

Culinary Tourism as a Destination Attraction in the Province of Batangas, Philippines

**Dhara Lynn A. De Castro, Precious Kia C. Aguirre, Ian O. Andaya,
Vincent Angelo De Castro, Clarizza Joy D. Martinez, Steffi Arla E. Soriano,
Sevillia S. Felicen**

College of International Tourism and Hospitality Management
Lyceum of the Philippines University, Batangas City, Philippines

ABSTRACT

Culinary Tourism development occurs in places with the local milieu that possesses a concentration of local culinary-related products and services produced by their clustered production of a number of inter-connected firms and service providers. This study aims to determine the factors influencing culinary tourism as destination attraction in terms of product, level of services and experiences; determine the factors affecting product potential attractiveness tool in terms of preserving culinary heritage, adding destination authenticity value, and destination marketing and test the significant difference on the responses when grouped according to profile variable. It utilized the descriptive method with the local and foreign tourists as respondents. Frequency distribution, percentage, weighted mean and ANOVA were used as statistical tools. Based on the results, majority of the tourist respondents belong to the age bracket of below 21 years old, female, locals, family and friends gathering, food preference in Batangas Province, once a year in frequency of travelers. The factors influencing culinary tourism as destination attraction is for product, Kapeng Barako as the greatest number of chosen delicacies. A significant difference on responses on culinary tourism as a destination attraction is established when grouped according to nationality; likewise, on responses on product potential attractiveness tool. The researchers therefore recommend that Batanguenos preserve and value their authentic dishes in every municipalities in Batangas.

Keywords: *Culinary Tourism, food, Batangas, authentic, local tourist, travel*

INTRODUCTION

Culinary business contributes to the economic development of many rural communities making competitive advantage for a rural community by establishing a culinary cluster. It needs a technique designed to leverage the economic, cultural and environmental qualities of an area in an attractive setting supported by interested markets. Consequently, culinary business development happens in places with native area neighborhood surroundings 'that possesses a level (spatial

agglomeration) of local culinary-related merchandise and repairs made by their clustered production of variety of inter-connected companies and service suppliers. This will attract guests, new residents and investments and result in additional property economic outcomes that increase the standard of lifetime of residents (Lee 2012; Celis et al., 2013).

According to business Secretary Ace Durano, cookery business provides a unique expertise of a selected destination. It permits guests to completely have an interaction with themselves in Philippine culture by manner of food traditions.

Culinary business covers on the far side the eating expertise. It includes a range of cookery, developed specifically for tourists that showcase food and beverages. This additionally provides chance for guests to get dishes endemic to every region whereas, learning concerning its distinctive skills and creativeness (Fortus, 2012; Briones et al., 2013).

Culinary business involves visitation of the native restaurants, collaborating in cultural festivals and connected activities at the precise destination for the expertise of the cookery cultures as expressed by Taylor & John Muir (2012).

It has matured into one in every of the world's major industries; therefore, conjointly become more and more vital (Ylagan & Laguador, 2014).

The thought of food connected touristy, the gastronomy touristy, cookery touristy, and different area unit few to say. These numerous names are oft used in clarifying the advancement of abuse sustenance as partner degree instrument for cultivating touristy at a chose goal. Philippine cooking comprises of the nourishment, readiness ways and take-up traditions found inside the Philippine. The mold of cooking and furthermore the sustenance identified with it have developed more than a few centuries from its Austronesian causes to a blended food with a few Malay, Indian, Arab, Chinese, Spanish, Japanese, yank and distinctive Asian and Latin impacts specially crafted to autochthonic fixings and furthermore the local top of the mouth (Fortus, 2012).

The results in many facilitate the touristy business of Batangas to bear in mind of changes that may be created to boost tourer attractions. This can conjointly facilitate restaurants' homeowners to boost their business through the study's insight particularly on quality service and selling ways.

The researchers also chose to study Culinary Tourism as Tourist destination in Batangas Province to know how Batanguenos can compete with other provinces as well as with international cuisine when it comes to culinary tourism and how they can satisfy the taste bud of the tourists to make them return repeatedly. Also, the researchers wanted to know in what ways can they help their "kababayan" to find new concept to improve, to boost, to expand the delicacy of food tourism and to promote a more sustainable tourism and unforgettable experience for every tourist that will visit Batangas Province.

OBJECTIVES OF THE STUDY

The main objective of this study is to determine if culinary tourism can become a tourist destination in Batangas province. This study aims; to know the profile of the tourists who visit

Batangas according to their gender, age, nationality, reason for traveling in Batangas, foods preferred in Batangas Province, and frequency of travels; to determine the factors influencing culinary tourism as destination attraction in terms of product, level of services and experiences; To determine the factors affecting product potential attractiveness tool in terms of preserving culinary heritage, adding destination authenticity value, and destination marketing; to test the significant difference on the responses when grouped according to profile variable; and to propose plan of action and recommendation for improvement of food tourism in Batangas.

METHODS

Research Design

Researchers used descriptive technique as a result of it is the foremost acceptable technique since it involves aggregation knowledge to answer the queries standing of the study. The descriptive technique of analysis was utilized by the researchers to seek out if preparation business is often a destination attraction within the Province of Batangas.

Descriptive analysis suggests that getting data embody the utilization of the form, personal interviews with the help of study guide or interview schedule, and observation, either democratic or not (Alceso, 2012).

Participants of the Study

The participants are 335 tourists coming from 19 different municipalities. The sample of the study was based on an effect signs of .25 and a power probability of .95 wing G Power 3.1.9. In addition, the sample of the study was selected at random using stratified proportional allocation.

