Cuisine Preference of Local Tourists in San Juan, Batangas, Philippines

**Ryene Selline B. Kalalo, Angelica Lyntte A. Cablao, Maricriss P. Cabatay,
Charissa P. Mantal, Rhonalyn T. Manalo, Sevillia S. Felicen**

Bachelor of Science in International Travel and Tourism Management, College of International Tourism and Hospitality Management, Lyceum of the Philippines University, Batangas City, PHILIPPINES

Abstract – This study aimed to determine the cuisine preference of the local tourist in San Juan, Batangas. More specifically, it aimed to describe the demographic profile of local tourist; to identify the preferred cuisine by different restaurants; to determine the significant difference when group according to demographic profile; and to determine the cuisine preference of local tourists in San Juan, Batangas. The research design used the descriptive method because it is the most appropriate method.

It was found that the over-all assessment was frequent. Hamburger received the highest weighted mean followed by Sandwiches interpreted as frequent. Doughnut and Roasted Turkey got the lowest. Chinese Cuisine is frequently served. Lumpiang Shanghai has the highest weighted mean that is frequently offered and Siomai being the second highest. Siopao and Dumpling got the lowest weighted mean that makes it sometimes offered in every restaurant. Japanese cuisine has an over-all assessment of frequent. Tempura has the highest weighted mean followed by Teriyaki. Ramen has the second to the lowest weighted mean and Tonkatsu got the lowest. French Cuisine has a composite mean with an over-all assessment of sometimes. Mediterranean salad has the highest weighted followed by French Macaroons. Lamb and Ratatouille has the lowest weighted mean.

Keywords – Cuisine Preference, Travel, Tourism, Hospitality, San Juan

I. INTRODUCTION

Culinary tourism covers beyond the dining experience. It includes a variety of culinary, developed specifically for tourists that showcase food and beverages. This also provides opportunity for visitors to discover dishes indigenous to each region while learning about its unique talents and creativity (Fortus (2012). It has grown into one of the world's major industries and has thus also become increasingly important (Aguba, Tamayo & Barlan, 2013). Although tourism has been popular, it cannot deny the fact problem do exist that hinder tourist growth in every place (Buted, Ylagan & Mendoza, 2014). Community-based tourism is often recognized as a perfect example of sustainable tourism development (Buted, 2014).

Food holds a key place in the "think globally, act locally" debate (Heyman, 2006). The growth of eating out as a form of consumption and the market forces of globalization have made the food products and cuisines from all over the world more accessible. This has stimulated the emergence of food as a theme in magazines radio shows on food. According to the International Culinary Tourism Association, culinary tourism is growing spontaneously every year. With the steady increase in interest of food channels, travel shows featuring local and regional cuisine, food documentaries and online culinary travel shows, more consumers are travelling to various destinations just to enjoy a new food experience. The importance of local cuisine to tourist today is demonstrated by the tourists preference for local cuisines. From an economic point of view, 100% of tourists spend money on food at their destination (Hall, 2003).

Cuisine can be stated as the foods and methods of food preparation traditional to a region or

population. The major factors shaping a cuisine are climate, which in large measure determines the native raw materials that are available, economic conditions, which affect trade and can affect food distribution, imports and exports, and religiousness or sumptuary laws, under which certain foods are required or prescribed (Montanari,2005).Some destinations offer culinary tours and specialty dining experiences, where travellers visit various restaurants that offer different variety of cuisine such as Chinese, Japanese, Italian, French, American and Filipino cuisine.

Chinese cuisine, such as Siopao, siomai and shanghai includes styles originating from the diverse regions of China, tastes also varied by class, region, and ethnic background (Chang, 2008).

Japanese cuisine is based on rice with soup and other dishes such as Tempura, Teryaki, Sushi that has been known by the Filipinos and has been offer in variety of food establishment each in its own utensil, with an emphasis on seasonal ingredients (Cwiertka, 2006).

Whereas, the Italian cuisine has always been known for its garlic, its olive oil, its tomatoes, its weakness for wine, and for that uncanny way it had of defying the rules it's all about what you eat and the quality of the ingredients you use (Montanari, 2005).

