

Potentiality of Bukidnon for culinary tourism

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ISSN: 2243-7770
Online ISSN: 2243-7789

Received: 23 September 2021

Revised: 3 October 2021

Accepted: 5 October 2021

Available Online: 6 October 2021

DOI: 10.5861/ijrsm.2021.m7736

OPEN ACCESS

Abstract

Culinary tourism is a form of tourism that highlights the authentic dishes and local delicacies of a destination studying its potentiality for culinary tourism and its marketability. This study determined the perception of the respondents towards culinary tourism destination, factors affecting product potential attractiveness, and food image dimension; and tested the significant relationship among variables. It used the descriptive method among the 384 domestic and foreign tourists coming from the 2 cities and 20 municipalities in Bukidnon. Frequency distribution, percentage, weighted mean and ANOVA were used as statistical tools. Based in the results, Majority of the respondents are teenagers aged 22 years old and below (Gen Z), female, single, and domestic tourists with leisure and recreation as the purpose of their travel. There is a high significant relationship between perception of the respondents towards culinary tourism destinations, factors affecting product potential attractiveness and food image dimension. There is also a high significant relationship between factors affecting product potential attractiveness and food image dimension. Further research may be conducted focusing on traditional wines in the province and strategizing its marketing plan.

Keywords: culinary tourism, food image, perception, product potential attractiveness

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1. Introduction

Culinary tourism is currently on trend and tourists usually travel to different places to experience various local cuisines. In the Philippines, each region has its delicacies and traditional ways of cooking. It serves as its regional cuisines and is mostly the basis in identifying its culinary tourism. Preserving culinary heritage may give the region a view of presenting the food that is generated from the past and preserving its authentic dishes. Adding authentic destination value may also be used in marketing the said culinary tourism in the region as it gives the experience of its culture. Locally prepared foods in the region may serve as the food image of the province that would help define its culinary tourism. These activities in the region play a big part in the destination marketing of tourism. Preserving culinary heritage, adding authentic destination value, and destination marketing may serve as the potential attractiveness to culinary tourism. On the other hand, the food image dimension may be used as the factor in developing a destination attraction for culinary tourism. It covers different choices of food or cuisines, dining or restaurants, and food-related activities. This would give an idea for the region as to how they will give an image to their culinary tourism. With these product potential attractiveness and food image dimension as factors for developing a destination attraction for culinary tourism may be assessed to create a better idea and concepts to how it will be served to the tourist or even to its community.

Food image is one of the inputs that may be considered in creating a destination attraction for culinary tourism. It is the identification of the authentic cuisines offered in the regions; locating restaurants that offer the authentic cuisines; and lastly, the various food-related activities such as food travel packages, experiencing exotic foods, and attending to the traditional cooking class. These inputs will introduce the tourist to the kind of culinary tourism the region offers and give reasons for the tourist to visit the place due to its uniqueness and authentic vibe.

On the other hand, potential attractiveness is also a very essential input in creating a destination attraction for culinary tourism because it tackles preserving culinary heritage, adding destination authenticity value, and destination marketing. Preserving culinary heritage refers to activities that may give the value of authentic foods and give the tourist a glimpse of how the locals of Bukidnon preserve its authentic dishes. Adding destination authenticity value refers to the innovation of authentic dishes, heirloom foods, and authentic dishes. Destination marketing refers to the promotion of the region's possibility to be a Food Tourism Destination; promoting the region in general through foods; and providing high levels of customer satisfaction to invite more tourists due to the various indirect marketing such as testimonies and word of mouth.

