

## Restaurants and Hotels as a Base for a Food Reengineering in Peru

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### Abstract

**Introduction:** Peruvian food is diverse and has established itself as a fundamental part of the country's tourist offer, but we have not found in the literature the concentration of restaurants in Peruvian territories. **Aim and Objectives:** The objective was: a) to know the territories where the catering and hotel companies are located and b) to know the size of these companies. **Materials and methods:** This is a cross-sectional, observational and retrospective study. We use the International Standard Industrial Classification version 3.0 and the database of the Peruvian Ministry of Production regarding the classification of companies from January-December 2015. **Results:** In 2015, the Ministry of Production of Peru registered 3700 restaurants and 545 hotels. 3054 (82%) restaurants were located in Lima, 74 (2.0%) in Callao, 61 (1.6%) in Lambayeque, 49 (1.3%) in Cusco and Ancash. 363 (66.6%) hotels were located in Lima, 16 (1.3%) in Apurímac, 15 (2.8%) in Junín, 14 (2.6%) in Cusco and La Libertad. Due to the size of the company, we found 3671 (%) and 542 (99.45%) microenterprises corresponding to restaurants and hotels. **Conclusions:** It is necessary to promote and improve the registration of business economic units dedicated to gastronomy and hotels, as well as to continue promoting the formalization and improvement of the quality of service of companies within the country.

**Keywords:** Restaurant Management, Tourism, Gastronomy, Peruvian Territories, Peruvian Food, Hospitality.

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### INTRODUCTION

In a territory, health is an economic problem and even worse when there are no technically and economically viable prevention policies. Therefore, the determinants of public health are the political, social, economic and multisector responsibility of the State [7]. Health involves better quality of life, adequate employment, education, access to culture, recreation and provides a reconciliation of work and family time [2]. Therefore, food engineering in Peru requires knowing the current characteristics of food supply throughout the country.

In September 2015, the world's rulers agreed to be friendly with the planet and work on a sustainable development agenda until the year 2030 where the issues of: a) health and well-being, b) responsible production and consumption, c) decent work and economic growth and d) eradication of poverty are public discourse and the priority of the political agenda of each territory. For developing countries this commitment is an exponential challenge, since they face other public health problems such as anemia, malnutrition, tuberculosis, tropical diseases, access to basic services and citizen insecurity, establishing

policies and employability programs, local enterprises in the sector service, hospitality, tourism, agriculture, food, and shops to promote the work of the population in their territories.

In less favored countries of technological and scientific development such as Peru, local jobs in the hospitality and gastronomy sector come from the training or previous experience of their promoters or from the initiative of the head of household for family subsistence. These are single-family businesses or those that arise from the organization of communities. In some cases the businesses are not formal or have not prepared a business plan for its implementation. However, there are business ventures in the successful hotel or gastronomy sector that are playing an important role in the Peruvian economy.

The business plan is an essential tool when someone intends to implement a project in this sector, independent of the professional experience of the developer or entrepreneur and the dimension of the project. Starting a restaurant or a hotel requires the formulation of the business plan that allows identifying, describing and analyzing the business opportunity, the

technical, financial and economic viability, and developing all the necessary procedures and strategies to turn the opportunity into a business [1].

Restaurant is an establishment created to provide food consumption services during the day (breakfasts, lunches, meals); where the preparation of the food in general is done in the establishment, although sometimes they come from another place of preparation. Its facilities, furniture, physical environment and type of service differ from other businesses according to the economic possibilities that each owner possesses [4].

Management of a restaurant requires having previous experience or being advised by specialists in the field, having skills and knowledge that allow for development of the company's objectives, and to satisfy its internal and external clients.

The objectives of a restaurant company plan allow studying variables that could affect the business project and its future and evaluate how the business is developed. These objectives are the letter of introduction to people, financial entities, and public or private organizations. For this reason, they must be written in a clear, concise and verifiable manner. The data and information that is provided must be updated and cover all areas of activity of the company.

