


SUSTAINABILITY OF THE GASTRONOMIC SERVICE FOR THE POSITIONING OF THE TOURIST DESTINATION IN BAHÍA DE CARÁQUEZ: ECUADOR

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ARTICLE INFO	ABSTRACT
<p>Article history: Received: January, 22nd 2024 Accepted: March, 22nd 2024</p>	<p>Objective: Evaluate the gastronomic services offered by restaurants in the area to define the level of impact it has on the perception of national and international consumers.</p>
<p>Keywords: Perception; Gastronomy; Services; Quality; Strategies.</p> 	<p>Theoretical Framework: Preliminary studies demonstrate that the consumer behavior evaluation model for the marketing of tourist destinations from its methodological context is presumed to model consumer behavior from an ex-ante assessment, the design of change actions and an ex-post reevaluation. ; contributes to achieving changes and allows obtaining better economic and commercial results in the tourist destination proposed by Lemoine; Hernández et al., (2021).</p> <p>Method: The methodology was structured in three stages that from its conception facilitated a study in accordance with the quantitative research demands. Through the inductive method, certain behavior of the gastronomic activity was observed, denoting representative statistics to develop efficient management and business decision making.</p> <p>Results and Discussion: In the evaluation, it was determined to classify the gastronomic services into three categories where two restaurants represented 54% of the best evaluated in category A, three represented 28% that placed it in category B and 9 that represent 18% that belong to category “C” and are considered regular.</p> <p>Research Implications: The investigation shows that digital platforms such as Tripadvisor contribute to decision making and define effective strategies to achieve business objectives.</p> <p>Originality/Value: Fisher Matrix adapted to the research object made it easier to observe the deficiencies of the gastronomic activity with the purpose of using as a strategy the modeling of the behavior of the consumer who frequents the destination</p> <p>Doi: https://doi.org/10.26668/businessreview/2024.v9i4.4573</p>

SUSTENTABILIDADE DO SERVIÇO GASTRONÔMICO PARA O POSICIONAMENTO DO DESTINO TURÍSTICO DA BAHIA DE CARÁQUEZ: EQUADOR

RESUMO

Objetivo: Avaliar os serviços gastronômicos oferecidos pelos restaurantes da zona para definir o nível de impacto que têm na percepção dos consumidores nacionais e internacionais.

Referencial Teórico: Estudos preliminares demonstram que o modelo de avaliação do comportamento do consumidor para o marketing de destinos turísticos a partir do seu contexto metodológico pressupõe modelar o

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comportamento do consumidor a partir de uma avaliação ex-ante, do desenho de ações de mudança e de uma reavaliação ex-post; contribuem para alcançar mudanças e melhores resultados econômicos e comerciais no destino turístico proposto por Lemoine; Hernández et al., (2021).

Método: A metodologia foi estruturada em três etapas que desde a sua concepção facilitaram um estudo de acordo com as demandas quantitativas da pesquisa. Através do método indutivo, observou-se determinado comportamento da atividade gastronômica, denotando estatísticas representativas para desenvolver uma gestão eficiente e a tomada de decisões empresariais.

Resultados e Discussão: Na avaliação determinou-se classificar os serviços gastronômicos em três categorias onde dois restaurantes representaram 54% dos mais bem avaliados na categoria A três representaram 28% que o colocaram na categoria B e 9 que representam 18% que pertencem à categoria “C” e são considerados regulares.

Implicações da Pesquisa: A investigação mostra que plataformas digitais como o Tripadvisor contribuem para a tomada de decisões e definem estratégias eficazes para atingir os objetivos de negócio.

Originalidade/Valor: A Matriz de Fisher adaptada ao objeto de pesquisa facilitou a observação das deficiências da atividade gastronômica com o propósito de utilizar como estratégia a modelagem do comportamento do consumidor que frequenta o destino.

Palavras-chave: Percepção, Gastronomia, Serviços, Qualidade, Estratégias.

SOSTENIBILIDAD DEL SERVICIO GASTRONÓMICO PARA EL POSICIONAMIENTO DEL DESTINO TURÍSTICO EN BAHÍA DE CARÁQUEZ: ECUADOR

RESUMEN

Objetivo: Evaluar los servicios gastronómicos que ofrecen los restaurantes de la zona para definir el nivel de impacto que tienen en la percepción de los consumidores nacionales e internacionales.

