

## Fast food based on healthy ancestral ingredients: a study on a new gastronomic approach

Comida rápida a base de ingredientes ancestrales saludables: un estudio sobre una nueva propuesta gastronómica

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### Published

Instituto Superior Tecnológico Edwards  
Deming. Quito - Ecuador

### Periodicity

January - March  
Vol. 1, Num. 24, 2025  
pp. 84-94  
<http://centrosuragraria.com/index.php/revista>

### Dates of receipt

Received: October 22, 2024  
Approved: November 19, 2024

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**Abstract:** In today's society there are new eating habits as a result of a very fast pace of life, with greater social dysfunctions, jobs that demand precise times and new trends, this has meant that many people are forced, very often at the time of feeding, to do it in a fast and agile way in order to meet their chaotic day to day. This is where the concept of fast food was born and its continuous evolution throughout the contemporary history of society, an evolution that resulted in large franchises dedicated to this concept which gave way, in turn, to the paradigms that fast food has today and is the fact of being junk food and harmful to health. The objective of this research work is to raise the question of whether it is possible to prepare fast food based on healthy ingredients in order to put an end to the erroneous idea that fast food is only unhealthy and of low nutritional value. The methods used in the research were chosen, given the medium complexity of the study, and the survey method and tool were used in order to be able to know directly the opinion of the people before this research. In addition, it was the most reliable tool at the time of gathering information related to social behavior. It should be noted that this research was conducted in an establishment dedicated to the sale of fast food in the parish of Charapotó, an establishment that is about to adopt a new gastronomic proposal called "Fast Good", a proposal that is raised in this research work in the results of the same.

**Key words:** Fast Food, Fast Good, gastronomy, Empanadas.

**Resumen.** En la sociedad actual existen nuevos hábitos de alimentación producto de un ritmo de vida muy acelerado, con mayores disfunciones sociales, trabajos que exigen tiempos precisos y tendencias nuevas, esto ha hecho en modo que muchas personas se vean obligadas, muy frecuentemente al momento de alimentarse, hacerlo de una manera rápida y ágil a fin de cumplir con su caótico día a día. Es ahí donde nace el concepto de comida rápida y su evolución continua a lo largo de la historia contemporánea de la sociedad, evolución que dio como resultado grandes franquicias dedicadas a dicho concepto los cuales dieron paso, a su vez, a los paradigmas que la comida rápida posee en la actualidad y es el hecho

de ser comida chatarra y dañina para la salud. El presente trabajo investigativo tiene el objetivo de plantear la interrogante referente al hecho de que si existe o es posible preparar comida rápida a base de ingredientes saludable a fin de acabar con la errónea idea de que la comida rápida solo es comida poco saludable y de bajo valor nutricional. Los métodos que se utilizaron en la investigación fueron elegidos, dada la mediana complejidad del estudio a su vez que se utilizó el método y herramienta de encuesta a fin de poder conocer de manera directa la opinión de las personas ante dicha investigación. Además, fue la herramienta más fiable a la hora de levantar información relacionada a un comportamiento social. Cabe destacar que dicha investigación se la realizó en un establecimiento dedicado a la venta de comida rápida en la parroquia de Charapotó, establecimiento que está por adoptar una nueva propuesta gastronómica denominada “Fast Good”, propuesta que se plantea en este trabajo investigativo en los resultados del mismo.

**Palabras clave:** Comida Rápida, Fast Good, gastronomía, Empanadas.

## **Introduction**

The purpose of this paper is to raise the question and put an end to one of the paradigms that determine and subject fast food as something that harms the body, since, from the conception of the term “Fast Food” it has been associated with junk food which provides large amounts of trans fats which will increase the cholesterol of those who consume them. The main objective of this work is to demonstrate that fast food cannot always be classified as junk food, much less be harmful to the body, because, if at the time of preparing this type of food, top quality or organic products are used, the nutritional value would increase and not only the use of quality and organic raw material, but also the use of cooking techniques that ensure that the organoleptic characteristics of the food would not be affected.

