

# Taiwan's Excellent Restaurant's Catering Culture

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**Abstract:** Taiwan has various kinds of country around here and they are bring the catering culture to Taiwan. That becoming the exotic flavor. Catering culture is include Chinese cuisine, Hakka, Hong Kong style, Japanese Cuisine and Western style. As common traditional Taiwan tea drinks, snacks, local food and delicacy combining with multicultural ingredients. In other words, Taiwan gourmets integrate Taiwanese and foreigners' image to Taiwan delicacy or the cuisine that incorporating Taiwan culinary skill blending with exotic flavor.

**Keywords:** excellent restaurant, catering culture, importance-performance analysis (IPA)

## 1. Development and Evolution of Taiwanese cuisine

Taiwan has various kinds of country around here and they are bring the catering culture to Taiwan. That becoming the exotic flavor. Catering culture is include Chinese cuisine, Hakka, Hong Kong style, Japanese Cuisine and Western style. As common traditional Taiwan tea drinks, snacks, local food and delicacy combining with multicultural ingredients. In other words, Taiwan gourmets integrate Taiwanese and foreigners' image to Taiwan delicacy or the cuisine that incorporating Taiwan culinary skill blending with exotic flavor.

## 2. The Future Trend Of Taiwan Food And Beverage Industry

The concept of globalization affecting the restaurant industry towards international development, making the production, sales and channel produce change, enterprise, complex, chain, diversification, network-based and non-store business trend of gradually replacing the traditional catering industry mode of operation

## 3. Research Methods

In this survey, a questionnaire survey was mainly supported by statistical methods, to be as " Taiwan's Excellent Restaurant's Catering Culture achievements benefit plan counseling Investigation " purposes.

### 3-1. Content Analysis

On the scope of information collection and analysis, including at least the following categories:

- (1) master industrial scale;
- (2) by the current status of the industry's development counseling;
- (3) the industry to measure the effectiveness of self-assessment and deduction.

## 4. Food Tutoring and Counseling Program an Important Factor in The Effectiveness Analysis

**4-1. Counseling factor in increasing R & D and marketing capabilities for the industry's most important**

The item use five oriented analysis of relevant factors, such as Sales, Production, Finance, R & D and Manpower , counseling industry importance counseling program content.

From the statistical results in Table 3-1, the most important counseling program is if it can effectively enhance the industry's R & D capabilities (4.85), and sales capabilities (4.83); secondly, is to enhance the financial management capacity (4.80) and improve the quality of manpower (4.80) counseling; the last is to enhance the production capacity of the industry (4.67) counseling.

#### **4-2. Gourmet Counseling Program in Increasing Sales Capacity and Human Quality Aspect is Certainly The Most Industry**

In coaching terms of effectiveness, the food industry in general counseling program has a very high rating. Among them, the ability to enhance the industry's sales (4.29), and employee quality of manpower aspect (4.27) is the highest rating; second is to enhance the industry in productivity (4.13) as well as research and innovation capacity (4.13) aspect; by contrast, food counseling program to assist industry to enhance financial management capabilities evaluation, although relatively weak, still reached 4.03 points on average, showing the effectiveness of counseling still has a considerable degree of praise.

#### **4-3. Counseling and Effectiveness of Future Plans for The Still so**

According to Table 1, The average score for each item in the effectiveness of counseling, we can be found, except the score of "accurately Control Manager Financial jobs" is below 4 points. Food counseling program effectiveness in mentoring other items are in score 4 points or more, which shows cuisine counseling program currently received by the industry is certainly effective. Food counseling program currently is with positive effect in the industry.

However, if we further look into the five counseling sorts, the importance and counseling outcome are with a slight inconsistency between these two. (see Table 1).

That is, the industry's most important counseling sequences, is: R & D, Sales, Finance and Manpower, Production; and after actual counseling, evaluation of the level order in sequence becomes: Sales, Manpower, production R&D, and Finance. Food counseling program shows counseling strength and specific gravity versus the importance of the industry and the expectation levels, still with a slight gap.

