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Gastronomic Tourism: Its Viability in Irosin, Sorsogon

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***Abstract*—** The popularity of street food tourism has been gaining attention due to authentic and local experiences that travelers want to explore. These travelers not only visit the popular tourist attractions but also want to immerse themselves in the local culture. The presence of street food businesses has been an integral part of the local culture. This noteworthy event triggered this study to look into the profile of those street food business owners and operators in Irosin, Sorsogon, and the status of the assistance accorded by the local government to the business operation. Situational assessment through SWOT (Strengths, Weaknesses, Opportunities, and Strengths) Analysis was employed to generate data to determine the viability of gastronomic tourism in the place. The proposed comprehensive strategic plan for the operation of the street food business was the output of the study.

***Keywords*—** Gastronomic tourism, Street food business, Culinary tourism, SWOT assessment, Tourism industry, Comprehensive strategic plan

I. INTRODUCTION

Today, business organizations must have an institutional Food is a basic daily need of human life. It is a base requirement for human survival. However, food plays a greater role than just sustaining life. Food plays a vital role in the tourism industry and is usually used to attract destination to travelers. Today, food is regarded as an essential part of the travel experience as many tourists nowadays are food vloggers or food critics.

The street food business is vital in urban communities. It serves as a basic livelihood of many locals. During the pandemic time, the number of unemployed increased and many ventured into Micro, Small, and Medium Enterprises. It became one of the main income generators for many families, especially in urban areas. Since it's hard to earn money, those who have a tight budget depend on street foods because of their affordability and good taste. It became their way of life by providing their basic need. Street food business helps the economy by decreasing the high numbers of unemployed in the country. It helps to generate income and provide the vendors and the customers with basic needs.

Gastronomy is very popular in the Philippines. It is part of our culture and represents every community's heritage. Many Filipinos are regular customers of street food such as the researcher. Aside from being cheap, it offers different tastes as there are varieties of foods offered to choose from.

As it requires only a small amount of start-up capital, many Filipinos who have no means otherwise put up a street food business to make a living and generate income. According to Pill (2014), street food is a source of community building and a driver of social interaction that adds value to urban spaces. Moreover, it promotes urban living and safeguards regional food heritages and landscapes (Larcher and Camerer, 2015).

WebstaurantStore defined street food as ready-to-eat foods sold by vendors in public places. Not unlike food trucks, street food vendors can be found in a variety of locations including markets, fairs, and other special events. Convenient and affordable, it exists in many different forms and is popular in a variety of different countries and cultures. There's a wide range of street foods in every country. Street foods are relatively inexpensive and cheap. They are usually already prepared to be sold or can be cooked quickly and readily.

To understand street foods, Calloni (2013) elaborated on two perspectives; the first refers to a collection of a time when poor people could only eat cheap food on the streets; while the second one refers to contemporary life organization, differentiating between the time allocated to labor, to care, and to enjoyment. Street food is a way of promoting one's identity and cultural heritage. While tourists enjoy street cuisine as part of their destination experiences, locals equally enjoy preparing meals in the context of modern lifestyles (Mohamad, et al., 2021).

Street food vendors shall take necessary precautions and proper handling of the foods they offer to prevent food

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poisoning or cause sickness to the customers. Regarding this, Republic Act (RA) No. 10611 otherwise known as the "Food Safety Act of 2013" was signed by former President Benigno S. Aquino III. It aims to strengthen the food safety regulatory system in the country to protect consumer health and facilitate market access to local foods and food products. To strengthen the food safety regulatory system in the country, the State shall adopt the following specific objectives: (a) Protect the public from food-borne and water-born illnesses and unsanitary, unwholesome, misbranded, or adulterated foods; (b) Enhance industry and consumer confidence in the food regulatory system; and (c) Achieve economic growth and development by promoting fair trade practices and sound regulatory foundation for domestic and international trade. Towards the attainment of these objectives, the following measures shall be implemented: (1) Delineate and link the mandates and responsibilities of the government agencies involved; (2) Provide a mechanism for coordination and accountability in the implementation of regulatory functions; (3) Establish policies and programs for addressing food safety hazards and developing appropriate standards and control measures; (4) Strengthen the scientific basis of the regulatory system; and (5) upgrade the capability of farmers, fisherfolk, industries, consumers and government personnel in ensuring food safety (FAO, 2013).

