For the indicator of “Vouchers and coupons,” the 2nd to highest, with a weighted mean of three-point two-nine (3.29), corresponds to the verbal interpretation of Highly Satisfied (HS). The indicator, “Safe cash handling strategies, Loyalty program promotions,” obtained the 3rd to highest with a weighted mean of three-point twenty-five (3.25), corresponding to the verbal interpretation of Highly Satisfied (HS) The indicator, “Partner with Delivery Apps,” obtained the 4th to highest with a weighted mean of three-point two-one (3.21), corresponds to the verbal interpretation of Satisfied (S). The indicator, “Social Media Platforms and Email Marketing,” obtained the 5th highest with a weighted mean of three-point two-eight (3.12) corresponds to the verbal interpretation of Satisfied (S). The indicator, “Social media contests and

giveaways,” obtained the 6th highest with a weighted mean of three-point two (3.02) corresponds to the verbal interpretation of Satisfied (S). The two indicators, “Free samples and Referral Discounts,” both placed the lowest weighted mean of two-point ninety-eight (2.98) corresponds to the verbal interpretation of Satisfied (S).Based on the Employees/ Management response, the indicator, “Use of Creative Food Visuals,” placed highest with a weighted mean of three-point one (3.01) corresponds to the verbal interpretation of Satisfied (S). The indicators of “Referral Discounts “obtained the 2ND to highest with a weighted mean of two-point ninety-eight (2.98) corresponds to the verbal interpretation of Satisfied (S). The indicator, “Partner with Delivery Apps,” obtained the 3rd to highest with a weighted mean of two-point ninety-seven (2.97) corresponds to the verbal interpretation of Satisfied (S).

The indicator, “Social Media Platforms and Email Marketing,” obtained the 4TH to highest with a weighted mean of two-point ninety-six (2.96) corresponds to the verbal interpretation of Satisfied (S). The two indicators, “Loyalty program promotions and Social media contests and giveaways,” placed as 5th and 6TH with a weighted mean of two-point ninety-three (2.93) corresponds to the verbal interpretation of Satisfied (S). The indicator, “Vouchers and coupons,” placed as 7th with a weighted mean of two points (2.90), corresponds to the verbal interpretation of Satisfied (S). The indicator, “Free Samples,” placed the lowest weighted mean of three-point twelve (2.85) corresponds to the verbal interpretation of Satisfied (S).

As a result, based on the responses of the respondents in the following indicators about Promotion, based on the responses of Customers/Diners and Employees/ Management on the Theme-House Restaurants, reveals that they are satisfied with the three-point fifteen (3.15) total number of weighted means. The indicator, “Partner with Delivery Apps,” placed highest with a weighted mean of three-point two-one (3.21) corresponding to the verbal interpretation of Satisfied (S). It means that the respondents on the theme-House Restaurant were satisfied with the feature of Restaurant Partnership with Delivery Apps.

According to Jack Collison (2020) According to these studies, online food delivery is a prime example of e-commerce disrupting a traditional market. A flood of new food delivery firms has caused rapid growth in the total number of transactions and revenue for the nascent industry. Although online food delivery services provide extra channels for potential revenue, they also create the risk of cannibalization, in which brick-and-mortar sales suffer because consumers who purchase in-store have transitioned to mostly online purchasing behavior.

Table 10 presented a summary table of the respondents’ assessment of the Gastronomic Experience at theme-house restaurants.

Gastronomic Experience at Theme-House Restaurants	AWM_{E/M}	DR	AWM_{C/D}	DR	AVE	DR
1. Food Quality	3.80	HS	3.28	HS	3.39	HS
2. Service Quality	3.50	HS	3.29	HS	3.39	HS
3. Atmosphere	3.31	HS	3.31	HS	3.31	HS
4. Novelty	2.88	S	3.02	S	2.95	S
5. Price	3.04	S	2.92	S	2.98	S
6. Security	3.24	S	3.34	HS	3.29	HS
7. Sanitation	3.34	HS	3.41	HS	3.37	HS
8. Promotion	2.94	S	3.15	S	3.04	S
Overall Average Weighted Mean	3.26	HS	3.22	HS	3.22	HS
Note: AWM _{E/M} -Average Weighted Mean of Employees/Management; HS –Highly Satisfied (3.26-4.00); AWM _{C/D} -Average Weighted Mean of Customers/Diners; S –Satisfied (2.51-3.25).						

