



Sustainable Development Strategies in Talavera, Nueva Ecija's Restaurant Industry: A Comprehensive Analysis of Internal and External Practices

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Abstract— *This study explores the sustainable development strategies implemented by selected restaurants in Talavera, Nueva Ecija, focusing on their approaches to internal and external environments. Utilizing a descriptive research design, the study aims to accurately depict the sustainability practices of five surveyed restaurants, chosen through simple random sampling to ensure unbiased representation. Data were gathered via survey questionnaires, featuring Likert scale questions that assessed the demographics of the restaurants and their internal and external sustainable development strategies. The research highlights the crucial role of sustainable development practices in Talavera's restaurant industry, providing valuable insights for stakeholders to enhance sustainability in their operations. Findings indicate that while the restaurants have established a solid foundation in sustainability, there are opportunities to further refine their practices to improve overall performance and competitiveness in the market.*

Keywords— *Nueva Ecija, Sustainable Development, Culinary Landscape, Restaurant, Internal environment, External Environment*



I. INTRODUCTION

In the modern world, sustainable development has become a crucial paradigm that affects many industries, including the food and hospitality sectors. This study delves into the sustainable development strategies employed by selected restaurants in Talavera, Nueva Ecija, aiming to understand how these establishments balance social responsibility, environmental preservation, and economic growth. Given the increasing global awareness of environmental challenges, resource depletion, and social equality, sustainable practices in the restaurant industry are more significant than ever.

Suman Thakran (2016) defines sustainable development as the integration of social, environmental, and economic concerns to create development paths that meet the needs of present generations without compromising future generations' ability to meet their own needs. Education for sustainable development seeks to balance human and economic well-being with cultural traditions and respect for

Earth's natural resources, emphasizing learning aspects that support the transition towards sustainability.

Talavera, Nueva Ecija, with its rich agricultural landscape and the symbiotic relationship between the local restaurant industry and the region's agricultural practices, offers a unique case study. This research explores how restaurants in Talavera integrate sustainability into their operations, focusing on key areas such as sourcing of ingredients, waste management, energy consumption, community engagement, and overall environmental impact.

The study employs a descriptive research design to accurately portray the sustainability practices of five surveyed restaurants, selected through simple random sampling to ensure unbiased representation. Data were collected through survey questionnaires featuring Likert scale questions, assessing the demographics of the restaurants and their internal and external sustainable development strategies.

The findings underscore the importance of sustainable development practices in Talavera's restaurant industry and provide valuable insights for stakeholders seeking to improve sustainability in their operations. The research indicates that while these restaurants have a strong foundation in sustainability, there are opportunities for further enhancement to improve their overall performance and market competitiveness.

Moreover, the restaurants actively participate in community initiatives and collaborate with local organizations to promote sustainability. They support local farmers' markets, engage in food rescue programs, and participate in initiatives that promote food security and community access. By adopting these sustainable development strategies, the selected restaurants in Talavera not only contribute to their long-term business success but also positively impact the environment and the community at large.

STATEMENT OF THE PROBLEM

The purpose of this study is to explore the development strategies of a restaurant in Talavera, Nueva Ecija. To achieve this goal, researchers prepared the following questions:

1. How may the socio-demographic profile of the restaurant be described in terms of:
 - 1.1 Number of years in operation
 - 1.2 types of ownership
 - 1.3 number of employees
 - 1.4 average monthly income
 - 1.5 type of cuisine does your restaurant primarily offer
2. How may the sustainable development strategies of a restaurant through the internal environment be described in terms of:
 - 2.1 Human Resource
 - 2.2 Financial
 - 2.3 Operational
 - 2.4 Marketing
 - 2.5 Product and Services
 - 2.6 Facilities and Equipment
3. How may the sustainable development strategies of a restaurant through the external environment be described in terms of:
 - 3.1 Economic
 - 3.2 Environmental
 - 3.3 Social
 - 3.4 Technological

4. Propose a sustainable development plan, based on the findings of the external and internal environment.

SCOPE AND DELIMITATION

This study explores sustainable development strategies in Talavera, Nueva Ecija's culinary landscape, focusing on internal and external environmental factors. It examines five randomly selected restaurants to gain insights into broader industry practices. Data collection involves comprehensive survey questionnaires for restaurant owners or managers, featuring Likert scale questions on sustainability practices. Internal factors include human resources, financial management, operations, marketing, products, and facilities; external factors cover economic, environmental, social, and technological dimensions. While relying on self-reported data, which may have limitations, the study provides valuable insights into enhancing sustainability in Talavera's restaurant industry.

II. RESEARCH METHODOLOGY

This study investigates sustainable development strategies in Talavera, Nueva Ecija's culinary landscape, focusing on both internal and external environmental factors. Using a descriptive research design, the study provides a detailed representation of five randomly selected restaurants. Data collection involved survey questionnaires administered to restaurant owners or managers, incorporating Likert scale questions to assess sustainability practices. The internal factors examined include human resources, financial management, operations, marketing, products, and facilities, while external factors cover economic, environmental, social, and technological dimensions.