Street food vendors act as intermediaries in exchanging cultural cuisines among tourists. Consumer interest in enjoying inexpensive global cuisines on demand, combined with the entrepreneurial initiative often immigrant food vendors as well as municipal governmental interest in promoting the urban creative food economy (Fusté-Forné, 2021).

Irosin is a second-class municipality located south of Sorsogon Province. The only landlocked town in the province, Irosin's economy is largely agricultural and prides itself as Sorsogon's food basket. The main sources of livelihood are rice and coconut production and farm labor. The municipality is a caldera town; it was formed by a major eruption of a volcano several thousand years ago. Today, the landscape of Irosin is surrounded by mountains with vast fields and is known for its bountiful bodies of water – rivers, lakes, streams, creeks, waterfalls, and hot and cold springs – with generous flora and fauna. Irosin is becoming a tourist destination (Action for Economic Reform, 2021).

Irosin is a landlocked municipality in the coastal province of Sorgon. The municipality has a land area of 149.87 square kilometers or 57.87 square miles which constitutes 7.07% of Sorsogon; 's total area. Its population as determined by the 2020 Census (Philatlas) was 59,267. This represented 7.15% of the total population of Sorsogon province or 0.97% of the overall population of the Bicol Region. Based on these figures, the population density is computed as 395 inhabitants per square kilometer or 1,024 inhabitants per square mile. It has twenty-eight barangays where Barangay Bacolod has the highest population percentage (2020) of 7.84% with an annual population growth rate (2015-2020) of 0.59%, whereas Barangay Cawayan has the lowest population percentage (2020) of 0.78% with annual population growth rate (2015-2020) of 1.76%.

The annual regular revenue of Irosin for the fiscal year of 2016 (Philatlas) was ₱123,860,278.73. the household population of Irosin in the 2015 Census was 56,615 broken down into 11,418 households or an average of 4.96 members per household. The age group with the highest population in Irosin is ten to fourteen, with 6,908 individuals. Conversely, the age group with the lowest population is 80 and over, with 504 individuals. Combining age groups, those aged fourteen and below, consisting of the young dependent population which includes infants/babies, children, and young adolescents/teenagers, make up an aggregate of 36.12% (20,468). Those aged fifteen up to sixty-four, roughly, the economically active population and actual or potential members of the workforce, constitute a total of 58.58% (33,194). Finally, the old dependent population consisting of the senior citizens, those aged sixty-five and over, total 5.29% (3,000) in all.

The population of Irosin grew from 8,644 in 1903 to 59,267 in 2020 (Philatlas), an increase of 50,623 people over 117 years. The latest census figures in 2020 denote a positive growth rate of 0.95%, or an increase of 2, 605 people, from the previous population of 56,662 in 2015. Based on the great-circle distance, the cities closest to Irosin are Sorsogon City, Sorsogon, Legazpi, Albay, Masbate City, Masbate, Tabaco, Albay, Ligao, Albay, and Calbayog, Samar. The nearest municipalities are Santa Magdalena, Sorsogon, Bulusan, Sorsogon, Matnog, Sorsogon, Juban, Sorsogon, Bulan, Sorsogon, and Casiguran, Sorsogon.

As the Municipality of Irosin is slowly transforming into a business hub, more tourist spots are opening, thus, tourists are swarming in the vicinity. Waterfalls and spring resorts are just a few of the many tourist attractions in Irosin. Even before the pandemic strikes street food business in Irosin is one of the major livelihoods and sources of income for the unemployed and everyone who wants additional profit. During the festivities, street food vending is very popular since it is a favorite comfort food of the locals and tourists alike. It helps boost the municipality's economy and gives job opportunities. Since street food has become a cultural lifestyle of every Filipino, the researcher would like to present the viability of the inclusion of street foods in tourism in the municipality of Irosin, Sorsogon.

II. OBJECTIVES

This study assessed gastronomic tourism: its viability in Irosin, Sorsogon

Specifically, it identified the profile of the street food business in the locale in terms of start-up capital, variety of street food offered, types of ownership, location of the business, length of existence

the average number of customers per day, types of customers availing of the products, income per day, expenses per month and common forms of expenses; the status of assistance accorded to the operation of the street food business; the strengths, weaknesses, opportunities, and threats of the street food business and strategic plan may be proposed for the viable inclusion of the street food business in the tourism industry in Irosin, Sorsogon.

