

Towards the Development of the Food Tourism Program of CaMaNaVa**Sheila L. Gabriel DBA, LPT****Jose R. Trencio CPA, LPT, DBA,****Kevin B. Arbolado LPT, MBA, MAEd, PBDIT****Alex Cortez, BSE****Arellano University- Jose Rizal Campus**

Malabon City, Metro Manila, Philippines

Abstract

Food tourism is vital to the economy and benefits all stakeholders. Along with the government, Department of Tourism, Department of Trade and Industry, and local government units, we foster socioeconomic growth, cultural affirmation, local employment, and income opportunities for small and medium-sized companies. The epidemic threatens the food tourism program's sustainability. Stakeholders, notably private firms, faced this issue in 2019 and beyond. The researchers propose a tour circuit approach inside the CAMANAVA cluster to be sponsored by travel companies, local governments, and other stakeholders to deliver information and solutions in her field. With the collaboration of public and private partners, the Food Tourism Program may be restored and maintained by assisting food tourism firms and other businesses to reopen and promote our cities' legacy and culture.

Keywords: Food Tourism, Tourism Circuit, Development Plan, Strategic Management, CAMANAVA.

Introduction

The Tourism Industry increased its contribution to the Philippines' economy to almost 13% of the gross domestic product (GDP) in 2019, as confirmed by Tourism Secretary Puyat which plays a vital role in our country's recovery from this Covid-19 pandemic. To be able to implement recover well a sound Local Food Tourism Development Plan is essential with the strong support of our stakeholders and partners through the local government. Sustainable tourism creates jobs and promotes local culture and products. In response to the 2030 UNWTO sustainable tourism agenda despite the crisis. Filipinos love eating, and to be able to invite visitors to go to one's place is by offering delicious food to look forward.

Food tourism is a way to go in CAMANAVA northern area of the National Capital Region. Though the tourism development plan and promotion is a function of the government, as an individual specializing in Hospitality and Management, it is deemed necessary to develop a

program that will help support the existing food tourism program of the cities within CAMANAVA.

This study of assessing the food tourism program of Caloocan, Malabon, Navotas, and Valenzuela may serve as a reference for further research for Food Tourism Development Programs and support the food tourism business enterprises within CAMANAVA towards a more sustainable tourism program for the cities ahead.

The main goal of the study is to assess the Food Tourism Program in CAMANAVA as a basis for the preparation of a proposed Development Plan. Specifically, the study sought to answer the following questions:

1. What is the profile of the of the respondents in terms of:

1.1 Age

1.2 Gender

1.3 Educational Attainment

1.4 Location

2. How can the respondents' assessment on the Food Tourism Program of CAMANAVA be described in terms of:

2.1 Attraction/Marketing Strategies

2.2 Infrastructures

2.3 Transportation

2.4 Hospitality/Service Tactics

2.5 Culture

3. How significant is the relationship in respondents' assessment of Food Tourism Program in CAMANAVA and their profile.

4. As assessed by the respondents, what is the status of the Food Tourism Program in CAMANAVA in terms of the indicators cited?

5. How significant is the difference as regards the respondents' assessment of the Food Tourism in CAMANAVA?

6. What are the challenges and problems encountered in the Food Tourism in CAMANAVA?

4st International Congress of Social Science, Innovation & Educational Technologies

7. Is there a significant difference in the problems encountered by respondents of the Food Tourism in CAMANAVA?
8. How may the result of the study be utilized in preparing a Development Food Tourism Program in CAMANAVA?

Methodology

The respondents of the study consist of business owners, and private, and the researchers used an explanatory sequential design to use a qualitative approach to explain quantitative results (significant, non-significant, outliers, or surprising results) or to guide to form groups based on quantitative results.

As Creswell (2011) defined mixed method, is a method focusing on collecting, analyzing, and mixing both quantitative and qualitative data in a single study or series of studies. Its central premise is that the use of quantitative and qualitative approaches, in combination, provides a better understanding of research problems than either approach alone.

Respondents

The respondents of the study consist of business owners, private and government employees, tourists as well as the community itself. 120 business owners, 90 private employees, 30 government employees, 210 tourists, and 150 residents.

Instrument

Data was obtained primarily by using a survey questionnaire checklist that provided information from the respondents. The researchers also conducted the unstructured interview with the respondents to know some comments to enhance the questions. This survey questionnaire was very useful in getting information and responses to the specific question in the data gathering. The researchers makes use of a Likert Scale. The four (4) – point Likert Scale with the following descriptions and interpretation was used such as 4-Strongly Agree, 3-Agree, 2-Disagree, and 1-Strongly Agree. For quantitative analysis of challenges or problems encountered in the food tourism program in CAMANAVA, the three (3) gradations or options were assigned points as follows such as 3-Very Serious, 2-Serious, 1-Not Serious.

Data Gathering Procedure

The researchers conceptualized their questionnaire and patterned it from the tool utilized by Daries and Fransi (2017). A dry run was administered to selected respondents early in the third (3rd) quarter of 2019. Then the questionnaire was presented to the research adviser for final approval and revision if needed, when approved, the final copy was reproduced for

4st International Congress of Social Science, Innovation & Educational Technologies

dissemination to the respondents of the study. The researchers used purposive sampling. Purposive sampling is a form of sampling in which the selection of the sample is based on the judgment of the researchers. The researchers ensure approval from the governing body before proceeding to the actual surveys and interviews. The first part of the questionnaire is the demographics of respondents, the second part is the assessment of the food tourism program in CAMANAVA in terms of attractions/marketing strategies, infrastructure, transportation, hospitality, and culture, and the third part of the questionnaire is the assessment on the challenges and problems being faced by the food tourism program of CAMANAVA. The researchers secured consent from authorities from the city, barangays, and companies. The respondent belonged to (5) groups such as business owners, private and government employees, tourists, as well as the residents of the city. Tally sheets were prepared and responses were tabulated using frequency count, percent, weighted mean, and their corresponding descriptive ratings. Data were analyzed and interpreted by subjecting them to prescribed ANOVA statistical treatment.

Statistical Treatment

The percentage was used as a descriptive statistic to describe the relationship between a part and to whole and the weighted Mean was used to determine the responses for each item. Interpreting the descriptive ranking of the weighted mean was determined using the corresponding scales. A two-way ANOVA is a type of statistical test that compares the variance in the group means within a sample whilst considering two or more independent variables or factors. It is a hypothesis-based test, meaning that it aims to evaluate multiple mutually exclusive theories about our data. Before we can generate a hypothesis. A two-way ANOVA compares three or more three categorical groups to establish whether there is a difference between them (MacKenzie 2018).

RESULTS

Age	Tourist		Government Employees		Private Employees		Business Owner		Local Residents		Total	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
24 - below	21	10%	3	10%	9	10%	12	10%	15	10%	59	10%
25-34	92	44%	13	44%	40	44%	53	44%	66	44%	264	44%
35-44	57	27%	8	27%	24	27%	33	27%	41	27%	163	27%
45-above	40	19%	6	19%	17	19%	23	19%	29	19%	114	19%
	210	100%	30	100%	90	100%	120	100%	150	100%	600	100%

4st International Congress of Social Science, Innovation & Educational Technologies

The 1.1 shows the distribution of respondents according to their age. It can be gleaned from the table that out of 600 respondents, 59 (10%) belongs to age range 24 years old below belonged to young adults, students, third generations; 264 (44%) belong to age range 25-34 years old are the working class, the start-up group, average entrepreneur the major players of tourism in the city, average five-year employees in government or private companies, adventurers or backpackers; 163 (27%) belongs to age range of 35-44 years old belong to middle-aged adults, middle management group, with ten(10)year work experience employees in the government or private companies and are proactive entrepreneur with a stable business entity; 114 (19%) belongs to age range of 45 years old above are the middle to upper level management of government or private companies, cautious adults and senior citizen, first generation entrepreneur/tycoons/experts . The majority of age range of the respondents are from middle range age 35 to 44 year old.

Gender	Tourist		Government		Private		Business		Local		Total	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Male	109	52%	16	52%	47	52%	62	52%	78	52%	311	52%
Female	101	48%	14	48%	43	48%	58	48%	72	48%	289	48%
	210	100%	30	100%	90	100%	120	100%	150	100%	600	100%

Table 1.2 shows the distribution of respondents according to their gender. The table reveals that out of 600 respondents, 331 (52%) are male and 289 (48%) are female. The data implies majority of the respondents are male in all dimension indicated.

Educational Attainment	Tourist		Government Employees		Private Employees		Business Owner		Local Residents		Total	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Post Graduate Level	2	1%	15	35%	8	9%	4	3%	10	7%	39	7%
College Level	147	74%	21	49%	63	68%	84	72%	105	70%	419	70%
Vocational/Technical	50	25%	7	17%	21	23%	28	24%	36	24%	142	24%
	199	100%	43	100%	92	100%	116	100%	150	100%	600	100%

Table 1.3 shows the distribution of the respondents according to their educational attainment. 39 (7%) of the respondents belong to post graduate level or graduate, 419 of the respondents belong to college level or graduate, and 142 (24%) of the respondents belong to vocational/technical level. During the data gathering, it was evident that the majority of the respondents are college level or graduates.

4st International Congress of Social Science, Innovation & Educational Technologies

Occupation	Tourist		Government Employees		Private Employees		Business Owner		Local Residents		Total	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Caloocan	68	32%	10	27%	40	44%	48	40%	55	37%	219	36%
Malabon	59	28%	5	33%	18	20%	28	23%	25	17%	140	24%
Navotas	48	23%	7	17%	8	9%	14	12%	28	19%	103	16%
Valenzuela	35	17%	30	23%	24	27%	30	25%	42	28%	138	24%
Total	210	100%	52	100%	90	100%	120	100%	150	100%	600	100%

Table 1.4 shows the distribution of respondents according to location. 219 (37%) of respondents are from Caloocan City, 140 (23%) of the respondents are from Malabon City, 103 (17%) of the respondents are from Navotas City, and 138 (23%) of the respondents are from Valenzuela City. The majority of respondents are from Caloocan City.

ATTRACTION/MARKETING STRATEGIES		Tourist			Government Employees			Private Employees			Business Owner			Local Residents			Average		
		WX	DR	RANK	WX	DR	RANK	WX	DR	RANK	WX	DR	RANK	WX	DR	RANK	WX	DR	RANK
1	The originality and locally produced foods can serve as one of the tourist attractions of the city	3.81	SA	1	3.60	SA	4.5	3.67	SA	2	3.82	SA	1	3.50	SA	6	3.68	SA	1
2	The tourist destinations of the city are duly recognized by DOT	3.73	SA	2	3.52	SA	6	3.70	SA	1	3.64	SA	2	3.56	SA	5	3.63	SA	2.5
3	The availability of various cuisines showcase the city's destinations and new experience to visitors	3.20	A	4	3.60	SA	4.5	3.15	A	4	3.20	A	4	3.64	SA	2.5	3.36	A	4
4	The use of mass media (i.e. Radio Ads, TV Commercials, Newspaper Ads etc.) and Social Media (e.g. Facebook, Twitter, Instagram, etc.) marketing increases the awareness of people about the city's attractions and tourism	3.15	A	5	3.62	SA	3	3.00	A	5.5	3.02	A	6	3.64	SA	2.5	3.29	A	5
5	The prices of local foods being served at restaurant and dining places in the city are affordable, if not, economical	2.90	A	6	3.65	SA	1	3.00	A	5.5	3.15	SA	5	3.60	SA	4	3.26	A	6
6	The local food products are prepared on its finest and highest quality which attributed to beauty of existing tourist destinations of the city	3.66	SA	3	3.64	SA	2	3.56	SA	3	3.63	SA	3	3.65	SA	1	3.63	SA	2.5
Average		3.41	A		3.61	SA		3.35	A		3.41	A		3.60	SA		3.47	A	

Table 2.1 presents the respondents' assessment on toward development of food tourism in CAMANAVA in terms of attraction/marketing strategies. From the five (5) groups of respondents the overall shows that :Rank 1 is "The originality and locally produced foods can serve as one of the tourist attractions of the city" with an average weighted mean of 3.68 and a descriptive rating of "Strongly Agree"; Rank 2.5 are indicators no. 2 and 6, "The tourist destinations of the city are duly recognized by DOT" and "The local food products are prepared on its finest and highest quality which

4st International Congress of Social Science, Innovation & Educational Technologies

attributed to beauty of existing tourist destinations of the city” both with a mean of 3.63 and a descriptive rating of “Strongly Agree”; Rank 4 is “The availability of various cuisines showcase the city's destinations and new experience to visitors” with an average weighted mean of 3.36 and a descriptive rating of “Agree”;

The lowest in rank are indicators no. 4 and 5, “The use of mass media (i.e. Radio Ads, TC Commercials, Newspaper Ads etc.) and Social Media (e.g. Facebook, Twitter, Instagram, etc.) marketing increases the awareness of people about the city's attractions and tourism” with an average weighted mean of 3.29 and with a descriptive rating of “Agree” and “ The prices of local foods being served at restaurant and dining places in the city are affordable, if not, economical” with an average weighted mean of 3.26 and with a descriptive rating of “Agree”.