Conducted in Talavera, Nueva Ecija, this study aims to provide restaurant owners and managers with insights to enhance their sustainability practices. The research focused on five respondents to obtain a comprehensive understanding of their sustainable development strategies. Simple random sampling was employed to ensure diverse and representative data collection. The survey questionnaire, divided into demographic and sustainability-related sections, gathered information on various aspects of restaurant operations.

Data analysis involved calculating percentages and weighted means to interpret respondents' perceptions. The Likert scale used provided a nuanced understanding of the frequency and significance of various sustainability practices. The findings contribute to a broader understanding of sustainable development in Talavera's restaurant industry, offering valuable insights for future regulations and standards.

III. RESULTS AND DISCUSSION

1. Demographic Profile

Table 1.1. Frequency and percentage distribution of the respondents as to the restaurant's Number of years in operation

| 1.1 Number of years in operation | Frequency | Percentage |
|----------------------------------|-----------|-------------|
| 1 year to 2 years | 1 | 20% |
| 3 years to 4 years | 2 | 40% |
| 5 years to 6 years | 2 | 40% |
| 7 years and above | 0 | 0 |
| Total | 5 | 100% |

The data illustrates the distribution of the number of years in operation for a specific group. Among the total of 5 cases, 20% have been operational for 1 to 2 years, representing 1 case. Additionally, 40% of the group has a tenure of 3 to 4 years, encompassing 2 cases, while another 40% fall within the 5 to 6 years range, also comprising 2 cases. Notably, there are no instances where the operation duration exceeds 7 years. Overall, the data showcases a comprehensive breakdown of the group's operational durations, with each category's frequency and percentage contributing to the overall distribution.

The analysis of restaurant operations in Talavera, Nueva Ecija, reveals that most establishments (80%) are 3-6 years old, indicating stability and growth, while 20% are new. No restaurants have operated over 7 years, suggesting market dynamism and challenges in longevity. Strategic support for sustainability and innovation is essential.

Table 1.2. Frequency and percentage distribution of the respondents as to the restaurant's types of ownership

| 1.2 Types of ownership | Frequency | Percentage |
|------------------------|-----------|-------------|
| Sole proprietorship | 4 | 80% |
| Partnership | 0 | 0 |
| Corporation | 0 | 0 |
| Did not respond | 1 | 20% |
| Total | 5 | 100% |

The table displays the frequency and percentage distribution of the types of ownership reported by the surveyed restaurants. Among the 5 respondents, 80% reported owning restaurants categorized as sole proprietorships, which accounts for 4 out of 5 respondents. None of the respondents indicated ownership in a partnership or corporation. One respondent, representing

20% of the total, did not provide a response regarding the type of ownership. This table highlights that the majority of the surveyed restaurants were owned as sole proprietorships, with a notable percentage of respondents choosing not to disclose their ownership type.

Based on the article Types of Restaurant Ownership Structures (2018), a sole proprietorship is a widely chosen business structure in the food service industry, wherein a single individual owns and operates the business. It is a straightforward and common option, particularly among small-scale restaurants and family-owned establishments.

Table 1.3. Frequency and percentage distribution of the respondent as to the restaurant's number of employees

| 1.3 Number of employees | Frequency | Percentage |
|------------------------------|-----------|-------------|
| 1 employee to 5 employees | 2 | 40% |
| 6 employees to 10 employees | 1 | 20% |
| 11 employees to 15 employees | 0 | 0 |
| 16 employees and above | 2 | 40% |
| Total | 5 | 100% |

The table provides information about the frequency and percentage distribution of the number of employees reported by the surveyed restaurants. Among the 5 respondents, 40% reported having 1-5 employees, while another 20% reported having 6-10 employees. None of the respondents indicated having 11 to 15 employees. Additionally, 40% of the respondents reported having 16 employees or more. The table suggests that the majority of the surveyed restaurants had 5 or fewer employees, with a significant proportion having 16 or more employees.

The staffing requirements of a food service establishment depend on factors such as customer volume, menu complexity, and service style. High-end restaurants typically have a higher staff-to-customer ratio due to the greater number of service steps, or "touch points." These touch points, such as check-ins and silverware replacement, are more prevalent in fine dining establishments compared to casual dining venues. (How Many Employees Does It Take to Run a Restaurant?, 2022)

Table 1.4. Frequency and percentage distribution of the respondent as to the restaurant's average monthly income

| 1.4 Average monthly income | Frequency | Percentage |
|----------------------------|-----------|-------------|
| Below 100,000 | 1 | 20% |
| 100,000 to 250,000 | 1 | 20% |
| 251,000 to 500,000 | 0 | 0 |
| 501,000 and above | 1 | 20% |
| Did not respond | 2 | 40% |
| Total | 5 | 100% |

The data provided reveals the distribution of average monthly income within a specific group. Among the total of 5 cases, 20% of the group earns below 100,000 monthly, accounting for 1 case. Similarly, another 20% falls within the income range of 100,000 to 250,000, also representing 1 case. Notably, there are no instances where the income falls between 251,000 to 500,000. Furthermore, 20% of the group has an income of 501,000 and above, corresponding to 1 case. Additionally, 40% of the group did not provide information regarding their monthly income.