Instruments

The researchers used an adapted questionnaire from study of Rosales, Balason, De Torres, and De Veza entitled “Food Tourism as an element of Destination Marketing in Taal Batangas” (2017). The questionnaires are divided into two parts: The first part includes the profile of the respondents according to their gender, age, nationality & reason for travelling in Batangas. The second part includes the factors influencing culinary tourism as destination attraction in terms of product, level of services and experiences. The third part includes the Product Potential Attractiveness Tool in terms of Preserving Culinary Heritage, Adding Destinations Authenticity Value, and Destination Marketing. The Likert’s 4-point scale used have the values “Strongly Disagree”, “To Disagree”, “To Agree”, “To Strongly Agree” in order to assess the impacts.

Procedure

The researchers title was formulated and approved. After that, the researchers started to gather the information needed using the resources like book, internet and unpublished and published works. After the revision and approval of the questionnaire, they started the distribution.

Data Analysis

To interpret the data gathered, the subsequent applied math tools were used. Proportion and Frequency determined the profile of the respondents in terms of gender, age, status and reason for move in Batangas. Weighted Mean determined the assessment of service quality half 2 in terms of product, level of services and experiences and half 3 the merchandise potential attractiveness tool in terms of conserving cooking heritage, adding destinations credibleness price, and destination promoting. Analysis of Variance (ANOVA) accustomed check the numerous distinctions on the standard of service offered once sorted per profile.

The dependability of measures was assessed with Cronbach's Alpha and everyone the measures showed a satisfactory level of dependability. The Cronbach Alpha of dependability check of the pilot study is zero.891 that powerfully inexplicit that the form was reliable.

Ethical Considerations

To observe highly confidential nature of the survey and the interviews, no names were mentioned in the report. The identity of the respondents was not revealed except they were locals and foreign tourists. No opinion was given by the researchers, only information and results based on the data gathered.

RESULTS AND DISCUSSION

Table 1 on the next page presents profile of the respondents in term of sex, age, nationality, reasons for traveling, food preference in Batangas Province, frequency of travelers in Batangas. In terms of sex, it is indicated from the table, that most of the respondents are female having a frequency of 185 or to 55.2 percent while male respondents having 150 or to 44.8 percent. This means that females tend to visit the place since they are more interested in discovering different local cuisine.

In terms of getting, it may be seen from the table that most of the respondents fall on the age group of twenty-one years and below having 129 or to 38.5 percent. It shows that the respondents are underneath the class of teenagers. This also means that they are more curious and has more time when it comes to experiencing new places to dine in.

In terms of nationality, local tourist has the greatest number of respondents having 306 or to 91.3 percent. The local tourists are coming from Manila, and other provinces while there are few foreign tourists.

With regards to the reasons of traveling in Batangas, family and friends gathering has the greatest number of respondents having 191 or 57.0 percent. Family and friends use traveling to be able to bond and visit other family members.

True to their slogan, "All here, so near!" Batangas has a lot to offer. Whether basking on the sand of its many beaches, climbing one of its mountains, experiencing adrenaline-pumping water sports, relaxing in its many hotels and resorts, or just enjoying delicious Batangas food and delicacies, the province of Batangas will surely be a good choice to have an awesome getaway (Mervin, 2017).

Table 1. Percentage Distribution of the Respondents' Profile

Profile Variables	Frequency	Percentage (%)
Sex		
Male	150	44.8
Female	185	55.2
Age		
below 21 years old	129	38.5
21 to 30 years old	118	35.2
31 to 40 years old	52	15.5
41 to 50 years old	28	8.4
51 to 60 years old	8	2.4
Nationality		
Local	306	91.3
Foreign	29	8.7
Reasons for traveling in Batangas		
Experience Of travelers	70	20.9
Family and Friends Gathering	191	57.0
For religious celebration	27	8.1
Hospitality of the people	47	14.0
Food Preference in Batangas Province		
Coco jam	76	4.5
Coffee, Mulido	68	4.1
Seaweeds	18	1.1
Egg and Chicken	135	8.1
Lambanog	78	4.7
Maliputo	36	2.1
Coconut	75	4.5
Panutsa, Tapa, Longganisa and Empanada	168	10.0
Sumang magatama at Sinukmani	102	6.1
Tablea	105	6.3
Honey	55	3.3
Kapeng Barako	192	11.4
Atchara	58	3.5
Bread	68	4.1
Tilapia	121	7.2
Tulingan	80	4.8
Table 1 Continuation		
Meringue	36	2.1
Lomi	186	11.1
Tamarind sweets and wine	20	1.2
Frequency of Travelers in Batangas		
Once a year	71	21.2
Twice a year	105	31.3
Thrice a year	87	26.0
Other	72	21.5
Once a year	71	21.2

As to the food preference in Batangas Province, Kapeng Barako is the most favored food having 192 or to 11.4 percent. Kapeng Barako is the main product of the province and because of that tourist visits Batangas to be able to try it.

Local foods and formulas are a huge apiece of what makes one place unique in relation to another, eateries should deliver and life-changing nourishment and drink encounters to make energy and build up an upper hand. (Atienza, 2012)

In frequency of travelers in Batangas most of the respondents travel twice a year having 105 or to 31.3 percent. This shows that people do not have enough time to travel because of their busy schedule. And their only chance to go on trips or vacation are during on holidays and special occasions.

