

Restructuring proposal for the production and service area of the Jonathan dining room in the community of Ayangue-Santa Elena.

Propuesta de reestructuración del área de producción y de servicio del comedor Jonathan en la comunidad de Ayangue-Santa Elena.

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Received: 01/22/2022 – Received in revised form: 03/10/2022 -- Accepted: 05/18/2022

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Abstract.

The commune of Ayangue is a horseshoe-shaped family resort, it is a town of few inhabitants with fishing activities and crafts. Currently it is inhabited by both local and foreign people, the high season is the coast that runs from January to April and the saw season is in the months from June to August. The Jonathan dining room has been in operation for more than 30 years providing the national tourist as a foreigner with the typical cuisine of the seafood-based sector. The Jonathan dining room shows a lack of organization within the facilities, so it has generated problems in the distribution of space in production and service, in addition, the establishment staff does not have fundamental training as they are to offer a good service. The methodology used in this work is the mixture with the objective of not only collecting bibliographic information, but also visiting the establishment to apply the techniques of observation, interviews, and surveys to know the conditions in which it is found. To determine the respective improvements to the problem of the establishment, applying the techniques of observation, surveys, interviews to the clients and the personnel of the establishment. The improvements that are proposed and their implementation based on the data collected will serve to improve the attention as the income of the premises.

Key words.

Ayangue, BPM, proposal, implementation, and improvements.

Resumen.

La comuna de Ayangue es un balneario familiar con forma de herradura, es un pueblo de pocos habitantes con actividades de pesca y artesanías. En la actualidad está habitado por personas tanto locales como extranjeros, la temporada alta es la de costa que va desde los meses de enero a abril y la temporada de sierra es en los meses desde de junio hasta agosto. El comedor Jonathan ha estado en funcionamiento por más de 30 años brindando al turista nacional como extranjero la gastronomía típica del sector a base de mariscos. El comedor Jonathan se evidencia una falta de organización dentro de las instalaciones por lo que ha generado problemas en la distribución de los espacios en el área de producción y de servicio, además, que el personal del establecimiento no cuenta con capacitaciones fundamentales como necesarias para ofrecer un buen servicio. La metodología que se emplea en el presente trabajo es la mixta con el objetivo de no solo recopilar información bibliográfica, sino también de visitar al establecimiento aplicando las técnicas de la observación, entrevistas y encuestas para conocer las condiciones en que se encuentra. Para determinar las mejoras respectivas a la problemática del establecimiento, aplicando las técnicas de observación, encuestas, entrevistas a los clientes y al personal del establecimiento. Las mejoras que se proponen y su implementación en base a los datos recopilados servirán para mejorar la atención como los ingresos del local.

Palabras clave.

Ayangue, BPM, propuesta, implementación y mejoras.

1. Introduction.

The purpose of this project is to propose the restructuring in the production and service area of the "Jonathan" dining room located in the community of Ayangue - Santa Elena.

The commune of Ayangue is a town of small fishermen, which is within the Spondylus Route and belongs to the Parish of Colonche in the Canton Santa Elena. It was founded on July 19, 1982, through ministerial agreement No. 185 with its ruc 0991293001. This commune is distinguished by its calm and crystalline waters, this place is perfect for people who prefer to practice diving, in addition, it is a good option for families who wish to enjoy a place in a calm and calm. It also has a good number of hotels, despite being a small place, without

forgetting the different dining rooms that the commune has, which offer a great variety of dishes that are made from fresh seafood and fish. Likewise, you can also enjoy other activities such as whale watching, boat rides, snorkeling on the Pelado islet.

The dining rooms in this community began with limited and reduced spaces that over time were extended in order to provide better attention to tourists, due to the promotion of the Spondylus Route has allowed the locals to maintain the tradition of preparing food in wood stoves. The most characteristic products within its particular gastronomy that are used are green, fish, seafood and other products from the sea. In addition to other preparations that are made in gas kitchens such as rice, soups, among others.

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The Jonathan dining room started as a small local with a wooden infrastructure, offering dishes based on fish and seafood prepared in wood stoves for tourists visiting the beach. As time went by, it began to improve the living conditions in which the community of Ayangue was found, allowing the dining room to expand and improve its infrastructure.