Table 11 reveals the Summary of Results of Hypothesis Testing on the Significant Difference of the Assessment of the two groups of respondents on the theme-house restaurants experience

Table 11: Summary of Results of Hypothesis Testing on the Significant Difference in the Assessment of the Two Groups of Respondents on the Theme-House Restaurants Experience

Gastronomic Experience on Theme-House Restaurants	t _{computed}	t _{critical}	Decision on H ₀	Interpretation of the Difference
1. Food Quality	2.012	1.942	Rejected	SIGNIFICANT
2. Service Quality	2.111	1.942	Rejected	SIGNIFICANT
3. Atmosphere	2.942	1.942	Rejected	SIGNIFICANT
4. Novelty	2.521	1.942	Rejected	SIGNIFICANT
5. Price	1.982	1.942	Rejected	SIGNIFICANT
6. Security	2.001	1.942	Rejected	SIGNIFICANT
7. Sanitation	2.152	1.942	Rejected	SIGNIFICANT
8. Promotion	2.672	1.942	Rejected	SIGNIFICANT

Note: AWM_{E/M}-Average Weighted Mean of Employees/Management; HS –Highly Satisfied (3.26-4.00); AWM_{C/D}-Average Weighted Mean of Customers/Diners; S –Satisfied (2.51-3.25).

The table reveals that there is a significant difference on the assessment of the two groups of respondents since the computed t-values on food quality (2.012), service quality (2.111), atmosphere (2.942), novelty (2.521), price (1.982), security (2.001), sanitation (2.152) and promotion (2.672) exceeded the critical t-value (1.942). The Variable, Food Quality computed t of 2.012, Service Quality computed t of 2.111, Atmosphere computed t of 2.942, Novelty computed t of 2.521, Price computed t of 1.982, Security computed t of 2.001, Sanitation computed t of 2.152, and Promotion computed t of 2.672. All variables had a critical t @0.05, which is 1.942. The Decision made on the Null Hypothesis is rejected and statistically shows an interpretation of significant difference.

10.3. Challenges encountered by the respondents on the theme-house restaurants

Table 12 exposed the challenges encountered by the respondents on the theme-house restaurants.

Table 12: Challenges Encountered by the Respondents on the Theme- House Restaurants

Challenges Encountered	Weighted Mean	Descriptive Rating
1. Salary or Compensation Basis	2.84	Challenged
2. Labor Shortage	2.00	Moderately Challenged
3. Meeting diverse training needs	2.72	Challenged
4. Inflation	2.01	Moderately Challenged
5. Peak Periods or Seasons	2.40	Moderately Challenged
6. Change in marketing trends and dynamics	2.77	Challenged
7. Strong Competition	2.33	Moderately Challenged
8. Ineffective management	1.77	Not Challenged
Average Weighted Mean	2.26	

Note: C (2.51-3.25); MC (1.76-2.50); NC (1.00-1.75).

Table 12 presented the weighted mean and verbal interpretation of the following statements problems encountered by the respondent by the Employees/Management on the Theme-House Restaurants.