Table 2. Culinary Tourism as Destination Attraction in terms of Product

Product	Weighted Mean	Verbal Interpretation	Rank
1. I like how Batanguenos prepared their food.	3.53	Strongly Agree	1
2. I like the strategies of Batanguenos	3.42	Agree	2
3. I like how the food is carefully packed and is clean and hygienic.	3.40	Agree	3
Composite Mean	3.45	Agree	

Legend: 3.50 – 4.49 = Strongly Agree; 2.50 – 3.49 = Agree; 1.50 – 2.49 = Disagree; 1.00 – 1.49 = Strongly Disagree

Table 2 shows the Culinary Tourism as Destination Attraction in terms of Product with composite mean of 3.45 and with verbal interpretation of “Agree”.

The following indicators show that those are the key factors when it comes to the preparation of the product and tourists consider these factors when purchasing a food or product.

Natives give economic advantages to Batangas town through promoting business enterprise within the place. The advantages of obtaining native restaurants embrace social awareness and plenty of job opportunities for the residents which could improve their social condition. The provincial government of Batangas may have a lot of in-depth coordination with its regime units to bolster cooking business (De Chavez, 2013).

Among the items cited, they strongly agree that they like how Batanguenos prepared their food (3.53). It is followed by statement that they like the strategies of Batanguenos (3.42) with verbal interpretation of “Agree” got the second highest weighted mean. Kapeng Barako being the most preferred food in Batangas Province, it’s symmetric shape which makes it different among the four remaining commercial species that gives its unique and distinctive taste.

Philippine cooking comprises of the nourishment, planning ways and ingestion traditions found inside the Philippines. The plan of progress of state and furthermore the nourishment identified with it have developed more than a few centuries from its indigenous starting points to a blended food of Malay, Spanish, Chinese, and American, what's more as other Asian and Latin impacts uniquely designed to indigenous fixings and furthermore the local surface. Today, Philippine cooking keeps on developing as new systems, types of progress of state, and fixings see

their approach into the nation. Antiquated dishes each direct and expound indigenous and remote impacted, square measure seen as square measure a ton of current standard worldwide viands and sustenance charge. Nevertheless, the Filipino eating regimen is higher in absolute fat, soaked fat, and cholesterol than various Asian foods. (Chamia, 2015)

The table also shows that, the respondents like how the food is carefully packed and is clean and hygienic got the lowest weighted mean of 3.40 and with verbal interpretation of agree. Tourists always prefer foods that are presentable enough to be eaten.

According to Howe (2014) and Perez and Manzano (2017), food protection and sanitation is a crucial section of the meals industry. While it is essential to be capable to supply food rapidly and profitably, the significance of food safety and sanitation cannot be underestimate.

Table 3. Culinary Tourism as Destination Attraction in terms of Services

Services	Weighted Mean	Verbal Interpretation	Rank
1. I like how they incorporate ethnic elements in serving their food by using native cook wares.	3.32	Agree	3
2. I like how hospitable employees are in serving their food.	3.37	Agree	1
3. I like how staff dressed according to the restaurant.	3.36	Agree	2
Composite Mean	3.35	Agree	

Legend: 3.50 – 4.49 = Strongly Agree; 2.50 – 3.49 = Agree; 1.50 – 2.49 = Disagree; 1.00 – 1.49 = Strongly Disagree

The table 3 presents the Culinary Tourism Attraction in terms of Services with composite mean of 3.35 and all indicators with verbal interpretation of “Agree”.

In terms of services, these are the components that a restaurant should possess for their customers to be encouraged in visiting their establishment.

Customer satisfaction is a crucial facet to form a strong relationship with the purchasers. Learning satisfaction would provide baseline data on but enhancements on certain areas of the business can be self-addressed consequently. Within the study of Barlan (2013), he found that attentiveness and courtesy of the workers meets customers’ satisfaction. To hold the patrons, the business ought to provide them satisfactory service, further attention, customized service and products/services innovations

Among the items cited, I like how hospitable employees are in serving their food got the highest weighted mean of 3.37, followed by I like how staff dressed according to the restaurant with weighted mean of 3.36. The employees working in the hospitality in Batangas Province are influenced of by its cultural attitude as hospitable.

According to Kurtzman (2017), worker engagement is vital to all industries, however the welcome business above all. The welcome business is customer-service driven, which suggests that staff measure the sole whole ambassadors. One mistake may well be the distinction between a cheerful client an ireful one. Seasoned, trained staff square measure in simply providing customers the most effective experience doable, and therefore the thanks to keep these staff around and glad about their work is to stay them engaged. Data indicate that I like how they incorporate ethnic

elements in serving their food by using native cook wares got the lowest weighted mean of 3.32. It does not really matter to tourists if restaurants used native or modern cook wares as long as the food is well prepared.

According to Borgave (2012), realizing that each administration quality and esteem is difficult to live, cordiality organizations vigorously have religion in visitor's quality discernment and desires. It will be accomplished by asking visitor's questions identified with desires and their impression of the administration quality through thoroughly outlined reviews.

Table 4. Culinary Tourism as Destination Attraction in terms of Experience

Experience	Weighted Mean	Verbal Interpretation	Rank
1. I feel like traveling to the past when I dine in Batangas.	3.36	Agree	3
2. I like the ambiance in Batangas.	3.44	Agree	1
3. I like dining in Batangas because of the authentic traditional local cuisine offered by Batanguenos.	3.43	Agree	2
Composite Mean	3.41	Agree	

Legend: 3.50 – 4.49 = Strongly Agree; 2.50 – 3.49 = Agree; 1.50 – 2.49 = Disagree; 1.00 – 1.49 = Strongly Disagree

Table 4 shows the Culinary Tourism Attraction in terms of Experience with composite mean of 3.41 and all indicators with verbal interpretation of “Agree”.