The dining room starts operating in 2 seasons that is the Coast that goes from January to April and the Sierra that goes from June to August, not forgetting, the holidays established in the calendar and the schedule they work is 7 am to 6 pm from Monday to Sunday. In addition, the dining room has tent rentals, which makes it easy to take the food they sell to the public without the need for the client to go to the premises to consume it, this allows the client to enjoy the food while comfortably on the beach.

In the present work the objective of the research is related to the problem in order to avoid the deviation during its development, with the purpose of evaluating the state in which the production area is found as the service area, so that, the respective improvements can be made based on the problems and deficiencies that were detected [1].

The methodology that will be applied during the investigation is the mixed methodology, carrying out, the development of skills such as mastery of techniques that will give us access to scientific research through bibliographic use as well as the collection of statistical data.

1.1 Generalities of the province of Santa Elena.

This peninsula became a province on November 7, 2007, with an area of 3,665 km² having a population of 164,196 inhabitants, it is the youngest of the current 24 provinces. The province of Santa Elena consists of 3 cantons: Salinas, La Libertad and Santa Elena, the latter being the cultural capital of the province. You can find great hotel infrastructure, an oil refinery, airport and seaport. It has a climate that ranges from 16 to 24 °C in low temperatures and from 25 to 32 °C in high temperatures [2].

The limits are:

- North: Puerto López - Manabí
- South: Pacific Ocean and Playas canton
- East: Cantons of Isidro Ayora, Pedro Carbo and Guayaquil - Guayas
- West: Pacific Ocean..

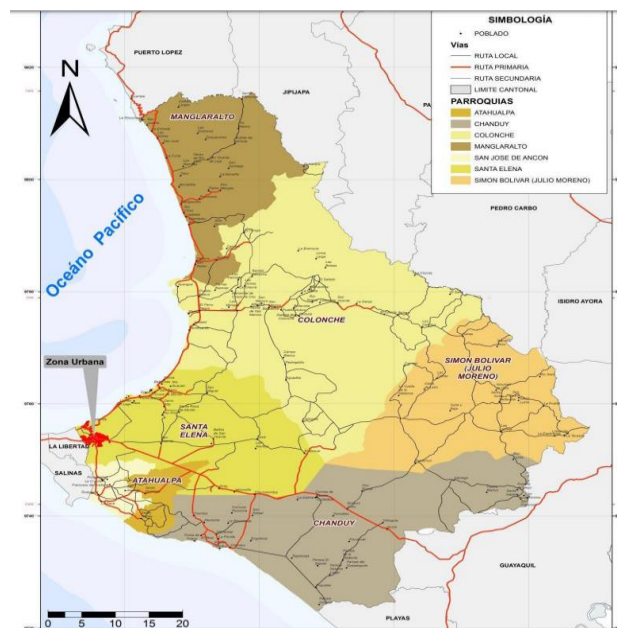


Fig. 1. Base of the Santa Elena canton.

1.2 History of the Ayangue commune.

The community of Ayangue many years ago was a town of few inhabitants who were dedicated to fishing and marketing crafts, which over time began to be populated by people from Manabí and towns near the community. The beach of this community is known as the Pacific pool, because the mountains that are located in the sea interrupt it, giving it the horseshoe shape, which results in a natural pool and when visited by tourists they can enjoy the sun like the beach with all the tranquility of their families [3].



Fig. 2. Spondylus route.

On July 19, 1982, by ministerial agreement #185 Ayangue was declared a commune, which like other towns of the same status is administered by its residents.

This community is a small fishing and artisan town located on the Spondylus Route, belonging to the Parish of Colonche.

It is also known because the beach of the community is of clear waters as well as being calm, likewise of having virgin coral reef, excellent food based on fish and seafood, without forgetting that the villagers stand out for being humble, calm and simple [4].

The community of Ayangue being a tourist area, is one of the most visited sites by both national and foreign tourists on the Spondylus route, which has an average visit of approximately 6,000 tourists per high season.

This beach is very visited by families and retired people who want to spend a moment of relaxation, so you can witness several events throughout the year that are the mountain season that goes from June to August where the arrival of tourists from the Sierra region is evident such as Quito, Azuay, Riobamba, among other places, however, it is also frequented by foreign tourists who want to know and enjoy the beach, in addition to the coast season that goes from late December to April, where the season is higher, makes a lot of sun and diving and boat rides to Pink Beach and Pelado Islet can be practiced [5].