The average weighted mean for all the respondents is 3.47; and described as “Agree”. The result of the data show that the use of mass media and social media must be given emphasis in marketing the food tourism program of the cities and to increase of people about the Food Tourism Program and Packages. Also, prices of foods in restaurants and other dining places in the cities must also be reevaluated, not all menu prices are affordable for the tourists or visitors.

INFRASTRUCTURE	Tourist			Government Employees			Private Employees			Business Owner			Local Residents			Average			
	WX	DR	RANK	WX	DR	RANK	WX	DR	RANK	WX	DR	RANK	WX	DR	RANK	WX	DR	RANK	
1	All food establishments are provided with clean water supply safe returns and enough power supply on daily basis	3.56	SA	2	3.56	SA	6	3.52	SA	2	3.51	SA	3	3.67	SA	1	3.56	SA	2
2	The city's food establishments are WIFI ready and with existing contact numbers (for reservations, deliveries, and catering etc.)	3.15	A	3	3.64	SA	4	3.20	A	3	3.06	A	4	3.00	A	7	3.21	A	4
3	The food establishments operating are with drainage/sewage system and solid waste management system to protect the environment	3.00	A	4.5	3.68	SA	3	2.95	A	5.5	3.03	A	5	3.05	A	6	3.14	A	5
4	The city has good accommodation facilities (e.i. hotels, motels, inns, pension houses, backpackers' hotel etc.) for	3.60	SA	1	3.70	SA	2	3.63	SA	1	3.62	SA	2	3.50	SA	3	3.61	SA	1
5	The city has establishments offering other activity facilities (e.i. picnic huts, pools, sports facilities, etc.) for tourist to explore	2.90	A	7	3.71	SA	1	2.93	A	7	3.00	A	6	3.08	A	4.5	3.12	A	7
6	All business establishments, tourism attractions and government offices provide appropriate directional information and signages to all	3.00	A	4.5	3.60	SA	5	3.00	A	4	2.95	A	7	3.08	A	4.5	3.13	A	6
7	The ownership of existing infrastructures included in the tourism program of the city are classified for easy referencing of the tour providers and tourists	2.92	A	6	3.53	SA	7	2.95	A	5.5	3.63	SA	1	3.58	SA	2	3.32	A	3
Average		3.16	A		3.63	SA		3.17	A		3.26	A		3.28	A		3.30	A	

4st International Congress of Social Science, Innovation & Educational Technologies

Table 2.2 shows the respondents' assessment of food tourism program in CAMANAVA in terms of infrastructure.

Rank 1 is "The city has good accommodation facilities (e.i. hotels, motels, inns, pension houses, backpackers' hotel etc.) for tourist to stay" with an average weighted mean of 3.61 and a descriptive rating of "Strongly Agree";

Rank 2 is "All food establishments are provided with clean water supply safe returns and enough power supply on daily basis" with an average weighted mean of 3.56 and a descriptive rating of "Strongly Agree";

Rank 3 is "The ownership of existing infrastructures included in the tourism program of the city are classified for easy referencing of the tour providers and tourists" with an average weighted mean of 3.32 and a descriptive rating of "Agree";

The lowest in ranks are indicators nos. 2, 3, 5, and 6 "The city's food establishments are WIFI ready and with existing contact numbers (for reservations, deliveries, and catering etc.)" with an average weighted mean of 3.21 and a descriptive rating of "Agree"; "The food establishments operating are with drainage/sewage system and solid waste management system to protect the environment" with an average weighted mean of 3.14 and a descriptive rating of "Agree"; "The city has establishments offering other activity facilities (e.i. picnic huts, pools, sports facilities, etc.) for tourist to explore" with an average weighted mean of 3.12 and a descriptive rating of "Agree"; "All business establishments, tourism attractions and government offices provide appropriate directional information and signages to all" with an average weighted mean of 3.13 and a descriptive rating of "Agree" The average weighted mean for all the respondents is 3.30; and described as "Agree"

The result of the data show that not all city's food establishment are WIFI ready and no existing contact numbers for reservations, deliveries, and catering; not all operational food establishments are with appropriate commercial drainage/sewage system and solid waste management system to protect the environment, not all cities offers other activity facilities for the tourists to explore, and not all business establishments and tourism attractions and government offices provided directional informational signage for easy referencing of tourists and visitors.

TRANSPORTATION	Tourist			Government Employees			Private Employees			Business Owner			Local Residents			Average		
	WX	DR	RANK	WX	DR	RANK	WX	DR	RANK	WX	DR	RANK	WX	DR	RANK	WX	DR	RANK
1 Available of public public transportation is 24/7 in the city	3.64	SA	1	3.80	SA	2	3.56	SA	4	3.68	SA	1.5	3.85	SA	1	3.71	SA	1
2 Private or accredited transportation is inclusive in the tour package to ensure tourists' safety	3.10	A	6	3.15	A	8	3.25	A	7	3.00	A	8	2.95	A	8	3.09	A	8
3 Good quality of streets and roads makes travelling comfortable and convenient	3.05	A	7	3.85	SA	1	3.73	SA	1	3.68	SA	1.5	3.64	SA	3	3.59	SA	3.5
4 Food establishments and other attractions are accessible to all kind of vehicles all year round	3.56	SA	3	3.63	SA	4	3.65	SA	2	3.63	SA	3	3.75	SA	2	3.64	SA	2
5 Presence of accurate regulated fare matrix seen in every public transportation is provided for every tourist's easy referencing	3.04	A	8	3.17	A	7	3.15	A	8	3.20	A	6	3.25	A	6	3.16	A	7
6 All transaction vehicles in the city secured proper registration from authorized government agencies to ensure tourist's security	3.54	A	4	3.55	SA	5	3.64	SA	3	3.57	SA	5	3.55	SA	5	3.57	SA	5
7 Enough parking spaces or areas are provided to tourists on every visit	3.59	SA	2	3.67	SA	3	3.55	SA	5	3.60	SA	4	3.56	SA	4	3.59	SA	3.5
8 Accurate directions, locations, traffic or road advisories of the city are accessible via waze, google maps, etc.	3.15	A	5	3.25	A	6	3.38	A	6	3.18	A	7	3.15	A	7	3.22	A	6
Average	3.33	A		3.51	SA		3.49	A		3.44	A		3.46	A		3.45	A	

Table 2.3 shows the respondents assessment of food tourism program in CAMANAVA in terms of transportation. Rank 1 is “Available of public transportation is 24/7 in the city” with an average weighted mean of 3.61 and a descriptive rating of “Strongly Agree”; Rank 2 is “Food establishments and other attractions are accessible to all kind of vehicles all year round” with an average weighted mean of 3.64 and a descriptive rating of “Strongly Agree”; Rank 3 are indicators 3 and 7 “Good quality of streets and roads makes travelling comfortable and convenient” and “Enough parking spaces or areas are provided to tourists on every visit” both are with an average weighted mean of 3.59 and a descriptive rating of “Strongly Agree”; The lowest in ranks are 2,5,6 and 8 “Private or accredited transportation is inclusive in the tour package to ensure tourists' safety”, with an average weighted mean of 3.09 and a descriptive rating of “Agree”; “Presence of accurate regulated fare matrix seen in every public transportation is provided for every tourist's easy referencing” with an average weighted mean of 3.16 and a descriptive rating of “Agree”; All transaction vehicles in the city secured proper registration from authorized government agencies to ensure tourist's security” with an average weighted mean of 3.57 and a descriptive rating of “Strongly Agree”; “Accurate directions, locations, traffic or road advisories of the city are accessible

4st International Congress of Social Science, Innovation & Educational Technologies

via waze, google maps, etc.” with an average weighted mean of 3.22 and a descriptive rating of “Agree.”

The average weighted mean for all the respondents is 3.45; and described as “Agree”. The result of the data show that the private or accredited transportation inclusive in the tour package is not enough or lacking to ensure tourists’ safety during the tour, absence of accurate regulated fare matrix in every public transportation for tourists easy referencing, not all transaction vehicles in the city secured proper registration from authorized government agencies to secure tourists’ security, and current cities’ directions, locations, traffic or road advisories are not accurate nor updated and accessible via waze, google maps, etc.

HOSPITALITY	Tourist			Government Employees			Private Employees			Business Owner			Local Residents			Average		
	WX	DR	RANK	WX	DR	RANK	WX	DR	RANK	WX	DR	RANK	WX	DR	RANK	WX	DR	RANK
1 Tour guides and locals are courteous and friendly to visitors	3.25	A	2	3.15	A	4	3.20	A	4	3.25	A	4	3.30	A	4	3.23	A	4
2 Tour guides are properly trained by DOT to communicate effectively to visitors and give adequate knowledge of the communities being visited and be able to manage	3.71	SA	1	3.87	SA	1	3.71	SA	1	3.89	SA	1	3.78	SA	1	3.79	SA	1
3 Tour guides provide a relaxing and enjoyable experience at all times to meet visitor's satisfied visit or stay in the city	3.20	A	3	3.25	A	2	3.25	A	3	3.30	A	3	3.35	A	3	3.27	A	3
4 All food establishments and other attractions frontliners are on their best to every dealings to the tourists to ensure quality service	3.15	A	4	3.20	A	3	3.68	SA	2	3.43	A	2	3.45	A	2	3.38	A	2
5 The city government ensures 100% orderliness and quality of surroundings to every tourist and constituents at all times (free from landfill/dumpsite, mining site,	3.00	A	6	2.95	A	6	3.10	A	5	3.15	A	5	3.20	A	5.5	3.08	A	5.5
6 Prompt communication and coordination of the barangays are performed at all times	3.06	A	5	3.00	A	5	3.05	A	6	3.10	A	6	3.20	A	5.5	3.08	A	5.5
Average	3.23	A		3.24	A		3.33	A		3.35	A		3.38	A		3.31	A	

Table 2.4 shows the respondents assessment of food tourism program in CAMANAVA in terms of hospitality.

Rank 1 is “Tour guides are properly trained by DOT to communicate effectively to visitors and give adequate knowledge of the communities being visited and be able to manage different kinds of visitors” with an average weighted mean of 3.79 and a descriptive rating of “Strongly Agree”;

Rank 2 is “All food establishments and other attractions frontliners are on their best to every dealings to the tourists to ensure quality service” with an average weighted mean of 3.38 and a descriptive rating of “Agree”;

Rank 3 is “Tour guides provide a relaxing and enjoyable experience at all times to meet visitor’s satisfied visit or stay in the city which motivates them to go back to the place again” with an average weighted mean of 3.27 and a descriptive rating of “Agree”;

The lowest in ranks are 1,5 and 6 “Tour guides and locals are courteous and friendly to visitors” with an average weighted mean of 3.23; and a descriptive rating of “Agree”; “The city government ensures 100% orderliness and quality of surroundings to every tourist and

4st International Congress of Social Science, Innovation & Educational Technologies

constituents at all times (free from landfill/dumpsite, mining site, unorganized informal settlement) with an average weighted mean of 3.08 and a descriptive rating of “Agree”; “Prompt communication and coordination of the barangays are performed at all times” with an average weighted mean of 3.08 and a descriptive rating of “Agree”. The average weighted mean for all the respondents is 3.31 and described as “Agree”. The result of the data show that not all tour guides and locals are courteous and friendly to visitors at all times, 100% orderliness and quality of surroundings are not assured by the cities to every tourists and visitors at all times, slow communication and coordination of barangays were observed in the implementation of tours for the tourists or visitors.

CULTURE	Tourist			Government Employees			Private Employees			Business Owner			Local Residents			Average		
	WX	DR	RANK	WX	DR	RANK	WX	DR	RANK	WX	DR	RANK	WX	DR	RANK	WX	DR	RANK
1 The tour guides showcase a unique experience of visitors on history and culture through various tour packages on heritage houses, famous landmarks and delicious local foods and delicacies of the	3.15	A	5.5	3.10	A	6	3.56	SA	4	3.82	SA	1	3.15	A	7	3.36	SA	4.5
2 Active celebration of the local festivals of the barangays or city are done yearly	3.80	SA	2	3.74	SA	2	3.69	SA	3	3.58	SA	4	3.69	SA	1	3.70	SA	2
3 Delicacies from local ingredients provide a unique multiplicity of culinary experience to visitors	3.20	A	4	3.15	A	5	3.20	A	7	3.51	SA	5	3.45	A	5.5	3.30	SA	6
4 Presence of museums highlighting the city's origin and history	3.10	A	7	2.95	A	7	3.30	A	6	3.45	A	7	3.43	A	6	3.25	SA	7
5 Availability of souvenir shops where city's famous local branded merchandises, famous delicacies and famous local foods are being sold for visitors to purchase and enjoy before leaving the city	3.86	SA	1	3.87	SA	1	3.79	SA	1	3.50	SA	6	3.55	SA	2	3.71	SA	1
6 The evident support of the city government on promoting local foods and tourism of the city	3.75	SA	3	3.65	SA	3	3.77	SA	2	3.63	SA	2.5	3.53	SA	3	3.66	SA	3
7 The tour guides are locals of the city showcasing their cultural pride and identity	3.15	A	5.5	3.20	A	4	3.35	A	5	3.63	SA	2.5	3.45	SA	5.5	3.36	SA	4.5
Average	3.43	A		3.38	A		3.52	A		3.59	SA		3.46	A		3.48	A	

Table 2.5 shows the respondents assessment of food tourism program in CAMANAVA in terms of culture.