The tourists appreciate it more when a restaurant has a certain theme because it helps them learn and understand the culture of the place and where their authentic traditional local cuisine came from.

Individuals from a gathering rely on each, share a run of the mill culture, and impact every elective practices and qualities. A man's participation especially from associate, work, or local gatherings impact sustenance practices that influences side with respect to their nourishment inclinations (Dalisay et al, 2012).

Among the items cited, I like the ambiance in Batangas got the highest weighted mean of 3.44. Followed by I like dining in Batangas because of the authentic traditional local cuisine offered by Batanguenos got the weighted mean of 3.43. Tourists like to visit Batangas because of the feeling of being away from the city life. The places in Batangas such as religious sites and beaches are very relaxing.

According to Heap (2014), as an eating house owner, if one sets the proper reasonably atmosphere, the customers feel snug and revel in their expertise at their eating house. Once a customer has high levels of client satisfaction, the management gets repeat customers, which suggests redoubled profit. Providing an entire associated unforgettable feeding expertise is what helps eating house succeed an ambiance enjoyed by customers.

It can be seen also from the table shows that I feel like traveling to the past when I dine in Batangas got the lowest weighted mean of 3.36. There are places in Batangas having an old historic style that gives the feeling of traveling to the past.

According to Sorilla (2014), Filipino food reflects the culture of the Filipinos,” aforesaid by Barbara Delos Neftali Ricardo Reyes. Filipino families, she said, are fond of having a mixture of varied dishes on one dining table and it reflects the hospitality of the Filipinos and therefore the culture of shut family ties. Keeping the Filipino culture alive through these restaurants may be a challenge as longevity within the restaurant industry especially in this theme is difficult to achieve. “We position our restaurants as venues or places where we could showcase not only our culinary background as a country but also our history in general.

Table 5. Product Potential Attractiveness Tool in terms of Preserving Culinary Heritage

Preserving Culinary Heritage	Weighted Mean	Verbal Interpretation	Rank
1. I value the local cuisine which was influenced by past generations of the Batanguenos.	3.41	Agree	2
2. I visit Batangas because of authentic dishes,	3.31	Agree	3
3. I love how Batanguenos preserved their authentic dishes.	3.45	Agree	1
Composite Mean	3.39	Agree	

Legend: 3.50 – 4.49 = Strongly Agree; 2.50 – 3.49 = Agree; 1.50 – 2.49 = Disagree; 1.00 – 1.49 = Strongly Disagree

Table 5 reveals the Culinary Tourism Attraction in terms of Culinary Heritage with composite mean of 3.39 and all indicators with verbal interpretation of “Agree”.

Batangas Province preserves its culinary heritage to be able to stand out from their competitors. On this modern age, Batanguenos wanted to be different but still staying true to their roots that is why Batanguenos kept their authentic local cuisine from past generations until today (Kalalo et al., 2014).

Combining food and tourism contains a sturdy charm in recent years. providing native product and cookery conventions to universal and national visitors adds a most recent segment to the picture of the voyager goals and makes any financial action in and around the goal. Notwithstanding this undeniable appeal, many, if not most, goals see it difficult to make an interpretation of local nourishment into an asset in business endeavor improvement. Conveyance local sustenance to business venture wants local nourishment encounters – stock or cooking rehearses – that is being made open (sorted out, delivered, bundled, conveyed) for explorer utilization and, obviously, such local nourishment encounters should be sought after by sightseers in this way on be monetarily practical from a long-run viewpoint (Halkier, 2012).

Among the items cited, I love how Batanguenos preserved their authentic dishes got the highest weighted mean of 3.45, followed by I value the local cuisine which was influenced by past generations of the Batanguenos with the weighted mean of 3.41. Tourists appreciated that

Batanguenos preserved their authentic dishes but still putting a modern twist rather than totally changing it. Such as sinaing na tulingan, loming Batangas version, and bulalo.

According to Smith (2015), balance between staunch traditionalists and other people UN agency area unit terribly committed to conserving cooking heritage and other people who force fusion upon everything and demand that food is in an exceedingly constant state of evolution. Conserving ancient foods and ingredients is essential, for a spread of reasons which are often graciously integrated with accountable, interesting, delicious fusion culinary art. The indicator I visit Batangas because of authentic dishes got the lowest weighted mean of 3.31. Batangueno dishes are in the menu that this has unique ingredients or taste and texture. Like in sinaing na tulingan, they put pinatuyuang kamyas as the seasoning.

On an even bigger scale, food may be an important section of culture. Ancient preparation is passed down from one generation to consecutive. It operates as associate expression of cultural identity. Immigrants bring the food of their countries with them wherever they go associated preparation ancient food is also an approach of protecting their culture once they move to new places. Le (2017)

Table 6. Product Potential Attractiveness Tool in terms of Adding Destinations Authenticity Value

Adding Destinations Authenticity Value	Weighted Mean	Verbal Interpretation	Rank
1. I prefer to buy innovated authentic dishes that will give more value to the food.	3.35	Agree	2
2. I like to eat heirloom food that will give more value to the food.	3.23	Agree	3
3. I love how Batanguenos give value to their authentic dishes.	3.43	Agree	1
Composite Mean	3.34	Agree	

Legend: 3.50 – 4.49 = Strongly Agree; 2.50 – 3.49 = Agree; 1.50 – 2.49 = Disagree; 1.00 – 1.49 = Strongly Disagree

Table 6 presents the Culinary Tourism Attraction in terms of Adding Destination Authenticity Value with composite mean of 3.34 and all indicators with verbal interpretation of “Agree”. Filipinos are family oriented and sentimental that is why they love visiting Batangas because of how they incorporate ethnic elements to make their tourist feel at home and relaxed.