Furthermore, the French cuisine especially bread, salads and French macaroons are being part of Filipinos cuisine preferences it is fundamental to their way of life. Food is a constant source of conversation, talked about everywhere, on the Metro, in shops, in the office and at the school gate (Francoise, 2010).

On the other hand, the American cuisines like Burger, Stakes and Sandwiches are being common now with Filipinos and different way of preparation is being practice in different food establishment. Take their good local ingredients, combine them with the seasonings of the entire world and thus create their own food (Hemenway, 2009).

San Juan is a home for delicacies such as Adobong Puti, Sinigang na Tulingan and other by-the-sea grilled, boiled or sautéed dishes. San Juan is also known for its traditional product, Lambanog which has a variety of sizes and flavours.

As the number of travelers increased, many of them book – writers, reports of foreign food reached home, and cuisines from different countries began to take on their own style. With the migration of people in to the cities, together with mass production of food and advertising, regional cuisines developed based on the popular cooking styles of the major urban centers (Abenir et al, 2010). The concept of food related tourism, the gastronomy tourism, culinary tourism, and other are few to mention. These several names have been frequently used in explaining the phenomenon of using food as an instrument for fostering tourism at a specific destination. Philippine cuisine consist of the food, preparation methods and eating customs found in the Philippine. The style of cooking and the food associated with it have evolved over many centuries from its Austronesian origins to a mixed cuisine with many Malay, Indian, Arab, Chinese, Spanish, Japanese, American and other Asian and Latin influences adapted to indigenous ingredients and the local palate (Fortus, et al, 2012).

Dining out is a growing form of leisure where meals are consumed not out of necessity but for pleasure, and the atmosphere and occasion are part of the leisure experience as much as the food itself. But with the Philippine food consumption, they accept different kinds of cuisine, adapt it and try to live the essence that even they do not leave the place, they will be able to taste different cuisines that can only be found international (De los Reyes et al, 2008).

The growth in popularity of ethnic cuisines like Thai, Indian, North African, Mexican, and Chinese throughout the industrialized countries is attributable to a significant degree to tourism where visitors sample local foods and develop a taste for them. Food becomes highly experiential when it is part of travel experience; it can become sensuous and sensual, symbolic and ritualistic, and can take on new significance and meaning (Atienza et al, 2012).

When people travel to different country or a different part of a country to enjoy local cuisine

travelers often look especially for places with a rich cuisine, food and drinks festivals, and cooking classes. Food has many roles to play for consumers: it is functional: it plays a key role in our celebration: it is a conduit for socializing: it is entertaining: it is sensuous and sensual; and it is a way of experiencing new cultures and countries (Fadriquelan et al, 2012).

Members of a social group depend on each other, share a common culture, and influence each other's behaviors and values. A person's membership in particular peer, work, or community groups impacts food behaviors that affects aspect regarding their food preferences (Dalisay et al, 2012).

The purpose of this study is to further understand the role of cuisine preferences of tourist in San Juan, Batangas. In addition, the study aims to know how some food establishment can meet the demands/needs of tourist in terms of cuisine preferences. As a tourism students it is important to know if the cuisine preferences has an effect to the tourism industry in San Juan, Batangas.

II. OBJECTIVES OF THE STUDY

The study aimed to determine the cuisine preferences of local tourist in San Juan Batangas. More specifically, to describe the demographic profile of local tourist in terms of age, gender, educational background, nature of work and frequency of visit; identify the preferred cuisine by the different restaurant and local tourist; also, to determine the significant difference on the cuisine preference when grouped according to demographic profile, and to determine the status and prospects of culinary tourism in San Juan, Batangas.

III. METHOD

Research Design

Researchers used descriptive method because it is the most appropriate method since it involves collecting data in order to answer the questions concerning status of the study.

This method aimed to describe the nature of the situation as it exists at the time of the study and to explore the cause of particular phenomenon. It involves the collection of data in order to test the hypothesis or answer questions regarding the current status of the subject of the study (Briones, 2007).

The descriptive method of research was used by the researchers to discover the cuisine preferences of local tourist in San Juan, Batangas.

Participants

The participants were selected through quota sampling with 50 local tourists dining in the 5 restaurant in San Juan having the best facilities and high quality of service. Ten persons were selected in each restaurant. They are chosen to be the participants because they have the capacity to give the necessary information regarding the cuisine preference of local tourists in San Juan, Batangas.

