

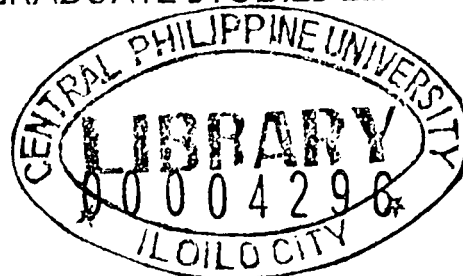
**FOOD TOURISM INDUSTRY IN SOCCSKSARGEN REGION: RESOURCES,
AWARENESS, ATTITUDE, AND COMPLIANCE WITH THE IMPLEMENTING
RULES AND REGULATIONS ON FOOD SAFETY AND SANITATION
AMONG STREET FOOD VENDORS**

A Dissertation

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the Faculty of the School of Graduate Studies
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**In Partial Fulfillment
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DOCTOR OF MANAGEMENT
(TOURISM AND HOSPITALITY MANAGEMENT)**

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ABSTRACT

A predictive correlational study determined the level of resources, awareness, attitude, and extent of compliance with the Implementing Rules and Regulations (IRRs) on food safety and sanitation among street food vendors in food tourism industry in SOCCSKSARGEN Region, Philippines. The answers of 265 randomly selected street food vendors in the five cities of the said region of Mindanao to the 5-part questionnaire was the source of data for the study.

Results showed that majority of the street food vendors have “occasionally available” resources. They were “aware” about and have positive attitude towards IRRs on food safety and sanitation. The extent of compliance with IRRs on food safety was “satisfactory” and on sanitation was “very satisfactory.” Civil status, type of premise, type of food sold and capital were significantly related to availability of resources. Type of premise was highly significantly related to awareness about IRRs on sanitation. Attitude significantly enhances the relationship between availability of resources, awareness and compliance with IRRs on food safety and sanitation. Level of awareness and availability of resources was a significant predictor of the extent of compliance with IRRs on sanitation, and on food safety, respectively.

Keywords:*Resources, Awareness, Attitudes, Compliance, IRR, Food Safety and Sanitation, Street Food Vendor*