According to Timothy and Ron (2013), in that capacity, nourishment ways, cooking, gastronomy, and luxurious delights are largely segments of the more extensive arrangement of social legacy. They are stacked with ethnic imageries, the death of intergenerational data, ecological philosophical hypothesis, persevering style, socio-otherworldly practices, political influence battles, connection to nature, stories of substance and survival, clues of human physical fascination, local and pioneer motivation, and destitution and riches. To put it plainly, sustenance manners by which and readiness are an extra essential a piece of business undertaking framework that just nourishment and sustenance administrations; they are pervaded with social which means,

ability and permanency. Cooking is, almost certainly, one among the preeminent striking and process markers of social legacy and business venture.

Among the items cited, I love how Batanguenos give value to their authentic dishes got the highest weighted mean of 3.43, followed by I prefer to buy innovated authentic dishes that will give more value to the food with the weighted mean of 3.35. Batanguenos patronize their own dishes as many as the restaurants offers Batanguenos its very own dishes.

According to Ayoub (2014), customers outline legitimacy in simply translatable values. In line with data essential, over half tie it to food that is handcrafted, fresh, natural and farm-to-table. Once considered, the customer notices that legitimacy has been around for quite a while. Indeed, farm-to-table interesting. However, currently legitimacy battle a formidable form, rolling into one huge snowball of a trend.

It was discussed that I like to eat heirloom food that will give more value to the food got the lowest weighted mean of 3.23.

Despite this undeniable appeal, many, if not most, find it hard to make an interpretation of local nourishment into an asset in business improvement. conveyance local nourishment to business needs local sustenance encounters stock or readiness practices– that is being made available (sorted out, created, bundled, imparted) for guest utilization and, obviously, such local sustenance encounters should be sought after by sightseers in this way on be monetarily suitable from an extended point of view (Halkier ,2012).

Table 7. Product Potential Attractiveness Tool in terms of Destination Marketing

Destination Marketing	Weighted Mean	Verbal Interpretation	Rank
1. I see Batangas Province as a Food Tourism Destination.	3.45	Agree	2
2. I like how Batanguenos promote the destination through food.	3.43	Agree	3
3. I will recommend Batangas to my peers because of Batanguenos authentic local cuisine.	3.48	Agree	1
Composite Mean	3.46	Agree	

Legend: 3.50 – 4.49 = Strongly Agree; 2.50 – 3.49 = Agree; 1.50 – 2.49 = Disagree; 1.00 – 1.49 = Strongly Disagree

It is exhibited in the table the culinary tourism attraction in terms of Destination Marketing with composite mean of 3.46 and all indicators with verbal interpretation of “Agree”.

Batangas Province is rich in culinary heritage and because of that many tourists will come and taste the food delicacies in Batangas Province. Batangas will be considered as a food tourism destination.

Tourism destination marketers and managers have a big role to facilitate property actions and behaviors in tourist development at the destination in their selling processes. But property will increase only if there is provision of quality business services and environments at an equivalent time increasing the opportunities for residents to boost the standard of life at the tourist destination. Business theory acknowledges the key importance of environmental quality for

making certain the aggressiveness of most forms of tourist destination and destination marketers even must acknowledge that aggressiveness is unreal once it involves property (Simon, 2014).

Among the items cited, I will recommend Batangas to my peers because of Batangueno's authentic local cuisine has the highest weighted mean of 3.48. Followed by I see Batangas Province as a Food Tourism Destination with the weighted mean of 3.45. Batangenos has their unique and authentic dish that attracts lots of tourists. Batangas has their famous food called Lomi, but still they also have a lot of different food that can make a tourist come back to the Province of Batangas.

According to Chef (2017), in past few years, social media has emerged as an effective marketing channel to promote brands. But to make the most out of this channel, you need to understand social media audience really well. They are open to new things, given it interests them, but do not pay attention to things that are too pushy & promotional.

The indicator that I like how Batangueno's promote the destination through food got the lowest weighted mean of 3.43.

As nourishment is relate basic a piece of social skill, some trusted that sustenance tourism assumes an extremely imperative part in advancing goal advancing. Inns and visit offices will create important substance as an area of their goal promoting methodology. Along these lines vacationer zone unit prepared to happen upon completely—which spots to movement to and what nourishment or drink to attempt to. To finish up, culinary skill is transforming into piles of and piles of consideration for voyaging. This infers there is relate expanding demand for a life-changing cooking mastery, and it's essential for lodgings and visit offices to grow their culinary business undertaking decisions along these lines on fulfill their clients' requests and supply quality sustenance business encounters (Klusmeyer, 2017).