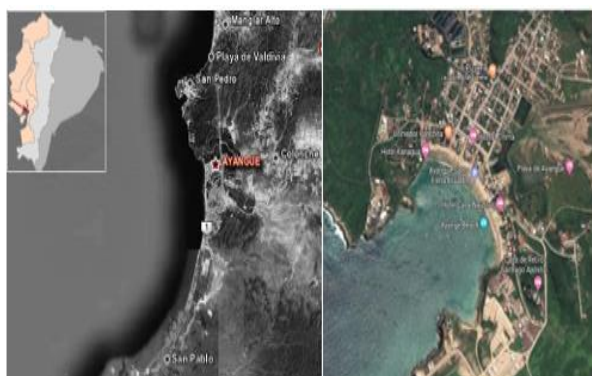


Fig. 3. Mapa y ubicación de Ayangue.

1.3 Map and location of Ayangue..

Although the community of Ayangue is small, it is visited by foreign tourists as well as nationals for its calm waters distinguishing it as a family resort, in addition to its gastronomy based on sea products, natural environment, with the passage of time it has been improving, allowing it to be exploited as an ideal place for natural reserves and protected areas.

However, tourism has become an important economic source for this community, whether for its gastronomy or the manufacture of handicrafts with products from the sea such as shells, corals, showing the ingenuity of art when making striking figures. However, the women of this community play a very important role that has

contributed to the development and tourist growth of the sector, standing out in offering the service of preparing characteristic dishes of their gastronomy based on the use of marine products [6].

1.4 Restructuring.

Restructuring has a very broad meaning that relates to a reorganization, modification or rearrangement of structures with the aim of improving all aspects and specific spaces that are going to be used. Restructuring can be budget change, personnel, production, investment in order to improve processes in the activity carried out by the company or establishment [7].

1.5 Operativity.

In the operability of food production that is suitable and innocuous for human consumption, measures must be taken to control operations and avoid risks related to disease transmission through food. Therefore, in companies dedicated to the production or processing of food, they must have strict controls on contamination hazards using systems such as HACCP, GMP and SSOP. Which should be applied throughout the chain before, during and after food production.

The essential aspects that must be considered to control hazards in food are:

1.5.1 Time and temperature control

The poor handling of temperature during food processing is one of the most common problems causing premature food spoilage. The respective checks that are carried out are the control of cooking time and temperature, cooling, processing and storage, however, an adequate system should be used to optimize temperature efficiency, ensuring food safety [8].

However, for the implementation of food safety systems and for temperature control in foods, several aspects must be considered, such as: water activity, pH and microbial activity. In addition, it is essential to know the shelf life of the food, how it will be consumed after processing, that is, whether the food can be consumed. Not forgetting that it must also carry the variations in time and temperature to evaluate it accurately.

There are preventive parameters or measures that must be followed in the processes, in order to avoid any contamination in food:

The cooking temperature of foods is 70 °C to ensure the elimination of all microorganisms.

In food storage avoid keeping them between a temperature range of 10 to 60 °C, in order to avoid microbial multiplication.

If a hot food is kept it must be kept at a temperature of 65 °C.

The cold conservation of a processed food should be no higher than a temperature of 5°C, this temperature should not vary.

The reheating of a food must be done quickly reaching a temperature of 70 °C in the center, once removed from refrigeration [9].

2. Materials and methods.

The following were considered for the elaboration of this project:

- Good Manufacturing Practices (GMP).
- Measurement of Good Manufacturing Practices.
- HACCP methodology.
- Likert table method.

2.1 Good Manufacturing Practices.

Good manufacturing practices is a system whose main objective is to ensure and guarantee the correct application of food production processes from preparation to storage through the implementation of appropriate principles and techniques, in order to obtain safety in food [10].

Good manufacturing practices are used in establishments that produce, package, preserve, store and distribute food, as well as the equipment, utensils and personnel of the company or establishment, that is, it covers all the activities of the processes, preparation, storage of food, including the raw material that is used for production [11].

It is essential that every company or establishment record within its regulations in the manufacture of all food products that minimum safety and safety requirements are met, so that the products go out innocuous and healthy to the market. But to achieve this, producers, industrialists or handlers must be followed who manage to produce healthy foods [12].