III. METHODOLOGY

This study adopted the descriptive research design. Descriptive research design is aimed to accurately and systematically describe the situation. The use of a questionnaire was employed. The researcher also used interviews, the researcher's observations, and focus group discussions as methods to generate data from the respondents.

The respondents consisted of selected street food vendors within the Municipality of Irosin, Sorsogon. Fifty (50) street food vendors were picked randomly to answer the questionnaire prepared by the researcher for the research conducted.

Descriptive statistical tools were used in this study. Particularly, sub-problem number 1 employed frequency count and percentage to describe the profile of the street food business in the locale in terms of start-up capital, variety of street food offered, types of ownership, location of the business, length of existence, average number of customers per day, types of customers availed of the products, income per day, expenses per month and common forms of expenses. Such statistical tools were also used in sub-problem number 2 for tallying the assistance accorded to the operation of the street food business. Sub-problem number 3 had the frequency count and rank as the statistical tools utilized to determine the strengths, weaknesses, opportunities, and threats encountered by street food business owners.

IV. RESULTS AND DISCUSSION

The following results were gathered, analyzed, and interpreted by the researcher based on the objectives of the study. Tabular presentation textual analysis and interpretation were also used.

I. Profile of the Respondents

Knowing the profile is essential in understanding the demographics, interests, values, and behaviors of the individuals. This set of profiles manifests their uniqueness and reflects the qualities that they possess. Likewise, this set of profiles is a parameter for achieving the desired goal.

Table 1.1 shows the profile of the research respondents in terms of the start-up capital, during the time that these vendors initially engaged in their street food business. Clearly shown in the Table that of the 50 respondents, there are 20 or 40% of them started their street food business with 5,000.00 PhP capital or less. This is followed by the 12 or 24% of respondents who started their business with a capital that ranges from 5,001-10,000 PhP.

***Table 1.1**. Profile of Respondents in Terms of Start-Up Capital*

Start-Up Capital	Frequency	Percentage
20,001 and above	12	24%
15,001 – 20,000	1	2%
10,001 – 15,000	5	10%
5,001 – 10,000	12	24%

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Below 5,000	20	40%
Total	50	100%

Such findings are proof that the majority of those who engaged in the street food business have a meager amount of start-up capital. The street food business is considered in the category of MSME (Micro, Small, and Medium Enterprises), thus it is expected that such a minimal amount is expected.

Further shown by Table 1.1 that there are five (5) or 10% of the respondents have a start-up capital of 10,001-15,000 PhP. Only one (1) or 2% of the fifty respondents has a start-up capital of 15,001 – 20,000 PhP while twelve (12) or 24% of the respondents have a start-up capital of 20,001 PhP and above.

It shows that most of the street food vendors in Irosin started their business with low capital. This implies that starting a street food business is not that difficult as long as one has a small amount of capital.

***Table 1.2** Profile of Respondents in Terms of Food Items Being Offered*

Food Items Being Offered	Frequency	Percentage
Kwek-kwek	7	14%
Kikiam	10	20%
Balut	3	6%
Isaw ng manok	8	16%
Betamax	9	18%
Barbeque	7	14%
Fruit shakes	2	4%
Milktea	3	6%
Siomai	8	16%
Tokneneng	5	10%
Quail Egg	3	6%
Cheese Sticks	5	10%
Dirty ice cream	4	8%
Calamares	10	20%
Hotdog	5	10%
Fried isaw ng Baboy	5	10%
Sisig	2	4%
Banana Q	3	6%
Ulo ng manok	7	14%
Fruit juice	3	6%
Halo-halo	4	8%
Gulaman	3	6%
Viand	5	10%
Ice drop	3	6%
Taho	9	18%
Fishball	7	14%
Burger	3	6%
Buko juice	2	4%
Mani	3	6%
Adidas	6	12%
French fries	7	14%
Fried chicken	5	10%
Lumpiang shanghai	3	6%
Fruits	3	6%
Chicharon	4	8%
Others	11	22%

***Table 1.3** Profile of Respondents in Terms of Types of Ownership*

Types of Ownership	Frequency	Percentage
Owned	40	80%
Consignment	4	8%
Partnership	5	10%
Others	1	2%
Total	50	100%

Table 1.3 shows the profile of the respondents in terms of the types of ownership of the respondents' businesses. It is clearly shown in Table 1.3 that 40 or 80% of the 50 respondents owned their small business. Further shown that four or 8% are in consignment whereas, five or 10% are in partnership and one or 2% were hired to operate the business. Since starting up a street food business requires only a small amount of capital, most of the street food business in Irosin, Sorsogon is owned by the street food vendors themselves.