Table 8. Difference of Response on Culinary Tourism as Destination Attraction when Grouped According to Profile

	Product			Services			Experience		
	F-value	p-value	I	F-value	p-value	I	F-value	p-value	I
Sex	.870	.482	NS	.300	.878	NS	.976	.421	NS
Age	.500	.617	NS	1.534	.126	NS	.601	.548	NS
Nationality	4.098	.000	HS	3.066	.002	S	2.282	.023	S
Reasons for traveling in Batangas	1.794	.148	NS	.382	.766	NS	.917	.433	NS
Frequency of Travelers in Batangas	1.737	.159	NS	.243	.866	NS	.560	.642	NS

Legend : Significant at p-value < 0.05; HS – Highly Significant, S- Significant; NS-Not Significant

The table 8 indicates the assessment on culinary tourism as destination attraction. It was observed that there was a significant difference observed on product (0.000), services (0.002) and experience (0.023) when grouped according to nationality since the obtained p-values were less

than 0.05 alpha level. This means that the responses differ significantly and was found out that local have higher assessment compared to the foreign.

Based on the results, it appeared that locals have a wider knowledge and interests when it comes to product, services, and experiences because they experience the food first hand than tourists who has limited knowledge and access.

Not with standing this undeniable allure, many, if not most, goals see it intense to make an interpretation of local sustenance into an asset in business advancement. conveyance local nourishment to business wants local sustenance encounters – item or cookery rehearses – that is being made open (sorted out, delivered, bundled, imparted) for some person utilization – and, obviously, such local nourishment encounters should be popular by travelers in order to be financially practical from an extended viewpoint. (Halkier 2012, p.1)

Administration quality turns into the vital issue for welcoming gathering exchange thus benefit quality has advanced over long amount of it moderate through testing and trials in commission area. The extreme customers and misrepresented feeling of customer fulfillment diode to the utilization of the new administration parameters making hoteliers to actualize quality administration as a not too bad guide. all through the past number of decades there is fabulous change undeniable inside the friendliness exchange thus the clarification being is Service Quality Borgave (2012)

The study of tourist satisfaction originally supported the larger idea of client satisfaction found normally promoting contexts. Satisfaction was outlined as “the degree to that one believes that associate expertise evokes positive feelings” additionally, satisfaction was thought-about as “a collective analysis of individual experiences” (Lee, Kyle, Scoot, 2012)

According to Sebastian (2014), these square measure endeavors to create and advance the Philippines as an arrangement for readiness explorer goal. The division of business undertaking has been currently making mindfulness identifying with Philippine planning and advocacy for the protection of Filipino readiness conventions. To keep with grown-up male. Ryan Sebastian, the modern endeavor activity officer of the DOT, mentioned that it is basic to represent considerable authority in Filipino readiness as an advert venture item because of the investigations have demonstrated the significance of gastronomy to the business. Sebastian focused on that nourishment and drinks unit of estimation the main genuine explorer attractions that are not occasional and unit of estimation to a great degree vital to the visitor's understanding. In like manner, it gives moment satisfaction and makes quick memories.

On a macro-level, Sebastian underscored that "culinary traveler is low-impact, high-yield tool for community and economic development." Thus, it warrants extra development as a result of change of state traveler is "the last a part of the traveler experience" to keep with Sebastian. As seen from the table 9, there was a significant difference observed on preserving culinary heritage (0.001), adding destinations authenticity value (0.005) and destination marketing (0.010) because the resulted p-values were all less than 0.05 alpha level. This only implies that the responses vary significantly, and this was observed from the local who assessed the product potential attractiveness tool more positively.

Table 9. Difference of Response Product Potential Attractiveness Tool when Grouped According to Profile

	Preserving Culinary Heritage			Adding Destinations Authenticity Value			Destination Marketing		
	F-value	p-value	I	F-value	p-value	I	F-value	p-value	I
Sex	.749	.559	NS	.347	.846	NS	.687	.602	NS
Age	1.241	.215	NS	.043	.082	NS	.988	.059	NS
Nationality	3.248	.001	S	2.818	.005	S	2.593	.010	S
Reasons for traveling in Batangas	.325	.807	NS	.087	.967	NS	.864	.460	NS
Frequency of Travelers in Batangas	1.114	.344	NS	1.452	.228	NS	2.527	.057	NS

Legend : Significant at p-value < 0.05; HS – Highly Significant, S- Significant; NS-Not Significant

They found that ideas of believability are, huge, and individualistic which an incorporating meaning of validity is troublesome to agree. while the fundamental target group gave clearness as far as believability being inserted inside the social style, an experimental investigation was led to any see what social assets might be gotten from the exact that methods for validity. 2 topics developed: (1) once inhabitants move with travelers, social qualities are extra vital than convention; and (2) sightseers are worried in making a bona fide strategy for occupants. The more youthful age is by all accounts irritated with the effect of business undertaking on the social character of the island. Last, the idea and apply of validity do not appear to be static, however rather developing practices that grasp new social structures. Social business undertaking may turn into a powerful vehicle improving the standard of lifetime of inhabitants and furthermore the quintessence of the peculiarity of explorer goals helpful for a method for place, pride, and culture.

Nationality proved to be significant to the authenticity value of their destination. The collective mindset of people currently when it comes to travelling is not necessarily leaning towards rewinding and enjoying a relaxed time. It proves to be necessary, however, it comes next to covering more ground and experiencing other culture and even immersing in your own. Not only is people having consciousness in the privilege of experiencing other culture, they are also keen in being a tourist in their own hometown. For locals, having grown up in a stationary place all their lives, they crave for new experiences and having the best out of it. "Rediscovering your roots" also applies in this situation that is why people not only need accommodations to foreign places they travel into, but also in their own towns, even if their house is a about a five-minute drive. In a study conducted by Croes, et. al. (2013)

They stressed that destination image is usually accepted as a crucial facet in prosperous commercial enterprise management and destination selling. the data a few specific destinations is a crucial means that of promotion for the commercial enterprise trade and influences destination image.