Rank 1 is “Availability of souvenir shops where city’s famous local branded merchandises, famous delicacies and famous local foods are being sold for visitors to purchase and enjoy before leaving the city ” with an average weighted mean of 3.71 and a descriptive rating of “Strongly Agree”;

Rank 2 is “Active celebration of the local festivals of the barangays or city are done yearly” with an average weighted mean of 3.70 and a descriptive rating of “Strongly Agree”;

Rank 3 is “The evident support of the city government on promoting local foods and tourism of the city” with an average weighted mean of 3.66 and a descriptive rating of “Strongly Agree”;

4st International Congress of Social Science, Innovation & Educational Technologies

The lowest in ranks are indicators 1,3, 4 and 7 “Tour guides and locals are courteous and friendly to visitors” and “The tour guides are locals of the city showcasing their cultural pride and identity” are both with an average weighted mean of 3.36 and a descriptive rating of “Strongly Agree”; The tour guides showcase a unique experience of visitors on history and culture through various tour packages on heritage houses, famous landmarks and delicious local foods and delicacies of the city” with an average weighted mean of 3.30 and a descriptive rating of “Strongly Agree”; “Presence of museums highlighting the city’s origin and history” with an average weighted mean of 3.25, and a descriptive rating of “Strongly Agree.

The average weighted mean for all the respondents is 3.48; and described as “Agree” The result of the data shows majority of the cities within the cluster has its souvenir shops for the tourists to purchase local merchandises, with visible and celebrated festivals and events for tourists to experience. And with evident support for development and implementation of its city government thru the Tourism and Cultural Affairs Office in promotion their existing city’s food tourism program.

Table 3				
Relationship Between the Assessment in the profile of Respondents that affects the Assessment of Food Tourism Program in Camanava				
	Degree of Freedom (df)	Computed Value	Critical Value	Interpretation/Decision
Age	12	24.2964	21.03	Significant HO: Rejected
Gender	4	4.7912	9.49	Insignificant HO: Accepted
Educational Attainment	8	2.9870	15.51	Insignificant HO: Accepted
Tested at 0.05 level of confidence				

Table 3.0 presents the relationship in the profile of respondents as regards the respondents’ assessment of Food Tourism in CAMANAVA. The result on Table 3.0 shows that there is significant relationship exists in the age profile of respondents as regards to its assessment of Food Tourism in CAMANAVA. The findings is indicated by Chi Square value at .05 value equals 24.2964 which was higher than its critical value of 21.03 with the degree of freedom at 12 in the age profile of respondents as regards to its assessment of Food Tourism in CAMANAVA is rejected.

4st International Congress of Social Science, Innovation & Educational Technologies

ATTRACTION/MARKETING STRATEGIES	Tourist			Government Employees			Private Employees			Business Owner			Local Residents			Average		
	WX	DR	RANK	WX	DR	RANK	WX	DR	RANK	WX	DR	RANK	WX	DR	RANK	WX	DR	RANK
1 The originality and locally produced foods can serve as one of the tourist attractions of the city	3.80	SA	1	3.50	SA	5	3.65	SA	2	3.80	SA	1	3.49	SA	6	3.65	SA	1
2 The tourist destinations of the city are duly recognized by DOT	3.74	SA	2	3.49	A	6	3.70	SA	1	3.65	SA	2	3.57	SA	5	3.63	SA	2
3 The availability of various cuisines showcase the city's destinations and new experience to visitors	3.19	A	4	3.55	SA	4	3.17	A	4	3.25	A	5	3.65	SA	2	3.36	A	4
4 The use of mass media (i.e. Radio Ads, TV Commercials, Newspaper Ads etc.) and Social Media (e.g. Facebook, Twitter, Instagram, etc.) marketing increases the awareness of people about the city's attractions and tourism	3.17	A	5	3.60	SA	3	3.00	A	5	3.15	A	6	3.64	SA	3	3.31	A	5
5 The prices of local foods being served at restaurant and dining places in the city are affordable, if not, economical	3.00	A	6	3.65	SA	1	2.29	A	6	3.50	SA	4	3.59	SA	4	3.21	A	6
6 The local food products are prepared on its finest and highest quality which attributed to beauty of existing tourist destinations of the city	3.49	A	3	3.64	SA	2	3.50	SA	3	3.60	SA	3	3.66	SA	1	3.58	SA	3
Average	3.40	A		3.57	SA		3.22	A		3.49	A		3.60	SA		3.46	A	

Table 4.1.1. Show the respondents' assessment on food tourism in Malabon in terms of Attraction/Marketing Strategies

Rank 1 is “the originality and locally produced foods can serve as one of the tourist attractions of the city” with an average weighted mean of 3.65 and a descriptive rating of “Strongly Agree”

Rank 2 is “The tourist destinations of the city are duly recognized by DOT” with an average weighted mean of 3.63 and a descriptive rating of “Strongly Agree”

Rank 3 is “The local food products are prepared on its finest and highest quality which attributed to beauty of existing tourist destinations of the city” with a average weighted mean of 3.58 and a descriptive rating of “Strongly Agree”

The Lowest in Rank is “The prices of local foods being served at restaurant and dining places in the city are affordable, if not, economical” with an average weighted mean of 3.21 and a descriptive rating of “Agree”.

The result shows Malabon's strengths in terms of attraction/marketing strategies such as current food tourism are DOT recognized tourist attraction sites or destination and all local food products are authentic and being served on its highest quality at all times. Also points out on the concern not all prices of local foods being served at restaurants and dining are affordable or economical.

4st International Congress of Social Science, Innovation & Educational Technologies

INFRASTRUCTURE	Tourist			Government Employees			Private Employees			Business Owner			Local Residents			Average		
	WX	DR	RANK	WX	DR	RANK	WX	DR	RANK	WX	DR	RANK	WX	DR	RANK	WX	DR	RANK
1 All food establishments are provided with clean water supply safe returns and enough power supply on daily basis	3.65	SA	2	3.15	A	7	3.55	SA	1	3.55	SA	2	3.50	SA	3	3.48	A	2
2 The city's food establishments are WIFI ready and with existing contact numbers (for reservations, deliveries, and catering etc.)	3.40	A	3	3.35	A	4	3.45	A	3	3.45	A	4	3.10	A	7	3.35	A	3
3 The food establishments operating are with drainage/sewage system and solid waste management system to protect the environment	3.35	A	4	3.40	A	3	3.25	A	4	3.35	A	5	3.12	A	6	3.29	A	5
4 The city has good accommodation facilities (e.i. hotels, motels, inns, pension houses, backpackers' hotel etc.) for	3.75	SA	1	3.45	A	2	3.50	SA	2	3.65	SA	1	3.55	SA	2	3.58	SA	1
5 The city has establishments offering other activity facilities (e.i. picnic huts, pools, sports facilities, etc.) for tourists to explore	3.00	A	7	3.50	SA	1	3.20	A	5	3.25	A	6	3.20	A	4	3.23	A	6
6 All business establishments, tourism attractions and government offices provide appropriate directional information and signages to all	3.20	A	5	3.30	A	5	3.00	A	7	3.20	A	7	3.15	A	5	3.17	A	7
7 The ownership of existing infrastructures included in the tourism program of the city are classified for easy referencing of the tour providers and tourists	3.15	A	6	3.20	A	6	3.15	A	6	3.50	SA	3	3.65	SA	1	3.33	A	4
Average	3.36	A		3.34	A		3.30	A		3.42	A		3.32	A		3.35	A	

Table 4.1.2. Show the respondents' assessment on food tourism in Malabon in terms of Infrastructure.

Rank 1 is "The city has good accommodation facilities (e.i. hotels, motels, inns, pension houses, backpackers' hotel etc.) for tourist to stay" with an average weighted mean of 3.58 and a descriptive rating of "Strongly Agree"

Rank 2 is "All food establishments are provided with clean water supply safe returns and enough power supply on daily basis" with an average weighted mean of 3.48 and a descriptive rating of "Agree"

Rank 3 is "The city's food establishments are WIFI ready and with existing contact numbers (for reservations, deliveries, and catering etc.)" with an average weighted mean of 3.35 and a descriptive rating of "Agree"

The Lowest in Rank is "All business establishments, tourism attractions and government offices provide appropriate directional information and signages to all" with an average weighted mean of 3.17 and a descriptive rating of "Agree".

The result shows Malabon's strengths in terms of infrastructure such as the city has good accommodation facilities, all food establishments are provided with clean water supply safe returns and enough power supply on daily basis, the city's food establishments are WIFI ready and with existing contact numbers (for reservations, deliveries, and catering etc.) Also points out the concern not all business establishments, tourism attractions and government offices provide appropriate directional information and signages to all.

TRANSPORTATION		Tourist			Government Employees			Private Employees			Business Owner			Local Residents			Average		
TRANSPORTATION		WtX	DR	RANK	WtX	DR	RANK	WtX	DR	RANK	WtX	DR	RANK	WtX	DR	RANK	WtX	DR	RANK
1	Available of public transportation is 24/7 in the city	3.50	SA	1	3.65	SA	2	3.40	A	5	3.60	SA	2	4.00	SA	1	3.63	SA	1
2	Private or accredited transportation is inclusive in the tour package to ensure tourists' safety	3.30	A	6	3.15	A	8	3.36	A	7	3.30	A	8	2.95	A	8	3.21	A	8
3	Good quality of streets and roads makes travelling comfortable and convenient	3.25	A	7	3.70	SA	1	3.65	SA	1	3.80	SA	1	3.75	SA	3	3.63	SA	1
4	Food establishments and other attractions are accessible to all kind of vehicles all year round	3.45	A	3	3.40	A	4	3.48	A	2	3.48	A	3	3.80	SA	2	3.52	SA	3
5	Presence of accurate regulated fare matrix seen in every public transportation is provided for every tourist's easy referending	3.20	A	8	3.25	A	7	3.35	A	8	3.40	A	6	3.49	A	6	3.34	A	7
6	All transaction vehicles in the city secured proper registration from authorized government agencies to ensure tourist's security	3.40	A	4	3.35	A	5	3.45	A	3	3.43	A	5	3.60	SA	5	3.45	A	5
7	Enough parking spaces or areas are provided to tourists on every visit	3.49	A	2	3.45	A	3	3.45	A	4	3.45	A	4	3.65	SA	4	3.50	SA	4
8	Accurate directions, locations, traffic or road advisories of the city are accessible via waze, google maps, etc.	3.35	A	5	3.30	A	6	3.38	A	6	3.35	A	7	3.40	A	7	3.36	A	6
Average		3.37	A		3.41	A		3.44	A		3.48	A		3.58	A		3.45	A	

Table 4.1.3. Show the respondents' assessment on food tourism in Malabon in terms of Transportation.

Rank 1 are indicator numbers 1 and 3 are "Available of public transportation is 24/7 in the city" and "Good quality of streets and roads makes travelling comfortable and convenient" both are with average weighted mean of 3.63 and a descriptive rating of "Strongly Agree"

Rank 3 is "Food establishments and other attractions are accessible to all kind of vehicles all year round" with an average weighted mean of 3.52 and a descriptive rating of "Strongly Agree"

The Lowest in Rank is "Presence of accurate regulated fare matrix seen in every public transportation is provided for every tourist's easy referending" with an average weighted mean of 3.34 and a descriptive rating of "Agree".

The result shows Malabon's strengths in terms of transportation such as available of public transportation is 24/7 in the city and good quality of streets and roads makes travelling comfortable and convenient, and food establishments and other attractions are accessible to all kind of vehicles all year round. Also points out the concern of non-presence of accurate regulated fare matrix seen in every public transportation is provided by the city for every tourist's easy referending.

4st International Congress of Social Science, Innovation & Educational Technologies

HOSPITALITY	Tourist			Government Employees			Private Employees			Business Owner			Local Residents			Average		
	WX	DR	RANK	WX	DR	RANK	WX	DR	RANK	WX	DR	RANK	WX	DR	RANK	WX	DR	RANK
1 Tour guides and locals are courteous and friendly to visitors	3.40	A	2	3.15	A	4	3.20	A	4	3.30	A	3	3.35	A	3	3.28	A	4
2 Tour guides are properly trained by DOT to communicate effectively to visitors and give adequate knowledge of the communities being visited and be able to manage different kinds of	3.75	SA	1	3.85	SA	1	3.71	SA	1	3.89	SA	1	3.78	SA	1	3.80	SA	1
3 Tour guides provide a relaxing and enjoyable experience at all times to meet visitor's satisfied visit or stay in the city which motivates them to go back to the place again	3.35	A	3	3.45	A	2	3.25	A	3	3.25	A	4	3.30	A	4	3.32	A	3
4 All food establishments and other attractions frontliners are on their best to every dealings to the tourists to ensure quality service	3.20	A	4	3.25	A	3	3.68	SA	2	3.43	A	2	3.45	A	2	3.40	A	2
5 The city government ensures 100% orderliness and quality of surroundings to every tourist and constituents at all times (free from landfill/dumpsite, mining site, unorganized informal settlement)	3.10	A	6	3.00	A	6	3.10	A	5	3.15	A	5	3.25	A	5	3.12	A	5
6 Prompt communication and coordination of the barangays are performed at all times	3.15	A	5	3.05	A	5	3.05	A	6	3.10	A	6	3.20	A	6	3.11	A	6
Average	3.33	A		3.29	A		3.33	A		3.35	A		3.39	A		3.34	A	

Table 4.1.4. Show the respondents' assessment on food tourism in Malabon in terms of Hospitality/Service Tactics.

