

Attracting Tourists thru Native Cuisine of Selected Towns in Batangas

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ABSTRACT

This study determined the potential of Attracting Tourist Thru Native Cuisine in Selected Towns in Batangas Province. More specifically, it obtained the profile of selected towns in Batangas namely, Batangas City, Bauan, and San Pascual; determined the different native cuisines of these selected towns, and lastly, proposed an action plan on how these cuisines could be part of culinary tourism. This research paper used descriptive research design and qualitative method. The study has a total of twenty-three (23) participants that include ten (10) residents, ten (10) restaurant owners from each town and the Tourism Officer of each municipality. The researchers found out that through these native cuisines one could help his or her local government or municipality boost and enhance the culinary tourism of the place.

I. INTRODUCTION

Food tourism is the hottest niche to emerge within the travel industry in years because dining is one of the best ways visitors can get to know a new and exotic locale. Because regional foods and recipes are a major part of what makes one place different from another, restaurants should create unique and memorable food and drink experiences to build excitement and develop a competitive advantage. As to Gello and Levine (2005), a culinary professional – whether you're a chef, cook, caterer, or member of the kitchen brigade – you experience your world and perhaps even the world at large in a district way. According to Anderson (2009), Culinary Tourism is experiential and interactive because it truly covers the five senses: you see the colorful food, you smell the spices and aromas, you feel the textures and temperatures, you hear the steaks sizzling and you taste the flavors.

It also provides the tourists an opportunity to experience the exotic cuisines of a particular place. It is as important for tourists as aspects like accommodation, scenery, climate etc. as the tourists often dine outside. Most of them prefer to sample the local exquisite dishes. It is therefore, a great way to catch the fancy of the visitors. Food tourism is experiencing the food of the country, region or area, and is now considered a vital component of the tourism experience. Dining out is common among tourists and "food is believed to rank alongside climate, accommodation, and scenery" in importance to tourists.

This study may help the Tourism Industry of Batangas to be aware of changes that can be made in order to enhance tourist attractions. Likewise, the Provincial Government of Batangas may identify their roles and responsibilities so as to make the province become more progressive and known in the country. This will also help restaurant owners improve their businesses through the study's insights especially on quality service and marketing strategies. Nonetheless, future and current restaurant owners may identify the important things to consider in putting up a restaurant business and how to be able to gain more profits out of it. The study would be of help to the College of International and Hospitality Management in imparting the knowledge about restaurants, as one of the tourist attractions that can help in promoting a destination. This may also serve as a guide in the further enrichment of the tourism curriculum. Specifically, the HRA, Culinary and Tourism students may also utilize this as a reference about some famous native cuisines in Batangas Province and give information on developing a tourist attraction, particularly a restaurant. The researchers will broaden their knowledge about native cuisine. They are hoping that they can give more ideas and information to the reader about the status and problems of Native Cuisines in Batangas. For future researchers, this will serve as a source of information if they would conduct a similar study.

II. OBJECTIVES OF THE STUDY

This study determined the potential of Attracting Tourists Thru Native Cuisine in Selected Towns in Batangas Province. More specifically, it obtained the profile of selected towns in Batangas namely, Batangas City, Bauan, Batangas and San Pascual. It also determined the different native cuisines of these selected towns and lastly, proposed an action plan on how these cuisines can be part of culinary tourism.

III. MATERIALS AND METHOD

The study utilized the descriptive method of research. Descriptive research design is a scientific method which involves observing and describing the behaviour of a subject without influencing it anyway (Chan, et. al., 2012). The study utilized a total of 23 respondents that include 10 (ten) residents, 10 (ten) restaurant owners, and the Tourism Officer of each municipality. The study utilized personal interviews as the data gathering instrument. The researchers made ten questions which will be asked to the respondents so they could gather data for this study. Interview Guide – this instrument consisted of questions that aim to gather information that will support the present study. The questions included in the interview guide also aim to provide answers for each objective.

The researchers made a title based on reviewed literatures, and then objectives were formulated based on the topic. The draft of the interview guide was submitted to the adviser for approval and consultation. Subsequent to the approval and consultation, the researchers sent a letter to the Municipality of Batangas City, Tourism Officer of each municipality, restaurant or eatery owners and residents of the three (3) places to conduct the said interview. After the approval of the letter, the researchers started to carry out the interviews. All information gathered were part of the discussion.

In qualitative research, the information obtained from participants is not expressed in numerical form. The emphasis is on the stated experiences of the participants and on the stated meanings they attach

to themselves, to other people, and to their environment. In gathering the information discussed in the study's Results and Discussion, interview guides were specifically for resident, tourism officer and restaurant owner respondents respectively in the places of study such as Batangas City, San Pascual, Batangas and Bauan, Batangass. Through these answers, the study's were generated.

IV. RESULTS AND DISCUSSION

The most famous dish is Kaldereta, a favorite Filipino meal served during parties, festivities and other special occasions in the Philippines. It is a Spanish-influenced dish (the Spanish word "caldera" means cauldron) that became to be Filipinos' favorite and made their own versions. Originally, the main ingredients of this dish include goat meat, tomato sauce, liver, pepper and cheese. While the least is the Panutsa, is Batangas' version of peanut brittle – made of caramelized brown sugar and whole peanuts. Taal is known for making this simple yet very pleasing snack. This flat disc-shaped snack has been a long time sweet treat favorite among Filipinos. And this bond between the nuts and the sugar even reached the farthest places in the country. Aside from the beautiful attractions, Batangas offers a wide range of gastronomic delights that are being showcased in town or barrio fiestas and other special festivities. Certain native delicacies such as: panutsa, kapeng barako, sinaing na tulingan, lomi, and pritong tawilis became synonymous or associated with the name of the province.