Home to the biggest pineapple plantation in the world, Bukidnon Province is also the top cattle producer in the region. Known as the 'Food Basket of Mindanao,' Bukidnon is a farming economy, and therefore a major producer of rice, maize, and sugarcane. Bukidnon also boasts rich biodiversity and a vast array of endemic species of flora and fauna. Occupying a wide plateau in the North Central part of Mindanao, Bukidnon has a progressive agriculture-based economy. It is a major producer of rice, corn, sugar, coffee, rubber, pineapple, tomato, flowers, cassava, and other fruits and vegetables. It is also a major producer of chicken, hogs, and cattle. With these, Bukidnon's tourism is quite far compared to the tourism of Cebu, Bohol, Palawan, and Boracay. It only offers adventure tourism since 90% of its area is composed of mountains, plateau, and ridges, but tourists nowadays were not into adventure only, but they would like to experience cuisines and culture as part of their itinerary. Bukidnon may use its advantage of becoming the food basket of Mindanao into well-structured culinary tourism in which locally prepared foods may be offered and the presentation of the rich cultural activities in the region. Bukidnon is known as one of the major suppliers of pineapple and with that, the Piñasitas was created. It was a product of a pastry shop in Malaybalay, Bukidnon which was the first-ever winner of the

Department of Tourism's (DOT) Bukidnon's Best Delicacy. In this case, the tourist who will visit the province will now look for this kind of delicacy. Department of Trade and Industry declared Bukidnon as a coffee province as it offers a world-class coffee bean. It is the main reason why Bukidnon has a lot of coffee shops pop up in the year 2018 up to the present. As they were able to recognize the trend in the market, with this Bukidnon may have the potential to offer culinary tourism due to its rich culture, food and wine, and as well as its heritage.

A recent study says, Gastronomy has become one of the key factors in the development and promotion of tourism and offers the opportunity for certain locations to become specialized in culinary tourism (López-Guzmán & Sánchez-Cañizares, 2012). Creating government tourism websites is essential in developing tourism. The content of government tourism websites is particularly important for promoting a tourist destination's exciting cuisine and food culture. These websites help to shape a country's, region's, or locality's culinary-cultural image; they create a virtual experience for culinary tourists (Horng, et al., 2010). Many destinations view their food and cuisine as a market niche.

The researcher would like to study Culinary Tourism destinations in Bukidnon Province to know how the locals of Bukidnon can compete with other provinces as well as international cuisine when it comes to culinary tourism and how they can create an impression on the tourists to make them return repeatedly. The study would like to emphasize the impact of perception towards culinary tourism, food image, and the potential attractiveness of the region in the creation of destination attractions in marketing culinary tourism. Also, the researcher would like to help Bukidnon Province to highlight its gastronomical features and be able to come up with sustainable marketing strategies that would help the locale market its products and present its culture to the tourist.

1.1 Objectives of the study

This study aimed to evaluate Bukidnon as a potential destination for Culinary Tourism. Specifically, this study aimed to: (1) present the profile in terms of age, sex, civil status, type of tourist, and purpose of travel; (2) determine the perception of the respondents towards culinary tourism destination as to their expectation, importance, and dining experience; (3) determine the factors affecting product potential attractiveness in terms of preserving culinary heritage, adding destination authenticity value, and destination marketing; (4) determine the food image dimension as to food/cuisine, dining/restaurant, and food-related activities. (5) test the significant difference in the responses when grouped according to profile, (6) test the significant relationship among variables and finally, (7) propose an action plan based on the result of the study.

2. Method

2.1 Research Design

The research design used for this study was quantitative research, specifically correlational research as it systematically investigates relationships between two or more variables of interest (Hodge, 2020). A predetermined structural question was used to survey the respondents. This study utilized correlational quantitative analysis to determine the significant relationship between perception of the respondents towards culinary tourism, factors affecting product potential attractiveness and food image dimension as well as the significant relationship between factors affecting product potential attractiveness and food image dimension in promoting Bukidnon as a destination attraction for culinary tourism.

2.2 Participants of the Study

The researcher used a simple random sampling method in choosing the participants of the study. The participants of the study were 384 domestic and foreign tourists coming from the 2 cities and 20 municipalities in Bukidnon as recommended by the Raosoft Sample Size Calculator with a margin of error of 5%, the confidence level of 95%, 186,188 foreign and domestic tourist arrival year 2019 of Bukidnon, and response

distribution of 50%.