Marco Teórico: Estudios preliminares demuestran que el modelo de evaluación del comportamiento del consumidor para la comercialización de destinos turísticos desde su contexto metodológico se presume como modelar el comportamiento del consumidor que desde una valoración ex-ante, el diseño de acciones de cambio y una reevaluación ex-post; contribuyen a lograr cambios y mejores resultados económicos y comerciales en el destino turístico planteado por Lemoine; Hernández et al., (2021).

Método: La metodología se estructuró en tres etapas que desde su concepción facilitó un estudio acorde a las exigencias investigativa de orden cuantitativo. A través del método inductivo se observó determinado comportamiento de la actividad gastronómica denotando estadísticas representativas para desarrollar una gestión eficiente y en la toma de decisiones empresariales.

Resultados y Discusión: En la evaluación se determinó clasificar en tres categorías los servicios gastronómico donde dos restaurantes representaron el 54% de los mejores evaluados en la categoría A, tres representaron un 28% que lo ubicaron en la categoría B y 9 que representan un 18% que pertenecen a la categoría “C” y están considerados regulares

Implicaciones de la Investigación: La indagación demuestra que las plataformas digitales como Tripadvisor aportan a la toma de decisiones y a definir estrategias efectivas para el logro de los objetivos empresariales.

Originalidad/Valor: La Matriz de Fisher adaptada al objeto investigativo facilitó observar las deficiencias de la actividad gastronómica con la finalidad de utilizar como estrategia la modelación del comportamiento del consumidor que frequenta al destino.

Palabras clave: Percepción, Gastronomía, Servicios, Calidad, Estrategias.

1 INTRODUCTION

Gastronomy has become an increasingly important topic for humanity and at the same time very controversial, it could be said that it has evolved almost hand in hand with the evolution of human beings themselves, which is why Torres et al. (2018) they explain its diversity and how it contributes to the cultural identity of Ecuador.

Bravo (2014) indicates that gastronomy is a discipline with a long history, that as a science it is renewed and discovers new ways of transforming food, it is conceived as an art, since it generates an aesthetic experience and expresses a meaning where innovation is part of its recognition as well as the identification of food heritage where (Caicedo, 2022) recognizing it as traditional and transcendental of the country.

Gastronomy is everything related to food prepared for human consumption, and which has become an attractive activity within the culinary and cultural art of any city or town. Lemoine et al. (2018) allege in their study the importance of gastronomy to promote local tourism, considering certain requirements such as safety as a predominant factor to achieve better levels of satisfaction in tourist consumers (Zambrano et al., 2021), although there are no studies that respond to ethical elements within the gastronomic context (Folklorika, 2022).

There are criteria in which customers are increasingly demanding; most of them seek to identify with the brand or the image of the product or service to reference or address levels of satisfaction from their critical context. To these considerations are added the ethics that are must have at the food level (Siurana, s.f.) where research collaborations have allowed us to investigate the behaviour of tourist consumers and their demands at the service level (Lemoine et al., 2021).

Cervantes (2012) alleges that TripAdvisor is an internet site where users of tourism services from around the world comment on their experiences about the facilities, products and, above all, the service of any type of company around the world. For this simple fact and because it is one of the most important platforms worldwide due to user preference (more than 50 million monthly visits according to its own figures) and its multiplatform presence (computer, smartphones, tablets), which also denotes measurable parameters of users (Buengusto, 2023).

Based on these criteria, the TripAdvisor platform is selected to base the diagnosis of the gastronomic services offered in the city of Bahía de Caráquez with the purpose of analysing the behaviour of consumers of the services provided by the restaurants, bars and establishments that it has a web recognition on this page as a way to measure the real-time satisfaction parameters of the website. (Lemoine-Quintero et al., 2020).

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There are various investigations regarding gastronomy and its influence both at a cultural, historical and heritage level today where (Guevara, 2019) includes innovation in his study as an important element to consider within gastronomy, however (Villalva & Inga, 2021) expose the ancestral contribution in gastronomy and (Quezada et al., 2022) the heritage contribution as a tool of sustainability without ignoring that the investigations of (Hormaza & Torres, 2020) into the cultural heritage theme in Ecuador and in that technology plays a role in promotion (Cebey & Mederos, 2023).