Table1. Cuisines counseling and counseling program effectiveness importance factor tables

(Variables)	(Importance 1)		(Counseling Outcome 1)		paired samples) (t test)
	(mean)	(Standard deviation)	(mean)	(Standard deviation)	
(Sales)	4.83	0.36	4.29	0.59	-4.97***
(1 To enhance the competitiveness and market response)	4.83	0.38	4.23	0.65	-5.11***
(2 To improve service flexibility and customer satisfaction)	4.83	0.38	4.34	0.59	-4.36***

(Production)	4.67	0.47	4.13	0.68	-4.07***
(3 To shorten production time and improve the efficiency of the process)	4.63	0.55	4.11	0.72	-3.90***
(4 To enhance the transparency of the production site effectively)	4.71	0.46	4.14	0.69	-4.15***
(Financial aspects )	4.80	0.41	4.03	0.67	-6.16***
(5 accurate Control financial operations)	4.80	0.41	3.97	0.75	-6.24***
(6 reduce the cost of doing business)	4.80	0.41	4.09	0.66	-5.63***
(Research and development)	4.85	0.33	4.13	0.65	-6.56***
(7 Catch and understand market information in time)	4.86	0.36	4.14	0.65	-6.33***
(8 closer product innovation and market demand)	4.86	0.36	4.11	0.68	-6.27***
(Manpower)	4.80	0.39	4.27	0.62	-4.49***
(9 enhance employee efficiency and reduce error rates)	4.83	0.38	4.29	0.67	-4.58***
(10 upgrade technology to increase staff professional degrees)	4.77	0.43	4.26	0.61	-4.34***

Remark 1: The important factor in the effectiveness of Criticism and Counseling from "1" was very unimportant (very dissatisfied) to "5" represents a very important (and very satisfied).

Remark 2: This survey when performing paired sample t test, are based on performance rating score lose importance as a basis for analysis, interpretation and therefore during the gap analysis results, positive t value represents "positive gap" negative t represents the "negative gap"; \* table  $p < 0.1$ , \*\* table  $p < 0.05$ , \*\*\* table  $p < 0.01$ .

Table II. Sorting of counseling facets and Comparison

(facets)	(Sequence 1)	(Sequence2)	(Sequence3 )	(Sequence 4)	(Sequence5)
(Importance)	(R&D)	(Sales)	(Finance)	(Manpower)	(Procution)
	( 4.85 )	( 4.83 )	( 4.80 )	( 4.80 )	( 4.67 )
(Performacne)	(Sales)	(Manpower)	(Procution)	(R&D)	(Finance)
	( 4.29 )	( 4.27 )	( 4.13 )	( 4.13 )	( 4.03 )

Note: The number in parentheses represents the average score of the facets.

## 5 IPA Strategy Analysis

IPA provides a visual analysis of policy analysis tools, the survey average score of importance and performance of the 10 counseling oriented in Table 1, drawing two-dimensional graphics in the importance of the various items and the performance of a configuration on a distribution case. In order to render the hearts of respondents companies cuisine counseling program for cognitive situation.

While drawing IPA points matrix, the survey average of all items were to strike in its importance and performance of the two facets. Among them, the average value of the degree of importance is 4.79 and performance is 4.17, respectively. The following were to explore its strategic importance for the IPA item four quadrants of the matrix.

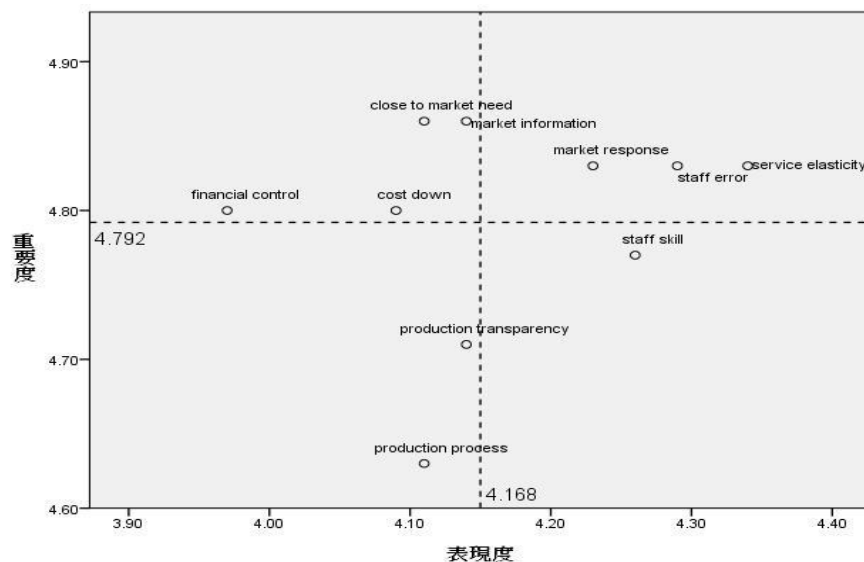


Fig. 1. Cuisines counseling program IPA analysis chart

The first quadrant: high importance, high performance. It falls on the first quadrant of the item on behalf of companies of high importance and that the performance in line with or above expectations mentoring program.