***Table 1.4** Profile of Respondents in Terms of Location of the Business*

Location of the Business	Frequency	Percentage
Inside the public market	13	26%
At the park	19	38%
Near the school	12	24%
Near the church	5	10%
At the resort	3	6%

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On the designated area by the LGU/BLGU	2	4%
Others	13	26%

Table 1.4 shows the profile of the respondents in terms of the location of the business. Some of the respondents are not fixed in one place. Some usually open their business where there is more foot traffic especially when there are occasions and or gatherings. It is shown in table 1.4 that nineteen of the respondents are located in the park and only two are in the location designated by the Local Government Unit. Further shown in the table that thirteen are located inside the public market white twelve of the respondents are located near the schools. Only three of the respondents are located at the resorts and five are near the church.

The data show that the street food vendors prefer to have their street food business in the park since it is in the middle of the Municipality and is accessible to all the local folks of Irosin. Good location in the business is a big factor in the success and sustainability of the business.

Table 1.5 *Profile of Respondents in Terms of Length of Operation in Years*

Length of Operation in Years	Frequency	Percentage
16 and above	8	16%
11 to 15	6	12%
6 to 10	10	20%
Below 5	26	52%
Total	50	100%

Table 1.5 shows the profile of the respondents in terms of the length of their operation in years. Table 1.5 shows that only eight or 16% out of the fifty respondents are operating beyond 16 years, whereas, there are six or 12% of the respondents who are operating from 11 to 15 years. Ten or 20% of the respondents are operating from 6 to 10 years. Further shows that the street food business is rapidly growing for there are twenty-six or 52% of the respondents who have operated for five years.

Many MSMEs are sprouting since most of the working class lost their job during the pandemic. The vendors venture into the Micro, Small, and Medium Enterprises to still have a source of income and to still provide for their family's needs. The growing population of the street food business helps provide jobs reduces the number of unemployed individuals in the Municipality of Irosin and helps boost its economic growth.

Table 1.6 *Profile of Respondents in Terms of Average Number of Customers per Day*

Average Number of Customers per Day	Frequency	Percentage
50 and above	41	82%
40 -49	4	8%
30 – 39	3	6%
20 – 29	2	4%
Total	50	100%

Table 1.6 shows the profile of the respondents in terms of the average number of customers per day. In the table, it is shown that there are two or 4% of the respondents who only have 20 to 29 average number of customers per day. Further shown that three or 6% of the respondents have a 30 to 39 average number of customers per day while four or 8% of the respondents have having 40 to 49 average number of customers per day. It is clearly shown in Table 1.6 that the majority forty-one or 82% of the respondents are dealing with fifty or more customers per day. It clearly shows that street foods are popular among the locals and tourists alike.

Table 1.7 *Profile of Respondents in Terms of Types of Customers Catered*

Types of Customers	Frequency	Percentage
Local folks	50	100%
Local tourists	50	100%
Foreign tourists	2	4%

Table 1.7 shows the profile of the respondents in terms of the types of customers catered to. The 50 street food vendor respondents noted patronage of local folks of their products and such result is also observed with the local tourists. The data in the Table are reflective of the fact that the local folks and local tourists are the main customers of the street food business in Irosin, Sorsogon, whereas there are only two (2) of the respondents who have foreign tourists who bought their food products.