Classic literatures direct us to acquire skills and knowledge to achieve objectives aimed at improving the economic sector of a locality. Among the classic authors who contribute to this study are (Schiffman & Lazar, 2010) with the topic of consumer behavior, (Kotler & Armstrong, 2008-2017) in their Marketing topic, including tourism that contributes to tourism performance with a focus to gastronomic activity.

Other gastronomic classics by the author (Calera, 1997) address the art of cooking and traditionality in generations, however (Girerde, 1983) with a focus on spontaneous gastronomy and finally (Ramirez, 2023) that presents seven relevant books that contribute to the current study.

Addressing from the gastronomic context and contribution from the culinary art is not difficult, but it is important to consider ethical values as a significant link to strengthen the gastronomic activity, as a result of the above (Tatavitto, 2019) does not only address in its investigation regarding Ethics in gastronomy does not insist on aesthetics as an important element for achieving service objectives and for the sustainable achievement of the activity as expressed (Saucedo et al., 2023); other considerations made by (Frackiewicz, 2023) clarify the importance of ethics in the artificial intelligence of autonomous culinary arts.

Sucre is the fifth canton of the province of Manabí, its date of cantonization is November 3, 1875, and it has an area of 764 km²: 33 km² urban area and 682 km² rural area. It limits to the north with the Pacific Ocean, the estuary of the Chone River and the San Vicente canton, to the south with the Portoviejo and Rocafuerte cantons, to the east with the Tosagua canton and to the west with the Pacific Ocean (GAD, 2023).

Located in the north center of the province of Manabí, the climate is warm dry in the north and warm humid in the south, it maintains two annual seasons, winter and summer. Its main activity is sun and beach tourism, agriculture and aquaculture, although it has other attractions, its largest tourist influx is national tourism. Currently there are 93 communities in the Canton. 43

communities are located in the urban area, representing 46% of the total population. While 50 communities are located in the rural area, they represent 54% of the total population.

Bahía de Caráquez consists of 10 communities, the city of Bahía de Caráquez, called the cradle of the Ecuadorian nationality, which in turn is attributed the name "The City without a Copy" recognized by residents, emigrants and tourists, both national and international, consists of 10 communities and a population of 9,644 inhabitants. Its main attraction is its beaches, landscaping, gastronomy and recreational activities that identify it in the province of Manabí.

There are restaurants that offer local, national and international cuisine, which in turn has a significant impact on the tourist development of the city, in addition to contributing to the influx of tourists and being part of the family economic support of a sector of the population of the town, so many were affected due to the earthquake that occurred on April 16, 2016 and the pandemic effects of Covid19 reflected in the impact on security and economics at the level of the gastronomic sector (Lemoine et al., 2021).

Contributions from Ramos, (2017) reflect that gastronomy is the reasoned knowledge of the art of producing, creating, transforming, evolving, preserving and safeguarding the activities, consumption, use, enjoyment, healthy and sustainable enjoyment of the World Cultural Gastronomic Heritage, Natural, Immaterial, Mixed and everything that concerns the food system of humanity and where Ecuador stars in this activity at the local level (Vega et al., 2018).

(Bravo, 2014) in his contributions states that gastronomy is a discipline with a long history, which as a science is being renewed and discovering new ways of transforming food, recognizing it as an art that generates an aesthetic experience and expresses a meaning through psychological level of clients and consumers where criteria from (Reyes et al., 2017) explain how this can be articulated as a tourism product from the educational system evidenced from the epistemological approach to gastronomy addressed by Cartay (2019).

The second transcendental milestone was the discovery of fire somewhere in Eurasia a few hundred thousand years ago, exposed by Alcobilla (2015), where it is evident that with the application of this technology, the empirical sterilization of some foods began, but also the birth of something transcendental in food, culinary technology, since, although it is important to eat, so is the taste and smell with tasting that translate into stimuli and perceptions according to what Stangor and Walinga (2022).

On the other hand, gastronomic tourism explained by Ramos (2017) defines it as people who, during their trips and stays, carry out activities based on material and intangible gastronomic

cultural heritage in places other than their usual environment, for a period of time. consecutive period of less than one year with the main purpose of consuming and enjoying products, services, experiences and gastronomic inspirations on a priority and complementary basis.

TripAdvisor website that provides tourist services such as accommodation, gastronomy and airlines. This site is available in 49 markets and is home to the largest travel community in the world, which has 390 million exclusive monthly average users (TripAdvisor, 2023).