2.3 Data Collection Instrument

The researcher adopted three questionnaires for this study. The first questionnaire was adapted from the study of Kivela and Crotts entitled *Tourism and gastronomy: Gastronomy's influence on how tourists experience a destination* (2006). The second questionnaire was inspired by the study of De Castro, et al entitled *Culinary Tourism as a Destination Attraction in the Province of Batangas, Philippines* (2018). The third questionnaire was from the study of Karim and Chi entitled *Culinary tourism as a destination attraction: An empirical examination of destination's food image* (2010).

The questionnaire was divided into four parts: The first part includes the profile of the respondents according to their age, sex, and civil status. The second part includes the perception of the respondents towards culinary tourism destinations. The third part includes the factors affecting product potential attractiveness in terms of Product Potential Attractiveness, Adding Destinations Authenticity Value, and Destination Marketing. The fourth part includes the food image dimension as to food/cuisine, dining/restaurant, and food-related activities. Likert's 4-point scale used to have the values "Strongly Agree", "To Disagree", "To Agree", "To Strongly Agree" to assess impacts. The instrument has undergone content validation and pilot testing where the Cronbach alpha resulted as follows:

Indicators	Cronbach Alpha	Remarks
Expectation	0.713	Acceptable
Importance	0.702	Acceptable
Experience	0.702	Acceptable
Preserving Culinary Heritage	0.852	Good
Destinations Authenticity Value	0.891	Good
Destination Marketing	0.840	Good
Food/Cuisine	0.807	Good
Dining/Restaurant	0.898	Good
Food-related tourism activities	0.833	Good

2.4 Data Gathering Procedure

The researcher's title was formulated and approved. After that, the researcher started to gather the information needed using resources like books, the internet, and published works. After the revision and approval of the questionnaire, the distribution was initiated. The researcher scouted for foreign and domestic tourists who were able to visit Bukidnon and experience the foods. Those tourists served as the respondents of the study. The online survey questionnaire was sent through Messenger. The researcher asked for help from some of the youth organizations in getting more respondents to the study.

2.5 Data Analysis

Descriptive statistics were used in this study. Frequency distribution and percentage were used to get the demographic profile of the respondents in terms of gender, age, and status. Weighted Mean was used in determining the perception of the respondents towards culinary tourism destinations in terms of expectation, importance, and expectation; factors affecting product potential attractiveness in terms of preserving culinary heritage, adding destination authenticity value, and destination marketing; and food image dimension in terms of food/cuisine, dining/restaurant, and food-related activities. Analysis of Variance (ANOVA) was used in checking the numerous distinctions on the perception of respondents towards culinary tourism destination per profile, factor affecting product potential attractiveness per profile, and food image dimension per profile. ANOVA was used to test the relationship between the perception of respondents towards culinary tourism destinations, factors

affecting product potential attractiveness, and food image dimension. It was also used to test the relationship between factors affecting product potential attractiveness and food image dimension.

2.6 Ethical Consideration

To observe the highly confidential nature of the survey, no names were mentioned in the report. The identity of the respondents was not revealed except they were domestic and foreign tourists. No opinion was given by the researchers, only information and results based on the data gathered. The questionnaire was adopted from three studies and the researcher sought approval to use their various questionnaire. There is only one questionnaire that was approved by the author of the study and the rest did not receive a reply from the author. Most of the emails of the author who did not reply were rejected due to the inactive user of the email address.

3. Results and Discussion

Table 1 presents the profile of the respondents in terms of age, sex, civil status, type of tourist, food preferences in the province of Batangas, and purpose of travel. In terms of age, it may be seen from the table that most of the respondents fall in the age group of twenty-two years and below having 326 or 84.90 percent. It shows that the respondents are under the class of teenagers. This means that they are more curious and have more time when it comes to experiencing new places to dine in. Most of the tourists who visit Bukidnon are teenagers. That is because of the engagement of teenagers to social media like Facebook, Instagram, and Twitter. According to Pew Research Center (2021), the ages 18-21 are the people who use social media. Teenagers nowadays will take photos of the foods they encounter in a place plus the scenery they visited and post them on social media. This is the usual trend in social media that makes tourism grow. Teenagers also are very active in discovering foods and they are the usual people who market the products or cuisines here in Bukidnon by any means. They are fun at giving critiques and sensory attributes of the foods they ordered. That will then result in motivation for others to visit the place.

