

ASSESSMENT ON DRY HIRE FOOD SERVICES OF VISTA VERDE RESORT AMONG 2ND YEAR BSHM STUDENTS

ABSTRACT

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The hospitality industry is continuously evolving to meet the changing demands of clients, particularly in the area of event catering. Dry hire catering, which involves the provision of food without supplementary services such as staff, equipment, or table settings, is considered a cost-efficient option that prioritizes food quality, presentation, and punctual delivery. However, it is essential to evaluate whether such services fulfill customer expectations and adhere to industry standards. Vista Verde Resort, a well-known event venue, offered dry hire catering during the BSHM Second Year Seminar Tour. This study aimed to assess the quality of these services from the perspective of second-year BSHM students, who are being trained as future professionals in the hospitality industry. This study adopted a quantitative-descriptive research design to assess the quality of dry hire catering services. The respondents were 200 second-year BSHM students who attended the seminar event. Data collection was conducted through a structured questionnaire consisting of three key sections: (1) culinary practices, which included standardized recipe usage, flavor consistency, food presentation, and portion control; (2) service quality, evaluated based on responsiveness, reliability, tangibles, assurance, and empathy; and (3) challenges encountered during the event. The data were analyzed using descriptive statistical tools such as frequency counts and percentages to identify trends, measure service performance, and formulate practical recommendations. The results indicated that Vista Verde Resort mostly followed standardized recipe practices, though inconsistencies in documentation and portion control were evident. Students reported satisfaction with the flavor and presentation of the food. However, issues such as food shortages, service delays during busy periods, and poor accommodation of dietary restrictions were noted. While the food received high marks for quality and appearance, communication shortcomings during the event delayed problem resolution. This study emphasizes the need for clear communication and active staff participation in delivering efficient dry hire catering services. It identified significant issues such as the lack of standardized procedures for documenting recipes and inconsistent accommodation of dietary needs. To enhance service delivery, the study recommends comprehensive staff training, improved communication channels, and the implementation of contingency measures for unforeseen challenges. Strengthening portion control and adopting a more organized system for handling client feedback are also advised to ensure higher customer satisfaction and service consistency.

RECOMMENDED CITATION

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