Peru offers a diversity of foods, beverages and gastronomic products in all its territories. The tourist offer is not less widespread, but it is necessary to strengthen the quality of services in some territories. Peruvian restaurants recognized worldwide gave the client what he wanted and expected.

We reviewed the scientific literature and did not find information about the location of restaurants and hotels nationwide, although since 2016, the public institutions in charge of the sector have intensified the dissemination to update the economic activity of the businesses because it had been approved to use version 4.0 of the International Standard Industrial Classification. For that reason, our objective was: a) to know the territories where the catering and hotel companies are located and b) to know the size of these companies.

## MATERIAL AND METHODS

Cross-sectional, observational and retrospective study, we use the International Standard Industrial Classification version 3.0 and the data of the companies that the Ministry of Production of Peru informed of January-December 2015. The size of the company was considered as: micro, small, medium and big company. Statistical method: A descriptive analysis of the data was carried out and to evaluate the relationship between qualitative variables the software SPSS version 20.0 was used.

**Table-1: Territories where the companies dedicated to the restoration and hospitality are located**

Territories	Restaurants	Hotels
Lima	3054 (82.7%)	363 (66.6%)
Callao	74 (2.0 %)	10 (1.8%)
Lambayeque	61 (1.6%)	12 (2.2%)
Cusco	49 (1.3%)	14 (2.6%)
Ancash	49 (1.3%)	13 (2.4%)
Junín	47 (1.3%)	15 (2.8%)
La libertad	36 (1.0 %)	14 (2.6%)
Ayacucho	35 (0.9%)	13 (2.4%)
Apurímac	31 (0.8%)	16 (1.3%)
Arequipa	30 (0.8%)	6 (1.1%)
Loreto	27 (0.7%)	7 (1.3%)
Cajamarca	24 (0.6%)	3 (3.6%)
Piura	27 (0.7%)	13 (2.4%)
Ica	26 (0.7%)	5 (0.9%)
Ucayali	19 (0.5%)	11 (2.0%)
San Martín	20 (0.5%)	9 (1.7%)
Huánuco	17 (0.5%)	6 (1.1%)
Tacna	16 (0.4%)	0 (0.0%)
Puno	11 (0.3%)	0 (0.0%)
Pasco	9 (0.2%)	8 (1.5%)
Amazonas	8 (0.2%)	3(0.6%)
Madre de Dios	8 (0.2%)	0 (0.0%)
Huancavelica	6 (0.2%)	1(0.2%)
Moquegua	6 (0.2%)	1 (0.2%)
Tumbes	5 (0.1%)	2 (0.4%)
Total	3700 (100.0%)	545 (100.0%)

## RESULTS

### Food offer in restaurants and hotels by province

We observe 3700 (100%) companies dedicated to the restoration. Lima was the city that concentrated 3054 (82.7%) restaurant businesses, 74 (2.0%) in Callao, 61 (1.6%) in Lambayeque, 49 (1.3%) in Cusco and Ancash.

We found 545 hotels nationwide, 363 (66.6%) were located in Lima, 16 (1.3%) in Apurímac, 15

(2.8%) in Junín, 14 (2.6%) in Cusco and La Libertad (Table 1).

### Size of catering and hotel companies

From 3700 restaurants 3671 (99.22%) were micro-enterprises, 28 (0.75%) small and 1 (0.03%) medium-sized enterprises. Of 545 hotels 542 (99.45%) were microenterprises and 3 (0.05%) were small businesses.

**Table-2: Size of catering and hotel companies**

Business size	Restaurants	Hotels
Big Company	0.0 (0.0 %)	0 (0.0%)
Median	1 (0.03%)	0 (0.0%)
Little	28 (0.75%)	3 (0.05%)
Micro Enterprise	3671(99.22%)	542 (99.45%)
Total	3700 (100%)	545 (100.0%)

## DISCUSSION

Our study focused on knowing the location of the businesses dedicated to the sale of food (restaurants) and hotels that were registered in the database of the Ministry of Production of Peru. We found that there is an agglomeration of companies in the gastronomic and hotel sector in the city of Lima in comparison with other cities, although there is a diversity of landscapes due to the variety of the Peruvian flora and fauna or the material and immaterial cultural heritage and the typical culinary offer of each territory within the country.