Rank 1 is "Tour guides are properly trained by DOT to communicate effectively to visitors and give adequate knowledge of the communities being visited and be able to manage different kinds of visitors" with average weighted mean of 3.80 and a descriptive rating of "Strongly Agree"

Rank 2 is "All food establishments and other attractions frontliners are on their best to every dealings to the tourists to ensure quality service" with average weighted mean of 3.40 and a descriptive rating of "Agree"

Rank 3 is "Tour guides provide a relaxing and enjoyable experience at all times to meet visitor's satisfied visit or stay in the city which motivates them to go back to the place again" with an average weighted mean of 3.32 and a descriptive rating of "Agree"

The Lowest in Rank is "Prompt communication and coordination of the barangays are performed at all times" with an average weighted mean of 3.11 and a descriptive rating of "Agree".

The result shows Malabon's strengths in terms of the hospitality/service tactics such as tour guides are properly trained by DOT to communicate effectively to visitors and give adequate knowledge of the communities being visited and be able to manage different kinds of visitors, All food establishments and other attractions frontliners are on their best to every dealings to the tourists to ensure quality service, tour guides provide a relaxing and enjoyable experience at all times to meet visitor's satisfied visit or stay in the city which motivates them to go back to the place again. Also points out the concern on Prompt communication and coordination of the barangays are performed at all times.

4st International Congress of Social Science, Innovation & Educational Technologies

Table 4.15
Respondents' Assessment on Food Tourism in Malabon in terms of Culture

CULTURE	Tourist			Government Employees			Private Employees			Business Owner			Local Residents			Average		
	WX	DR	RANK	WX	DR	RANK	WX	DR	RANK	WX	DR	RANK	WX	DR	RANK	WX	DR	RANK
1 The tour guides showcase a unique experience of visitors on history and culture through various tour packages on heritage houses, famous landmarks and delicious local foods and delicacies of the city	3.11	A	7	2.96	A	7	3.29	A	6	3.46	A	7	3.44	A	6	3.25	A	7
2 Active celebration of the local festivals of the barangays or city are done yearly	3.79	SA	2	3.75	SA	2	3.70	SA	3	3.59	SA	4	3.70	SA	1	3.71	SA	2
3 Delicacies from local ingredients provide a unique multiplicity of culinary experience to visitors	3.18	A	4	3.14	A	5	3.18	A	7	3.50	SA	5	3.46	A	4	3.29	A	6
4 Presence of museums highlighting the city's origin and history	3.14	A	6	3.09	A	6	3.57	SA	4	3.80	SA	1	3.16	A	7	3.35	A	5
5 Availability of souvenir shops where city's famous local branded merchandises, famous delicacies and famous local foods are being sold for visitors to purchase and enjoy before leaving the city	3.85	SA	1	3.88	SA	1	3.80	SA	1	3.49	A	6	3.56	SA	2	3.72	SA	1
6 The evident support of the city government on promoting local foods and tourism of the city	3.65	SA	3	3.64	SA	3	3.78	SA	2	3.65	SA	2	3.53	SA	3	3.65	SA	3
7 The tour guides are locals of the city showcasing their cultural pride and identity	3.15	A	5	3.20	A	4	3.36	A	5	3.63	SA	3	3.45	A	5	3.36	A	4
Average	3.41	A		3.38	A		3.53	SA		3.59	SA		3.47	A		3.48	A	

Rank 1 is “Availability of souvenir shops where city’s famous local branded merchandises, famous delicacies and famous local foods are being sold for visitors to purchase and enjoy before leaving the city” with average weighted mean of 3.72 and a descriptive rating of “Strongly Agree”

Rank 2 is “Active celebration of the local festivals of the barangays or city are done yearly” with average weighted mean of 3.71 and a descriptive rating of “Strongly Agree”

Rank 3 is “The evident support of the city government on promoting local foods and tourism of the city” with an average weighted mean of 3.65 and a descriptive rating of “Strongly Agree”

The Lowest in rank is “The tour guides showcase a unique experience of visitors on history and culture through various tour packages on heritage houses, famous landmarks and delicious local foods and delicacies of the city” with an average weighted mean of 3.25 and a descriptive rating of “Agree”.

The result shows Malabon’s strengths in terms of the culture such as availability of souvenir shops where city’s famous local branded merchandises, famous delicacies and famous local foods, active celebration of the local festivals , and the evident support of the city government on promoting local foods and tourism of the city. Also points out the concern on having enough tour guides to showcase the city’s history and culture through various tour packages on heritage houses, famous landmarks and delicious local foods and delicacies of the city.

4st International Congress of Social Science, Innovation & Educational Technologies

ATTRACTION/MARKETING STRATEGIES	Tourist			Government Employees			Private Employees			Business Owner			Local Residents			Average		
	WX	DR	R.RANK	WX	DR	R.RANK	WX	DR	R.RANK	WX	DR	R.RANK	WX	DR	R.RANK	WX	DR	R.RANK
1 The originality and locally produced foods can serve as one of the tourist attractions of the city	3.80	SA	1	3.35	A	5	3.49	A	2	3.82	SA	1	3.50	SA	6	3.59	SA	1.5
2 The tourist destinations of the city are duly recognized by DOT	3.70	SA	2	3.30	A	6	3.65	SA	1	3.64	SA	2	3.65	SA	1	3.59	SA	1.5
3 The availability of various cuisines showcase the city's destinations and new experience to visitors	3.20	A	4	3.40	A	4	3.15	A	4	3.35	A	4	3.63	SA	3	3.35	A	4
4 The use of mass media (i.e. Radio Ads, TV Commercials, Newspaper Ads etc.) and Social Media (e.g. Facebook, Twitter, Instagram, etc.) marketing increases the awareness of people about the city's attractions and tourism	3.15	A	5	3.45	A	3	3.10	A	5	3.25	A	6	3.62	SA	4	3.31	A	5
5 The prices of local foods being served at restaurant and dining places in the city are affordable, if not, economical	2.90	A	6	3.64	SA	1	3.00	A	6	3.30	A	5	3.60	SA	5	3.29	A	6
6 The local food products are prepared on its finest and highest quality which attributed to beauty of existing tourist destinations of the city	3.65	SA	3	3.48	A	2	3.45	A	3	3.63	SA	3	3.64	SA	2	3.57	SA	3
Average	3.40	A		3.44	A		3.31	A		3.50	SA		3.61	SA		3.45	A	

Table 4.2.1. Show the respondents' assessment on food tourism in Caloocan in terms of Attraction and Marketing Strategies.

Rank 1 are indicator number 1 and 2 "The originality and locally produced foods can serve as one of the tourist attractions of the city" and "The tourist destinations of the city are duly recognized by DOT" both with average weighted mean of 3.59 and a descriptive rating of "Strongly Agree"

Rank 3 is "The local food products are prepared on its finest and highest quality which attributed to beauty of existing tourist destinations of the city" with an average weighted mean of 3.57 and a descriptive rating of "Strongly Agree"

The Lowest in rank is "The prices of local foods being served at restaurant and dining places in the city are affordable, if not, economical" with an average weighted mean of 3.29 and a descriptive rating of "Agree".

The result shows Caloocan's strengths in terms of the attraction and Marketing strategies such as the originality and locally produced foods can serve as one of the tourist attractions of the city, the tourist destinations of the city are duly recognized by DOT and local food products are prepared on its finest and highest quality which attributed to beauty of existing tourist destinations of the city. Also points out the concern on prices of local foods being served at restaurant and dining places in the city are affordable, if not, economical.

4st International Congress of Social Science, Innovation & Educational Technologies

Table 4.2.2
Respondents' Assessment on Food Tourism in Caloocan in terms of Infrastructure

	INFRASTRUCTURE	Tourist			Government Employees			Private Employees			Business Owner			Local Residents			Average		
		WX	DR	RANK	WX	DR	RANK	WX	DR	RANK	WX	DR	RANK	WX	DR	RANK	WX	DR	RANK
1	All food establishments are provided with clean water supply safe returns and enough power supply on daily basis	3.50	SA	2	3.25	A	6	3.50	SA	2	3.50	SA	3	3.65	SA	1	3.48	A	2
2	The city's food establishments are WiFi ready and with existing contact numbers (for reservations, deliveries, and catering etc.)	3.10	A	3	3.40	A	4	3.25	A	3	3.06	A	4	3.00	A	7	3.16	A	4
3	The food establishments operating are with drainage/sewage system and solid waste management system to protect the environment	3.00	A	5	3.45	A	3	2.98	A	5	3.03	A	5	3.05	A	6	3.10	A	6
4	The city has good accommodation facilities (e.i. hotels, motels, inns, pension houses, backpackers' hotel etc.) for tourist to stay	3.57	SA	1	3.49	A	2	3.60	SA	1	3.60	SA	2	3.50	SA	3	3.55	SA	1
5	The city has establishments offering other activity facilities (e.i. picnic hubs, pools, sports facilities, etc.) for tourist	2.90	A	7	3.60	SA	1	2.93	A	7	3.00	A	6	3.10	A	4	3.11	A	5
6	All business establishments, tourism attractions and government offices provide appropriate directional information and signages to all	3.05	A	4	3.35	A	5	3.00	A	4	2.95	A	7	3.08	A	5	3.09	A	7
7	The ownership of existing infrastructures included in the tourism program of the city are classified for easy referencing of the tour providers and tourists	2.92	A	6	3.15	A	7	2.95	A	6	3.65	SA	1	3.60	SA	2	3.25	A	3
	Average	3.15	A		3.38	A		3.17	A		3.26	A		3.28	A		3.25	A	

Table 4.2.2. Show the respondents' assessment on food tourism in Caloocan in terms of Infrastructure.

Rank 1 is "The city has good accommodation facilities (e.i. hotels, motels, inns, pension houses, backpackers' hotel etc.) for tourist to stay" with average weighted mean of 3.55 and a descriptive rating of "Strongly Agree".

Rank 2 is "All food establishments are provided with clean water supply safe returns and enough power supply on daily basis" with average weighted mean of 3.48 and a descriptive rating of "Agree".

Rank 3 is "The ownership of existing infrastructures included in the tourism program of the city are classified for easy referencing of the tour providers and tourists" with an average weighted mean of 3.57 and a descriptive rating of "Strongly Agree".

The Lowest in rank is "All business establishments, tourism attractions and government offices provide appropriate directional information and signages to all" with an average weighted mean of 3.29 and a descriptive rating of "Agree".

The result shows Caloocan's strengths in terms of the infrastructures such as good accommodation facilities and establishments, all food establishments are provided with clean water and power supplies, and appropriate information on infrastructure are provided for easy referencing. Also points out the concern on not all business establishments, tourism attractions and government offices provide appropriate directional information and signages to all.

4st International Congress of Social Science, Innovation & Educational Technologies

TRANSPORTATION	Tourist			Government Employees			Private Employees			Business Owner			Local Residents			Average		
	WX	DR	RANK	WX	DR	RANK	WX	DR	RANK	WX	DR	RANK	WX	DR	RANK	WX	DR	RANK
1 Available of public public transportation is 24/7 in the city	3.65	SA	1	3.80	SA	2	3.56	SA	4	3.68	SA	2	3.80	SA	1	3.70	SA	1
2 Private or accredited transportation is inclusive in the tour package to ensure tourists' safety	3.10	A	6	3.15	A	8	3.40	A	7	3.25	A	8	3.00	A	8	3.18	A	8
3 Good quality of streets and roads makes travelling comfortable and convenient	3.05	A	7	3.85	SA	1	3.75	SA	1	3.70	SA	1	3.64	SA	3	3.60	SA	4
4 Food establishments and other attractions are accessible to all kind of vehicles all year round	3.57	SA	3	3.65	SA	4	3.70	SA	2	3.65	SA	3	3.75	SA	2	3.66	SA	2
5 Presence of accurate regulated fare matrix seen in every public transportation is provided for every tourist's easy referencing	3.04	A	8	3.20	A	7	3.35	A	8	3.40	A	6	3.25	A	6	3.25	A	7
6 All transaction vehicles in the city secured proper registration from authorized government agencies to ensure tourist's security	3.55	SA	4	3.55	SA	5	3.64	SA	3	3.57	SA	5	3.55	SA	5	3.57	SA	5
7 Enough parking spaces or areas are provided to tourists on every visit	3.60	SA	2	3.67	SA	3	3.60	SA	5	3.60	SA	4	3.56	SA	4	3.61	SA	3
8 Accurate directions, locations, traffic or road advisories of the city are accessible via waze, google maps, etc.	3.15	A	5	3.25	A	6	3.45	A	6	3.35	A	7	3.15	A	7	3.27	A	6
Average	3.34	A		3.52	SA		3.56	A		3.53	A		3.46	A		3.48	A	

Rank 1 is "Available of public transportation is 24/7 in the city" with average weighted mean of 3.70 and a descriptive rating of "Strongly Agree".