Instrument

The researchers used questionnaire as a major tool for gathering data relevant to determine the cuisine preference of the local tourists in San Juan, Batangas. Respondents checked the items that correspond to their answers. This type of questionnaire was chosen for the convenience and speed in terms of gathering information that is necessary in the accomplishment of this study. In order to arrive at reliable and understandable instruments, the researcher studies some of the previous investigation relevant to this study.

Questionnaires was divided into two parts, part one was composed of the profile of respondents and part two are questions about their cuisine preference.

Procedure

The researcher's first submitted their proposed topic. After the approval of the topic by the research professor, the researcher started to conduct the research study. A chance of successful investigation must necessarily be based on accurate data and must follow a certain systematic procedure. To ensure the accuracy of data, the researchers looked for the right sources and developed a method of collecting them.

The researcher's gathered information from the school library, browsing and referring to resources previously used by other researchers. Some facts relevant to the study were collected. After gathering pertinent information, they immediately proceeded to the task of preparing the questionnaires and the letter of request for the participants, to be signed by the research adviser.

The researchers distributed the questionnaires personally and made sure the participants were properly guided during the interview and survey proper.

Data Analysis

All data gathered were tallied, encoded and interpreted using different statistical tools. These

include frequency distribution, weighted mean and Analysis of variable (ANOVA). The data obtained was also treated using PASW version 18 to further analyze the results. The given scale was used to identify the preferred cuisine by the different restaurant and local tourist: 4.50 – 5.00 = Always; 3.50 – 4.49 = Frequent; 2.50 – 3.49 = Sometimes; 1.50 – 2.49 = Seldom; 1.00 – 1.49 = Never

IV. RESULTS AND DISCUSSION

Table 1. Percentage Distribution of the Respondents' Profile

Profile	f	%
Gender: Male	25	50.00
Female	25	50.00
Age: 18 years old below	12	24.00
19 years old – 28 years old	15	30.00
29 years old – 38 years old	12	24.00
39 years old – 49 years old	8	16.00
50 years old – above	3	6.00
Religion: Roman Catholic	44	88.00
Protestant	2	4.00
Church of Christ	1	2.00
Christian	3	6.00
Educational Attainment		
Elementary Graduate	2	4.00
High School Graduate	14	28.00
College Graduate	32	64.00
Graduate Studies	2	4.00
Nature of Work		
Student	12	24.00
Unemployed	8	16.00
Employed	24	48.00
Self employed	6	12.00
Frequency of Visit		
Daily	2	4.00
Twice a week	5	10.00
Weekly	5	10.00
Once a month	14	28.00
Quarterly	11	22.00
Semi- Quarterly	9	18.00
Annually	4	8.00

Table 1 presents the distribution of the respondent's profile. In terms of gender the number of respondents is equal having a frequency of 25 or 50.00 percentage. Their age presents that most of the respondents are 19-28 years old with the highest frequency of 15 or 30.00 percent. Fifty years old above got the lowest frequency of 3 or 6.00 percent. This shows that younger people preferred to try different cuisine compared to those over 50 years old and above. Across the lifespan, different eating habits can be observed based on workforce conditions, financial security, and taste preferences amongst other factors.

Result shows that Roman Catholic has the highest frequency of 44 or 88.00 percent and the lowest is Church of Christ with a frequency of 1 or 2.00 percent. This implies that most of the respondents do not have religious beliefs about the food that they are going to eat.

In terms of Educational attainment, most of the respondents are college graduates with the percentage of 64 percent while elementary graduate and graduate studies both have the lowest percentage of 4 percent. It is common for the respondents to have a college degree and they are the ones who are knowledgeable enough about cuisines and culinary destinations.

Nature of work has the highest percentage of 48 percent. Self-employed has the lowest percentage of 12 percent. Almost half of the respondents are employed in terms of nature of work who can probably afford to travel and dine out.

In terms of frequency of visit of the respondents, once a month got the highest percentage of 28 percent. Once a month got the highest percentage because tourist may visit San Juan, after they received their salaries and be able to dine in their favorite restaurants. Daily got the lowest percentage of 4 percent because it may be impossible for a tourist to visit the same restaurant everyday.