The statement, “Salary or Compensation Basis” placed highest with weighted mean of two-point Eighty Four (2.84) corresponds to the verbal interpretation of Challenge. For the statement of “Change in marketing trends and dynamics” obtained the 2nd to the highest with weighted mean of two-point Seventy Seven (2.77) corresponds to the verbal interpretation of Challenge. The statement, “Meeting diverse training needs” obtained the 3rd to the highest with weighted mean of two-point Seventy two (2.72) corresponds to the verbal interpretation of Challenge. The statement, “Peak Periods or Seasons” obtained the 4th to the highest with weighted mean of two-point Forty (2.40) corresponds to the verbal interpretation of Moderately Challenge. The statement, “Strong Competition” obtained the 5th to the highest with weighted mean of two-point thirty-three (2.33) corresponds to the verbal interpretation of Moderately Challenge. The statement, “Inflation” obtained the 6th to the highest with weighted mean of two-point one (2.01) corresponds to the verbal interpretation of Moderately Challenge. The statement, “Labor Shortage” obtained the 6th to the highest with weighted mean of two-point zero (2.00) corresponds to the verbal interpretation of Moderately Challenge. The statement, “Ineffective management” placed the lowest weighted mean of one-point seventy-seven (1.77) corresponds to the verbal interpretation of Not Challenge. As a result, based on the responses of the respondents in the following statements about problems encountered by the Employees/ Management on the Theme-House Restaurants revealed that they are Moderately Challenging (MC) with a two-point Thirty-six (2.36 total number of weighted means. The statement, “Salary or Compensation Basis,” was placed highest with a weighted mean of two-point Eight-Four (2.84) corresponding to the verbal interpretation of Challenge. It means that the respondent on the theme-House Restaurant challenge is on the Salary or Compensation Basis. According to Hong Soon Kim and Soo Cheong (2020), the results of this study showed that increasing employee compensation immediately enhances (decreases) restaurant revenue growth (profitability) but decreases (improves) restaurant revenue growth (profitability) after one year. The results suggested that restaurant firms can utilize employee compensation as a management tool to enhance performance in terms of both short-term revenue growth and long-term profitability gains. The results further implied that restaurant firms could consider making small but continuous increases in employee compensation to maintain higher performance outcomes.

Table 13 exposed the challenges encountered by the respondents on the theme-house restaurants.

Table 12: Challenges Encountered by the Respondents on the Theme- House Restaurants		
Challenges Encountered	Weighted Mean	Descriptive Rating
1. Improper Customer Service	2.33	Moderately Challenged
2. Food Security Issues	2.56	Challenged
3. Change in guest expectations	2.68	Challenged
4. Changing consumer behaviors	2.72	Challenged
5. Unengaged customer relationships	2.71	Challenged
6. Self-Ordering Technologies	3.12	Challenged
7. Peak Periods or Seasons	2.93	Challenged
8. Additional charges for takeaways	2.44	Moderately Challenged
Average Weighted Mean	2.69	Challenged
Note: C (2.51-3.25); MC (1.76-2.50); NC (1.00-1.75).		

The statement, “Self-Ordering Technologies,” placed highest with a weighted mean of three-point twelve (3.12) corresponds to the verbal interpretation of Challenge. For the statement of “Peak Periods or Seasons,” the 2nd to the highest with a weighted mean of two-point Ninety-three (2.93) corresponds to the verbal interpretation of Challenge. The statement, “Changing consumer behaviors,” obtained the 3rd to highest with a weighted mean of two-point seventy-two (2.72) corresponding to the verbal interpretation of Challenge. The statement, “Unengaged customer relationships,” obtained the 4th to highest with a weighted mean of two-point seventy-one (2.71) corresponds to the verbal interpretation of Moderately Challenge. The statement, “Change in guest expectation,” obtained the 5th to the highest with a weighted

mean of two-point sixty-eight (2.68) corresponds to the verbal interpretation of Moderately Challenge. The statement, "Food Security Issues," obtained the 6th highest with a weighted mean of two-point fifty-eight (2.58) corresponding to the verbal interpretation of Moderately Challenge. The statement, "Additional charges for takeaways," obtained the 6th to the highest with a weighted mean of two-point forty-four (2.44) corresponds to the verbal interpretation of Moderately Challenge. The statement, "Improper Customer Service," placed the lowest weighted mean of one point thirty-three (2.33), corresponding to the verbal interpretation of Not Challenge.

As a result, based on the responses of the respondents in the following statements about problems encountered by the Customers / Diners on the Theme-House Restaurants reveals that they are Challenge (C) with a two-point-six-nine (2.69) total number of weighted means. The statement, "Self-Ordering Technologies," placed highest with a weighted mean of three-point twelve (3.12) corresponds to the verbal interpretation of Challenge. It means that the respondent on the theme-House Restaurant challenge on "Self-Ordering Technologies. According to Elin Nilsson et.al (2021) stated self-service Technology is becoming more and more common in these industries. Tablets at the table, touch screens, and consumers' mobile phones are used in different ways to, for example, read the menu, order food, customize the order, and ask for refills or to interact with the company in other ways.