Table 1

Perception on culinary tourism destination

Expectation		Mean	VI	Rank
1.	I find Bukidnon restaurants to be what I anticipated.	3.4	A	3
2.	I like ordering foods that I have not tasted.	3.56	SA	2
3.	It is expected to know the local delicacies of the destination.	3.58	SA	1
Composite Mean		3.51	SA	
Importance		Mean	VI	Rank
1.	When traveling, it is important to experience a different culture at a destination	3.79	SA	1
2.	When traveling, it is important to experience food and culinary at a destination	3.73	SA	2
3.	When traveling to a destination as a tourist, it is important to dine out	3.42	A	3
Composite Mean		3.65	SA	
Experience		Mean	VI	Rank
1.	I am satisfied with the quality of food in Bukidnon.	3.6	SA	2
2.	I like the eating-out experiences while visiting Bukidnon.	3.67	SA	1
3.	I visit the destination to experience their food and local delicacies.	3.59	SA	3
Composite Mean		3.62	SA	

Legend: 3.50 – 4.00 = Strongly Agree (SA); 2.50 – 3.49 = Agree (A); 1.50 – 2.49 = Disagree (D); 1.00 – 1.49 = Strongly Disagree (SD).

Table 1 presents the perception of the respondents towards the culinary destination in terms of expectation. The composite means of 3.51 reveals that the respondents “Strongly Agree” with regards to Expectation. Among the items indicated, the top 2 in the rank are “It is expected to know the local delicacies of the destination” (3.58) verbally interpreted as “Strongly Agree”, followed by “I like ordering foods that I have not tasted” (3.56) verbally interpreted as “Strongly Agree”.

Tourists travel to certain places to experience various local foods. They visit Bukidnon to experience its authentic dishes and local foods. Aside from the various adventure activities and beautiful spots, Bukidnon also

offers a wide array of authentic dishes and local delicacies. With these, it is expected of tourists to look for these dishes when visiting Bukidnon as it is famous, and people will be encouraged to taste it and have their own experience with the food. Most tourists expect authentic dishes and local delicacies the place could offer (Chen and Huang, 2019). Tourists research information before traveling to culinary destinations (Björk & Kauppinen-Räsänen, 2016). Identifying various information like a list of delicacies and how it was created and prepared is one of the factors that provide tourists with what to expect. Eating unusual foods is one of the highlights of tourist expectations during travel.

Data indicate that “the respondent find Bukidnon restaurants to be what they anticipated” got the lowest (3.40) verbally interpreted as “Agree”. It only means that most of the restaurants in Bukidnon were not the expected place to dine or experience food as they may not offer much of the local delicacies and cuisines. As observed in the number of restaurants in Bukidnon, most of the dishes on the menu are foreign foods like steak, burgers, pasta dishes, and pizza. Ranch, Italian, and Korean-themed restaurants are common in Bukidnon. Tourists nowadays will look for local foods in a certain place as it gives them more satisfaction than those usual foods that may be found in their places as well. Local foods are commonly one of the targets of tourists and it gives them the excitement to visit a place (Björk & Kauppinen-Räsänen, 2016). If the local delicacies are not offered in the restaurants present in the provinces, then people will be disappointed in their travel (Birch & Memery, 2020).

