

LOCAL FILIPINO CUISINE AND TOURISM ENHANCEMENT THROUGH HOTEL DINING SERVICES IN QUEZON CITY

ABSTRACT

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Local cuisine can influence tourists' destination experiences and provide insight into a country's history, culture, and identity. In Quezon City, hotels serve both local and international visitors, and their dining services can introduce guests to Filipino dishes. However, some hotels may prioritize international menus, and the potential of Filipino cuisine to support tourist satisfaction and cultural promotion has not been fully examined. This study investigated local Filipino cuisine in hotel dining services in relation to tourism enhancement and guest experience. The study used a quantitative correlational design to examine the relationship between local Filipino cuisine and tourism enhancement in hotel dining services in Quezon City. Numerical data were collected and statistically analyzed to identify patterns and relationships between the variables. Respondents emphasized the importance of preserving the authenticity and quality of Filipino dishes while considering guests' cultural backgrounds and overall dining experiences. They reported adherence to traditional recipes and cooking methods, use of authentic Filipino ingredients when available, and preservation of each dish's original taste and cultural identity, including historical and regional influences. Respondents also emphasized fresh ingredients, proper food-preparation standards, appropriate presentation, evaluation of taste, texture, and aroma before service, and compliance with food-safety and sanitation practices. The findings suggest that respondents perceived authentic, culturally meaningful, high-quality, and well-presented Filipino cuisine as contributing to hotel dining experiences and tourism promotion in Quezon City. Hotels may play an important role in introducing Filipino dishes to guests and supporting enjoyment, cultural pride, and satisfaction. These conclusions should be interpreted as perceptions unless objective tourism outcomes were measured.

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