Table 1.8 *Profile of Respondents in Terms of Income per Day*

Income per Day (₱)	Frequency	Percentage
11,001 – 13,000	1	2%
9,001 – 11,000	3	6%

7,001 – 9,000	2	4%
5,001 – 7,000	2	4%
3,001 – 5,000	8	16%
3,000 below	34	68%
Total	50	100%

Table 1.8 shows the profile of respondents in terms of income per day. In this table it is clearly shown that thirty-four or 68% of the respondents are earning below 3,000 Php while eight or 16% are earning between 3,001 to 5,000 PhP. With a start-up capital of less than 5,000 PhP, street food vendors eventually have a capital return after operating for two months at the least. Moreover, two or 4% of the respondents are earning between 5,001 to 7,000 Php and 7,001 to 9,000 Php. Further, it shows that three, or 6% are earning between 9,001 to 11,000 PhP while only one or 2% of the respondents are earning between 11,001 to 13,000 Php.

Table 1.9 *Profile of Respondents in Terms of Expenses per Month*

Expenses per Month (₱)	Frequency	Percentage
15,001 and above	3	6%
13,001 – 15,000	0	
11,001 – 13,000	0	
9,001 – 11,000	4	8%
7,001 – 9,000	1	2%
5,001 – 7,000	2	4%
3,001 – 5,000	9	18%
3,000 below	31	62%
Total	50	100%

Table 1.9 shows the profile of respondents in terms of expenses per month. It is shown in Table 1.9 that there are three or 6% of the respondents with expenses beyond 15,001 PhP. It is also shown that four or 8% of the respondents have expenses between 9,001 to 11,000 PhP while one or 2% have expenses between 7,001 to 9,000 PhP per month. Further shown that two or 4% have a monthly expense of 5,001 up to 7,000 Php, whereas nine, or 18% of respondents have expenses between 3,001 to 5,000 Php and thirty-one or 62% of respondents have 3,000 and less expenses monthly.

Being ambulant, most of the street food vendors do not pay any rent and electricity bills. Since they are included in the Micro, Small, and Medium Enterprises, expenses in their business operation are not that high.

Table 1.10 *Profile of Respondents in Terms of Common Forms of Expenses*

Common Forms of Expenses	Frequency	Percentage
Water bill	21	42%
Salary	5	10%
Rental	12	24%
Electricity bills	16	32%
Food items	50	100%
Taxes	6	12%
Trainings/Seminars	2	4%
Others	11	22%

Table 1.10 shows the profile of the respondents in terms of common forms of expenses. It shows that all of the fifty respondents are spending money on food items since it is the main product in their business. Twenty-one of the respondents are paying the water bill while sixteen are paying the electricity bill. Further in the table twelve of the respondents are paying rent, six respondents are paying taxes and five respondents are paying salaries. Moreover, two respondents are spending for training and seminars while eleven respondents are spending for fuel or gasoline and other expenses.

All of the respondents spent money on the food items that they are offering to the customers While two of the respondents ventured into attending trainings and seminars five were willing to spend and give salary to their helpers. It clearly shows that the street food vendors have their expenses in venturing and operating their business.

II. Status of Assistance Accorded to the Operation of the Street Food Business

Table 2.1 *Assistance Providers and Partners*

Assistance/Service Providers and Partners	Frequency	Percentage
LGU	4	8%
DOLE	1	2%
DTI	8	16%
Private Organization	4	8%
Microfinance Lending Institutions	12	24%
Others	3	6%

Table 2.1 shows the assistance providers and partners of the street food vendors in starting up their businesses. In table 2.1 it shows that twelve (12) of the respondents get their start-up capital in a microfinance lending institution while four (4) respondents are provided by some private organizations. Furthermore, it shows that four (4) are assisted by the local government unit, one (1) is assisted by the DOLE and DTI assisted eight (8) of the respondents, and three (3) respondents seek assistance from other sources. It shows that the lending institutions have a big role in the starting up of the MSME in Irosin. During the informal interview of the researcher, the respondents stated that they rarely received any assistance from the Local Government.

***Table 2.2** Forms of Assistance Received*

Assistance Received	Frequency	Percentage
Training/Workshop on starting up a business	9	18%
Capital Loan Assistance	14	28%
Material Loan Assistance	1	2%
Training/Workshop on Food Preparation and Handling	7	14%
Business Plan Preparation Workshop	3	6%
Provision of Policies and Guidelines for Starting Food Business	4	8%
Tax Exemption	3	6%
Others	4	8%

Table 2.2 shows the forms of assistance received by the research respondents from their providers and partners. Capital loan assistance is primarily provided by microfinance lending institutions and by the private sector. The table clearly shows that fourteen (14) of the respondents received capital loan assistance and one (1) respondent received material loan assistance. Nine (9) respondents attended training and workshop on starting up a business whereas three (3) respondents attended a business plan preparation workshop and seven (7) of the respondents attended a training and workshop on food preparation and handling.