Demographic characteristics such as age, gender, ethnicity, level of education, learning style, preference for information, socioeconomic status, and food systems can influence health related interventions (Burns, 2008).

Table 2. Cuisine Preference

Type	Mean Rank	Over-all Rank
American Cuisine	3.72	2
Chinese Cuisine	3.44	3
Japanese Cuisine	2.76	5
French Cuisine	2.38	6
Italian Cuisine	3.34	4
Filipino Cuisine	5.36	1

Table 2 presents the ranking of cuisine according to the tourist cuisine preferences in San Juan, Batangas. The most preferred type of cuisine having a mean rank of 5.36 is the Filipino Cuisine while French Cuisine has the lowest mean rank of 2.38. Having the local tourists

as respondents most of them prefer the cuisine that is most familiar to them. French Cuisine was offered by only few restaurants which make it unusual to local tourists. Local tourists preferred the Filipino Cuisine most because it is part of their culture and it is what they already used to eat. French Cuisine on the other hand is the least preferred cuisine of the local tourist because of lack of ingredients availability in the local market.

Table 3 shows the assessment of the respondents about American Cuisine. It was found that the over-all assessment was frequent with a composite mean of 3.55.

Table 3. American Cuisine

American Cuisine	WM	VI	Rank
1. How often does this restaurants offers hamburgers?	4.16	Frequent	1
2. Does this restaurant serve Steak?	4.00	Frequent	3
3. Do they offer variety of Sandwiches?	4.14	Frequent	2
4. Are Doughnuts available here?.	2.98	Sometimes	4
5. Does this restaurant offer Roasted Turkeys?	2.46	Seldom	5
Composite Mean	**3.55**	**Frequent**	

As seen from the table, Hamburger received the highest weighted mean of 4.16 wherein it suits the taste of the local tourist knowing that it has a variety of ways of preparation to choose from. Followed by Sandwiches with the weighted mean of 4.14 and interpreted as frequent because like burgers, the local tourist can also choose the ingredients that they want to eat. According to the respondents, restaurants frequently serve these foods mainly because customers are already familiar with this foods and can be found all over the area. On the other hand, Doughnut got the second to the lowest weighted mean of 2.98 and Roasted Turkey got the lowest with a weighted mean of 2.46. The respondents agreed that, though doughnut has a good taste it is only offered sometimes because there are other kinds of pastries that can be served as alternative and it is not offered regularly by restaurants because there are food establishments present that primary sells doughnuts. Roasted Turkey is seldom offered because of the unavailability of ingredients and that local tourist used to roast chicken rather than turkey, it is a significant means to penetrate into another culture as "...it allows

an individual to experience the 'Other' on a sensory level, and not just an intellectual one" (Long, 2006).

Table 4. Chinese Cuisine

Chinese Cuisine	WM	VI	Rank
1. How often do these restaurant offers Siomai?	4.20	Frequent	2
2. Do they offer Chinese Noodle dishes?	4.04	Frequent	3
3. Do they serve Siopao regularly?	3.76	Frequent	4
4. Does this restaurant offer Lumpiang Shanghai?	4.44	Frequent	1
5. How often do they offer Dumplings?	3.02	Sometimes	5
Composite Mean	**3.89**	**Frequent**	

Based on Table 4, the over-all assessment of Chinese Cuisine is frequent with composite mean of 3.89. Lumpiang Shanghai has the highest weighted mean of 4.44 that is frequently offered because it is known to be one of the most famous Chinese Cuisine dishes in the country, and Siomai has the second highest weighted mean of 4.20 and offered frequently because it is easy to prepare even at home. The respondents said that Filipino cuisine was greatly influenced by the Chinese. Lumpiang Shanghai as well as Siomai was considered to be some of the most famous Chinese dishes that were adapted by the Filipinos. These dishes are frequently offered by different restaurants primarily because of its familiarity to the Filipinos and that most Filipinos know how to prepare and cook these dishes. Siopao has a weighted mean of 3.76 and Dumpling has a weighted mean of 3.02. Siopao got a low weighted mean because it does not, usually compliment other food. Dumplings is sometimes offered among the restaurants because it does not suite the taste of the local tourist. These dishes got lowest weighted mean and was commonly offered by a few themed Chinese restaurant only. According to Chang (2008) the Philippine style of cooking and the food associated with it have involved over many centuries from its Austronesian origins to mixed cuisine with Malay, Indian, Arab, Chinese, Spanish Japanese, American and other Latin influenced adapted to indigenous ingredients and the local plates. That's why some other cuisines have been offered and common to food establishments in the Philippines.