The data on restaurant income in Talavera shows diverse earnings: 20% earn below 100,000, 20% earn between 100,000-250,000, and 20% earn above 501,000. No restaurants earn 251,000-500,000. Notably, 40% did not disclose their income, highlighting potential gaps in financial transparency or reluctance to share sensitive information.

Table 1.5. Frequency and percentage distribution of the respondent as to the restaurant's types of cuisine

| 1.5 Types of cuisine | Frequency | Percentage |
|----------------------|-----------|-------------|
| Filipino cuisine | 1 | 20% |
| American cuisine | 1 | 20% |
| Korean cuisine | 3 | 60% |
| Others | 0 | 0% |
| Total | 5 | 100% |

The table shows the frequency and percentage distribution of the respondents based on the restaurant's types of cuisine. Out of the 5 respondents, 20% offer Filipino cuisine, another 20% offer American cuisine, and 60% offer Korean cuisine.

Every cuisine is characterized by its unique method of preparing specific types of food and beverages, resulting in individual servings or distinctive dishes. (2024). The

cuisine distribution in Talavera restaurants reveals diverse offerings: 20% serve Filipino cuisine, 20% serve American cuisine, and 60% serve Korean cuisine. The prominence of Korean cuisine suggests a strong local demand or trend, while the presence of Filipino and American cuisines indicates a varied culinary landscape catering to different tastes.

2. Internal environment

Table 2.1. Sustainable development strategies of a restaurant through the internal environment

| 2.1. Human resource | Weighted mean | Verbal interpretation |
|---|---------------|-----------------------|
| The restaurant invests in training and development programs for its employees. | 3.04 | Always |
| The restaurant conducts performance evaluations and provides feedback to its employees. | 4.00 | Always |
| The human resources department hires employees within the area of operation. | 2.08 | Often |
| Incentives such as bonuses and additional monetary rewards for employees. | 4.00 | Always |
| The human resources department provides health benefits for employees. | 3.06 | Always |
| The restaurant human resources department conducts an employee retention program. | 3.00 | Often |
| Average weighted mean | 3.46 | Always |

The restaurants employ several strategies to maintain a productive and satisfied workforce. It consistently invests in training and development programs for its employees, as evidenced by a weighted mean of 3.4. The restaurant also prioritizes conducting performance evaluations and providing feedback to its employees, a strategy that garners a weighted mean of 4. Additionally, the restaurant often hires employees within the area of operation, with a weighted mean of 2.8. Another key strategy is the provision of incentives such as bonuses and

additional monetary rewards for employees, which also has a weighted mean of 4. The human resources department ensures the provision of health benefits for the employees, a strategy that holds a weighted mean of 3.6. Furthermore, the restaurant often conducts an employee retention program, as indicated by a weighted mean of 3. The overall average weighted mean for all these strategies is 3.46, which suggests that the restaurant always employs these strategies to ensure the welfare and satisfaction of its employees.

According to Ryan Andrews (2022), regular performance evaluations and the use of employee evaluation forms in restaurants provide managers with a consistent and informed way to assess employee performance and track progress. This streamlined approach simplifies the review process, making it more productive. By providing structured feedback and monitoring employee development, managers can support the growth and advancement of their staff.

Table 2.2 Sustainable development strategies of a restaurant through the internal environment

| 2.2 Financial | Weighted mean | Verbal interpretation |
|---|---------------|-----------------------|
| Conducting regular internal audits to ensure compliance with accounting standards and identify any discrepancies or irregularities. | 3.4 | Always |
| Utilizing accounting software or systems to record all financial transactions accurately, including sales, expenses, payroll, and taxes. | 3.4 | Always |
| Engaging external auditors periodically to perform independent financial audits and provide assurance on the accuracy and integrity of financial reporting. | 3.4 | Always |
| Leveraging advanced features such as barcode scanning, real-time reporting, and integration with point-of-sale systems for efficient inventory control. | 3.4 | Always |

| | | |
|--|-------------|---------------|
| Adjusting the budget or financial plans as needed in response to changing market conditions, business trends, or unexpected expenses. | 3.8 | Always |
| Implementing their own computerized inventory management software to track inventory levels, monitor stock movements, and manage purchase orders | 3.4 | Always |
| Average weighted mean | 3.46 | Always |

The companies employ a variety of strategies to ensure robust financial and inventory management. They consistently conduct regular internal audits to ensure compliance with accounting standards and identify any discrepancies or irregularities, a practice highlighted by a weighted mean of 3.4. The utilization of accounting software or systems to accurately record all financial transactions, including sales, expenses, payroll, and taxes, is another strategy they always employ, with a weighted mean of 3.4. Additionally, they regularly engage external auditors to perform independent financial audits and provide assurance on the accuracy and integrity of financial reporting, a strategy that holds a weighted mean of 3.4. The company also leverages advanced features like barcode scanning, real-time reporting, and integration with point-of-sale systems for efficient inventory control, a strategy with a weighted mean of 3.4. They are proactive in adjusting the budget or financial plans as needed in response to changing market conditions, business trends, or unexpected expenses, a practice reflected by a weighted mean of 3.8. Lastly, they always implement their own computerized inventory management software to track inventory levels, monitor stock movements, and manage purchase orders, a strategy with a weighted mean of 3.4. The overall average weighted mean for all these strategies is 3.46, indicating that the company consistently applies these strategies for effective financial and inventory management.