11. Promotional Plan

The researcher proposed an implementable promotional plan to the Theme-House Restaurants for the betterment of their Food and Beverage Operations as well as the Management System, including satisfying customer services. The paperwork addressed all the challenges encountered by the employees as well as by the customers or diners. It will help them to see all possible innovations in the Hospitality Industry.

The top challenge encountered by the Employees is the Salary or Compensation Basis. As the Management must aid the needs of their staff, especially in earning the appropriate payroll or wage matched to their rendered work or services. It also includes all the vital benefits of those workers. If the company can give all the right salary to their people, this can create trust, increase effectiveness, and dedication to do their duties and responsibilities in the restaurants. On the other side, the top challenge encountered by the Employees is the Self-Ordering Technologies. The researcher found out that the diners are mostly millennials and Baby wherein they have newly developed preferences on how they want to avail such food and beverage products and services, and that is through modern technologies and easy access to electronic commerce and other platform tools, applications, and devices.

12. Summary, Conclusions and Recommendations

12.1. Summary Of Findings

There were seventy-five (75) Employees / Management and seventy-five (75) Customers / Diners in the respondents.

Employees indicated their years of operation or service in the Restaurant or Food Business have options such as less than a year, one (1) to three (3) Years, and five (5) years and above. On the other hand, Customers indicated their frequency of visits and dine-ins in the selected Restaurant. There are options such as once a week, twice a month, and more than /others.

Gastronomic experience on theme-house restaurants attributes in terms of Food Quality, Service Quality, Atmosphere, Novelty, Price, Security, Sanitation, and Promotion. There is a significant difference in the assessment of the two (2) groups of respondents on theme-house restaurants' experiences based on the above-mentioned variables.

The challenges encountered by the respondents on the theme-house restaurants, based on the responses stated by the Customers/ Diners, are the Improper Customer Service, Food Security Issues, Change in Guest Expectations, Changing Customer Behaviors, Unengaged Customer Relationships, Self-Ordering Technologies, Peak Periods or Seasons, and Additional Charges for Take-Aways.

The statement, "Self-Ordering Technologies," placed highest with a weighted mean of three-point twelve corresponds to the verbal interpretation of Challenge. For the statement of "Peak Periods or Seasons," the 2nd to highest with a weighted mean of two-point Ninety-three corresponds to the verbal interpretation of Challenge. The statement, "Changing consumer behaviors," obtained the 3rd to highest with a weighted mean of two-point seventy-two corresponding to the verbal interpretation of Challenge. The statement, "Unengaged customer relationships," obtained the 4th to highest with a weighted mean of two-point seventy-one corresponds to the verbal interpretation of Moderately Challenge. The statement, "Change in guest expectation," obtained the 5th to the highest with a weighted mean of two-point sixty-eight corresponds to the verbal interpretation of Moderately Challenge. The statement, "Food Security Issues," obtained the 6th highest with a weighted mean of two-point fifty-eight corresponds to the verbal interpretation of Moderately Challenge.

The statement, "Additional charges for takeaways," obtained the 7th to the highest with a weighted mean of two-point forty-four corresponds to the verbal interpretation of Moderately Challenge. The statement, "Improper Customer Service," placed the lowest weighted mean of one point thirty-three, corresponding to the verbal interpretation of Not Challenge. Based on the responses stated by the Employees /Management are the Salary or Compensation Basis, Labor Shortage, Meeting Diverse Training Needs, Inflation, Peak Periods or Seasons, Change in Marketing Trends and Dynamics, Strong Competition, and Ineffective Management.

The statement, "Salary or Compensation Basis," placed highest with a weighted mean of two-point Eighty-Four corresponds to the verbal interpretation of Challenge. For the statement of "Change in marketing trends and dynamics," it obtained the 2nd to the highest with a weighted mean of two-point Seventy-Seven, corresponding to the verbal interpretation of Challenge. The statement, "Meeting diverse training needs," obtained the 3rd to highest with a weighted mean of two-point Seventy-two, corresponding to the verbal interpretation of Challenge. The statement, "Peak Periods or Seasons," obtained the 4th to highest with a weighted mean of two-point four, corresponding to the verbal interpretation of Moderately Challenge. The statement, "Strong Competition," obtained the 5th highest with a weighted mean of two-point thirty-three corresponds to the verbal interpretation of Moderately Challenge. The statement, "Inflation," obtained the 6th highest with a weighted mean of two-point one corresponds to the verbal interpretation of Moderately Challenge.