Fast Food or fast food, according to Alvarez, dates back to 1912 when the first automat was inaugurated in New York, a place that sold fast food behind a glass window and a slot to pay with coins. This type of system already existed before in Berlin and in some U.S. cities such as Philadelphia.

The concept of fast food, according to Rodriguez, appeared in Europe during the Napoleonic Wars when in the 19th century the Cossack mercenaries of the Russian army in France requested in restaurants to be served as soon as possible, repeatedly mentioning the word Bistró

(bystro = fast). In the middle of the 20th century, a food entrepreneur in the United States named Gerry Thomas marketed for the first time what is called convenience food. At the end of the 1990s, movements against Fast Food began to appear and denounced some aspects about the lack of information, the high content of fats, sugars and calories in some of its foods.

According to Alfredo Muñoz in his work “Origin and evolution of the Fast Food service”:

Serving meals at the moment, in a fast way is nothing new, the ancient Romans did it in Pompeii and Herculaneum, preparing dishes, which kept a short process of elaboration, such as: various types of soup, potatoes or vegetables, accompanied by fruits, influenced a lot by the Hebrew cuisine.

But the history of fast food restaurants, now also known as Fast Food, dates back to the year 1765, as mentioned by Muñoz, when a Mr. Bulanger established in Paris the first restaurant with the name RESTAURANTS, a place where he offered a series of innovative dishes, which are prepared and delivered to customers quickly, at low cost, denoting the main characteristics of fast food.

Fast food is characterized especially by the speed with which the service is offered, but it also has other particularities:

- It is a complete meal. Most restaurants and establishments offer a menu that includes carbohydrates (bread, french fries), fats (dressings) and vegetables (tomato, lettuce, onion...).
- It is more economical than the dishes offered in traditional restaurants.
- It is easy to transport and to consume.

With the above mentioned by Brito, it is possible to give a previous idea about what the word fast food refers to and the fact that it does not have to be classified as junk food or food harmful to the organism. When talking about fast food, emphasis is placed not only on the speed

of preparation, but also on the speed at which it is eaten, as Dolores Molina mentions:

Fast food is a type of economic food, widely consumed nowadays, based on menus of easy preparation and, as its name indicates, of quick preparation and ingestion. Characteristics that in our society become authentic virtues for a wide stereotype of consumers; from teenagers of precarious economy to workers who lack time to have lunch because of their demanding workdays.

In a few words, he mentions what fast food consists of and the impact it has on society, given that it is a food that is within everyone's reach, as Molina rightly mentions. For some authors, fast food is nothing more than the cause of obesity in a large percentage of the population, not only regionally but also globally, with the United States being one of the main authors of this percentage.

In 1920 the first hamburger joints appeared in the United States, although it was not until 1937 when the brothers Dick and Mac McDonald began to use chain production, typical of other industries, with the intention of being able to meet in a few minutes the orders of the multitude of people who must eat in a short time (Rodriguez, 2011).

However, some authors determine that the concept of fast food is something that has always been involved in the different environments of different countries, as mentioned by Vilaplana:

Fast food was born in the United States as a way of satisfying the food needs of a society in which production left no time for gastronomic leisure. However, fast food has always existed in our environment in the form of sandwiches or tapas.

Vilaplana refers to the fact that fast food exists in any type of environment, in Spain in the form of tapas. Here is the dilemma if fast food for the simple fact of being something that fits perfectly with the needs of the society which every day more and more sees itself with less time to dedicate to gastronomic delight and prefers to eat something fast. "As a general rule, fast food is usually identified with processed products of low nutritional quality: high in calories and low in vitamins".

The main characteristics of fast food restaurants are detailed as follows:

The food does not take long to be delivered to the customer, it is accessible, the desired menu is chosen, they maintain accessible schedules, home delivery services, sales promotions, diversification, and above all accessible prices.

These types of characteristics are one of the main causes of the success of these businesses, since there are many people who, due to lack of time because of their work, opt for this type of alternative in search of satisfying their needs.