In the territories, the development of tourism is not directly related to income, but results from the local dynamics and the connection that exists between the various local actors that offer services to tourists [6].

Our study has limitations in not deepening variables related to hotel services or restaurants, its administration, the evaluation of the quality and costs of services and products. We only use the database about the International Standard Industrial Classification version 3.0 that was published in 2015 to know the location and size of companies in Peru. To date there is not a complete database of the International Standard Industrial Classification version 4.0. The institutions are making an effort to promote the update of the economic activities of the companies. The dissemination is national and possibly in the future we will have better records. Formalization is also an important factor for better production and more employments.

Generally the teams that make up a restaurant need clear and simple procedures that are applicable. It is important to measure indicators related to the inventory, the functions of the personnel, the costs according to time, the experience and satisfaction of the client, the objective work of the personnel and how the client observes the business in order to improve any

aspect that does not contribute to the objectives of the restaurant.

In many Peruvian restaurants, the same experience of taste, condiments and innovation of the inputs are always transmitted, resulting in a variety of dishes that are characterized by the identity and products of the area where the service is offered.

Improving the menu of a restaurant increases the profitability of the business, is part of the marketing of the company and what is desired is for the client to choose the business. To get loyal customers to the service that is offered, emotion must be transmitted, providing added value that leads to positioning the business in the minds of customers. It is necessary to know the needs of the client, find a solution and transmit an effective message enhancing the talent of the people [5].

The attention of table services involves actions before the clients go to the restaurant such as cleaning the dining room, distributing the tables, setting up the tables, welcoming the clients, the protocol, the various service techniques and their respective standards.

48.2% of households in Lima and 16.3% of the rest of the country have access to the internet. Social networks can be an untapped marketing tool for many restaurant and hotel businesses. Designing a web page is necessary to disseminate and position the brand, the product and the business. The marketing plan should focus the interest of the clients, the quality of the product, service, the price, and the location of the place that is offered.

In order to streamline operational aspects of the business, many tools must be considered. These tools include a the development of the restaurant company plan to analyze and evaluate the technical and

financial feasibility, b) create and implement procedures to ensure the monitoring of the business, c) offer a quality service, d) evaluate the staff and stimulate their efficiency for the continuous improvement of the business.

The provision and storage of raw materials, ingredients and merchandise depends on the professionalism with which we work and the cost that we wish to assume for the benefit of public health and the increasing profitability that may be experienced in the total cost. The control of inventories is important for the selection of the products and avoids losses in all the chain of production [3].

The control of costs involves knowing and clearly disseminating the price of the menu or the letter that is offered to the public. Another aspect is to determine the fixed and variable costs to offer products at reasonable prices with opportunity and quality. The level of activity is another aspect to be considered for hiring or rotation of the staff. To know the legal administrative aspect of the business and its organization, to elaborate procedures manuals to put it into practice. The care that is put in the hygiene of the personnel, the environments, the use of raw materials and fresh ingredients and take into account the expiration dates, in general the adequate compliance with good manufacturing practices in restaurants will guarantee the success of these businesses.

## CONCLUSION

Lima is a mega city that concentrates a high number of restaurants and hotels for the tourism sector. However, it is necessary to promote and encourage the formalization of businesses dedicated to these areas to boost the economy within the country. It is important to promote and improve the registration of business economic units dedicated to gastronomy and hospitality, as well as to improve the quality of services, train staff, entrepreneurs and business managers to contribute to the economy of the territories. This work will create a better vision of the total number of

suppliers of formal food and hotel services in the country and will form action plans that allow improving the service involving the health sector, education, infrastructure and others. On the other hand, the food service should not leave aside the hotel sector so it should promote the formalization of this sector in places like Madre De Dios, Puno, Tacna or Cajamarca with a limited supply.

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