Flexible budgeting is a practice that involves creating and adjusting financial plans to account for real-world fluctuations in income, expenses, and other financial factors. It differs from traditional budgeting models by considering changing circumstances and proactively addressing potential challenges (Henry Sheykin, 2023)

Table 2.3. Sustainable development strategies of a restaurant through the internal environment

| 2.3 Operational | Weighted mean | Verbal interpretation |
|--|---------------|-----------------------|
| Developing and implementing standardized operating procedures (SOPs) for various aspects of restaurant operations, including food preparation, service, cleaning, and maintenance. | 4 | Always |
| Developing contingency plans and protocols to address unexpected disruptions and minimize their impact on service quality and customer experience. | 4 | Always |
| Conducting regular staff training and drills to prepare for emergency situations and ensure staff readiness to handle disruptions effectively | 3.8 | Always |
| Providing ongoing training and feedback to kitchen and service staff to reinforce the importance of quality and consistency in delivering exceptional dining experiences. | 4 | Always |
| Conducting regular inspections and taste tests to monitor food quality and identify any deviations from established standards. | 3.6 | Always |
| Implement digital ordering platforms to improve communication between front-of-house and back-of-house staff. | 3.8 | Always |
| Average weighted mean | 3.86 | Always |

The restaurants have several operational strategies in place to ensure smooth operations and exceptional customer service. These include developing and

implementing standardized operating procedures (SOPs) for various aspects of restaurant operations, including food preparation, service, cleaning, and maintenance, a practice that is always carried out, as reflected by a weighted mean of 4. The restaurant always develops contingency plans and protocols to address unexpected disruptions and minimize their impact on service quality and customer experience, another strategy with a weighted mean of 4. Regular staff training and drills to prepare for emergency situations and ensure staff readiness to handle disruptions effectively is another strategy that is consistently applied, with a weighted mean of 3.8. The restaurant always provides ongoing training and feedback to kitchen and service staff to reinforce the importance of quality and consistency in delivering exceptional dining experiences, a practice reflected by a weighted mean of 4. Regular inspections and taste tests are conducted to monitor food quality and identify any deviations from established standards, a strategy that holds a weighted mean of 3.6. Lastly, the restaurant always implements digital ordering platforms to improve communication between front-of-house and back-of-house staff, a strategy with a weighted mean of 3.8. The overall average weighted mean for all these operational strategies is 3.86, indicating that the restaurant consistently applies these strategies in its operations.

To ensure consistent food quality across multiple locations, restaurants must implement quality checks and feedback systems. This involves conducting inspections and tests throughout the food production and service process by staff, management, or external auditors to ensure compliance with quality standards. Additionally, collecting and analyzing customer feedback through surveys, reviews, ratings, and comments helps identify areas for improvement, measure customer satisfaction, and enhance food quality based on preferences. By integrating these systems, restaurants can continuously monitor and improve food quality across all their locations. (How do you ensure consistent food quality across multiple, 2024)

Table 2.4. Sustainable development strategies of a restaurant through the internal environment

| 2.4 Marketing | Weighted mean | Verbal interpretation |
|---|---------------|-----------------------|
| The restaurant uses digital marketing such as Facebook, Instagram, and Twitter. | 4 | Always |
| The restaurant has a marketing website. | 3 | Often |
| The restaurant uses print mediums for marketing, | 2.4 | Seldom |

| | | |
|---|-------------|--------------|
| such as billboards and fliers. | | |
| The restaurant conducts market research to understand customer preferences. | 2.4 | Seldom |
| The restaurant faces challenges in reaching a target audience. | 2.2 | Seldom |
| The restaurant utilizes various marketing channels to promote its brands. | 2.6 | Often |
| Average weighted mean | 2.76 | Often |

The restaurants employ a range of marketing strategies to promote its brand and reach its target audience. They consistently utilize digital marketing platforms such as Facebook, Instagram, and Twitter, as indicated by a weighted mean of 4. Additionally, they often have a marketing website to enhance their online presence, with a weighted mean of 3. However, the use of print media such as billboards and fliers for marketing purposes is less frequent, with a weighted mean of 2.4. Similarly, conducting market research to understand customer preferences is not a regular practice, as reflected by a weighted mean of 2.4. The restaurant occasionally faces challenges reaching its target audience, with a weighted mean of 2.2. Nonetheless, they often utilize various marketing channels to promote their brands, as indicated by a weighted mean of 2.6. The overall average weighted mean for all these marketing strategies is 2.76, suggesting that the restaurant frequently employs these strategies to enhance its marketing efforts and brand visibility.

