

## **The Importance of Foodservice in Higher Education: A Business Anthropological Case Study in China**

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**KEYWORDS** Education Reform. Foodservice Operations. Morale and Satisfaction. Student Health. Student Retention

**ABSTRACT** This research employed business anthropological methods (participant observation and in-depth interviews) in addition to a quantitative survey in order to investigate the quality of food service operations at a Chinese university. Food service quality's impacts on student satisfaction, student learning, and student health were explored. In addition, the research uncovered defects in food service operations, and suggestions were made for improvement. Finally, this paper recommended that food service quality should be included in the Chinese government's performance evaluation of universities, which would greatly encourage improvements of university food service.