The statement, "Labor Shortage," obtained the 7th highest with a weighted mean of two-point zero, corresponds to the verbal interpretation of Moderately Challenge. The statement, "Ineffective management," placed the lowest weighted mean of one point seventy-seven, corresponding to the verbal interpretation of Not Challenge.

13. Conclusion

Based on the summary of findings, the researchers formulated the following conclusions.

1. The profile of the respondent is described as to serve variables like Types of Respondents, Number of years serving in the Restaurant or Food Business, and Frequent visiting and dining in the selected Restaurant or Food Business. The above data gathered are deemed to be valid and reliable.
2. There are positive results of assessment made on the Gastronomic Experience on theme-house restaurants' attributes in terms of Food Quality, Service Quality, Atmosphere, Novelty, Price, Security, Sanitation, and Promotion.
3. There are challenges encountered by the two groups of respondents based on the responses of Employees/ Management on the theme-house restaurants in terms of Salary or Compensation, Labor Shortage, Meeting Diverse Training Needs, Inflation, Peak Periods or Seasons, Change in Marketing trends and Dynamics, Strong Competition, and Ineffective Management.

On the other side, the responses of Customers/ Diners on the theme-house restaurants in terms of Improper Customer Service, Food Security Issues, change in guest expectations, changing consumer behaviors, Unengaged customer relationships, Self-Ordering Technologies, Peak Periods or Seasons, and Additional charges for takeaways.

4. There are effects of the challenges encountered by the two groups of respondents based on all the given variables as indicators in assessing each statement.
5. A Promotional Strategic Plan is prepared to help lessen the challenges encountered by the respondents in Restaurant Dining towards an enhanced Gastronomic Experience on the Theme-House Specialty.

13.1. Recommendation

This study revealed Challenges Encountered by the Employees/Management on the Theme-House Restaurants. Thus, the following recommendations are hereby presented:

Recommendation Based on the data gathered and conclusions drawn, the following are hereby recommended:

Restaurant Employees / Management: The researcher recommended possible solutions for those indications and challenges encountered at Theme-House Restaurants, such as Training, career development, and planning for managers. Attention to building a future for young managers is one key to professionalizing the industry. Human resources strategy experts develop leadership competency models and devise plans for helping managers progress and advance. More attention to managerial skill building in areas such as problem solving and conflict management could enhance the talent pool of Hospitality industry leaders. One of the many benefits of installing a good point of sale (POS) system is the reduction of waste. When employees take orders on a POS terminal or with a mobile tablet, paper ticketing is eliminated. Automatic inventory tracking can help owners keep a closer eye on stock, such as liquor, to spot potential shrinkage (and some bar software includes recipe banks indicating how much liquor should be used for various drinks).

Reports and analytics allow owners and managers to make informed decisions on which items need to be restocked, which ones should be reduced because they aren't selling, and even which ingredients are going to spoil first. All of these functions can reduce waste and save money.

Customers/Diners: The researcher recommended that the usage of Contactless payment options can help reduce the potential spread of germs by eliminating the handling of cash and the passing back and forth of cards. Publicly handled paper or laminated menus (which are difficult to sanitize properly) can also be eliminated in favor of a QR code menu option: customers can scan a QR code to access the menu on their phones.

Customers have come to appreciate the convenience of online ordering from the comfort of their homes, or anywhere. The availability of ordering channels, such as your branded website or mobile app, can influence a customer's choice of where to dine.

As with kiosks, order accuracy and ticket size are increased when customers input the order themselves.

Take that convenience a step further by offering delivery services so customers don't have to come out for pickup. The ability to pay online enables contactless delivery for additional safety. Delivery management software offers features such as GPS and tracking so customers know when the order will arrive, and managers know when the driver will return. These systems help ensure that all deliveries are accurate and on time, increasing customer satisfaction.

The researcher recommended that reader will maximize full potential to its extent in obtaining every possible knowledge that can help you in the nearest future, do certain kind of guidelines to establish a much clear overview of study conducting and may this study help you in preventing certain problems related to Restaurant Dining Experiences on Theme-House Restaurants.

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