It was gleaned on table 5 that Japanese cuisine has an over-all assessment of Frequent and has a composite mean of 3.64. In terms of Japanese Cuisine, Tempura has the highest weighted mean of 4.32 followed by Teriyaki with a weighted mean of 3.96 it is also frequently available because of its good taste.

Table 5. Japanese Cuisine

Japanese Cuisine	WM	VI	Rank
1. Does this restaurant offer Tempura?	4.32	Frequent	1
2. Do they have Teriyaki?	3.96	Frequent	2
3. Does this restaurant serve Sushi?	3.70	Frequent	3
4. How often do they serve Ramen?	3.34	Sometimes	4
5. Do they serve Tonkatsu regularly?	2.88	Sometimes	5
Composite Mean	**3.64**	**Frequent**	

It is being imitated and was already made with different versions. Tempura being one of the famous Japanese dishes in the country makes it frequently available in different restaurants. Given that its main ingredients, shrimp is always available and a bit cheaper in San Juan. One of the restaurant owner said that teriyaki is easy to prepare and can be served using different types of meat. Ramen has the second to the lowest weighted mean of 3.34 and Tonkatsu got the lowest with a weighted mean of 2.88. Restaurants do not always serve Ramen because local tourists are not familiar with taste and traditional preparation. Tonkatsu is not famous and cannot be considered as local tourists' favorite. These dishes are not yet recognized by most Filipinos and are frequently served only in Japanese restaurants.

Table 6. French Cuisine

French Cuisine	WM	VI	Rank
1. Do they serve Lamb?	2.44	Seldom	3.5
2. Does this restaurant serve Ratatouille?	2.26	Seldom	5
3. How often this restaurant serves Boeuf Bourguignon?	2.44	Seldom	3.5
4. Do this restaurant serve French Macaroons?	2.66	Sometimes	2
5. Does this restaurant serve Mediterranean Salad?	3.64	Frequent	1
Composite Mean	**2.69**	**Sometimes**	

Based from the results, French Cuisine has a composite mean of 2.69 with an over-all assessment of sometimes. Mediterranean salad has the highest weighted mean of 3.64 followed by French Macaroons with a weighted mean of 2.66. The respondents agreed that restaurant frequently serve salad. Customers and restaurants consider it as appetizer that completes a full meal. French Macaroon is being known nowadays that satisfies the sweet tooth of the customers. Lamb has a weighted mean of 2.44 and Ratatouille has the lowest weighted mean of 2.26. Restaurant do not serve Lamb because it is not available in the area. Ratatouille is a dish not popular to most of the local tourist and that only upscale tourist can only afford this kind of dish. According to the respondents, these dishes were unusual to their taste and Lamb is not probably available in the area. According to Cohen, (2008) food establishments consider how familiar customers are in certain product before making its availability in the market.

Table 7. Italian Cuisine

Italian Cuisine	WM	VI	Rank
1. Does this restaurant serves Pizza?	4.06	Frequent	2
2. How often this restaurant offers Carbonara?	4.30	Frequent	1
3. Do this restaurant offer Puttanesca?	3.70	Frequent	4
4. Does this restaurant offer Lasagna?	3.96	Frequent	3
5. How often does this restaurant offer Pasta Pie?	3.24	Sometimes	5
Composite Mean	**3.85**	**Frequent**	

Table 7 shows the assessment of the respondents about Italian Cuisine. It was found that the over-all assessment was frequent with a composite mean of 3.85. The respondents assessed that Italian Cuisine is frequently serve in the restaurant in San Juan ,Batangas and only pasta pie is sometimes serve because it is not well known to the respondents. Based from the result, Carbonara got the highest weighted mean of 4.30 followed by Pizza with a weighted mean of 4.06. Carbonara got the highest weighted mean because it is one of the most famous Italian dish that can be easily served due to, simplicity of cooking by restaurants and can even be made at home. Pizza is another dish that is frequently served by restaurants probably because of the different flavors it offer which made it to be a Filipino

favorite. Pasta Pie got the lowest weighted mean of 3.25 because local tourist are new with this kind of dish followed by Puttanesca with the weighted mean of 3.7 because local tourist are afraid to try new dish, so they prefer to choose the dish that they already know the taste. These two dishes may not be familiar to the local tourists as well as to some of the restaurants.