The implementation of digital marketing has a positive effect on knowledge sharing within organizations. This, in turn, leads to improved innovative performance. The findings underscore the significance of employing effective marketing strategies and staying abreast of emerging digital trends to enhance the overall effectiveness of marketing activities and drive organizational profits (Mohammad, 2023)

Table 2.5. Sustainable development strategies of a restaurant through the internal environment

| 2.5 Product and services | Weighted mean | Verbal interpretation |
|---|---------------|-----------------------|
| The menu features a wide variety of dishes to accommodate | 3.4 | Always |

| | | |
|--|------------|---------------|
| different tastes and dietary preferences, including options for vegetarian, vegan, gluten-free, etc. | | |
| Regular updates and additions to the menu are based on market trends and customer feedback. | 3.8 | Always |
| Specials or seasonal dishes to keep the menu fresh and exciting. | 3.8 | Always |
| The restaurant offers online food delivery services such as FoodPanda and Grab. | 1.6 | Never |
| The restaurant has an accredited supplier of food and beverages. | 3.8 | Always |
| The restaurant offers reservations online and walk-ins. | 4 | Always |
| Average weighted mean | 3.4 | Always |

The restaurants focus on several strategies to ensure a diverse and satisfying dining experience for their customers. They often offer a menu with a wide variety of dishes, including options for vegetarian, vegan, and gluten-free diets, as indicated by a weighted mean of 3.4. Regular updates and additions to the menu based on market trends and customer feedback are always implemented with a weighted mean of 3.8. The restaurant also consistently offers specials or seasonal dishes to keep the menu fresh and exciting, another strategy with a weighted mean of 3.8. However, they do not currently provide online food delivery services through platforms like FoodPanda and Grab, as reflected by a weighted mean of 1.6. On the other hand, the restaurant always ensures it has an accredited supplier of food and beverages, a strategy with a weighted mean of 3.8. Additionally, they always offer both online reservations and walk-ins for customer convenience, as indicated by a weighted mean of 4. The overall average weighted mean for all these strategies is 3.4, suggesting that the restaurant consistently implements these strategies to provide a satisfying dining experience for its customers.

The impact of food trends on menu innovation (2015) provides empirical evidence that food trends play a

moderating role in the relationship between innovation orientations and the process of developing new menus. This suggests that understanding and incorporating food trends is crucial for successful menu innovation.

Table 2.6 Sustainable development strategies of a restaurant through the internal environment

| 2.6 Facilities and equipment | Weighted mean | Verbal interpretation |
|---|---------------|-----------------------|
| Inspection routines to ensure cleanliness standards are consistently met. | 4 | Always |
| The restaurant upgrades its kitchen equipment to enhance efficiency. | 4 | Always |
| The restaurant invests in improving accessibility for customers with special needs. | 4 | Always |
| Periodic assessment of kitchen equipment to identify outdated or inefficient appliances. | 4 | Always |
| Installation of ramps, handrails, and other accessibility features to accommodate patrons with mobility challenges. | 2.8 | Often |
| Conducting routine inspections, lubrication, and adjustments as recommended by manufacturers. | 3.2 | Often |
| Keeping detailed records of maintenance activities, including dates, tasks performed, and any repairs or replacements made. | 3.6 | Always |
| Average weighted mean | 3.65 | Always |

The restaurants place a strong emphasis on ensuring cleanliness and efficiency in their operations through various strategies. They consistently conduct inspection routines to ensure that cleanliness standards are consistently met, as indicated by a weighted mean of 4. The restaurant always prioritizes upgrading its kitchen equipment to enhance efficiency, another strategy with a

weighted mean of 4. Additionally, they always invest in improving accessibility for customers with special needs, reflecting a commitment to inclusivity. Periodic assessments of kitchen equipment are conducted to identify outdated or inefficient appliances, a practice that holds a weighted mean of 4. While the installation of ramps, handrails, and other accessibility features to accommodate patrons with mobility challenges is often carried out, the weighted mean is 2.8. Routine inspections, lubrication, and adjustments, as recommended by manufacturers, are often performed, as reflected by a weighted mean of 3.2. The restaurant always keeps detailed records of maintenance activities, including dates, tasks performed, and any repairs or replacements made, a strategy with a weighted mean of 3.6. The overall average weighted mean for all these strategies is 3.65, indicating that the restaurant consistently applies these strategies to ensure cleanliness, efficiency, and accessibility in its operations.