There are two moments of Ecuadorian gastronomy, which is recognized as a cultural experience where studies related to the Ecuadorian environment reflect results regarding the valorisation of the relationships that unite gastronomy and culture, which has given life to a process of heritage zing the foods that They are affirmed as tangible elements of local culture and offer new possibilities of diversification for tourist destinations (Hernández-Mogollón et.al, 2015).

Gastronomy as cultural heritage and driver of tourism development is another trend that the country has highlighted to strengthen the marketing management of sustainable tourist destinations in the country. This is identified through a vehicle of identity and authenticity of a territory that provides the ancestral cultural connection with other generations (Romero-Corral, 2018).

It is important to recognize how authors such as (Quezada et al., 2022) develop an analysis of gastronomic heritage as a tool for sustainable development in search of strengthening gastronomic activity; Another evidence is the influence that marketing experts on the typical gastronomy of the regions from the perspective of marketing and positioning (Espinoza, 2022).

For all of the above, gastronomy is recognized as a fundamental part of tourist activity, it is presented as one of the main factors that contribute to the trend of sensory travel experiences, which is why the importance it attributed to it, which is why destinations currently generate competitive strategies to solidify gastronomic-tourism products through customer relationship management (Ordoñez et al., 2019).

Studies demonstrate the strategies that are developed in the destination in search of achieving better levels of services and higher levels of satisfaction in the gastronomic and tourism sector of the area under study, among these studies are those of (Carbache et al., 2020) in city brand development, collaboration (Carbache et al., 2020) and (Carbache & Bazurto, 2022).

Nowadays it is very important to know the perception of consumers in the services provided by gastronomic companies, since their permanence in the business environment and their growth, as well as their behavior in web positioning, depends on this analysis. Therefore,

defining the level of consumer satisfaction is of vital importance to promote tourism in the area (Montesdeoca et al., 2019).

The main deficiencies defined in the gastronomic service are framed in the non-identification of its potential clients, unattractive services, poor offers and loss of image in the services they offer according to the results of other investigations that contribute to the present study (Lemoine et al., 2021).

The objective of this research is to evaluate the gastronomic services offered by restaurants in the area to define the level of impact it has on the perception of national and international consumers. The existing restaurants on the TripAdvisor web platform will be identified in order to know the visits and consumer satisfaction, measuring the quality of the services offered through the Fisher matrix and being able to define functional strategies.

2 METHODOLOGICAL SCHEME

The methodology focused on an investigation with a tendency towards quantitative order where it was delimited to develop the study in three stages, the first is based on the diagnosis based on the references offered by the website to measure the gastronomic service providers that have a web presence. The second stage is based on the positioning analysis of each gastronomic server according to its category and the third stage is the strategic one to define positioning of the services through the Fisher matrix.

Inductive method: The research procedure proposed by the group of experts proposes a technique that, from its application, allows reasoning to be formulated from the three stages of a situational observation of the behavior of the services on the web page that in turn proposes, through various observations of events or objects in a natural state, a conclusion that is general for all events of the same class, which is why it is based on the application of the Fisher matrix to validate the results obtained.

Observation technique: It is used with the purpose of carefully observing the phenomenon, fact or case, taking information and recording it for subsequent analysis based on expert criteria created by the Marketing degree for decision-making based on results obtained in developed investigations. for the research project of: “Application of emotional marketing in the creation, promotion, dissemination and positioning of the new post-earthquake image of the destinations Sucre, San Vicente, Jama, Pedernales.”

Population: The population is the establishments located in the city of Bahía de Caráquez that provide gastronomic services, these represent 75% of the total active activities in the town, and that are located on the Tripadvisor web platform. The sampling is simple random for a total of 16 gastronomic establishments.

3 RESULTS

The Tripadvisor page within the variables that measures customer services implicitly includes the type of establishment, the style of cuisine and dishes, meals, prices, characteristics and good so that it measures a specialized service. In addition to these variables, the type of traveler and language will be measured to better characterize or identify customers. The study begins with the analysis of all these variables in order to obtain the optimal contribution to the research to measure customer perception.