Rank 2 is "Food establishments and other attractions are accessible to all kind of vehicles all year round" with average weighted mean of 3.66 and a descriptive rating of "Agree".

Rank 3 is "Enough parking spaces or areas are provided to tourists on every visit" with an average weighted mean of 3.61 and a descriptive rating of "Strongly Agree".

The Lowest in rank is "Presence of accurate regulated fare matrix seen in every public transportation is provided for every tourist's easy referencing" with an average weighted mean of 3.25 and a descriptive rating of "Agree".

The result shows Caloocan's strengths in terms of the transportation such as 24/7 availability of public transportation, accessibility of all food establishments and other attractions, and having enough parking spaces and areas provided to tourist during visits. Also points out the concern on presence of accurate regulated fare matrix seen in every public transportation is provided for every tourist's easy referencing.

4st International Congress of Social Science, Innovation & Educational Technologies

HOSPITALITY/SERVICE TACTICS	Tourist			Government Employees			Private Employees			Business Owner			Local Residents			Average		
	WX	DR	RANK	WX	DR	RANK	WX	DR	RANK	WX	DR	RANK	WX	DR	RANK	WX	DR	RANK
1 Tour guides and locals are courteous and friendly to visitors	3.24	A	2	3.15	A	4	3.20	A	4	3.25	A	4	3.30	A	4	3.23	A	4
2 Tour guides are properly trained by DOT to communicate effectively to visitors and give adequate knowledge of the communities being visited and be able to manage different kinds of visitors	3.70	SA	1	3.85	SA	1	3.70	SA	1	3.85	SA	1	3.75	SA	1	3.77	SA	1
3 Tour guides provide a relaxing and enjoyable experience at all times to meet visitor's satisfied visit or stay in the city which motivates them to go back to the place again	3.20	A	3	3.23	A	2	3.25	A	3	3.35	A	3	3.35	A	3	3.28	A	3
4 All food establishments and other attractions frontliners are on their best to every dealings to the tourists to ensure quality service	3.15	A	4	3.18	A	3	3.65	SA	2	3.45	A	2	3.45	A	2	3.38	A	2
5 The city government ensures 100% orderliness and quality of surroundings to every tourist and constituents at all times (free from landfill/dumpsite, mining site, unorganized informal settlement)	3.00	A	6	2.95	A	6	3.10	A	5	3.15	A	5	3.24	A	5	3.09	A	5
6 Prompt communication and coordination of the barangays are performed at all times	3.06	A	5	3.00	A	5	3.05	A	6	3.10	A	6	3.20	A	6	3.08	A	6
Average	3.23	A		3.23	A		3.33	A		3.36	A		3.38	A		3.30	A	

Table 4.2.4. Show the respondents' assessment on food tourism in Caloocan in terms of Hospitality or Service Tactics.

Rank 1 is "Tour guides are properly trained by DOT to communicate effectively to visitors and give adequate knowledge of the communities being visited and be able to manage different kinds of visitors" with average weighted mean of 3.77 and a descriptive rating of "Strongly Agree".

Rank 2 is "All food establishments and other attractions frontliners are on their best to every dealings to the tourists to ensure quality service" with average weighted mean of 3.38 and a descriptive rating of "Agree".

Rank 3 is "Tour guides provide a relaxing and enjoyable experience at all times to meet visitor's satisfied visit or stay in the city which motivates them to go back to the place again" with an average weighted mean of 3.28 and a descriptive rating of "Agree".

The Lowest in rank is "Prompt communication and coordination of the barangays are performed at all times" with an average weighted mean of 3.08 and a descriptive rating of "Agree".

The result shows Caloocan's strengths in terms of hospitality and service tactics such as tour guides are properly trained by DOT, all food establishments and other attractions frontliners are on their best to every dealings to the tourists to ensure quality service, Tour guides provide a relaxing and enjoyable experience at all times. Also points out the concern on Prompt communication and coordination of the barangays are not performed at all times.

CULTURE	Tourist			Government Employees			Private Employees			Business Owner			Local Residents			Average		
	WX	DR	RANK	WX	DR	RANK	WX	DR	RANK	WX	DR	RANK	WX	DR	RANK	WX	DR	RANK
1 The tour guides showcase a unique experience of visitors on history and culture through various tour packages on heritage houses, famous landmarks and delicious local foods and delicacies of the city	3.20	A	5	3.15	A	6	3.60	SA	4	3.80	SA	1	3.15	A	7	3.38	A	4
2 Active celebration of the local festivals of the barangays or city are done yearly	3.78	SA	2	3.75	SA	2	3.70	SA	3	3.58	SA	4	3.70	SA	1	3.70	SA	2
3 Delicacies from local ingredients provide a unique multiplicity of culinary experience to visitors	3.30	A	4	3.20	A	5	3.20	A	7	3.52	SA	5	3.46	A	5	3.34	A	6
4 Presence of museums highlighting the city's origin and history	3.10	A	7	2.95	A	7	3.30	A	6	3.45	A	7	3.45	A	6	3.25	A	7
5 Availability of souvenir shops where city's famous local branded merchandises, famous delicacies and famous local foods are being sold for visitors to purchase and enjoy before leaving the city	3.85	SA	1	3.88	SA	1	3.80	SA	1	3.50	SA	6	3.50	SA	2	3.71	SA	1
6 The evident support of the city government on promoting local foods and tourism of the city	3.70	SA	3	3.68	SA	3	3.78	SA	2	3.65	SA	2	3.49	A	3	3.66	SA	3
7 The tour guides are locals of the city showcasing their cultural pride and identity	3.15	A	6	3.25	A	4	3.35	A	5	3.63	SA	3	3.44	A	7	3.36	A	5
Average	3.44	A		3.41	A		3.53	SA		3.59	SA		3.46	A		3.49	A	

Table 4.2.5. Show the respondents' assessment on food tourism in Caloocan in terms of Culture.

Rank 1 is "Availability of souvenir shops where city's famous local branded merchandises, famous delicacies and famous local foods are being sold for visitors to purchase and enjoy before leaving the city" with average weighted mean of 3.71 and a descriptive rating of "Strongly Agree".

Rank 2 is "Active celebration of the local festivals of the barangays or city are done yearly" with average weighted mean of 3.70 and a descriptive rating of "Agree".

Rank 3 is "The evident support of the city government on promoting local foods and tourism of the city" with an average weighted mean of 3.66 and a descriptive rating of "Agree".

The Lowest in rank is "Presence of museums highlighting the city's origin and history" with an average weighted mean of 3.25 and a descriptive rating of "Agree".

The result shows Caloocan's strengths in terms of culture such as availability of souvenir shops, active celebration of the local festivals and evident support of the city government on promoting local foods and tourism. Also points out the concern on Presence of museums highlighting the city's origin and history.

4st International Congress of Social Science, Innovation & Educational Technologies

ATTRACTION/MARKETING STRATEGIES	Tourist			Government Employees			Private Employees			Business Owner			Local Residents			Average		
	WX	DR	RANK	WX	DR	RANK	WX	DR	RANK	WX	DR	RANK	WX	DR	RANK	WX	DR	RANK
1 The originality and locally produced foods can serve as one of the tourist attractions of the city	3.80	SA	1	3.58	SA	5	3.65	SA	2	3.80	SA	1	3.50	SA	6	3.67	SA	1
2 The tourist destinations of the city are duly recognized by DOT	3.74	SA	2	3.52	SA	6	3.70	SA	1	3.65	SA	2	3.56	SA	5	3.63	SA	2
3 The availability of various cuisines showcase the city's destinations and new experience to visitors	3.20	A	4	3.60	SA	4	3.15	A	4	3.20	A	4	3.63	SA	3	3.36	A	4
4 The use of mass media (i.e. Radio Ads, TV Commercials, Newspaper Ads etc.) and Social Media (e.g. Facebook, Twitter, Instagram, etc.) marketing increases the awareness of people about the city's attractions and tourism	3.15	A	5	3.62	SA	3	3.05	A	5	3.05	A	6	3.64	SA	2	3.30	A	5
5 The prices of local foods being served at restaurant and dining places in the city are affordable, if not, economical	3.00	A	6	3.65	SA	1	3.00	A	6	3.10	SA	5	3.60	SA	4	3.27	A	6
6 The local food products are prepared on its finest and highest quality which attributed to beauty of existing tourist destinations of the city	3.60	SA	3	3.64	SA	2	3.56	SA	3	3.63	SA	3	3.65	SA	1	3.62	SA	3
Average	3.42	A		3.60	SA		3.35	A		3.41	A		3.60	SA		3.47	A	

Table 4.3.1. Show the respondents' assessment on food tourism in Navotas in terms of attraction and marketing strategies.

Rank 1 is "The originality and locally produced foods can serve as one of the tourist attractions of the city" with average weighted mean of 3.67 and a descriptive rating of "Strongly Agree".

Rank 2 is "The tourist destinations of the city are duly recognized by DOT" with average weighted mean of 3.63 and a descriptive rating of "Strongly Agree".

Rank 3 is "The local food products are prepared on its finest and highest quality which attributed to beauty of existing tourist destinations of the city" with an average weighted mean of 3.62 and a descriptive rating of "Agree"

The Lowest in rank is "The prices of local foods being served at restaurant and dining places in the city are affordable, if not, economical" with an average weighted mean of 3.27 and a descriptive rating of "Agree".

The result shows Navotas' strengths in terms of attraction and marketing strategies are the originality and locally produced foods can serve as one of the tourist attractions of the city, The tourist destinations of the city are duly recognized by DOT, The local food products are prepared on its finest and highest quality which attributed to beauty of existing tourist destinations of the city. Also points out the concern on prices of local foods being served at restaurant and dining places in the city are affordable, if not, economical.

4st International Congress of Social Science, Innovation & Educational Technologies

INFRAStructure	Tourist			Government Employees			Private Employees			Business Owner			Local Residents			Average		
	WX	DR	RANK	WX	DR	RANK	WX	DR	RANK	WX	DR	RANK	WX	DR	RANK	WX	DR	RANK
1 All food establishments are provided with clean water supply safe returns and enough power supply on daily basis	3.50	SA	2	3.56	SA	6	3.55	SA	2	3.50	SA	3	3.60	SA	1	3.54	SA	2
2 The city's food establishments are WiFi ready and with existing contact numbers (for reservations, deliveries, and catering etc.)	3.15	A	3	3.64	SA	4	3.30	A	3	3.06	A	4	2.95	A	7	3.22	A	4
3 The food establishments operating are with drainage/sewage system and solid waste management system to protect the environment	3.65	SA	1	3.70	SA	1.5	3.65	SA	1	3.55	SA	2	3.50	SA	3	3.61	SA	1
4 The city has good accommodation facilities (e.i. hotels, motels, inns, pension houses, backpackers' hotel etc.) for tourist to stay	2.90	A	7	3.70	SA	1.5	3.00	A	7	3.00	A	6	3.10	A	4	3.14	A	7
5 The city has establishments offering other activity facilities (e.i. picnic huts, pools, sports facilities, etc.) for tourist to explore	3.00	A	5	3.60	SA	5	3.25	A	4	2.95	A	7	3.00	A	6	3.16	A	6
6 All business establishments, tourism attractions and government offices provide appropriate directional information and signage to all	3.05	A	4	3.68	SA	3	3.20	A	5	3.03	A	5	3.05	A	5	3.20	A	5
7 The ownership of existing infrastructures included in the tourism program of the city are classified for easy referencing of the tour providers and tourists	2.92	A	6	3.53	SA	7	3.05	A	6	3.60	SA	1	3.55	SA	2	3.33	A	3
Average	3.17	A		3.63	SA		3.29	A		3.24	A		3.25	A		3.31	A	

Table 4.3.2. Show the respondents' assessment on food tourism in Navotas in terms of infrastructures.

Rank 1 is “The food establishments operating are with drainage/sewage system and solid waste management system to protect the environment” with average weighted mean of 3.61 and a descriptive rating of “Strongly Agree”.

Rank 2 is “All food establishments are provided with clean water supply safe returns and enough power supply on daily basis” with average weighted mean of 3.54 and a descriptive rating of “Strongly Agree”.

Rank 3 is “The ownership of existing infrastructures included in the tourism program of the city are classified for easy referencing of the tour providers and tourists” with an average weighted mean of 3.31 and a descriptive rating of “Agree”

The Lowest in rank is “The city has good accommodation facilities (e.i. hotels, motels, inns, pension houses, backpackers' hotel etc.) for tourist to stay” with an average weighted mean of 3.14 and a descriptive rating of “Agree”.

The result shows Navotas' strengths in terms of infrastructures are food establishments operating are with drainage/sewage system and solid waste management system to protect the environment, all food establishments are provided with clean water supply safe returns and enough power supply on daily basis, the ownership of existing infrastructures included in the tourism program of the city are classified for easy referencing of the tour providers and tourists. Also points out the concern on good accommodation facilities (e.i. hotels, motels, inns, pension houses, backpackers' hotel etc.) for tourist to stay.