2.2 Measurement of Good Manufacturing Practices.

The measurement of GMP in an establishment aims to verify through the evaluation of its operation in the facilities, pest control, cleaning and disinfection, among other factors to know the current state in which it is [13].

To carry out the evaluation of the operation, the health regulations that determine the hygienic conditions and conditions that must govern the processes of preparation, preparation, production, packaging, storage, transfer and distribution of food for human consumption are applied [14]

2.3 HACCP Methodology.

The HACCP system is known as failure mode, effects and criticality analysis, whose main objective is to identify hazards related to food safety for human consumption, which may occur in the food chain by determining control processes to ensure and allow food safety [15].

This system is a tool that provides an effective program for hazard control, which are observed at each stage of the processes, determining the errors that may occur, as well as their causes and effects in order to establish a means of control.

According to FAO it defines the HACCP system as a system that addresses in a preventive and systematic way with the aim of preventing and controlling biological, chemical and physical hazards, focusing through anticipation and prevention, rather than performing inspection and testing on end products. [16]

2.4 Likert table method.

It is a type of measurement scale which allows to know the level of satisfaction, importance or frequency about some type of product or service, that is, the level of conformity with the person surveyed will be measured in order to know the opinion you have towards a certain brand, product or service with a series of multiple-choice questions [17].

The Likert scale or table will be implemented in the research in order to know the level of satisfaction with respect to food and service at the facility. Allowing to know the client's opinion about the aspects [18].



Fig. 4. Flow diagram of the operating processes.

3. Results.

This chapter provides information on how the promotion proposal for the development and growth of the Jonathan dining room is structured, which allows improving and increasing the economic income of the owners of the establishment.

In the Barrio Virgen de Fátima on the estuary side, the establishment has 4 people who work daily providing national and foreign tourists with the typical cuisine of the Spondylus route, which is made from fish and seafood such as ceviches, seafood soups, chupes, seafood rice, etc.

The interest of this proposal is to promote and boost the sales of the Jonathan dining room through promotion on social networks, with the implementation of advertising

strategies in order to publicize the promotions that will be carried out in the establishment, so that tourists visit the place, delighting their palate and living an experience during their stay.

3.1 Proposal for improvement.

According to the surveys carried out with clients and interviews with establishment staff, it is concluded that the lack of comfort is due to its infrastructure that is basic and unfinished, in addition to the presence of insects such as flies and dogs near the tables. To solve these problems, corrections are proposed to improve the infrastructure in both the kitchen area and service area such as:

- Expansion of the kitchen and service area.
- Storage warehouse.
- Freezing and refrigeration area for fish and seafood.
- Tables, chairs and glassware.
- Bathrooms for customers.
- Redesign of staff bathroom.
- Countertops or work island.
- Cold kitchen.
- Dispatch or plate service area.
- Plating area.
- Gas room.

In the service area it is planned to increase in length, because on both sides of the dining room there are other food establishments. For this reason, it was extended from 11 meters by the same width of 5 meters, it was relocated and reduced to two tables for 8 people, two tables were increased for 6 people, two tables for 5 people and two tables for 4 people. In addition, an enclosure is made in the dining area one meter high with a mesh that reaches the ceiling in order to prevent insects such as flies from entering, as well as dogs.

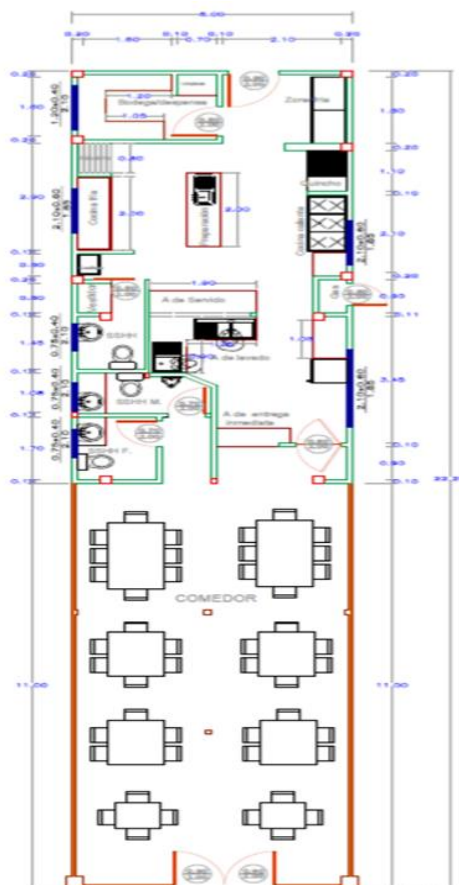


Fig. 5. Improvement of the architectural design of the establishment.