The restaurants with web positioning are the following:

Table 1

Restaurants in the City of Bahía de Caráquez

GASTRONOMIC SERVICES IN BAHÍA DE CARÁQUEZ			
1	El Pier Uno Grill & Bar on the Pier	9	The King of Burrito
2	Hj Gourmet & Grill	10	The Brother
3	Puerto Amistad	eleven	Pepitos
4	H Cajé Bar	12	Claudia's Pizza
5	D'Camaron	13	The beach
6	San Antonio de Caráquez Coffee	14	Good taste
7	Mauí Bar	fifteen	San Antonio de Caráquez Coffee
8	Hit and Pass El Rincón de EMELEC	16	Horseshoe

Of the 16 existing restaurants on the website of Tripadvisor belonging to the city of Bahía de Caráquez, three were the best rated and had the greatest influx of visitors so far in 2017, which are: Puerto Amistad, which represented 30% of visitors, Pier 1, 25% of representation of visitors and D Cameron 13% representative of the total visitors this year, as shown in the following table:

Table 2

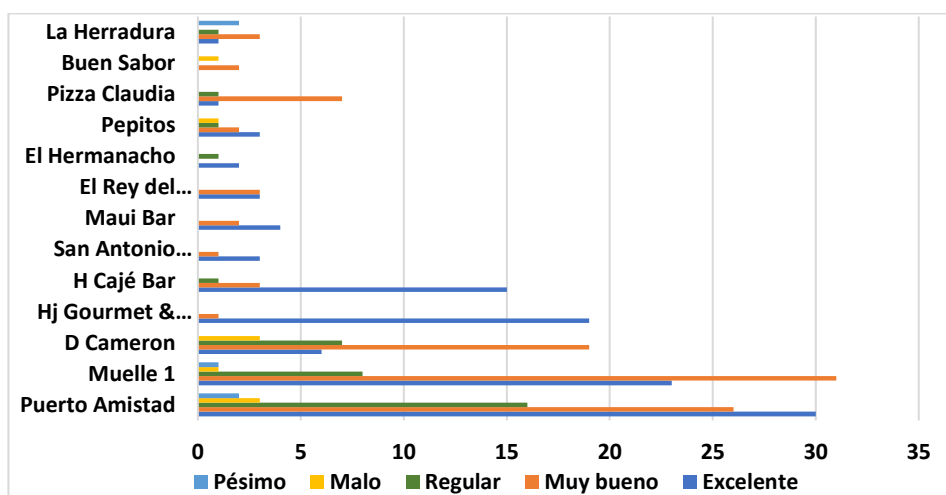
Restaurant visiting behavior.

Parameters	Puerto Amistad	Pier 1	D Cameron	Hj Gourmet & Grill	H Cajé Bar	Saint Anthony by Caraquez Coffee	Maui Bar	The King of Burrito	The Brother	Pepitos	Claudia's Pizza	Good taste	Horseshoe
Excellent	30	23	6	19	fifteen	3	4	3	2	3	1	0	1
Very good	26	31	19	1	3	1	2	3	0	2	7	2	3
Regular	16	8	7	0	1	0	0	0	1	1	1	0	1
Bad	3	1	3	0	0	0	0	0	0	1	0	1	0
Appalling	2	1	0	0	0	0	0	0	0	0	0	0	2
Total	77	64	35	20	19	4	6	6	3	7	9	3	7

It is important to argue that the Puerto Amistad restaurant obtained 39% of customers who evaluated its service as excellent, 34% as very good, only 21% evaluated the services received as average and 4% as bad, which is why it denotes by the results obtained from being a restaurant that complies with service regulations. The Muelle 1 restaurant's highest score meant that 48% of its services were very good and 36% were evaluated as excellent, in addition to being evaluated as average with 13% and 2% as poor services, the latter not being very significant. D'Cameron the most representative score was 54% very good while 17% represented excellent service received and only 2% was evaluated as bad and terrible, the latter two not being very significant. As shown in the following graph:

Figure 1

Behavior of visits to restaurants



The least representative restaurants or those with the lowest number of visits or web presence were denoted from a total of 20 opinions, it was decided to evaluate the type of

establishment, cooking styles, dishes, dietary restrictions, meals and price at the HJ GOURMET & GRILL restaurant. which was obtained 95% representing 19 opinions stated that the Restaurant is Excellent, while 5% representing 1 opinion decided that it is Very good.

From a total of 19 opinions, it was decided to evaluate the type of establishment, cooking styles, dishes, dietary restrictions, meals and price at the H SPORTS CAFÉ restaurant, which resulted in 79%, which represents 15 opinions stating that the Restaurant is Excellent, while 16% representing 3 opinions decided that it is Very good, and 5% presenting 1 opinion said that the restaurant is Average.