Table 8. Filipino Cuisine

Filipino Cuisine	WM	VI	Rank
1. How often does this restaurant serves Sisig?	4.48	Frequent	4
2. Does this restaurant serves Caldereta?	4.80	Always	1
3. Is Pinakbet served in this restaurant?	4.78	Always	2
4. Do they serve Lechon regularly?	4.42	Frequent	5
5. Is Sago't Gulaman always available?	4.58	Always	3
Composite Mean	**4.61**	**Always**	

Based on the Table 8, respondents agreed that Filipino Cuisine is always offered by different restaurants in San Juan, Batangas. It has a composite mean of 4.16. Caldereta as one of the most favorite Filipino dishes has the highest weighted mean of 4.80 which is always serve because some local tourist are fan of spicy food and they are familiar with its ingredients followed by Pinakbet with a weighted mean of 4.78 which got the second rank because it is a combination of meat and vegetables which is perfect for lunch. According to the respondents these dishes were always available. Sisig got the second to the lowest weighted mean of 4.48 because local tourists prefer to order big portion of dishes in every service to accommodate everyone. Lechon got the lowest weighted mean of 4.42 because most of the local tourists are considering their health and they chose a healty dish most especially female respondents. These dishes are frequently served in different restaurants. Respondents also agreed that Filipino cuisine is palatable. Natural ingredients were in some respect favored by the people that the commercials additives (Contreras, Catamin, Paragados, & De La Cruz, 2014). According to Fadriquelan, (2012) the way local people eat, the food preparation process and the taste of the local food, cause the local culture to differentiate. So food consumption of different tourists may be due to experience with other culture.

Table 9 shows the difference of responses on the assessment of American Cuisine. As seen from the table 9, only gender shows significant difference since the obtained p-value of 0.035 is less than 0.05 level of significance, thus the null hypothesis of no significant difference on the assessment on American cuisine when grouped according to gender is rejected.

Table 9. Difference of Responses on the Assessment of American Cuisine

Profile	F-value	p-value	Interpretation
Gender	4.718	0.035	Significant
Age	1.147	0.347	Not Significant
Religion	2.490	0.072	Not Significant
Educational Attainment	1.123	0.349	Not Significant
Nature of Work	2.255	0.095	Not Significant
Frequency of Visit	1.684	0.148	Not Significant

Legend: Significant at p-value < 0.05

This means that the two groups of respondents have different assessment on the American cuisine that they eat. Male tends to eat heavy meals compared to female. Most males are not that conscious with the food they eat compared to female. Female are more health conscious and they avoid fatty foods. American Cuisine preferred heavy stuff. Based on the study of Hemenway, (2009) in the USA the following order of factors affecting food choices has been reported: taste, cost, nutrition, convenience and weight concerns.

Table 10. Difference of Responses on the Assessment of Chinese Cuisine

Profile	F-value	p-value	Interpretation
Gender	5.095	0.029	Significant
Age	1.782	0.149	Not Significant
Religion	.380	0.768	Not Significant
Educational Attainment	1.478	0.233	Not Significant
Nature of Work	.387	0.763	Not Significant
Frequency of Visit	1.684	0.148	Not Significant

Legend: Significant at p-value < 0.05

Based on table 10, only gender shows significant difference since the obtained p-value of 0.029 is less than 0.05 level of significance, thus the null hypothesis of no significant difference on the assessment on Chinese cuisine when grouped according to gender is

rejected. This means that the two groups of respondents have different assessment on the Chinese cuisine that they eat. From an early age, taste and familiarity influence behavior towards food. Chinese cuisine is now considered a common food as it is frequently served at any food establishment. As they are commonly served females tend to lose their appetite and divert to other taste. Male with regard to taste prefer tangy foods that's why they prefer to eat Chinese foods.