Table 1 also presents the perception of the respondents towards the culinary destination in terms of importance. The composite means of 3.65 reveals that the respondents “Strongly Agree” with regards to Importance. Among the items indicated, the top 2 in the rank are “When traveling, it is important to experience a different culture at a destination” (3.79) verbally interpreted as “Strongly Agree”, followed by “When traveling, it is important to experience food and culinary at a destination” (3.73) verbally interpreted as “Strongly Agree”. Culture is always associated with travel. Travel is not only focusing on the scenery and spots. Studying its culture and understanding its ways and means are important when traveling to a destination. Identifying the type of culture and beliefs they are following makes tourists interested. There are seven different tribes in Bukidnon province namely: Talaandig, Higa-onon, Bukidnon, Umayamnon, Matigsalug, Manobo and Tigwahanon. Culture is evident in Bukidnon as its seven tribes were highly introduced to tourists. Most of the designs they have during their events are with a touch of its culture. Government and Private companies also get involved with the culture as they incorporate culture into their uniforms. Every first Monday of the month, most of the agencies conducted their flag-raising ceremony wearing their tribal costumes. Tribal accessories also were sold in the different pasalubong centers. The 7 tribes of Bukidnon are also participative in the activities in the province. Data were usually invited to speak about their culture during events. It is also practiced that wearing its traditional clothes must be communicated to its leaders to avoid insulting the tribe. Experience the authenticity of the place and give value to its culture (Zhang et al., 2019). This will lead tourists to appreciate the locality and authenticity of a destination.

Data indicate that “When traveling to a destination as a tourist, it is important to dine out (outside the hotel)” get the lowest weighted mean of 3.42 verbally interpreted as “Agree”. It only means that when a tourist travels, it is not necessary to dine out or eat outside the hotel. Hotels nowadays are offering local cuisines and tourists may experience the culture by eating those local foods served in the hotel. It was observed in the various restaurants and cafes in the province that most of its locations are quite far from the city proper. Therefore, hotel owners bring out authentic dishes and local delicacies to their establishment to cater to those tourists who don't have time to travel to far places. Accessibility and public transportation may also be considered why tourists opt to eat inside the hotel or eat what is provided in the hotel (Abdullah & Nugraha, 2021). Public transportation going to those restaurants and cafes is quite difficult. Others offer public transportation but with a high amount of fare. Some are offering skylab for public transportation-a single motorcycle with extended seats on both sides attached at the back seat of the single motor which requires balance and strength when riding in that kind of transportation. It is difficult for non-adventurous tourists to have these kinds of transportation and tourists opt to stay in their hotel and order food inside the hotel. On every trip, it is not necessary to dine out all the time.

Others prefer to stay in the hotel and have a huge amount of rest and others also prefer to stay outside to experience various activities. It only depends on the preference of the tourist whether they would like to visit a place with a bundle of activities or just a simple stay over in the hotel and experience the serenity of the place.

The table also presents the perception of the respondents towards the culinary destination in terms of experience. The composite means of 3.62 reveals that the respondents “Strongly Agree” with regards to Experience. Among the items indicated, the top 2 in the rank are “I like the eating-out experiences while visiting in Bukidnon” (3.69) verbally interpreted as “Strongly Agree”, followed by “I was satisfied with the quality of food in Bukidnon” (3.60) verbally interpreted as “Strongly Agree”. This only means that tourists who visited Bukidnon were all satisfied with their culinary experience. Tourists prefer to eat outside while visiting Bukidnon. Bukidnon offers native restaurants in remote areas and travelers tend to love the idea of having a road trip and experiencing delicious local foods (Stone et al, 2018). Bukidnon offers numerous restaurants, and this would encourage tourists to visit the place. These restaurants have unique features like ambiance and scenery as well as the food they offer so tourists are visiting one place to another. Restaurants usually offer garden views, forest views, and mountain views. These scenic views are the factor why tourists prefer to eat outside. This gives tourists relaxation, experiencing nature, and a perfect place to take photos as a remembrance of their trip. A good ambiance is one of the characteristics of restaurants that gives motivation to tourists to travel (Cheng et al., 2018).

Data indicate that “the respondent visit the destination to experience their food and local delicacies” got the lowest mean 3.59 interpreted as “Strongly Agree”. Tourists are into scenic views rather than the locality and authenticity of the dish. Tourists prefer to visit the place and neglect the type of food they can order in that certain place. Though it is normally observed to tourists that most of the reason they travel to a place was to experience the scenic views, not the food they will be eating. Tourists will only accept what the restaurants and cafes can offer. What is more important to them is the view in which they could experience it. In other studies, localness and authentic dishes are one of the main reasons why tourists visit places. It gives the tourist a new flavor and memorable culinary experience (Stone et al, 2018). Tasting various delicacies gives tourists appreciation of the foods they encounter. It also offers knowledge and stories behind the creation of the said dish.