4st International Congress of Social Science, Innovation & Educational Technologies

TRANSPORTATION		Tourist			Government Employees			Private Employees			Business Owner			Local Residents			Average		
		WX	DR	RANK	WX	DR	RANK	WX	DR	RANK	WX	DR	RANK	WX	DR	RANK	WX	DR	RANK
1	Available of public public transportation is 24/7 in the city	3.60	SA	1	3.75	SA	2	3.50	SA	4	3.50	SA	1	3.60	SA	1	3.59	SA	1
2	Private or accredited transportation is inclusive in the tour package to ensure tourists' safety	3.15	A	6	3.20	A	8	3.30	A	7	3.05	A	8	3.00	A	8	3.14	A	8
3	Good quality of streets and roads makes travelling comfortable and convenient	3.10	A	7	3.80	SA	1	3.70	SA	1	3.49	A	2	3.40	A	3	3.50	SA	3.5
4	Food establishments and other attractions are accessible to all kind of vehicles all year round	3.50	SA	3	3.63	SA	4	3.65	SA	2	3.45	A	3	3.45	A	2	3.54	SA	2
5	Presence of accurate regulated fare matrix seen in every public transportation is provided for every tourist's easy	3.05	A	8	3.25	A	7	3.20	A	8	3.20	A	6	3.25	A	6	3.19	A	7
6	All transaction vehicles in the city secured proper registration from authorized government agencies to ensure tourist's security	3.48	A	4	3.55	SA	5	3.55	SA	3	3.35	A	5	3.30	A	5	3.45	SA	5
7	Enough parking spaces or areas are provided to tourists on every visit	3.55	SA	2	3.65	SA	3	3.40	A	5	3.40	A	4	3.35	A	4	3.47	SA	3.5
8	Accurate directions, locations, traffic or road advisories of the city are accessible via waze, google m apps, etc.	3.20	A	5	3.30	A	6	3.35	A	6	3.15	A	7	3.20	A	7	3.24	A	6
Average		3.33	A		3.52	SA		3.46	A		3.32	A		3.32	A		3.39	A	

Table 4.3.3. Show the respondents' assessment on food tourism in Navotas in terms of transportation.

Rank 1 is "Available of public transportation is 24/7 in the city" with average weighted mean of 3.59 and a descriptive rating of "Strongly Agree".

Rank 2 is "Food establishments and other attractions are accessible to all kind of vehicles all year round" with average weighted mean of 3.54 and a descriptive rating of "Strongly Agree".

Rank 3 are indicator numbers 3 and 7 "Good quality of streets and roads makes travelling comfortable and convenient" and "Enough parking spaces or areas are provided to tourists on every visit" with an average weighted mean of 3.47 and a descriptive rating of "Agree".

The Lowest in rank is "Presence of accurate regulated fare matrix seen in every public transportation is provided for every tourist's easy referencing" with an average weighted mean of 3.19 and a descriptive rating of "Agree".

The result shows Navotas' strengths in terms of transportation are availability of public transportation is 24/7, Food establishments and other attractions are accessible, good quality of streets and roads makes travelling comfortable and convenient and enough parking spaces or areas are provided to tourists on every visit. Also points out the concern on presence of accurate regulated fare matrix seen in every public transportation is provided for every tourist's easy referencing.

4st International Congress of Social Science, Innovation & Educational Technologies

HOSPITALITY	Tourist			Government Employees			Private Employees			Business Owner			Local Residents			Average		
	WX	DR	RANK	WX	DR	RANK	WX	DR	RANK	WX	DR	RANK	WX	DR	RANK	WX	DR	RANK
1 Tour guides and locals are courteous and friendly to visitors	3.25	A	2	3.10	A	4	3.15	A	4	3.25	A	4	3.30	A	4	3.21	A	4
2 Tour guides are properly trained by DOT to communicate effectively to visitors and give adequate knowledge of the communities being visited and be able to manage different kinds of	3.45	A	1	3.65	SA	1	3.45	A	1	3.60	SA	1	3.75	SA	1	3.58	SA	1
3 Tour guides provide a relaxing and enjoyable experience at all times to meet visitor's satisfied visit or stay in the city which motivates them to go back to the place again	3.15	A	3	3.20	A	2	3.20	A	3	3.30	A	3	3.35	A	3	3.24	A	3
4 All food establishments and other attractions frontliners are on their best to every dealings to the tourists to ensure quality service	3.10	A	4	3.15	A	3	3.40	A	2	3.40	A	2	3.45	A	2	3.30	A	2
5 The city government ensures 100% orderliness and quality of surroundings to every tourist and constituents at all times (free from landfill/dumpsite, mining site, unorganized informal settlement)	3.00	A	6	2.95	A	6	3.05	A	5	3.15	A	5	3.25	A	5	3.08	A	5.5
6 Prompt communication and coordination of the barangays are performed at all times	3.05	A	5	3.00	A	5	3.00	A	6	3.10	A	6	3.20	A	6	3.07	A	5.5
Average	3.17	A		3.18	A		3.21	A		3.30	A		3.38	A		3.25	A	

Table 4.3.4. Show the respondents' assessment on food tourism in Navotas in terms of hospitality and service tactics.

Rank 1 is "Tour guides are properly trained by DOT to communicate effectively to visitors and give adequate knowledge of the communities being visited and be able to manage different kinds of visitors" with average weighted mean of 3.58 and a descriptive rating of "Strongly Agree".

Rank 2 is "All food establishments and other attractions frontliners are on their best to every dealings to the tourists to ensure quality service" with average weighted mean of 3.30 and a descriptive rating of "Strongly Agree".

Rank 3 is "Tour guides provide a relaxing and enjoyable experience at all times to meet visitor's satisfied visit or stay in the city which motivates them to go back to the place again" with an average weighted mean of 3.24 and a descriptive rating of "Agree".

The Lowest in rank is "Presence of accurate regulated fare matrix seen in every public transportation is provided for every tourist's easy referencing" with an average weighted mean of 3.19 and a descriptive rating of "Agree".

The result shows Navotas' strengths in terms of transportation are availability of public transportation is 24/7, Food establishments and other attractions are accessible, good quality of streets and roads makes travelling comfortable and convenient and enough parking spaces or areas are provided to tourists on every visit. Also points out the concern on presence of accurate regulated fare matrix seen in every public transportation is provided for every tourist's easy referencing.

4st International Congress of Social Science, Innovation & Educational Technologies

CULTURE	Tourist			Government Employees			Private Employees			Business Owner			Local Residents			Average		
	WX	DR	RANK	WX	DR	RANK	WX	DR	RANK	WX	DR	RANK	WX	DR	RANK	WX	DR	RANK
1	The tour guides showcase a unique experience of visitors on history and culture through various tour packages on heritage houses, famous landmarks and delicious local foods and delicies of the city																	
2	Active celebration of the local festivals of the barangays or city are done yearly																	
3	Delicacies from local ingredients provide a unique multiplicity of culinary experience to visitors																	
4	Presence of museums highlighting the city's origin and history																	
5	Availability of souvenir shops where city's famous local branded merchandises, famous delicacies and famous local foods are being sold for visitors to purchase and enjoy before leaving the city																	
6	The evident support of the city government on promoting local foods and tourism of the city																	
7	The tour guides are locals of the city showcasing their cultural pride and identity																	
Average																		

Table 4.3.5. Show the respondents' assessment on food tourism in Navotas in terms of Culture.

Rank 1 are indicator numbers 2 and 5 “Active celebration of the local festivals of the barangays or city are done yearly” and “Availability of souvenir shops where city’s famous local branded merchandises, famous delicacies and famous local foods are being sold for visitors to purchase and enjoy before leaving the city” both with average weighted mean of 3.66 and a descriptive rating of “Strongly Agree”.

Rank 3 is “The evident support of the city government on promoting local foods and tourism of the city” with average weighted mean of 3.62 and a descriptive rating of “Strongly Agree”.

The Lowest in rank is “Presence of museums highlighting the city’s origin and history” with an average weighted mean of 3.25 and a descriptive rating of “Agree”.

The result shows Navotas’ strengths in terms of culture are active celebration of the local festivals, availability of souvenir shops, and the evident support of the city government on promoting local foods and tourism of the city. Also points out the concern on presence of museums highlighting the city’s origin and history.

4st International Congress of Social Science, Innovation & Educational Technologies

ATTRACTION/MARKETING STRATEGIES	Tourist			Government Employees			Private Employees			Business Owner			Local Residents			Average		
	WX	DR	RANK	WX	DR	RANK	WX	DR	RANK	WX	DR	RANK	WX	DR	RANK	WX	DR	RANK
1 The originality and locally produced foods conserve as one of the tourist attractions of the city	3.15	A	5	3.62	SA	3	3.15	A	5	3.00	A	6	3.63	SA	3	3.31	A	5
2 The tourist destinations of the city are duly recognized by DOT	3.20	A	4	3.60	SA	4	3.25	A	4	3.20	A	4	3.64	SA	2	3.38	A	4
3 The availability of various cuisines showcase the city's destinations and new experience to visitors	3.75	SA	2	3.52	SA	6	3.75	SA	1	3.60	SA	2	3.56	SA	5	3.64	SA	2
4 The use of mass media (i.e. Radio Ads, TC Commercials, Newspaper Ads etc.) and Social Media (e.g. Facebook, Twitter, Instagram, etc.) marketing increases the awareness of people about the city's attractions and tourism	3.80	SA	1	3.55	SA	5	3.65	SA	2	3.80	SA	1	3.50	SA	6	3.66	SA	1
5 The prices of local foods being served at restaurant and dining places in the city are affordable, if not, economical	2.90	A	6	3.66	SA	1	3.10	A	6	3.15	SA	5	3.60	SA	4	3.28	A	6
6 The local food products are prepared on its finest and highest quality which attributed to beauty of existing tourist destinations of the city	3.65	SA	3	3.65	SA	2	3.56	SA	3	3.55	SA	3	3.65	SA	1	3.61	SA	3
Average	3.41	A		3.60	SA		3.41	A		3.38	A		3.60	SA		3.48	A	

Table 4.4.1. Show the respondents' assessment on food tourism in Valenzuela in terms of Attraction/Marketing Strategies.

Rank 1 is "The use of mass media (i.e. Radio Ads, TC Commercials, Newspaper Ads etc.) and Social Media (e.g. Facebook, Twitter, Instagram, etc.) marketing increases the awareness of people about the city's attractions and tourism" with average weighted mean of 3.66 and a descriptive rating of "Strongly Agree".

Rank 2 is "The availability of various cuisines showcase the city's destinations and new experience to visitors" with average weighted mean of 3.64 and a descriptive rating of "Strongly Agree".

Rank 3 is "The local food products are prepared on its finest and highest quality which attributed to beauty of existing tourist destinations of the city" with average weighted mean of 3.61 and a descriptive rating of "Strongly Agree".

The Lowest in rank is "The prices of local foods being served at restaurant and dining places in the city are affordable, if not, economical" with an average weighted mean of 3.28 and a descriptive rating of "Agree".

The result shows Valenzuela's strengths in terms of attractions and marketing strategies are The use of mass media and social media marketing for awareness city's attractions and tourism, availability of various cuisines, local food products are prepared on its finest and highest quality which attributed to beauty of existing tourist destinations of the city. Also points out the concern on prices of local foods being served at restaurant and dining places in the city are not affordable or economical.

INFRASTRUCTURE	Tourist			Government Employees			Private Employees			Business Owner			Local Residents			Average			
	WX	DR	RANK	WX	DR	RANK	WX	DR	RANK	WX	DR	RANK	WX	DR	RANK	WX	DR	RANK	
	1	All food establishments are provided with clean water supply safe returns and enough power supply on daily basis	3.55	SA	2	3.56	SA	6	3.52	SA	2	3.50	SA	3	3.65	SA	1	3.56	SA
2	The city's food establishments are WIFI ready and with existing contact numbers (for reservations, deliveries, and catering etc.)	3.20	A	3	3.64	SA	4	3.20	A	3	3.05	A	4	3.00	A	7	3.22	A	4
3	The food establishments operating are with drainage/sewage system and solid waste management system to protect the environment	3.00	A	4	3.68	SA	3	2.90	A	6	3.04	A	5	3.05	A	6	3.13	A	5
4	The city has good accommodation facilities (e.i. hotels, motels, inns, pension houses, backpackers' hotel etc.) for tourist to stay	3.60	SA	1	3.69	SA	2	3.65	SA	1	3.60	SA	2	3.50	SA	3	3.61	SA	1
5	The city has establishments offering other activity facilities (e.i. picnic huts, pools, sports facilities, etc.) for tourist to explore	2.90	A	7	3.70	SA	1	2.93	A	7	3.00	A	6	3.10	A	4	3.13	A	7
6	All business establishments, tourism attractions and government offices provide appropriate directional information and signages to all	2.95	A	5	3.60	SA	5	3.00	A	4	2.95	A	7	3.08	A	5	3.12	A	6
7	The ownership of existing infrastructures included in the tourism program of the city are classified for easy referencing of the tour providers and tourists	2.90	A	6	3.53	SA	7	2.95	A	5	3.65	SA	1	3.58	SA	2	3.32	A	3
Average		3.16	A		3.63	SA		3.16	A		3.26	A		3.28	A		3.30	A	

Table 4.4.2. Show the respondents' assessment on food tourism in Valenzuela in terms of Infrastructure.