Table 11. Difference of Responses on the Assessment of Japanese Cuisine

Profile	F-value	p-value	Interpretation
Gender	6.042	0.018	Significant
Age	.446	0.775	Not Significant
Religion	2.585	0.065	Not Significant
Educational Attainment	1.170	0.331	Not Significant
Nature of Work	1.489	0.230	Not Significant
Frequency of Visit	.380	0.887	Not Significant

Legend: Significant at p-value < 0.05

Table 11 shows that only gender shows significant difference since the obtained p-value of 0.018 is less than 0.05 level of significance, thus the null hypothesis of no significant difference on the assessment on Japanese cuisine when grouped according to gender is rejected. This means that the two groups of respondents have different assessment on the Japanese cuisine that they eat. We know that Japanese cuisine is not commonly served at any restaurant other than Japanese restaurant. As male are adventurous it excites them to eat different Japanese dishes compared to female.

Table 12. Difference of Responses on the Assessment of French Cuisine

Profile	F-value	p-value	Interpretation
Gender	.098	0.756	Not Significant
Age	.563	0.691	Not Significant
Religion	.742	0.533	Not Significant
Educational Attainment	1.355	0.268	Not Significant
Nature of Work	2.943	0.043	Significant
Frequency of Visit	1.477	0.209	Not Significant

Legend: Significant at p-value < 0.05

It was gleaned from the table 12 that only nature of work shows significant difference since the obtained p-

value of 0.043 is less than 0.05 level of significance, thus the null hypothesis of no significant difference on the assessment on French cuisine when grouped according to nature of work is rejected. This means that groups of respondents have different assessment on the French cuisine that they eat. Respondents when grouped by the nature of work can affect their preference towards French Cuisine. Some tourists may be familiar with this cuisine because of their corporate environment and the influences of their colleagues. French cuisine is not very likely to be patronize because it is expensive and not all could afford it. It is aristocrat, its ingredients are costly and is not always available in local market.

Table 13. Difference of Responses on the Assessment of Italian Cuisine

Profile	F-value	p-value	Interpretation
Gender	8.754	0.005	Significant
Age	.461	0.764	Not Significant
Religion	.325	0.807	Not Significant
Educational Attainment	.291	0.831	Not Significant
Nature of Work	.595	0.622	Not Significant
Frequency of Visit	.752	0.611	Not Significant

Legend: Significant at p-value < 0.05

As seen from the table 13, only gender shows significant difference since the obtained p-value of 0.005 is less than 0.05 level of significance, thus the null hypothesis of no significant difference on the assessment on Italian cuisine when grouped according to gender is rejected. This means that the two groups of respondents have different assessment on the Italian cuisine that they eat. Most Italian cuisine are light meals and female preferred it since they are weight conscious, while males for them could not satisfy their appetite.

Table 14. Difference of Responses on the Assessment of Filipino Cuisine

Profile	F-value	p-value	Interpretation
Gender	1.131	0.293	Not Significant
Age	1.258	0.301	Not Significant
Religion	1.090	0.363	Not Significant
Educational Attainment	1.159	0.336	Not Significant
Nature of Work	.130	0.942	Not Significant
Frequency of Visit	.876	0.520	Not Significant

Legend: Significant at p-value < 0.05

Table 14 shows that based from the result, all computed F-values were less than the critical value and the resulted p-values were greater than 0.05 level of significance, thus the null hypothesis is rejected. This means that the respondents' have the same assessment on the Filipino cuisine. There is no significant demographic characteristic that can be served as a basis among the respondents on why they prefer Filipino Cuisine. The respondents are all local tourists and that

could be the reason why they all prefer to eat this type of cuisine. There is no demographic difference with regards to Filipino cuisine because local tourist eat foods very familiar with them, those commonly served and part of the Filipino culture. According to the study of Abenir, (2010) the basis of Filipino food is common throughout the islands, some regions are known for specific flavors or particular cuisines.