From a total of 9 opinions, it was decided to evaluate the type of establishment, cooking styles, dishes, dietary restrictions, meals and price at the Pizza Claudia restaurant, which resulted in 78%, which represents 7 opinions stating that the Restaurant is Very Good, while 22% representing 2 opinions decided that it is Excellent and Average.

From a total of 7 opinions, it was decided to evaluate the type of establishment, cooking styles, dishes, dietary restrictions, meals and price at the La Herradura restaurant, which resulted in 43%, which represents 3 opinions stating that it is Very good, while that 29% representing 2 opinions decided that it is Terrible, and 28% that presents 2 opinions said that it is Excellent and Average. Therefore, with the same number of options, it was decided to evaluate the Pepitos restaurant, which resulted in 43%, representing 3 opinions, stating that it was Excellent, while 29%, representing 2 opinions, decided that it was Very Good, and 28%, representing 2 opinions, decided that it was Very Good, and 28 % that present 2 opinions said that it is Average and Bad. The other restaurants were considered not very significant due to the number of views and completion of the survey.

3.1 CATEGORIZATION OF RESTAURANTS ACCORDING TO PERCEPTION

Based on the opinions given, it was decided to prioritize which category each restaurant in the City of Bahía de Caráquez belongs to, nominating them as: A which is Very good, B which is Good and C which is Average, taking into account the type of establishment. cuisine styles, dishes, dietary restrictions, meals and price.

From a total of 262 opinions, it was decided to evaluate the type of establishment, cooking styles, dishes, dietary restrictions, meals and price, which resulted in 2 restaurants that represent 54% and are in a range of 80 to 50 opinions. consider that they belong to category “A”, and are considered very good, while 3 restaurants that represent 28% are in a range of 49

to 20 opinions consider that they belong to category “B” and are considered good, and 9 restaurants which represent 18% are in a range of 19 to 01 opinion consider that they belong to category “C” and are considered regular. The ABC is represented in the following table:

Table 3

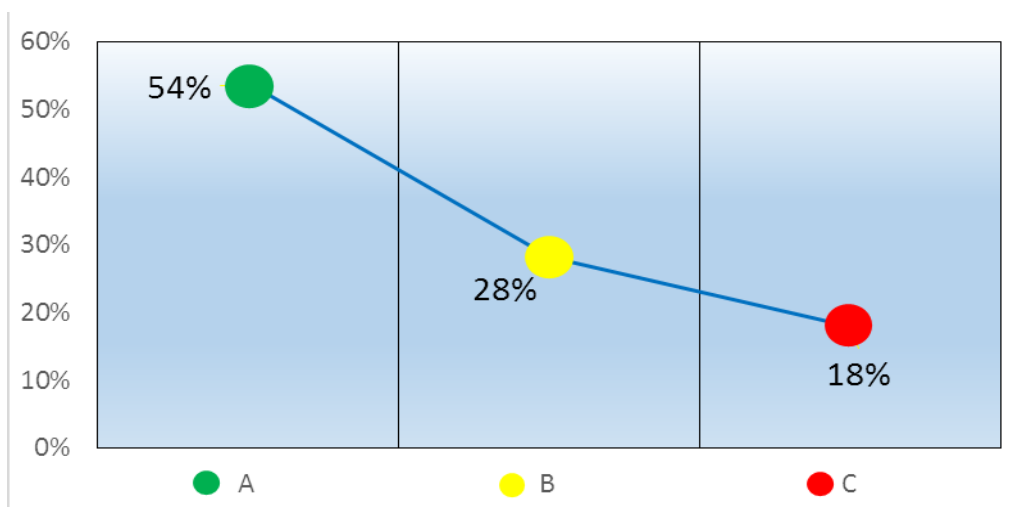
Restaurant Categorization Statistics

Categories	Range	Options	Restaurants	%
TO	80-50	141	2	54%
b	49-20	74	3	28%
c	19-0	47	9	18%
Total		262	14	

These results allow us to formulate strategic criteria for the positioning of these premises, which in turn allows us to develop diversification strategies to strengthen the growing participation in the market of groups B and C mainly and a maintenance strategy for the premises located in the group. A. Therefore, it is graphically represented as follows:

Figure 2

Classification in ABC



3.2 FISHER MATRIX: SERVICE QUALITY

The theoretical foundations that support job satisfaction were carried out in accordance with the laws, rules and regulations that support Restaurant employees using a matrix that will allow the service in the company to be evaluated taking into account two parameters to be measured, such as: Relational and Operational Dimensions as shown below. (León, 2003)

The Fisher matrix under study to define the operational dimensions along an **X axis** and the relational dimensions along the **Y axis** will be the actual measurement instrument to measure the services offered to clients, taking into account expert criteria. Its dimensions integrate evaluations weighted by each of the dimensions of the

This matrix demonstrates, according to the indicators to be measured, what would be the position of the services provided by the restaurants and which in turn will give the vision of how organizational behavior performs on its results.