Rank 1 is "The city has good accommodation facilities (e.i. hotels, motels, inns, pension houses, backpackers' hotel etc.) for tourist to stay" with average weighted mean of 3.61 and a descriptive rating of "Strongly Agree".

Rank 2 is "All food establishments are provided with clean water supply safe returns and enough power supply on daily basis" with average weighted mean of 3.56 and a descriptive rating of "Strongly Agree"

Rank 3 is "The ownership of existing infrastructures included in the tourism program of the city are classified for easy referencing of the tour providers and tourists" with average weighted mean of 3.32 and a descriptive rating of "Agree".

The Lowest in rank is "The city has establishments offering other activity facilities (e.i. picnic huts, pools, sports facilities, etc.) for tourist to explore" with an average weighted mean of 3.13 and a descriptive rating of "Agree".

The result shows Valenzuela's strengths in terms of Infrastructure are the city has good accommodation facilities for tourist to stay, all food establishments are provided with clean water power supply on daily basis, ownership of existing infrastructures included in the tourism program of the city are classified for easy referencing of the tour providers and tourists. Also points out the concern on city has establishments offering other activity for tourist to explore.

TRANSPORTATION	Tourist			Government Employees			Private Employees			Business Owner			Local Residents			Average		
	WX	DR	RANK	WX	DR	RANK	WX	DR	RANK	WX	DR	RANK	WX	DR	RANK	WX	DR	RANK
1 Available of public transportation is 24/7 in the city	3.65	SA	1	3.80	SA	2	3.56	SA	4	3.75	SA	1	3.90	SA	1	3.73	SA	1
2 Private or accredited transportation is inclusive in the tour package to ensure tourists' safety	3.10	A	6	3.15	A	8	3.30	A	7	3.15	A	8	2.95	A	8	3.13	A	8
3 Good quality of streets and roads makes travelling comfortable and convenient	3.05	A	7	3.90	SA	1	3.80	SA	1	3.72	SA	2	3.65	SA	3	3.62	SA	4
4 Food establishments and other attractions are accessible to all kind of vehicles all year round	3.55	SA	3	3.65	SA	4	3.70	SA	2	3.65	SA	3	3.80	SA	2	3.67	SA	2
5 Presence of accurate regulated fare matrix seen in every public transportation is provided for every tourist's easy referencing	3.00	A	8	3.20	A	7	3.25	A	8	3.20	A	7	3.30	A	6	3.19	A	7
6 All transaction vehicles in the city secured proper registration from authorized government agencies to ensure tourist's security	3.54	A	4	3.55	SA	5	3.65	SA	3	3.57	SA	5	3.55	SA	5	3.57	SA	5
7 Enough parking spaces or areas are provided to tourists on every visit	3.60	SA	2	3.75	SA	3	3.60	SA	5	3.60	SA	4	3.60	SA	4	3.63	SA	3
8 Accurate directions, locations, traffic or road advisories of the city are accessible via waze, google maps, etc.	3.15	A	5	3.30	A	6	3.40	A	6	3.25	A	6	3.20	A	7	3.26	A	6
Average	3.33	A		3.54	SA		3.53	SA		3.49	A		3.49	A		3.48	A	

Table 4.4.3. Show the respondents' assessment on food tourism in Valenzuela in terms of Transportation

Rank 1 is "Available of public transportation is 24/7 in the city" with average weighted mean of 3.73 and a descriptive rating of "Strongly Agree".

Rank 2 is "Food establishments and other attractions are accessible to all kind of vehicles all year round" with average weighted mean of 3.67 and a descriptive rating of "Strongly Agree"

Rank 3 is "Enough parking spaces or areas are provided to tourists on every visit" with average weighted mean of 3.63 and a descriptive rating of "Strongly Agree".

The Lowest in rank is "Presence of accurate regulated fare matrix seen in every public transportation is provided for every tourist's easy referencing" with an average weighted mean of 3.19 and a descriptive rating of "Agree".

The result shows Valenzuela's strengths in terms of transportation are availability of public transportation is 24/7 in the city, food establishments and other attractions are accessible to all kind of vehicles all year round and enough parking spaces or areas are provided to tourists on every visit. Also points out the concern on presence of accurate regulated fare matrix seen in every public transportation is provided for every tourist's easy referencing.

4st International Congress of Social Science, Innovation & Educational Technologies

HOSPITALITY/Service Tactics	Tourist			Government Employees			Private Employees			Business Owner			Local Residents			Average		
	WX	DR	RANK	WX	DR	RANK	WX	DR	RANK	WX	DR	RANK	WX	DR	RANK	WX	DR	RANK
1 Tour guides and locals are courteous and friendly to visitors	3.49	A	2	3.15	A	4	3.15	A	4	3.25	A	4	3.30	A	4	3.27	A	4
2 Tour guides are properly trained by DOT to communicate effectively to visitors and give adequate knowledge of the communities being visited and be able to manage different kinds of visitors	3.35	A	5	3.50	SA	5	3.00	A	6	3.05	A	6	3.20	A	5	3.22	A	5
3 Tour guides provide a relaxing and enjoyable experience at all times to meet visitor's satisfied visit or stay in the city which motivates them to go back to the place again	3.20	A	6	3.00	A	6	3.05	A	5	3.15	A	5	3.15	A	6	3.11	A	6
4 All food establishments and other attractions frontliners are on their best to every dealings to the tourists to ensure quality service	3.45	A	3	3.26	A	2	3.20	A	3	3.30	A	3	3.35	A	3	3.31	A	3
5 The city government ensures 100% orderliness and quality of surroundings to every tourist and constituents at all times (free from landfill/dumpsite, mining site, unorganized informal settlement)	3.80	SA	1	3.90	SA	1	3.70	SA	1	3.85	SA	1	3.70	SA	1	3.79	SA	1
6 Prompt communication and coordination of the barangays are performed at all times	3.40	A	4	3.25	A	3	3.65	SA	2	3.40	A	2	3.40	A	2	3.42	A	2
Average	3.45	A		3.34	A		3.29	A		3.33	A		3.35	A		3.35	A	

Table 4.4.4. Show the respondents' assessment on food tourism in Valenzuela in terms of Hospitality or Service Tactics.

Rank 1 is "The city government ensures 100% orderliness and quality of surroundings to every tourist and constituents at all times (free from landfill/dumpsite, mining site, unorganized informal settlement)" with average weighted mean of 3.79 and a descriptive rating of "Strongly Agree".

Rank 2 is "Prompt communication and coordination of the barangays are performed at all times" with average weighted mean of 3.42 and a descriptive rating of "Strongly Agree".

Rank 3 is "All food establishments and other attractions frontliners are on their best to every dealings to the tourists to ensure quality service" with average weighted mean of 3.31 and a descriptive rating of "Agree".

The Lowest in rank is "Tour guides provide a relaxing and enjoyable experience at all times to meet visitor's satisfied visit or stay in the city which motivates them to go back to the place again" with an average weighted mean of 3.11 and a descriptive rating of "Agree".

The result shows Valenzuela's strengths in terms of hospitality and service tactics are Valenzuela government ensures 100% orderliness and quality of surroundings to every tourist and constituents at all times, prompt communication and coordination of barangays are performed at all times and all food establishments and other attractions frontliners are on their best to every dealings to the tourists to ensure quality service. Also points out the concern on tour guides provide a relaxing and enjoyable experience to visitors at all times.

4st International Congress of Social Science, Innovation & Educational Technologies

CULTURE	Tourist			Government Employees			Private Employees			Business Owner			Local Residents			Average		
	WX	DR	RANK	WX	DR	RANK	WX	DR	RANK	WX	DR	RANK	WX	DR	RANK	WX	DR	RANK
	1	3.15	A	5	3.10	A	6	3.56	SA	4	3.65	SA	2	3.15	A	7	3.32	SA
2	3.75	SA	3	3.65	SA	3	3.77	SA	1	3.63	SA	3	3.50	SA	3	3.66	SA	3
3	3.20	A	4	3.15	A	5	3.20	A	7	3.50	SA	5	3.45	A	5	3.30	SA	6
4	3.85	SA	1	3.74	SA	2	3.75	SA	2	3.50	SA	6	3.65	SA	1	3.70	SA	1
5	3.10	A	7	3.00	A	7	3.30	A	6	3.45	A	7	3.43	A	6	3.26	SA	7
6	3.80	SA	2	3.85	SA	1	3.70	SA	3	3.55	SA	4	3.60	SA	2	3.70	SA	2
7	3.13	A	6	3.20	A	4	3.35	A	5	3.80	SA	1	3.49	A	4	3.39	SA	4
Average	3.43	A		3.38	A		3.52	SA		3.58	SA		3.47	A		3.48	A	

Table 4.4.5. Show the respondents' assessment on food tourism in Valenzuela in terms of Culture.

Rank 1 is "Presence of museums highlighting the city's origin and history" with average weighted mean of 3.70 and a descriptive rating of "Strongly Agree".

Rank 2 is "The evident support of the city government on promoting local foods and tourism of the city" with average weighted mean of 3.70 and a descriptive rating of "Strongly Agree".

Rank 3 is "Active celebration of the local festivals of the barangays or city are done yearly" with average weighted mean of 3.66 and a descriptive rating of "Strongly Agree".

The Lowest in rank is "Availability of souvenir shops where city's famous local branded merchandises, famous delicacies and famous local foods are being sold for visitors to purchase and enjoy before leaving the city" with an average weighted mean of 3.26 and a descriptive rating of "Agree".

The result shows Valenzuela's strengths in terms of culture are presence of museums highlighting the city's origin and history, evident support of the city government on promoting local foods and tourism of the city and active celebration of the local festivals. Also points out the concern on Availability of souvenir shops for tourists to buy locally made products and merchandises.

4st International Congress of Social Science, Innovation & Educational Technologies

	Malabon			Caloocan			Navotas			Valenzuela			Average		
	Mean	DR	Ranking	Mean	DR	Ranking	Mean	DR	Ranking	Mean	DR	Ranking	Mean	DR	Ranking
Attraction/Marketing Strategies	3.46	A	2	3.45	A	3	3.47	A	1	3.48	A	2	3.47	A	2
Infrastructures	3.35	A	4	3.25	A	5	3.31	A	4	3.30	A	5	3.30	A	5
Transportation	3.45	A	3	3.48	A	2	3.39	A	3	3.48	A	2	3.45	A	3
Hospitality/Service Tactics	3.34	A	5	3.30	A	4	3.25	A	5	3.35	A	4	3.31	A	4
Culture	3.48	A	1	3.49	A	1	3.46	A	2	3.48	A	2	3.48	A	1
Total	3.42	A		3.39	A		3.38	A		3.42	A		3.40	A	

Table 4.5 shows the respondents' assessment of Food Tourism in CAMANAVA as per indicator.

From the four (4) cities, the overall shows that: For Malabon City, Rank 1 is "Culture", with a weighted mean of 3.48; Rank 2 is "Attraction/ Marketing Strategies", with a weighted mean of 3.46; Rank 3 is "Transportation", with a weighted mean of 3.45; The lowest in rank is "Hospitality/ Service Tactics", with a weighted mean of 3.35; all with an average weighted mean of 3.42 and descriptive rating of "Agree".

For Caloocan City, Rank 1 is "Culture", with a weighted mean of 3.49; Rank 2 is "Transportation" with a weighted mean of 3.48; Rank 3 is "Attraction or Marketing Strategies" with a weighted mean of 3.45; The lowest in rank is "Infrastructure" with a weighted mean of 3.25, all with an average weighted mean of 3.39 and descriptive rating of "Agree".

For Navotas City, Rank 1 is "Attraction or Marketing Strategies" with a weighted mean of 3.47; Rank 2 is "Culture", with a weighted mean of 3.46; Rank 3 is "Transportation", with a weighted mean of 3.39; The lowest in rank is "Hospitality and Service Tactics" with a weighted mean of 3.25, all with an average weighted mean of 3.38 and descriptive rating of "Agree".

For Valenzuela City, Rank 1 are indicators "Attraction or Marketing Strategies, Transportation and Culture" all with weighted mean of 3.48, The lowest in rank is "Infrastructure" with a weighted mean of 3.30, all with an average weighted mean of 3.42 and descriptive rating of "Agree".

Based on the results for CAMANAVA, Rank 1 is "Culture" with a weighted mean of 3.48; Rank 2 is "Attraction or Marketing Strategies" with a weighted mean of 3.47; Rank 3 is "Transportation" with a weighted mean of 3.45; The lowest in rank is Infrastructure with a weighted mean of 3.30; all with an average weighted mean of 3.40 and descriptive rating of "Agree".

4st International Congress of Social Science, Innovation & Educational Technologies

The result of the data shows that CAMANAVA is rich in culture and attraction sites, with various available marketing strategies and is accessible to tourist to visit. The major concern is infrastructure for tourists to stay and explore within the cluster.