Tapa (jerked pork) is truly the pride of Taal. It has been one of the popular choices of Filipino breakfast which later became known as Tapsilog – the Filipino slang for Tapa, Sinangag (fried rice) and itlog (egg). The basic recipe for this enormous delicacy is composed of pork leg soaked into marinated sauce – kalamansi (a small citrus fruit), soy sauce, garlic, black pepper and other seasonings.

Lomi is a Chinese-Filipino noodle dish made with a thick variety of fresh egg noodles, sautéed with small pieces of pork or chicken meat, liver and select vegetables, added with tasty broth, thickened by cassava flour and beaten eggs and then topped with Kikiam or meatballs. The best and original lomi can only be found in Lipa City.

Sinaing na Tulingan it is a native Batangueño dish in which the fish is seasoned with dried kamias and salt. It is cooked in an earthenware pot for at least four hours. Once cooked, the fish would not easily spoil and can last for days without refrigeration.

Nilupak, the favorite merienda is made of yucca root or cassava (locally known as kamoteng kahoy) or sometimes sweet potato (kamote), at other times saba. When the main ingredient is mashed and already smooth, it is now blended with sugar or sometimes milk. The finished product is spread with butter or margarine and served on banana leaf.

Bulalo or beef-bone marrow soup is a comfort to every Batangueño during the rainy season. The main ingredients of this bulalo are the beef shanks, bone marrow, and selected vegetables such as cabbage, potato, string beans, pechay, and corn. It is best complemented by the marrow (locally called utak) that is removed out of the bone.

Goto, among the other delicacies mentioned, Goto is a bit exotic. It is somehow similar with bulalo however it is a soup with either innards of beef or plain meat. Gotohan sa Barangay in Lipa City only offers this unique treat.

Panutsa is Batangas' version of peanut brittle – made of caramelized brown sugar and whole peanuts. Taal is known for making this simple yet very pleasing snack. This flat disc-shaped snack has been a long time sweet treat favorite among Filipinos. And this bond between the nuts and the sugar even reached the farthest places in the country.

Adobo is the immersion of raw food in a stock (or sauce) composed variously of paprika, oregano, salt, garlic, and vinegar to preserve and enhance its flavor.

Kapeng Barako is a coffee variety grown in the Philippines, particularly in the provinces of Batangas and Cavite. It belongs to the species *Coffea liberica*. The term is also used to refer to all coffee coming from those provinces. Barako is the Filipino term for a male stud of an animal, and has become associated with the image of a tough man.

Kaldereta is a favorite Filipino meal served during parties, festivities and other special occasions in the Philippines. It is a Spanish-influenced dish (the Spanish word “caldera” means cauldron) that became to be Filipinos' favorite and made their own versions. Originally, the main ingredients of this dish include goat meat, tomato sauce, liver, pepper and cheese.

The generated information based on the interview guide for tourism officers of Batangas City, San Pascual, Batangas and Bauan, Batangas, are as follows. In the first question about the difficulty to be in their position as Tourism Officer, the three tourism officers said that it is difficult but worthy because the responsibility is very hard. A front liner is the correct term for this work, because as a tourism officer you will handle all the guests, the VIP visitors and even the local or foreign tourists that are coming into your place. They are the ones who are handling the promotional collaterals and the marketing strategies on how they will promote a designated place. They are also the ones who coordinate for the meetings, conferences and seminars from the department of Tourism about the progress of tourism in the country and how to enhance or develop tourism in Batangas.

Meanwhile the residents around Batangas City, San Pascual, Batangas and Bauan, Batangas, initially claimed that they are aware of the native cuisines of Batangas province. These are Adobo, Kalderetang Baboy(pig) and Baka(cow), Sinaing na isda(fish), Bulalo, Goto, Lomi, Tinolang Manok, Inihaw na Tawilis and Kapeng Barako.

They also said that in order for them to taste or try the said cuisines in Batangas province, the presentation of the dish must be considered first. This is one of the factors that the restaurant owners must be aware of. The dish should be presentable to the eyes of the customers for if it is pleasing to the eye, the smell or aroma of the food will be more enhanced. Next, consider the taste of the food. It should be delicious and mouth-watering. Third, it should also be known to the public which may be done through advertisement. Lastly, the food must be fitted or related to the weather because it might affect the ambience or mood of customers while they eat.

Also, majority of the residents claimed that these native cuisines could help in gaining progress for tourism in Batangas. These cuisines will make the province known in other places or even other countries. Food is one of the reasons why people travel around the world for they usually look for exotic or unique food that make the place famous. The residents likewise said that they are proud of the province's Adobo, Kalderetang Baboy and Baka, Bulalo, Goto, Sinaing na Tulingan, Panucha and Kapeng Barako.

V. CONCLUSION AND RECOMMENDATION

Batangas City is a first class city, while San Pascual and Bauan, Batangas are first class municipalities located at the Southern part of Manila. The native cuisines of these selected towns are tapa, nilupak, panutsa, kapeng barako, sinaing na tulingan, lomi, bulalo, goto, adobo, kaldereta and pritong tawilis. The proposed action plan for how these native cuisines could be possibly promoted and be known locally and even internationally may be implemented.

The Local Government may maintain the orderliness and peacefulness of these selected towns of Batangas so as to further improve the economy of such. The restaurant owners may improve these native cuisines so as to make them more appealing and mouth-watering for the tourists. This study may be utilized by the Local Government and future researchers who will conduct similar studies especially further enhancement of culinary tourism.

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