The significance of these items on behalf of the management plan for the implementation of important benefits counseling units currently on the energy and counseling places more complete, counseling units should continue to invest resources to maintain these advantages, and constantly improve the quality of counseling and services for companies as well as maintaining a high level of service performance. In this survey, the items fall in this quadrant, are as follows:

TABLE II: high importance, low Performance indicator

(Question number)	(Items)	(Importance)	(Performance indicator)
1	(Enhance the competitiveness and market response)	4.83	4.23
2	(Improve service flexibility and customer satisfaction)	4.83	4.34
9	(Enhance employee efficiency and reduce error rates)	4.83	4.29

Fell in the second quadrant of the item, on behalf of companies relatively great importance, but the performance of the item is relatively low.

These items focus on counseling unit should be regarded as future sophisticated counseling content, or can be seen as innovation and increase the added value of the new counseling service opportunities. For this survey, the items fall in this quadrant, are as follows:

TABLE III: low importance, low Performance indicator.

(Question number)	(Item)	(Importance)	(Performance indicator)
5	(5 accurate Control financial operations)	4.80	3.97
6	(6 reduce the cost of doing business)	4.80	4.09
7	(Catch and understand market information in time)	4.86	4.14
8	(closer product innovation and market demand)	4.86	4.11

The items fall on the third quadrant, expressing that companies do not pay attention and show relatively moderate or low in line with expectations. These items can be relatively neglected seen by vendors, and even easily overlooked.

In the management, its priorities concern should be less than other items, and are subject to the low degree of attention, even if the manager put a lot of resources or efforts on these items, additional value can be created for additional vendors will also be limited.

However, although the importance of these programs is relatively low, it does not mean that these items can be considered completely unimportant to the exclusion of any possibility of improving the service.

Instead, these items for vendors are often regarded as essential services. This service aspect provided can only get basic recognition company, but with the effort put in too many resources and was unable to boost companies' satisfaction, contribution to improving the overall performance of counseling will be very limited. For this survey, the items fall in this quadrant of the item, are as follows:

TABLE IV: low importance, high performance degree.

(Question number)	(Item)	(Importance)	(Performance indicator)
3	(Shorten production time and improve the efficiency of the process)	4.63	4.11
4	(Effectively enhance the transparency of the production site)	4.71	4.14

The items fall in the fourth quadrant, showing that the companies pay less attention relatively, but the performance moderate or exceed of companies expect, while these items may be considered mentoring item is currently counseling units and sufficient to meet the companies to have the advantage of anticipated demand.

However, based on the effective use of counseling resources point of view, it may be considered to maintain the existing counseling energy, avoiding too many resources in continuing to invest in these items.

When necessary, a modest reduction in investment in this aspect of counseling, by spending extra time or human resources to turn into the other more important and relatively weak performance of the items. Parties help to significantly improve the overall effectiveness of counseling. For this survey, the items, fall in this quadrant are:

(Question number)	(Item)	(Importance)	(Performance indicator)
10	upgrade technology to increase staff professional degrees)	4.77	4.26

## 6 Research discussion

The Government has been counseling and promotion the food industry for many years;

To understand that counseling industry developments, from the perspective of more information on the current status of food plan and the future direction of the industry, and know more about the perspective of a more diversified point of view.

The plan connect with Taiwan's catering culture industry developments, to facilitate the collection obtained, the results of benefit tracking survey. The study was conducted by the counseling for all surveyed companies, to collect data; analyzing approach has practical value and have an objective assessment of the characteristics;

However, because a number of the parent companies are still small, and the execution period is still short (only 5 year history); therefore, should not make too many inferences for data;

On the contrary, the plan showing that the results of these analyzes only can be as an objective analysis of the current situation of the first step. As to the actual status, which may depend on market dynamics, while working or developing emotional interaction (such as co League organization), is also closely linked with additional connections, to continue Taiwan's catering culture essence.

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