Indicators	Degree of Freedom (df)	Computed Value	Critical Value	Interpretation/ Decision
Attraction/ Marketing Strategies	4	3.50	9.49	Insignificant HO: Accepted
Infrastructure	4	77.7	9.49	Significant HO: Rejected
Transportation	4	32.21	9.49	Significant HO: Rejected
Hospitality	4	73.35	9.49	Significant HO: Rejected
Culture	4	65.57	9.49	Significant HO: Rejected

Table 5.0 shows the difference in the respondents' assessment of Food Tourism in CAMANAVA.

Based on table 5.0 the results show that no significant difference exists in the assessment of the respondents of the development of food tourism in CAMANAVA in terms of attraction/marketing strategies, infrastructure, transportation, hospitality, and culture. This finding is denoted by the Friedman two-way ANOVA by ranks value which is equals to 3.50, 77.7, 32.21, 73.35, and 65.57 respectively which are below the critical value of 9.49 with degree of freedom of 4 significance level.

Based on the above findings, the null hypothesis of no significant difference in the assessment of attraction/marketing strategies is accepted. Moreover, the result reveals that infrastructure, transportation, hospitality, and culture show significant difference in the respondents' assessment, thus finding is evidenced by the computed Friedman two-way ANOVA by ranks value of infrastructure at 77.7, transportation at 32.21, hospitality at 73.35, and culture at 65.57, which all are above the critical value 9.49, with degree of freedom at 4 significant level.

4st International Congress of Social Science, Innovation & Educational Technologies

Based on the findings, the null hypothesis of no significant difference of respondents' assessment of food tourism program of CAMANAVA infrastructure, transportation, hospitality, and culture are rejected Interpretation

CHALLENGES/PROBLEMS	Caloocan			Malabon			Navotas			Valenzuela			Average		
	WX	DR	R	WX	DR	R	WX	DR	R	WX	DR	R	WX	DR	R
1. There is lack of mass media exposure to increase the awareness of people about the city's attractions and tourism	1.60	S	10	1.55	S	12	2.12	S	11	2.35	S	5	1.91	S	12
2. Local food products not too original and of highest quality	1.54	S	12	1.64	S	11	2.40	S	7.5	2.25	S	8	1.96	S	11
3. Food establishments do not have clean restrooms and not WIFI ready	1.58	S	11	2.00	S	8	2.45	S	4.5	2.30	S	6	2.08	S	8.5
4. City lacks good accommodation facilities for tourists to stay	1.64	S	9	2.39	S	3	2.42	S	6	1.85	S	11	2.08	S	8.5
5. There is lack of other activity facilities especially sports, to explore	2.10	S	4.5	2.35	S	4	1.89	S	12	1.80	S	12	2.04	S	9
6. Lack of available private or accredited transportation 24/7 that ensures tourists' safety	2.35	S	3	2.13	S	6	2.48	S	2	1.87	S	10	2.21	S	5.5
7. Lack of accurate regulated fare matrix for easy referencing of tour	2.10	S	4.5	2.45	S	1.5	2.45	S	4.5	2.45	S	2	2.36	S	1
8. Lack of spacious parking spaces for tourists	2.45	S	1	2.12	S	7	2.40	S	7.5	2.32	S	7	2.32	S	2.5
9. Surroundings of some tourist sites are filled with informal settlers and scattered trash	2.43	S	2	2.15	S	5	2.26	S	9	2.42	S	3	2.32	S	2.5
10. Some tour guide lack expertise about history and culture of the city	1.99	S	6	1.89	S	10	2.46	S	3	2.48	S	1	2.21	S	5.5
11. Lack of souvenirs shops highlighting the city's branded merchandise	1.80	S	8	1.95	S	9	2.75	S	1	2.15	S	9	2.16	S	6
12. Lack of active travel agency handling the city food tourism	1.95	S	7	2.45	S	1.5	2.25	S	10	2.38	S	4	2.26	S	4
Weighted Average	1.96	S		2.09	S		2.36	S		2.22	S		2.16	S	

Table 6.0 shows the respondents challenges/problems encountered on food tourism per city in CAMANAVA.

For Caloocan City, Rank 1 is "Lack of spacious parking spaces for tourists" with a weighted mean of 2.45 and a descriptive rating of "Serious"; Rank 2 is "Surroundings of some tourist sites are filled with informal settlers and scattered trash" with a weighted mean of 2.43 and a descriptive rating of "Serious"; Rank 3 is "Lack of available private or accredited transportation 24/7 that ensures tourists' safety" with a weighted mean of 2.35 and a descriptive rating of "Serious"; The lowest in rank is "Local food products not too original and of highest quality" with a weighted mean of 1.54 and a descriptive rating of "Serious"; with an average weighted mean of 1.96 and descriptive rating of "Serious"; For Malabon City, Rank 1 and 2 are indicator numbers 7 and 12 "Lack of accurate regulated fare matrix for easy referencing of tour" and "Lack of active travel agency handling the city food tourism" both with weighted mean of 2.45 and descriptive rating of "Serious"; Rank 3 is "City lacks good accommodation facilities for tourists to stay" with weighted mean of 2.39 and a descriptive rating of "Serious"; The lowest in rank is "There is lack of mass

4st International Congress of Social Science, Innovation & Educational Technologies

media exposure to increase the awareness of people about the city's attractions and tourism " with a weighted mean of 1.55 and a descriptive rating of "Serious"; with an average weighted mean of 1.55 and descriptive rating of "Serious".

For Navotas City, Rank 1 is " Lack of souvenirs shops highlighting the city's branded merchandise" with weighted mean of 2.75 and descriptive rating of "Very Serious"; Rank 2 is "Lack of available private or accredited transportation 24/7 that ensures tourists' safety" with weighted mean of 2.48 and a descriptive rating of "Serious"; Rank 3 is "Some tour guide lack expertise about history and culture of the city" with weighted mean of 2.46 and a descriptive rating of "Serious" The lowest in rank is "There is lack of other activity facilities especially sports, to explore " with a weighted mean of 1.55 and a descriptive rating of "Serious"; with an average weighted mean of 2.36 and descriptive rating of "Serious".

For Valenzuela City, Rank 1 is " Some tour guide lack expertise about history and culture of the city" with weighted mean of 2.48 and descriptive rating of "Serious"; Rank 2 is "Lack of accurate regulated fare matrix for easy referencing of tour" with weighted mean of 2.45 and a descriptive rating of "Serious"; Rank 3 is "Some tour guide lack expertise about history and culture of the city" with weighted mean of 2.42 and a descriptive rating of "Serious" The lowest in rank is "There is lack of other activity facilities especially sports, to explore" with a weighted mean of 1.80 and a descriptive rating of "Serious"; with an average weighted mean of 2.22 and descriptive rating of "Serious".

Based on the results for CAMANAVA, Rank 1 is "Lack of accurate regulated fare matrix for easy referencing of tour" with a weighted mean of 2.36 and a descriptive rating of "Serious"; Rank 2 and 3 and indicator numbers 8 and 9 is "Lack of spacious parking spaces for tourists" and "Surroundings of some tourist sites are filled with informal settlers and scattered trash" both with weighted mean of 2.32 and descriptive rating of "Serious"; The lowest in rank is "There is lack of mass media exposure to increase the awareness of people about the city's attractions and tourism" with a weighted mean of 1.91 and a descriptive rating of "Serious"; all with an average weighted mean of 2.16 and descriptive rating of "Serious".

The result of the data shows that manageable challenges of the cities are availability of accurate regulated fare matrix, spacious parking spaces and surroundings with the presence of informal settlers and scattered trash. Increasing the Awareness of people about the city's attraction and tourism through mass media, specifically through social media must be prioritized in the development efforts of their food tourism program.

Table 7.0				
Significant Difference in the Respondents' Assessment as Regards the Challenges/Problems Encountered on Food Tourism in CAMANAVA				
	Degree of Freedom (df)	Computed Value	Critical Value	Interpretation/Decision
Challenges/Problems	3	189.420	7.81	Significant H ₀ : Rejected

Table 7.0 presents the difference in the respondents' assessment as regards the challenges/problems encountered on Food Tourism in CAMANAVA. The result on Table 7.0 shows that there is a significant difference exist in the assessment of respondents as regards the challenges/problems encountered in the Food Tourism in CAMANAVA.

The findings is indicated by ANOVA value at .05 value equals 189.420 which was higher than its critical value of 7.81 with the degree of freedom at 3 in the assessment of respondents as regards to challenges/problems is rejected.

References

PARTH (2019), Journal of Philippine Tourism and Hospitality Studies

Galvez and Guzman (2017). Gastronomy as an Element of Attraction in a Tourist Destination: The Case of Lima, Peru.

G.E. du Rand (2017) .Towards a Framework for Food Tourism as an Element of Destination Marketing

Republic Act No. 1478. Board of Travel and Tourist Industry

Republic Act No. 10611. The Food Safety Regulatory

Stewart and Zhang (2014). Where does food fit in tourism?

Tinio and Vilaga (2016) Adobong Salagubang:Katutubong Pagkain

Calmorin and Calmorin (2011). Research Methods and Thesis Writing

Chen (2013). The Role of Food in Tourists' Experiences: A Case Study of Taiwan. Published Thesis - University of Waterloo, Canada.

Daries and Fransi (2017). Behavior of Culinary Tourists: A segmentation study of diners at top-level restaurants"Published Thesis - Universidad de Lleida, Spain.

Jover, A. and Elpeloa (2017). The Ilonggo Entrepreneurs of Authentic Delicacies and their Contribution to Tourism Industry. Published Thesis - Studies in Arts, Social Sciences and Humanities, Cebu City, Philippines

4st International Congress of Social Science, Innovation & Educational Technologies

Kalalo and Cablao (2014) Cuisine Preference of Local Tourists in San Juan, Batangas, Philippines. Published Thesis - Lyceum of the Philippines University, Batangas City, Philippines.

Ko (2015). Food Tours in Korea: An Investigation of Foreign Tourists

Kristensen (2017). Food as an Element in Developing Tourist Experiences Published Thesis, The Arctic University of Norway, Norway.

Kururatchaikul (2014). Food Tourism in Thailand: Consumer Behaviors of Foreign Tourists in Thailand on Thai Food”Published Thesis, Waseda Business School, Thailand.

Wijaya (2014). Encounters with Local Food: The Culinary Experiences of International Visitors in Indonesia. Published Dissertation -Victoria University, Melbourne, Australia.

Flores (2012). Filipino Cuisine Suffering from Identity Crisis. [https://news-abs-cbn.com/lifestyle/05/24/12/filipino-cuisine-suffering-identity-crisis](https://news.abs-cbn.com/lifestyle/05/24/12/filipino-cuisine-suffering-identity-crisis)

Lim (2016). Current food issues in the Philippines and what the WFP is Doing <http://www.thestandard.com.ph/news/supplements/world-food-day/218947/current-food-issues-in-the-philippines-and-what-the-wfp-is-doing.html>

Mango Tour (2012). A Culinary Tour: Binondo. <http://www.asianjournal.com/life-style/lifestyle-columnists/a-culinary-tour-binondo/>

Santos (2014). Six Food Trends to Boost the Philippine Dining Landscape. <https://www.rappler.com/life-and-style/best-eats/60421-food-trends-dining-landscape-philippines>.

De Castro, Aguirre, Andaya,, De Castro, Martinez, Soriano, and Felicen (2018). Culinary Tourism as a Destination Attraction in the Province of Batangas. Published Research. Journal of Tourism and Hospitality Research Vol 15. No. 1. LPU, Batangas

Kristensen (2017). Food as an element in developing tourist experiences A case study of the Finnmark region in Northern Norway. Masters thesis in Tourism Studies of University of Norway.

4st International Congress of Social Science, Innovation & Educational Technologies

- Shah and Shende (2017). A study on the importance of Food Tourism and its impact on Creating Career Opportunities amongst the Residents of Pune City. A Published Research. International Journal of Research in IT and Management (IJRIM) Minihan (2014). Exploring the Culinary Tourism Experience: An Investigation of the Supply Sector for Brewery and Restaurant Owners. A Doctoral Dissertation. Colorado State University
- Beltrán, Guzmán, González and Cruz, (2016). Analysis of the Relationship between Tourism and Food Culture. A published research. University of Cordoba
- Mgonja (2015). Evaluating Local Food-Tourism Linkages as a Strategy for Promoting Sustainable Tourism and Economic Development: A Case for Tanzania. A Published Dissertation. Clemson University
Department of Tourism (2017). Tourism Guidebook for Local Government. Revised.
- Shinkai (2015). Field Studies Concerning Four Dimensions of “Tourism and Development” for the OFW 2015 in Coron, the Philippines. Graduate School of International Development Nagoya University
- Trinidad III (2016). Push and pull factors influencing destination satisfaction for Cultural Heritage Tourism (CHT) ; model for Intramuros. Manila : CSJL Graduate School.
- Jahromy and Tajik (2011). Tourism and Local Food and Beverages Consumption. Luleå University of Technology
- Redl (2013). Culinary Tourism for Young Adult Travellers and its connection to Destination Management. Vienna University.
- Reza (2014). The Role of Local Food in the Touristic Experience. Tampere Pirkanmaa
- Naruetharadhol & Gebsonbu (2020), A bibliometric analysis of food tourism studies in Southeast Asia. Published Research. Journal of Hospitality Marketing & Management.