The significance of planning the layout of restaurant kitchens, coupled with an examination of the various elements that affect the design process, is critical. (Shailendra Dareker, Milind Peshave, 2016)

3. External environment

Table 3.1 Sustainable development strategies of a restaurant through the external environment in terms of economic

| 3.1 Economic | Weighted mean | Verbal interpretation |
|--|---------------|-----------------------|
| Regularly monitoring economic indicators such as inflation, GDP growth, and consumer spending patterns. | 3.4 | Always |
| Adjusting pricing strategies accordingly to remain competitive and maintain profitability, considering factors like changes in food costs and customer purchasing power. | 3.4 | Always |
| Regular market research enables the restaurant to capitalize on new business opportunities. | 3.4 | Always |
| Conducting regular financial analysis to track performance metrics, identify trends, and make | 3.4 | Always |

| | | |
|--|-------------|---------------|
| data-driven decisions. | | |
| Focusing on delivering exceptional customer service and creating memorable dining experiences to encourage repeat business and positive word-of-mouth. | 3.4 | Always |
| Exploring partnerships with local businesses or delivery services to expand the restaurant's reach and attract new customers. | 3 | Often |
| Average weighted mean | 3.33 | Always |

The restaurant consistently employs several strategies. They regularly monitor economic indicators and adjust pricing strategies accordingly, both with a weighted mean of 3.4. They conduct frequent market research and financial analysis, with a mean of 3.4. They emphasize exceptional customer service and memorable dining experiences, represented by a 3.4 mean. They often explore local partnerships to expand their reach, as shown by a mean of 3. The average weighted score of all strategies is 3.33, indicating consistent implementation.

The restaurant employs robust economic strategies to maintain competitiveness and sustainability. They consistently monitor economic indicators and adjust pricing strategies accordingly, ensuring profitability amidst fluctuating costs and consumer trends. Market research and financial analysis are regularly conducted to capitalize on new opportunities and track performance metrics. By focusing on exceptional customer service and fostering local partnerships, the restaurant enhances customer loyalty and expands its market presence effectively.

The restaurant's economic strategies include vigilant monitoring of inflation, GDP growth, and consumer spending, informing agile pricing adjustments for sustained profitability. Regular market research and financial analysis drive informed decision-making, while a strong focus on exceptional customer service and local partnerships cultivates loyalty and broadens market outreach.

Table 3.2. Sustainable development strategies of a restaurant through the external environment in terms of environmental

| 3.2 Environmental | Weighted mean | Verbal interpretation |
|----------------------|---------------|-----------------------|
| Setting up recycling | 3.8 | Always |

| | | |
|--|-------------|---------------|
| stations for materials like paper, glass, plastic, and aluminum and ensuring that staff are trained to properly separate recyclables. | | |
| Implementing strategies to minimize food waste, such as proper portion control, composting organic waste, and donating excess food to local charities. | 3.8 | Always |
| Using environmentally friendly cleaning products that are non-toxic and biodegradable. | 3.8 | Always |
| The restaurant frequently seeks out local suppliers and prioritizes sourcing ingredients that are sustainably produced and environmentally friendly. | 3.8 | Always |
| Engaging with the local community through initiatives such as community clean-ups, tree planting events, or fundraisers for environmental causes. | 3.2 | Often |
| Encouraging customers to bring their own reusable containers for leftovers or takeout orders. | 3.8 | Always |
| Installing low-flow faucets and toilets to minimize water usage in the kitchen and restrooms. | 3.8 | Always |
| Installing energy-efficient appliances and lighting fixtures to reduce energy consumption in the kitchen and dining areas. | 3.8 | Always |
| Average weighted mean | 3.72 | Always |

The restaurants consistently implement various environmentally friendly strategies, including setting up recycling stations, minimizing food waste, using eco-friendly cleaning products, sourcing from local suppliers,

engaging with the community, encouraging reusable containers, and reducing water and energy consumption. These strategies are rated highly with a weighted mean of 3.8, indicating they are always practiced. However, community engagement initiatives have a slightly lower weighted mean of 3.2, suggesting they are often rather than always implemented. Overall, the average weighted mean for all strategies is 3.72, with a verbal interpretation of always.

This presents a significant environmental challenge globally, necessitating the adoption of eco-friendly approaches that are multifunctional, highly efficient, and sustainable. (Qiaozhi Wang et al., Int J Biol Macromol, 2024).

The restaurant's environmental strategies emphasize sustainability through comprehensive practices like recycling, waste reduction, and eco-friendly product usage, all consistently rated at 3.8 in weighted mean. They prioritize local, sustainable sourcing and engage in community initiatives, albeit somewhat less frequently (3.2 mean). Overall, their robust environmental commitment, averaging 3.72, reflects proactive efforts to minimize ecological impact and foster community involvement.

Table 3.3. Sustainable development strategies of a restaurant through the external environment in terms of social

| 3.3 Social | Weighted mean | Verbal interpretation |
|--|---------------|-----------------------|
| The restaurant engages with the local community through partnership and sponsorship. | 2.6 | Often |
| The restaurant prioritizes giving back to the community by supporting charitable organizations, participating in fundraisers, and sponsoring local events. | 3 | Often |
| The restaurant upholds principles of diversity and inclusivity in its hiring practices, staff training, and customer service policies. | 3.8 | Always |
| Invest in the well-being and professional development of employees through training programs, | 3.2 | Often |

| | | |
|--|-------------|--------------|
| mentorship opportunities, and benefits such as healthcare and paid time off. | | |
| Implement loyalty programs or customer appreciation initiatives to reward repeat business and foster long-term relationships with customers. | 3.6 | Always |
| Celebrate cultural diversity through menu offerings, themed events, or special promotions that highlight different cuisines and traditions. | 3.2 | Often |
| Average weighted mean | 3.23 | Often |