Travelling, for the most part, is all about the destination, thus, making destination marketing highly appraised and sought after. The more publicized a place is, the more that people are curious about it. Currently of social media, it is easier to send out word about a tourist destination. It is also easier to reinvent the image of a well-worn place. Locals are enticed by the promising image that destination marketing of far flung places while at the same time, intrigued about the reinvention and changes in places they have went to, most especially to avail the accommodations from places they have been to and were genuinely pleased. In a study conducted by Navarro and Rico (2010)

Based on the results, local has more positive feedbacks than foreign tourists in terms of preserving culinary heritage, adding destinations authenticity value, and destination marketing. Local has more sentimental value than foreign tourists because they prefer patronizing their own.

Conveying local sustenance to tourism needs local nourishment encounters item or cookery rehearses that is being made available composed, delivered, bundled, imparted for explorer utilization and, obviously, such local sustenance encounters ought to be popular by visitors in order to be monetarily reasonable from a long-run viewpoint. (Halkier, 2012)

A product of each world history and modern culture, cooking business enterprise could be academic field of study that's rising as a crucial a part of the business enterprise trade. conjointly called cuisine business enterprise, tasting business enterprise, and easily food business enterprise, cooking business enterprise refers to brave feeding, feeding out of curiosity, exploring different cultures through food, deliberately collaborating within the food ways that of associate degree different, and therefore the development of food as a tourer destination and attraction. In cooking business enterprise, the first motivation for travel is to expertise a selected food. cooking business enterprise parallels the globalization of food production and consumption and reflects problems inherent in business enterprise. it's the potential to handle several the debatable problems in business enterprise generally, like queries of credibleness, commodification of tradition, identity construction, property and intangible heritage, moreover because the ecological, economic, and cultural property of food cultures in response to business enterprise. (Long, 2012)

The pattern has not noticed the goal of advancing associations, who are taking full favorable position of visitors' enthusiasm for local sustenance and beverages to open new markets and advance new areas, focusing on these 'nourishment vacationers' particularly by embeddings the principle center around the local food encounters through totally unique accounts (Morris, 2015).

CONCLUSION

There are more 21 years old females who are traveling to Batangas Province twice a year because of family and friends' gathering. They most preferred is Kapeng Barako as a cuisine. The tourists agreed on the following factors as influencing culinary tourism as destination attraction: Kapeng Barako as a product, how Batanguenos' prepare their food and the level of services, their being hospitable and the ambiance of Batangas Province. The tourists agreed on the factors affecting product potential attractiveness tool like how Batanguenos' preserved their authentic

dishes and for destination marketing, they recommend the authentic local cuisine of Batangas. There is a significant difference in the responses when grouped according to nationality in terms of preserving culinary heritage, adding destination authenticity value and destination marketing. The action plan was prepared to make culinary tourism as a destination attraction in the province of Batangas.

Table 10. Proposed Plan of Action and Recommendation for improvement of Food Tourism in Batangas

Key Result Areas/Objectives	Activities/Strategies	Outcomes
Product. To maintain the cleanliness, hygiene, and careful packing of the foods.	Implementing the Food Safety Act of 2013 that strengthens the Food Safety Regulatory System in the country such as Protect the public from food-borne and water-borne illnesses and unsanitary, unwholesome, misbranded or adulterated foods; The restaurant owners may use native cookwares such as kalan, palayok, and kawali.	There will be lesser complaints in the province about food poisoning cases
Services. To incorporate ethnic elements in serving their food by using native cook wares.	DOT conducted culinary tours that will expose the different restaurants that has an old rustic style.	The culture of the province will reflect, and it will showcase what Batangas has to offer.
Experience. To feel like travelling in the past when dining in Batangas.	Local restaurant owners may use their authentic dishes but putting a modern twist to be able to keep up with the time	Tourists will get a feeling of familiarity and a feeling of being at home and relaxed every time they visit that certain place.
Preserving Culinary Heritage. To improve the authentic dishes as the reason why tourists visit Batangas.	Locals may prioritize their heirloom food of the place rather than changing it to keep up with their competitors	Teenagers and not only adults will appreciate it because of how advance they are now and putting a modern twist will help encourage the young ones.
Adding Destinations Authenticity Value. To give value more in Heirloom food.	Posting about the authentic local cuisine in Batangas in social media like Facebook, Twitter and Instagram.	It will be recognized because it is different from its competitors and that shows its edge from others.

RECOMMENDATION

The Department of Tourism officers may improve the promotion of food delicacies in Batangas using social media and to join in an event such as food expo. The restaurant owners may expand and promote native products. For the owners of the restaurant they may implement and improve the authentic cuisines of the Batanguenos'. And for the Department of Tourism and local officers they may encourage the Batanguenos' to preserve and value their authentic dishes in every municipalities of Batangas, like having Food Festivals in the Province of Batangas. And for the future researchers they may conduct similar study using different variables such as food quality, food quality service and customer satisfaction.