Quality is dynamic, since the needs to be satisfied vary over time, to demonstrate the constant scientific-technical development of society and the continuous improvement of quality that “feeds” on unmet expectations, so we proceed from the dimensions which will in turn be structured as follows:

Very technical and not very warm service: it is the service that is provided with good technical quality, but there is no adequate warmth in the attention. It has a score between 1 and 5 points on the Y axis (operational dimension) and values between 0 and 5 on the X axis (relational dimension).

3.3 STEPS TO MAKE THE FISHER MATRIX

Below we represent an analysis according to the dimensions of studies, representing in each table the results obtained according to the analyzes that were carried out in the relational dimension and the operational dimension, within each dimension they were taken according to parameters evaluated in the surveys applied in the research and two indicators to first evaluate the relative importance or weight of each of these parameters, which would be the weighting value and a rating from 1 to 5 according to the level of importance that each parameter has in organizational behavior and job performance. of restaurant workers, being represented in the form:

1. classify the parameters to be evaluated regarding the operational dimension that refers to the technology and procedures that allow the improvement of services through the use of competitive technology that evaluates the replenishment cycle;
2. classify the parameters to evaluate regarding the relational dimension that refers to the professional assistance of marketing techniques, methods and tools that contribute to the development of the sales process.

3. definition of the weighting vector. The distribution of the values in the weighting vector will be from 0 to 1. It will depend on the importance that each company or business assigns to each parameter and their sum must be equal to the value that is going to be distributed: 1;
4. the score of each parameter according to the experts for its relevance. The evaluation of the parameters will be carried out according to the value from 1 to 5. The highest value is assigned to 5 the highest expectation and 1 to the lowest and the rest will be proportional to them.

Among the parameters to evaluate in the operational dimension are: Variety of dishes, Speed of service, Taste of products, Environment, Infrastructure, Customer service, Image.

Therefore, within the parameters to be measured in the relational area, it was determined to measure: Knowledge in customer service, Professionalism, Motivation, Technical procedures in the cashier area, Dedication to work, Relationship with others, Comfort and air conditioning.

Whose results according to expert criteria yielded the following result:

Table 4

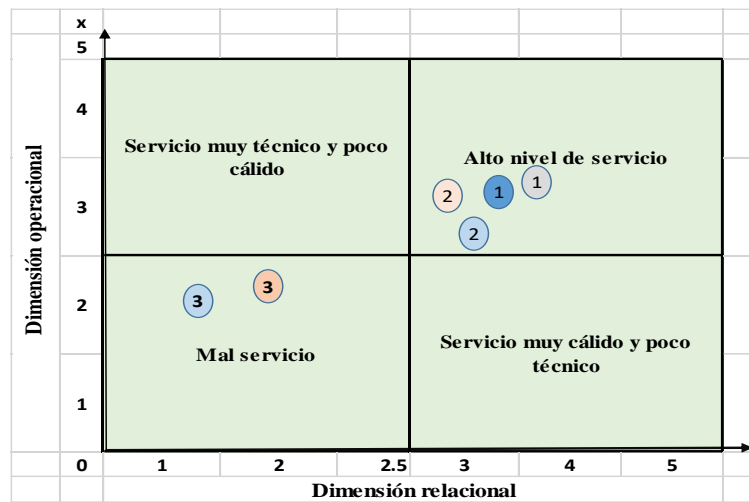
Result of factors of the Fisher Matrix

Dimensions	CATEGORY A	Worth
Operational factors	Employees	3.74
Relational factors	Employees	3.7
Operational factors	Managerial and administrative	3.9
Relational factors	Managerial and Administrative	3.84
Dimensions	CATEGORY B	
Operational factors	Employees	3.2
Relational factors	Employees	3.24
Operational factors	Managerial and Administrative	3.18
Relational factors	Managerial and Administrative	3.21
Dimensions	CATEGORY C	
Operational factors	Employees	2.61
Relational factors	Employees	2.5
Operational factors	Managerial and Administrative	2.22
Relational factors	Managerial and Administrative	2.47

By matching each of the parameters evaluated at the level of each factor, they are located in the quadrant according to the scores obtained, which is represented below:

Figure 3

Fisher Matrix Results.