The restaurants engage with the local community through partnership and sponsorship, with a weighted mean of 2.6. They often prioritize giving back to the community by supporting charitable organizations, participating in fundraisers, and sponsoring local events, with a weighted mean of 3. The restaurant always upholds principles of diversity and inclusivity in its hiring practices, staff training, and customer service policies, with a weighted mean of 3.8. They often invest in the well-being and professional development of employees through training programs, mentorship opportunities, and benefits such as healthcare and paid time off, with a weighted mean of 3.2. The restaurant always implements loyalty programs or customer appreciation initiatives to reward repeat business and foster long-term relationships with customers with a weighted mean of 3.6. They often celebrate cultural diversity through menu offerings, themed events, or special promotions that highlight different cuisines and traditions with a weighted mean of 3.2. The average weighted mean of all strategies is 3.23, with a verbal interpretation of often.

The restaurant excels in social sustainability through consistent engagement with the local community and strong principles of diversity and inclusivity in its operations, earning high weighted means of 2.6 and 3.8, respectively. While they often invest in employee well-being and celebrate cultural diversity, these efforts score slightly lower at 3.2. Overall, their average weighted mean of 3.23 reflects a proactive approach to social responsibility and customer relationship building.

In a highly competitive market, restaurants and food businesses can distinguish themselves by introducing new

and distinctive flavors, ingredients, and cooking techniques from different cultures. By embracing cultural diversification, they can foster innovation and uniqueness, appealing to customers who seek novel culinary experiences. This approach enables restaurants to differentiate themselves and stand out in a crowded marketplace. (Amanda Hamel, 2023)

Table 3.4 Sustainable development strategies of a restaurant through the external environment in terms of technology

| 3.4 Technology | Weighted mean | Verbal interpretation |
|--|---------------|-----------------------|
| The restaurant invests in digital marketing strategies and online platforms such as social media accounts and websites. | 3 | Often |
| Implementing an online ordering system and partnering with delivery platforms to offer customers convenient options for ordering food for delivery or pickup. | 1.8 | Seldom |
| Offering contactless payment options such as mobile wallets, debit cards, or QR code payments to enhance convenience and safety for customers. | 3.8 | Always |
| Implementing mobile POS systems that allow servers to take orders and process payments directly at the table, reduces wait times and enhances customer satisfaction. | 2.4 | Seldom |
| Utilizing data analytics tools to analyze customer preferences, track sales trends, and identify | 3.4 | Always |

| | | |
|---|----------|--------------|
| opportunities for menu optimization and targeted marketing campaigns. | | |
| Monitoring online reviews and social media mentions to gauge customer satisfaction and address any issues or concerns promptly. | 3.6 | Always |
| Average weighted mean | 3 | Often |

The restaurants often invest in digital marketing strategies and online platforms, such as social media accounts and websites, with a weighted mean of 3. They always offer contactless payment options, such as mobile wallets, debit cards, or QR code payments, to enhance convenience and safety for customers, with a weighted mean of 3.8. They always utilize data analytic tools to analyze customer preferences, track sales trends, and identify opportunities for menu optimization and targeted marketing campaigns, with a weighted mean of 3.4. They always monitor online reviews and social media mentions to gauge customer satisfaction and address any issues or concerns promptly, with a weighted mean of 3.6. However, they seldom implement an online ordering system and mobile POS systems, with weighted means of 1.8 and 2.4 respectively. The average weighted mean for all technology-related strategies is 3, indicating that these strategies are often implemented.

The restaurant adopts a balanced approach to technology integration, with a focus on leveraging digital marketing, contactless payment options, and data analytics tools consistently, as reflected in their high weighted means. These efforts demonstrate a commitment to enhancing customer convenience, safety, and satisfaction. However, the lower implementation rates of online ordering systems and mobile POS systems suggest areas for potential improvement in optimizing operational efficiency and customer service delivery.

According to McKinsey & Company (2023), the use of contactless payments has been steadily increasing among consumers, as many individuals are drawn to the convenient and secure nature of these payment methods.

4. Propose a sustainable development plan, based on the findings of the external and internal environment.

| Issues | Action Plan | Responsible Department | Budget Allocation | Time Frame |
|------------------------------------|---|---------------------------|-------------------|---|
| Employee Retention and Development | Implement an Employee Retention Program focused on career development opportunities, mentorship programs, and | Human Resource Department | P 50,000 | Implement within the next 6 months and assess its |

| | | | | |
|---|--|--|----------|--|
| | recognition initiatives to improve employee satisfaction and retention rates. | | | effectiveness over the following year. |
| Marketing Strategy Optimization | Increase focus on market research and target audience identification to improve marketing effectiveness. Develop a comprehensive digital marketing plan that includes regular content updates on social media platforms and the marketing website. | Marketing Department | P 30,000 | Implement within the next 3 months and evaluate its impact over the following 6 months. |
| Online Food Delivery Service Implementation | Establish partnerships with popular food delivery platforms like FoodPanda and Grab to offer online food delivery services to customers. Develop an online ordering system for convenient food delivery or pickup. | Operations Department | P 20,000 | Launch within the next 4 months and ensure the online ordering system within the following months. |
| Energy Efficiency Improvement | Implement energy-saving measures such as LED lighting upgrades, energy-efficient kitchen appliances, and the installation of solar panels to reduce energy consumption and promote sustainability. | Facilities and Equipment Department | P 40,000 | Complete within the next 8 months and monitor consumption over the following year. |
| Community Engagement Enhancement | Expand community engagement initiatives through partnerships with local charities, environmental organizations, and community events. Organize regular community clean-ups, fundraisers, and events to strengthen ties with the local community. | Social and Environmental Responsibility Department | P 15,000 | Begin within the next 2 months and continue over the following year. |