REFERENCES

- Alceso, (2012) Descriptive Research Retrieved from <https://www.slideshare.net/Angilo/descriptive-research>
- Atienza (2012) Attracting Tourists thru Native Cuisine of Selected Towns in Batangas Retrieved from <http://research.lpubatangas.edu.ph>
- Ayoub (2014) It's All About Authenticity The quest for authenticity guides the culinary consciousness of American consumers retrieved from <https://www.getflavor.com/its-all-about-authenticity-2/>
- Borgave, S. (2012) Service quality management: a literature review Retrieved from <https://www.researchgate.net>
- Briones, D. M. S., Cueto, R. M., Ocampo, R. S., Aballa, J. M., & Festijo, B. (2013). Lucban Specialty Foods as Culinary Attraction in Quezon Province, Philippines. *International Journal in Management and Social Science*, 1(3), 7-14.
- Chamia (2015) History and methods of Filipino Era Retrieved from filambbq.com
- Celis, M. I., Mendoza, E. E., & Baruc, M. M. (2013). Tourist Attraction in the CALABARZON Region, Philippines: Basis for Strategic Planning. *International Journal of Academic Research in Business and Social Sciences*, 3(8), 2222-6990.
- Chef, (2017) Chef Shares Social Media Marketing Strategy for Restaurants, Retrieved from <https://upserve.com/restaurant-insider/video-chef-shares-social-media-marketing-strategy-restaurants/>
- Croes, R. (2013), Authenticity in Tourism in small island destinations: a local perspective, Retrieved from <https://www.tandfonline.com>
- Dalisay, (2012) Factors Affecting the Eating Habits of Selected Employees of Lyceum of the Philippines University. 2 (4). Retrieved from <http://www.apjmr.com>
- De Chavez, C. J. M., Acob, J. E. B., Duenas, B. J. D., & Macalalad, M. M. C. (2013) Native Specialty Foods of Selected Restaurants in Batangas City. *Journal of Tourism and Hospitality Research*, 10(2).
- Durano, A. (2016) Philippines Serves Up Culinary Tourism Anew Retrieved from <http://www.cebuphilippines.net>
- Fortus, (2012) Cuisine Preference of Local Tourists in San Juan, Batangas, Philippines Retrieved from <http://www.apjmr.com>
- Halkier (2012) Local Food for International Tourists Explorative Studies of Perceptions of Networking and Interactions in two Holiday Home Destinations in North Jutland, Denmark Retrieved from <http://vbn.aau.dk>
- Heap (2014) How Restaurant Ambiance Affects The Bottom Line retrieved from <https://www.signs.com/blog/how-restaurant-ambiance-affects-the-bottom-line>
- Howe (2014) What is Food Safety and Sanitation and why it is important to you Retrieved from <https://blog.knottscos.com>

- Kalalo, R. S. B., Cablaio, A. L. A., Cabatay, M. P., Mantal, C. P., Manalo, R. T., & Felicen, S. S. (2014). Cuisine Preference of Local Tourists in San Juan, Batangas, Philippines. *Asia Pacific Journal of Multidisciplinary Research/ Vol, 2*(4).
- Klumsmeier Jens (2017) The Rise of Food Tourism: How Food tourism can boost the hospitality & tourism industry Retrieved from <https://www.millionmetrics.com>
- Kurtzman, (2017) Why Is Employee Engagement In The Hospitality Industry Important? Retrieved from <http://blog.rewardian.com/why-is-employee-engagement-in-the-hospitality-industry-important>
- Le, C. (2017) What Food Tells us about Culture Retrieved from <https://freelymagazine.com>
- Lee, Yoon, Chung, Lee, Kim, Kim (2013) Effect of TV Food advertising restriction on food environment for children in South Korea Retrieved from <https://academic.oup.com>
- Mervin (2017) Things to Do in Batangas Retrieved from <https://www.pinoyadventurista.com>
- Morris, J. (2015) Marketing: Destinations Promoted as Food Tourism Havens Retrieved from <https://www.tourism-review.com>
- Navarro, D. & Rico, M. (2010), Tourism Marketing Information and Destination Image Management. Retrieved from <https://www.researchgate.net>
- Perez, A. M., & Manzano, A. I. (2017). Food Safety and Sanitary Practices of Selected Hotels in Batangas Province, Philippines: Basis of Proposed Enhancement Measures. *Asia Pacific Journal of Multidisciplinary Research, 5*(1).
- Sebastian (2014) The Pinoy Taste Buds: What's Cooking in Philippine for Tourism? Philippine Festival List and Kulinarya Food Trip Itineraries for Quezon, Taal, Bicol, Bulacan, Pampanga, Davao and Many More! Retrieved from <http://guiltlessgetaways.blogspot.com>
- Simon, (2014) Journal of Destination Marketing & Management retrieved from <https://www.sciencedirect.com/journal/journal-of-destination-marketing-and-management>
- Sorilla, F. (2014) Flavours of the Orient: The Filipino Culinary Heritage Retrieved from <https://ph.asiatatler.com>
- Smith (2015) Preserving food heritage, balancing new things <http://meloukhia.net>
- Taylor and Muir (2012) Experiential Branding of the "Spice Island", Retrieved from <https://books.google.com.ph/books>
- Timothy, D.J. and Ron, A.S. (eds.) (2013) Heritage Cuisines: Foodways, Traditions, Identities and Tourism (special issue), The Journal of Heritage Tourism 8 (2-3) retrieved from <http://www.academia.edu/25890648>
- UNWTO, 2012. Global Report on Food Tourism Retrieved from <http://cf.cdn.unwto.org>
- World Food Travel, 2017. World Food Travel Association Retrieved from www.worldfoodtravel.org
- Ylagan, A. P., & Laguador, J. M. (2014). Tourism Studies in the Province of Batangas, Philippines: A Literature Review. *International Journal of Management, 4*(10), 421-428.