Based on the data gathered. When the respondents and the researcher were engaged in small talk, the respondents were inciting how they were rarely assisted by the Local Government. While some of them received a free food cart and were given a capital of not less than 5,000Php, the majority were assisted by microfinance through loans.

The vendors were usually seeking assistance from the microfinances available in the municipality. Since training and workshops were merely ignored, the present study aims to make every MSME owner participate in the said workshops and seminars that will help them improve their skills and knowledge in their business.

III. Strengths, Weaknesses, Opportunities, and Threats in the Operation of Food Business

***Table 3.1** Strengths in the Operation of Food Business*

Strengths	Frequency	Rank
Owner's financial capacity to operate the business.	37	5
Trained in crafting business plans.	10	7
Ability to respond quickly to market changes and consumer needs.	42	3
Offers a generous serving of food at a reasonable price.	48	1
Good location in a busy area with lots of foot traffic.	45	2
Skillful in preparing street food menus.	36	6
Accessibility to potential customers.	38	4
Has an existing core group of street food enthusiasts.	2	8

Table 3.1 shows the frequency of respondents with strengths in the operation of their business. As shown in the table offering a generous serving of food at a reasonable price ranked first in the strengths in the operation of business with 48 frequency. Good location in a business area with lots of foot traffic ranked second

with 45 frequency. Further shows that the ability to respond quickly to market changes and consumer needs ranked third with a frequency of 42 while the accessibility to potential customers ranked fourth with a 38 frequency. Moreover, the table shows that the least strength in the operation of the food business is the existence of a core group of street food enthusiasts who ranked eight with 2 frequencies.

Table 3.2 *Weaknesses in the Operation of Food Business*

Weakness	Frequency	Rank
Limited capital that hinders a variety of food offerings	39	2
Lack of expertise in handling business	29	4
Lack of financial resources	42	1
Absence of health cards issued by the LGU among operators	38	3
Poor promotion of services	10	6
Presence of passive/uncooperative colleagues	12	5
Limited competencies in menu preparations	29	4
Others	1	7

Table 3.2 shows the frequency of respondents with weaknesses in the operation of their business. Table 3.2 shows that the main weakness in operating the street food business is the lack of financial resources which ranked first with 42 frequency and ranked second is the limited capital that hinders a variety of food offerings with 39 frequency. The absence of health cards issued by the LGU among operators ranked third with a frequency of 38, while lack of expertise in handling business ranked fourth with 29 frequency. Further shows that ranked in the fifth place is the presence of passive or uncooperative colleagues with 12 frequency, ranked sixth is the poor promotion of services with 10 frequency and last but not the least is the other reason where the competition has a better food product than them with 1 frequency.

Table 3.3 *Opportunities in the Operation of Food Business*

Opportunities	Frequency	Rank
Presence of lending institutions	20	4
Organizations offering pieces of training on MSME for potential/active business operators	7	5
Large market of potential consumers	47	1
The rapid development of tourism	42	2
Government programs to support small-sized enterprises	6	6
Vast availability of raw products supplies	28	3
The presence of institutions willing to offer courses on food preparations	6	6

Table 3.3 shows the frequency of respondents with the opportunities in the operation of their business. It clearly shows in the table that the large market of potential consumers ranked first with 47 frequency followed by the rapid development of tourism with 42 frequency. Ranked third is the vast availability of raw product supplies with 28 frequency while the presence of lending institutions ranked fourth with 20 frequency. Moreover, organizations offering pieces of training on MSME for potential or active business operators ranked fifth with 7 frequency, and ranked last is the presence of institutions willing to offer courses on food preparations with 6 frequency.