3.2 Kitchen or production area.

In the production area, an increase of 6 meters long towards the back was maintained at 5 meters wide giving a total of 30 square meters of increase. In the new kitchen design, changes were made such as:

- Addition of bathrooms for customers
- Redesign of the bathroom for staff with locker room and locker.
- Addition of the cold kitchen for preparation of certain preparations with seafood.
- Relocation of the wood stove.
- Storage or warehouse area.
- Refrigeration and freezing storage area.
- Area for gas supply.
- Plating and plate service area

3.3 Investment budget.

Based on the improvements made to the establishment in terms of the infrastructure of the dining room and the redistribution of the entire production area, including the furniture of the establishment.

3.4 Marketing strategy.

The Jonathan dining room is an establishment that stands out for providing the public with the characteristic cuisine of the sector that is made from fish and seafood, alliances will be made with hostels and hotels near the beach sector of the Commune of Ayangue in order to ensure and guarantee customers by offering a good service not only for lodging but also for food [19].

In addition, brochures will be handed out to tourists publicizing the history of the establishment since its beginnings, presentation of the dishes offered on the menu and the services available such as tent rentals, parasols. New and frequent customers will be gifted with caps, mugs, buttons with the establishment's logo.



Fig. 6. Gifts for customers.

Promotion strategy.

As a promotional strategy, it is intended that through social networks all kinds of publications can be made such as discounts, 2 x 1, social events such as meetings, among other aspects with the intention of increasing and improving sales in the establishment to become known among national and foreign tourists, in which the following advertising strategies will be developed:

Social media campaigns: the Jonathan dining room will be made known through Facebook, Twitter and Instagram.

Live broadcasts: in order to publicize the way in which food is prepared, in addition to mentioning that the location of the dining room will be carried out, promotions, 2 x 1 on certain dishes, offer of the dishes offered on the menu [20].

Discounts and offers: Offers will be made through Twitter using the hashtag #ComedorJonathan, for each capture of the promotion you will get a 10% discount or totally free extra portion.

Table 1. Implementation Costs.

Materials	Units	Price
Graphic designer	1	\$60
Logo	1	\$50
Aprons	4	\$40
Hats	4	\$25
Polo shirt	4	\$48
Jugs	100	\$500
Buttons	150	\$450
Coasters	2500	\$15
Total	2760	\$1188

What was proposed in the proposal was an advertising implementation through social media, flyers, alliances with hospitality establishments in order to obtain greater customer attraction, as well as the development of uniforms for the staff working in the establishment for a better presentation and the gift of jugs, pins and hats for customers with the intention of retaining customers. The investment that will be implemented in the establishment is \$1188.

3.5 Image design.

The image design is through an imagotype, in this represented by the sea, the sun and palm leaves, since Ayangue is known for being a family beach with calm waters where one can enjoy what the sector offers whether for its exquisite food, friendliness of the people and harmony of the beach [21].

The Imagotype was chosen in order to promote through social networks, which is represented by the sun that transmits warmth, the sea radiates harmony and strength since the beach in Ayangue is horseshoe shaped and the palm leaves transmit relaxation and freshness.

4. Conclusion.

GMP standards (Good Manufacturing Practices) are not properly applied in the production area. The service staff lacks uniforms and their performance during care is not clear in the information the client needs.

The dining section is uncomfortable, small and narrow preventing customer and staff mobility. In the production area at the time of food preparation, the stove is far from the worktable, in addition to evidencing non-compliance with GMP standards.

A plan is proposed in order to improve the infrastructure and distribution of the production area as well as the service area, which allows better performance and efficiency in these areas.

A menu proposal was developed in order to give a greater variety of dishes to give greater added value than other establishments.

A GMP manual was created with the aim of improving production processes to achieve safety in the final product and thus avoid any contamination that could generate intoxication or infection.

The total investment for the expansion, redistribution of spaces and furniture of the establishment amounts to \$19332.63.

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