According to Moliní “it is very important to emphasize that there are two characteristics that make this food not recommendable for repetitive consumption: the excess of energy in the menus, and the high percentage of saturated fats and cholesterol”.

According to Moliní, although the reasons why the consumption of this type of food is not advisable are true, it is worth noting that due to this many companies have changed their offer, either to reduce the excesses or to offer healthy food that is quick to prepare and to the liking of the customers.

Knowing the concepts of fast food it is time to raise the question which is what is meant by healthy eating? Well, Healthy eating is one that provides each individual with all the food necessary to meet their nutritional needs at different stages of life (childhood, adolescence, adulthood and aging).

Currently, a new trend is emerging which is based on merging the concept of “Fast Food” but with a selection of healthy ingredients and top quality in order to be beneficial to the consumer: An example of this can be found in the British chain Leon, specialized in healthy fast food. The new concept is thus linked to the Fast Good trend, aligned with the new consumption habits, tastes and preferences of a growing number of people, who are increasingly concerned and aware of their health and well-being.

At this point is where the transformation of an existing trend and possessing a great place in the current market arises and becomes a totally different concept, using the same principles, but with such variations that result in the “Fast Good” which as mentioned by

Bartalent Lab: Thus, we could conclude that the Fast Good is a concept of fast food linked to a meal, in turn, high quality and with a healthy perspective. We may have to eat fast for personal reasons, but we do not have to give up eating well.

The present research will contribute to the knowledge about the reality of the significance of gastronomy in tourism development and indirectly in socioeconomic development. In addition, it is important to mention that the current original article derived from the institutional research project of the Universidad Laica Eloy Alfaro de Manabí in its extension Sucre 1016 E01 (Bahía de Caráquez) entitled: “*Museum of History, Archaeology and Paleontology as an instrument of local development: Cases Chirije and San Isidro*”.

## **Methodology**

The methods used in the research were highlighted due to the medium complexity of the study and also due to the fact that it is easy to use this type of methodology.

Among them is the deductive method, since this method goes from the general to the specific. That is, the approach starts from a general statement from which parts or specific elements are unraveled, such as the concepts of fast food and healthy food. Other methods used in the research are the qualitative method and the quantitative method.

Similarly, several types of research were used, such as bibliographic research, and its use was framed in the consultation of books and authors of works related to the study carried out, in order to have solvent and reliable theoretical contributions that support what was developed in the research work carried out. Field research, which collaborated in the selection and exact determination of the population to be studied, with the purpose of gathering information related to the proposed objective and thus being able to verify hypotheses and identify problems that could cause a negative effect on the proposal.

Finally, the survey method and tool was used in order to be able to know directly the opinion of the people before this research, besides being the most reliable tool at the time of collecting information related to a social behavior.

The survey was conducted digitally through the Google Forms

platform, in order to facilitate data collection. The total number of surveys was 370, respecting the results of the sample formula with a margin of error of 5%.

## Results

The results obtained through the surveys were quite satisfactory, however, the figure raised in principle of people to survey could not be achieved successfully, but despite this it was possible to obtain 50% of results, since this research was conducted with a background of case study in the establishment Jireh Bar in the parish of Charapotó, Canton Sucre which is an establishment that is wanting to emerge with new gastronomic proposals and a unique service. That is why at the time of conducting the surveys it was possible to visualize that there are days where there is a lack of customers and days where there is a high peak of customers and even more so on these dates that are holidays in the parish and is where the establishment saw the highest peak of customers and took the opportunity to conduct the surveys.

**Table 1.** What is your concept of fast food?

Literales	Personas encuestadas	porcentajes
Comida Chatarra	25	13,9%
Comida de fácil y rápido acceso	108	60%
Comida poco saludable	41	22,8%
Comida barata sin calidad	6	3,3%
Total	180	100%

According to the results given to the question “What is your concept of fast food?” 60% of the respondents were able to state that it is food that is easily and quickly accessible, 22.8% responded that it is unhealthy food, 13.9% stated that it is junk food, and finally 3.3% of the respondents stated that it is cheap food without quality.