Table 3.4 *Threats in the Operation of Food Business*

Threats	Frequency	Rank
The high interest rate for the loaned amount	20	4
High registration fee for training asked for by the providers	8	7
Rising operating costs (rent, utilities)	22	3
Increasing competition	43	1

Scarcity of raw products supplies needed in the street food business	14	6
Negative impressions of some individuals on the quality of street foods	15	5
Unpredictable prices of raw materials/ingredients	38	2

Table 3.4 shows the frequency of respondents with the threats in the operation of their business. It shows in the table that the increasing competition is the threat that every vendor is worrying about since it ranked first with 43 frequency followed by the unpredictable prices of raw materials/ingredients which ranked second with 38 frequency. Ranked third is the rising operating costs (rent, utilities) with 22 frequency while the high interest rate for the loaned amount ranked fourth with 20 frequency. Negative impressions of some individuals on the quality of street foods ranked fifth with 15 frequency. Further shows that the scarcity of raw product supplies needed in the street food business ranked sixth with 14 frequency and ranked seventh with a frequency of 8 is the high registration fee for training asked for by the providers.

V. CONCLUSIONS AND RECOMMENDATIONS

Based on the preceding findings, the researcher concludes that the profile of the street food business in the locale in terms of (a) start-up capital; among the 50 respondents, 20 street food vendors had a starting capital of below 5,000 PhP which represents 40% of the respondents, those who started at capital of 5,001 PhP to 10,000 PhP and 20,001 PhP and above had the same frequency of 12 or 24%. 5 respondents or 10% had a capital started from 10,001 PhP to 15,000 PhP while only 1 or 2% started with a capital of 15,001 PhP to 20,000 PhP.(b) variety of street food offered; the food products offered according to the survey were as follows: 10 vendors or 20% out of the 50 respondents were selling kikiam and calamares; 9 or 18% were selling betamax and taho; 8 or 16% were selling isaw ng manok and siomai; 7 or 14% of the vendors are selling kwek-kwek, pork barbeque, ulo ng manok, fishball and French fries. 6 or 12% of the respondents were selling Adidas; 5 or 10% were selling tokneneng, cheese sticks, hotdogs, fried isaw ng baboy, different viand, and fried chicken. 4 vendors or 8% are offering dirty ice cream, halo-halo, and chicharon while 3, or 6% are selling balut, milk tea, quail egg, banana cue, fruit juice, gulaman, ice drop, burger, mani, lumpiang shanghai, and a variety of fruits. 2 or 4% of the respondents are selling fruit shakes, sisig, and buko juice and 11 or 22% of the vendors are selling other food products like popcorn, cotton candy, etc. (c) types of ownership; in regards to the type of ownership, 40 out of the 50 respondents or 80% privately owned the business. 5 or 10% of the vendors were in partnership with their friends, relatives, and siblings while 4 or 8% were in consignment and only 1 or 2% were hired by the business owner. (d) location of the business; the majority of the street food vendors were located at the park which has the highest frequency of 19 or 38% followed by those located inside the public market with a frequency of 13 or 26%. 12 vendors or 24% out of the 50 respondents were near the school; 5 or 10% were near the church; 3 or 6% of the vendors were at a resort while 2 or 4% of the respondents were in the designated area by the LGU. 13 or 26% of the vendors were mobile and usually located in places where there were events or gatherings. (e) length of existence; along with the number of years the business operates, among the 50 respondents 8 or 16% were operating for 16 years and above. There were 6, or 12% are already operating for 11 to 15 years while 10, or 20% have been operating their business for 6 to 10 years and those who just started operating or running their business below fire years have a frequency of 26 or 52% of the overall 50 respondents. (f) average number of customers per day; with regards to the average number of customers per day, 41 respondents or 82% have at least 50 or more customers daily. 4 or 8% have customers that range from 40 to 49, 3 or 6% have 30 to 39 and only 2 or 4% have 20 to 29 average customers per day. (g) types of customers availed of the products; the 50 street food vendor respondents noted patronage of local folks of their products and such result was also observed with their experience with local tourists. The data in the Table were reflective of the fact that the local folks and local tourists were the main customers of the street food business in Irosin, Sorsogon, whereas there were only two (2) of the respondents who had foreign tourists who bought their food products. (h) income per day 2% out of 50% or one (1) of the respondents had the highest daily average income that ranges from P11,001 to P13,000. Three (3) or 6% had a daily income that ranged from P9,001 to P11,000, while those who earned between P7,001 to P9,000 and P5,001 to P7,000 had the same frequency of 2 or 4%. Eight (8) respondents or 16% had a daily income that ranged from P3,001 to P5,000 and 34 or 68% earned P3,000 and below daily. (i) Expenses per month 62% or 31 of the respondents had less than P3,000 monthly expenses while nine (9) or 18% had expenses that ranged from P3,001 to P5,000. Moreover, 4 street food vendors or 8% had P9,001 to P11,000 monthly expenses, three (3), or 6% with P15,000 and more, while only two (2) or 4% had P5,001 to P7,000 and 2%, or one (1) had P7,001 to P9,000 monthly expenses. (j) common forms of expenses; In regards to the common forms of expenses, food items had the highest frequency of 50 or 100% followed by the water bill with 21 frequency or 42%. Electricity bills had a frequency of 16 or 32%; rentals had 12 frequency or 24% while taxes had a frequency of 6 or 12%. Salary expenses had a five (5) frequency or 10% while training/seminars had a frequency of two (2) or 4% and eleven (11) frequency or 22% for other expenses; the microfinance lending institutions with a frequency of 12 or 24% were the primary service providers of the small-scale business owners in Irosin. Followed by DTI with 8 or 16% as its frequency, whereas the LGU and some private organizations both had a frequency of 4 or 8% in terms of giving cash and/or material assistance to the street food vendors to start and continue their small business. Street food vendors were able to start up their businesses by using their savings while others received assistance from different service providers; with a frequency of 14 or 28%, capital loan assistance was mostly received by the vendors from the government unit agencies while others sought the assistance of private organizations or individuals. Training/workshops on starting up a business got a frequency of 9 or 18% while training/workshops on food preparation and handling got a 7 frequency or 14% in terms of forms of assistance received.

