

CONTRIBUTION OF BATANGAS DELICACIES TO THE DEVELOPMENT OF PROVINCIAL ECOTOURISM

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ABSTRACT

Local food availability in an ecotourism destination not only fulfills the basic needs of nourishing tourists but also helps make local communities economically independent and promotes natural and cultural values. In this light, the study aimed to determine the contribution of Batangas delicacies to the development of Provincial Ecotourism. The study also identified what type or kind of delicacies are most influential in the development of Ecotourism in Batangas province. Using the descriptive method of research with a self-made survey questionnaire as its data gathering tool, this study revealed that 51% of the respondents were female, belonged to 18-39 age bracket and the most preferred food and drinks are lomi, sumang lihiya/sumang magkayakap and fresh buko. These respondents strongly agree that Batangas delicacies have very high contribution on Ecotourism Development in the province. Careful analyses of these data afforded the researchers to propose a course of action to boost Batangas delicacies and its contribution to ecotourism. The region is encouraged to conduct a seminar about marketing strategies for the promotion of Batangas delicacies. The government section may also support and encourage the locale in showcasing their native delicacies through Food expositions in different tourist spots.

Keywords: ecotourism, delicacies, local food destination, descriptive method of research, Philippines