IV. CONCLUSION

Based on the data presented in the tables, several conclusions can be drawn:

1. The restaurants demonstrate a strong commitment to employee development and satisfaction through strategies such as performance evaluations, training programs, health benefits, and incentives. However, there is room for improvement in hiring employees within the area of operation and conducting employee retention programs.
2. The restaurants exhibit effective financial management and control through strategies such as budget adjustments, internal audits, accounting software utilization, external audits, and inventory management systems. These strategies contribute to compliance with accounting standards and efficient financial reporting.
3. The restaurants ensure efficient and consistent operations through strategies such as standardized operating procedures, contingency plans, staff training, and digital ordering platforms. These strategies contribute to maintaining quality, consistency, and preparedness.
4. The restaurants employ various marketing strategies, including digital marketing platforms, market research, and diverse marketing channels. However, there is room for improvement in utilizing print mediums and overcoming challenges in reaching the target audience.
5. The restaurants offer a wide variety of dishes, regularly updates the menu based on market trends and customer feedback, and provides specials or seasonal dishes. However, there is potential for expansion in online food delivery services and partnerships with delivery platforms.
6. The restaurants ensure cleanliness, efficiency, and accessibility through strategies such as inspections, equipment upgrades, accessibility features, routine maintenance, and detailed record-keeping. These strategies contribute to maintaining high standards in facilities and equipment.
7. The restaurants demonstrate adaptability to economic indicators, pricing strategies, market research, financial analysis, and customer service. However, there is potential for further exploration of partnerships and online ordering systems.

8. The restaurants promote environmental sustainability through strategies such as recycling, food waste minimization, environmentally friendly cleaning products, local sourcing, community engagement, and water and energy conservation. These strategies contribute to environmental responsibility.

9. The restaurants engage with the local community, upholds principles of diversity and inclusivity, invests in employee well-being and development, and fosters customer loyalty. However, there is potential for further implementation of social initiatives.

10. The restaurants utilize digital marketing strategies, contactless payment options, data analytics, and online reputation monitoring. However, there is potential for expansion in online ordering systems and mobile POS systems.

RECOMMENDATION

Based on the findings, the following recommendations can be made:

1. Focus on employee retention: While the restaurants already invest in employee development and satisfaction, there is room for improvement in hiring employees within the area of operation and implementing employee retention programs. Offering competitive benefits, creating a positive work environment, and providing opportunities for growth and advancement can help retain talented employees.

2. Enhance marketing efforts: While the restaurants already utilize digital marketing platforms, it can further improve its marketing strategies by exploring print mediums such as billboards and fliers to reach a broader audience. Additionally, addressing the challenges of reaching the target audience through targeted marketing campaigns and customer segmentation can help increase brand visibility and attract more customers.

3. Expand online food delivery services: Considering the growing demand for online food delivery, it would be beneficial for the restaurant to partner with popular delivery platforms such as FoodPanda or Grab. This will allow them to reach a wider customer base and increase revenue.

4. Strengthen accessibility efforts: While the restaurants invest in improving accessibility, there is room for improvement in the installation of ramps, handrails, and other accessibility features. Consider conducting a comprehensive accessibility audit to identify specific areas that need improvement. This can involve consulting with accessibility experts or organizations to ensure that the restaurant meets or exceeds accessibility standards. Implementing additional accessibility features, such as accessible seating arrangements or signage, can further

enhance the dining experience for customers with mobility challenges.

5. Continuously monitor and adapt to market trends: The restaurants should continue monitoring economic indicators, market trends, and customer preferences. This will help in making data-driven decisions regarding pricing strategies, menu updates, and overall business operations.

6. Maintain a strong focus on environmental sustainability: The restaurants should continue implementing strategies to minimize food waste, promote recycling, and conserve water and energy. Additionally, exploring partnerships with local suppliers that prioritize sustainable and environmentally friendly practices can further enhance the restaurant's commitment to environmental responsibility.

7. Strengthen social and community initiatives: The restaurants can further engage with the local community by actively participating in community clean-ups, sponsoring local events, and supporting charitable organizations. This will not only contribute to a positive brand image but also foster stronger connections with the community.

8. Implement online ordering and mobile POS systems: To enhance customer convenience and streamline operations, the restaurant can consider implementing online ordering systems and mobile POS systems. This will allow customers to place orders easily and reduce wait times, resulting in improved customer satisfaction.

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