**Table 2.** *If fast food is made with healthy products and traditional ingredients, would you change your opinion regarding fast food?*

<b>Literales</b>	<b>Personas encuestadas</b>	<b>porcentajes</b>
Totalmente de Acuerdo	38	21,1%
De acuerdo	82	45,6%
Indeciso	45	25%
En desacuerdo	11	6,1%
Totalmente en desacuerdo	4	2,2%
total	180	100%

According to the results given in response to the question posed, 45.6% of the people agree to change their concept of fast food in cases of using healthy and traditional ingredients when preparing fast food, 25% are undecided, 21.1% totally agree, 6.1% maintain their position and respond that they disagree as well as 2.2% of the respondents.

**Table 3.** *Do you consider that Fast Good (healthy fast food) is a great bet for the parish of Charapotó?*

<b>Literales</b>	<b>Personas encuestadas</b>	<b>porcentajes</b>
Totalmente de Acuerdo	70	38,9%
De acuerdo	64	35,6%
Indeciso	25	13,9%
En desacuerdo	11	6,1%
Totalmente en desacuerdo	10	5,6%
total	180	100%

Based on the results obtained, 38.9% of the people were able to state that they totally agree with considering Fast Good as a great bet for the parish of Charapotó, 35.6% agree with what was stated, 13.9% remain undecided in their position, 6.1% on the contrary stated that they

disagree with what was stated, as well as 5.6% who responded that they totally disagree

This question is very important in this work, given that the research not only seeks to know the concept of fast food but also to understand the concept of fast food.

The collection of information regarding the problem posed at the beginning of the work was quite satisfactory, not only to know the concept that the population of the parish of Charapotó has regarding fast food, but also that they are willing to change their position to find a product of the “fast food” family made with healthy and/or traditional ingredients, also with manufacturing processes which allow the finished product does not suffer from the loss of nutrients and is saturated with fats.

Within the theoretical part of the work it was possible to show how fast food emerged and what was its way to get to where it is today, which is why it is interesting the fact that something that for some is harmful and unhealthy, has transcended throughout history and has become a complement in the busy and fast life of society.

However, the fact that fast food has transcended throughout history does not make it exempt from new trends and modifications in order to create something new from something already existing, and this is where the “Fast Good” trend comes into play, which is increasingly booming and which consists of typical fast food products such as hamburgers, hot-dogs, etc. With the great difference that both the processes and the ingredients are of quality and designed to provide adequate nutritional values to face the day to day.

So, we could conclude that Fast Good is a fast food concept linked to a high quality food with a healthy perspective. We may have to eat fast for personal reasons, but we do not have to give up eating well.

Within the survey of information, several questions related to the healthy fast food trend can be found, because the research not only seeks to know the concept of fast food but also to know if the parish of Charapotó is willing to adopt this trend and thus allow the establishment Jireh Bar to opt for this gastronomic trend in its future expansion of both infrastructure and services offered.

## Conclusions

In conclusion, it can be stated that the healthy fast food trend is a fact which is increasingly gaining weight in modern society, which is concerned about eating rich, healthy and fast. The research work highlights the concept and ideas of the population regarding fast food, but in turn shows that you can change a paradigm raised for years and turn it into something new while retaining the ideology, so to speak, and achieve a significant change.

The title of the research “Fast food based on healthy ingredients: a study on a new gastronomic proposal” should be emphasized because it is possible to generate and implement a new gastronomic proposal based on an existing concept but modified in order to be attractive and pleasing to society.

Finally, it can be mentioned that the Jireh establishment, where the field study was conducted, is already opting to prepare fast food with healthy ingredients, thus joining the Fast Good trend. A clear example is the empanas that are prepared there, which are within the typical food and fast food, and it is mentioned because when talking to the owner he said that he uses healthy and quality products to prepare the filling of the empanas, such as local vegetables, onions, peppers, garlic, celery and animal protein such as chicken and beef.

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