

THE CULINARY CONNECTIONS: TAGAYTAY'S FOOD CULTURE AND TOURIST'S FREQUENCY VISIT AND OVER-ALL EXPERIENCE

ABSTRACT

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Tagaytay is a well-known tourist destination recognized for its culinary offerings and scenic landscape. This study explores food as a key factor influencing the frequency of tourist visits to Tagaytay, which is considered a gastronomic hub. The research aims to understand visitor preferences and how these can guide local businesses in improving their services to enhance the overall tourism experience. This study employs a descriptive research method using simple random sampling. A structured survey questionnaire was used as the primary instrument to collect data from 100 tourists. The survey covered various aspects such as demographic profile, culinary offerings, events and festivals, ambiance, location, service quality, food quality and presentation, accessibility, challenges encountered, and awareness of Tagaytay's culinary experiences. Data were analyzed using frequency distribution, percentage, weighted mean, and ranking to identify significant factors that affect tourists' frequency of visits. Findings revealed that Tagaytay is most popular among young adults aged 22 to 25, with the majority of tourists being Filipino. Food emerged as the leading factor for repeat visits, particularly due to local dishes, culinary events, and dining ambiance. However, while service quality is important, elements such as food authenticity, presentation, accessibility, and cultural relevance play a larger role in visitor satisfaction. A notable concern was the lack of awareness about certain offerings. The results suggest that promoting authentic cuisine and implementing youth-oriented marketing strategies can help increase repeat visitation. The study confirms that Tagaytay's food culture significantly influences tourist frequency and experience, particularly among younger demographics. Engaging this group through social media and experiential activities is essential. Loyalty programs and budget-friendly options may attract return visitors. To further enhance the culinary appeal, the promotion of regional cuisine, diversified dining options, and the organization of food festivals are recommended. Improving food presentation, ensuring consistent quality, and enhancing restaurant ambiance can strengthen Tagaytay's position as a culinary destination. Addressing operational challenges and elevating cultural value in food offerings will enrich the tourist experience and support the city's hospitality sector.

RECOMMENDED CITATION

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