Table 15. Status of Culinary Tourism

Status of Culinary Tourism	WM	VI	Rank
1. The availability of different types of cuisine at travel destination is important to me when choosing a destination?	3.36	Agree	4
2. I like to visit areas that label themselves as "culinary tourism"	3.48	Agree	1
3. My dining experiences are important to overall satisfactory of my trip.	3.40	Agree	3
4. I tend to search for information related to culinary experience while at destination.	3.24	Agree	9
5. I purposefully dine at restaurants offering local/regional foods.	3.32	Agree	6
6. I believe that food related experiences are an important part of the culture of a destination.	3.32	Agree	6
7. Experiencing food and beverage at a travel destination at a travel destination help create a lasting impression of a destination.	3.46	Agree	2
8. I think it's best to order something familiar when eating at a restaurant at a destination.	3.32	Agree	6
9. I check the reviews/ratings of the restaurant before dining there.	3.18	Agree	10
10. I like to travel to attend food/drinks/wine festivals when traveling.	3.28	Agree	6
Composite Mean	**3.34**	**Agree**	

Legend: 3.50 – 4.00 = Strongly Agree; 2.50 – 3.49 = Agree; 1.50 – 2.49 = Disagree; 1.00 – 1.49 = Strongly Disagree

Table 15 shows the assessment of the respondents about the Status of Culinary Tourism. It was found that the over-all assessment of the respondents is agree with a composite mean of 3.34. All of the respondents agree that the Status and Prospects of Culinary Tourism in San Juan, Batangas is affected by dining and culinary experiences. In the above indicators, Customers that believe visiting the areas label themselves as culinary tourism rank first and has 3.48 weighted mean. While Customers that believe experiencing food and beverage at a travel destination help create a lasting impression of the destination rank second and has a weighted mean of 3.46. According to the respondents, Culinary tourism, food and beverage offered in the area greatly affect the customers experience and satisfaction within the area. On the other hand, Survey about Customers who tend to search for information related to culinary tourism while at the destination rank second to the last and it has a weighted mean of 3.24. While customers who check the reviews/ratings of restaurant before dining there got the lowest ranking and had a weighted mean of 3.18.The

respondents said that customers tend to visit the place unplanned because they have no enough time to check the restaurant's background and that they listen mostly from the word of mouth of the people who already tried the restaurant.

Table 16. Prospect of Culinary Tourism

Profile	f	%
What kind of service do you prefer to have delightful experience?		
Satisfactory service	26	52.00
Extraordinary service	22	44.00
Personalized service	2	4.00
What suggestion would you make for the improvement of the restaurant?		
Food service	29	58.00
Arrangement structure	11	22.00
Staff members	10	20.00

Table 16 (cont). Prospect of Culinary Tourism

Profile	f	%
How do you see culinary tourism in San Juan, Batangas in the next 5 to 10 years?		
Very positive	33	66.00
Positive	16	32.00
It depends	1	2.00

Based on the respondent they prefer to have a satisfactory service having a percentage of 52 percent to have a delightful experience and suggested to improve their food service having a percentage of 58 percent. In the next 5 to 10 years they see the culinary tourism in San Juan, Batangas very positive with a percentage of 66 percent.

V. CONCLUSION AND RECOMMENDATION

Most of the local tourists in San Juan, are college graduate, 19 to 28 years of age, already employed and visits San Juan once a month. Filipino Cuisine were the preferred cuisine of the local tourists and also the food frequently offered by restaurants. Only gender shows significant difference on the cuisine preference among American, Chinese, Japanese and Italian cuisines. On the other hand, Nature of work shows significant difference on the cuisine preference towards French cuisine. The status of Culinary tourism in San Juan, Batangas as of today is average and the prospect of culinary tourism in the next year is very positive.

It is hereby recommended that the restaurant owner may enhance the food services of their restaurants to be more attractive and refreshing to the tourists. To develop the culinary tourism in San Juan, Batangas, they may provide additional services to satisfy tourists, improve the quality of the foods and the characteristics of people in San Juan. The local government of San Juan, Batangas may exert additional effort in promoting culinary tourism. The local municipal tourism office may conduct trainings for the restaurant owners in the area of culinary tourism in order to make good use of the local products available in San Juan, Batangas. Residents and restaurant owners may put emphasis on the homegrown products of San Juan, Batangas and turn them into culinary masterpieces that will truly reflect the rich culture and tradition of San Juan. Future study may also be conducted using other variables to further confirm the result of the study.

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