By verifying the results obtained from the Fisher Matrix, it was possible to analyze that the data given between the operational dimension and the relational dimension evaluating the Category (A) restaurants and their Managers (Owners), where the quality of service is evaluated as : Very technical and not very warm service, high level of service, bad service and very warm and not very technical service, where it was shown that the restaurants that belong to category (A) showed a high level of service, according to the study based on the opinions given by customers.

By verifying the results obtained from the matrix, it was possible to analyze that the data given between the operational dimension and the relational dimension evaluating the category restaurants (B) and their managers (owners), where the quality of service is evaluated as: service very technical and not very warm, high level of service, bad service and very warm and not very technical service, where it was shown that the restaurants that belong to category (B) showed that they have a very technical and not very warm service, according to the study in Based on the opinions given by customers, it is recommended that they make improvements to their facilities and train their employees.

On the other hand, the results obtained from category (C) restaurants showed that restaurants that belong to category (C) showed that they have poor service, according to the study based on the opinions given by customers, it is recommended that they increase their product portfolio, make improvements to their facilities and the environment that surrounds them, train their employees, and advertise their premises and the products they offer.

Four types of strategies are defined in the study:

1. **positioning strategy:** This determines the search for sources of continuous training for all restaurants aimed at service and commercial image, so that they identify with their social and environmental environment of the city, which in turn contributes to the cultural and ancestral climate. (Lemoine y otros, 2021)
2. **alliance and cooperation strategy:** Aimed at collaboration with government entities, service associations and organizations that contribute to tourism development in the area. Implement solid tools that allow you to improve the services you provide to clients (Zamora y otros, 2018);
3. **sustainability strategy:** Aimed at continuous training for business owners, administrators, workers and those involved in the service with the aim of perfecting and enhancing the gastronomic service. Carry out behavioral monitoring of the service with the support of a specialist in service issues and business image that strengthens positioning in the national market (Lemoine et al., 2020);
4. **sustainability strategies :** Strategies based on the rules of FLOSS (Fresh , Local, Organic , Seasonal , Sustainable) and the Sustainable Development Goals (SDG) that from their perspectives respond to the needs of present generations without compromising the possibilities of the future or to meet their own needs based on respect and maintenance of culinary or gastronomic traditions from the cultural, ancestral and heritage context supported by (Almeida & Gomes, 2022) and (Da Silva & Florêncio, 2022).

4 CONCLUSION

It was identified that in the city of Bahía de Caráquez there were 16 restaurants in the period 2016-2017, being in force in 2022 with an alliance with the Tripadvisor web platform that facilitated measuring the perception of visitors based on the existing variables, denoting that this platform not only It contributes to verifying satisfaction levels but also allows us from this context to generate criteria to achieve sustainability at the activity level and therefore at the tourist destination level.

The city's restaurants were classified into three categories according to the links given in the customer perception options during their visit, so 18% reached category C, 28% of the restaurants evaluated with category B. and 54% represented category A due to the number of visitors or attendees who evaluated the services received as very good or excellent, where they provide guidelines that contribute to better culinary, gastronomic and heritage practices,

contributing to community gastronomic sustainability in an every way. increasingly responsible, being able to demonstrate its social, economic, cultural, nutritional and environmental interferences and impacts.

The Fisher Matrix was developed to determine the quality of service offered by the already categorized restaurants in order to know in which quadrant each of the categories are located, observing that those evaluated in category A and B are located at a high level. of service and those of category C located in the quadrant of poor service, generating a tool that will, to the extent of the strategies that are generated, create a more sustainable activity that promotes the agricultural development of the country and food security through the contribution to the preservation of the life of culinary traditions.

The application of positioning, alliance and cooperation strategies is determined with the purpose of improving gastronomic services in the area and reaching a greater number of visitors to them and reversing initiatives of sustainable and healthy consumption of the traditional and ancestral gastronomy of Ecuador at the level national and international market.

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