The provision of policies and guidelines for starting a food business with a frequency of 4 or 8% is followed by a business plan preparation workshop with 3 frequency or 6% and material loan assistance had 1 frequency or 2%; in terms of strengths in the operation of the food business, offers a generous serving of food at a reasonable price ranked first with a frequency of 48 followed by a good location in a busy area with lots of foot traffic with 45 frequency.

Ranked 3rd is the ability to respond quickly to market changes and consumer needs with 42 frequency while accessibility to potential customers had a frequency of 38. Furthermore, the owner's financial capacity to operate the business with 37 frequency ranked 5th followed by the skill in preparing street food menus with 36 frequency. With a frequency of 10, trained in crafting business plans was followed by an existing core group of street food enthusiasts with 2 frequency; lack of financial resources is the main weakness in the operation of the food business with a frequency of 42. The 2nd weakness is the limited capital that hinders a variety of food offerings with 39 frequency, followed by the absence of health cards issued by the LGU among the operators with 38 frequency; with regards to the opportunities in the operation of the food business, a large market of potential consumers had the highest frequency of 47. The respondents chose the rapid development of tourism with a frequency of 42 as the 2nd in rank. Meanwhile, government programs to support small-sized enterprises and the presence of institutions willing to offer courses on food preparations had the same frequency of 6; increasing competition is the main threat in the operation of the food business with a frequency of 43 followed by the unpredictable prices of raw materials/ingredients with a frequency of 38. Among the threats are the following: rising operating costs (rent, utilities) with 22 frequency; the high-interest rate for the loaned amount with 20 frequency; negative impressions of some individuals on the quality of street foods with 15 frequency, while scarcity of raw products supplies needed in the street food business had the frequency of 14 and high registration fee for training asked by the providers have a frequency of 8; a strategic plan was proposed for the viable inclusion of the street food business in the tourism industry in Irosin, Sorsogon.

From the findings and conclusions, the following recommendations are forwarded as follows: (1) Local Government Units be watchful in their jurisdiction to give support or assistance in the start-up of the business and provide proper training/seminars that will enhance the skills of those in the micro-scale business particularly those in the street food business. (2) MSME (Micro, Small, and Medium Enterprises) be assisted by the Local Government Unit to avoid the high interest given by the lending institutions and private organizations. (3) The street food vendors be provided with appropriate training/seminars that will help and improve their knowledge, skill, and attitude in operating their businesses and a proper place or a good location with lots of foot traffic with access to clean water. (4)

The strategic plan be adopted to find out its impact. (5) Local Government Units include food expo during the festivities of the town fiesta. (6) Well-known local and international chefs are invited by the Local Government Unit to promote and innovate the culinary industry.

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