Table 2

Factors affecting product potential attractiveness

Preserving Culinary Heritage		Mean	VI	Rank
1.	I value the local cuisine which was influenced by past generations of the Bukidnon.	3.71	SA	1
2.	I observe that locals of Bukidnon offer authentic dishes that reflect their culture and tradition	3.63	SA	3
3.	I love how the locals of Bukidnon preserved their authentic dishes.	3.67	SA	2
Composite Mean		3.67	SA	
Adding Destinations Authenticity Value		Mean	VI	Rank
1.	I prefer to buy authentic dishes for a new experience	3.5	SA	3
2.	I like to eat treasured food that will give more value to the food.	3.61	SA	2
3.	I love how locals of Bukidnon give value to their authentic dishes.	3.67	SA	1
Composite Mean		3.59	SA	
Destination Marketing		Mean	VI	Rank
1.	I see Bukidnon Province as a Food Tourism Destination.	3.53	SA	2
2.	I like how the locals of Bukidnon promote the destination through food	3.55	SA	1
3.	I like the marketing strategies of their food.	3.46	A	3
Composite Mean		3.51	SA	

Legend: 3.50 – 4.00 = Strongly Agree (SA); 2.50 – 3.49 = Agree (A); 1.50 – 2.49 = Disagree (D); 1.00 – 1.49 = Strongly Disagree (SD).

Table 2 presents the factors affecting product potential attractiveness in terms of preserving culinary heritage. The composite means of 3.67 reveals that the respondents “Strongly Agree” with regards to Preserving Culinary Heritage. Among the items indicated, the top 2 in the rank are “I value the local cuisine which was influenced by past generations of the Bukidnon” – (3.71) verbally interpreted as “Strongly Agree”, followed by “I love how the

locals of Bukidnon preserved their authentic dishes” (3.67) verbally interpreted as “Strongly Agree”.

This only means that tourists value authentic and local cuisines. They tend to be more attracted to cuisines that were influenced by the past generations. As a native of Bukidnon, they consider these dishes as their treasure and will forever bring their own identity. It is more attractive to tourists that the food offered in the restaurant has a backstory. It is more interesting to hear a story behind the famous dish and those tourists tend to value its dish due to the story they hear (Chen and Huang, 2018). Most of the dishes in Bukidnon are authentic and originated in the province. It rarely has a fusion with other foreign and domestic cuisines. This only shows that Bukidnon is introducing dishes that are created by the native people of the 7 tribes. According to Walter (2017), these cuisines or ways of cooking the dish will give the tourist a vision of the history of the natives.

Data indicate that “tourists observed that locals of Bukidnon offer authentic dishes that reflect their culture and tradition” got the lowest weighted mean 3.63 verbally interpreted as “Strongly Agree”. This means that Bukidnon rarely offers much of the authentic dishes and local delicacies. Tourists will always look for the authentic dishes and local delicacies offered in Bukidnon. It gives the tourist a new flavor of the array of cuisines presents in the Philippines. Knowing that Bukidnon has a lot to offer in terms of authentic dishes and local delicacies, the restaurants are not emphasizing or marketing it to their customers. The restaurant prefers to offer foreign cuisines and other domestic cuisines that are not originated in the province. Giving value to the authentic dishes and local delicacies (Chen and Huang, 2019) in Bukidnon is the top priority of tourists when visiting the place and Bukidnon is expected to offer these foods in their restaurants (Wijaya et al., 2017). Reflecting on its culture, Bukidnon should emphasize the authentic dishes and local delicacies in their restaurant to spread information regarding the authenticity and localness of the foods in Bukidnon.

Table 2 also presents the factors affecting product potential attractiveness in terms of adding destinations authenticity value. The composite mean of 3.59 reveals that the respondents “Strongly Agree”. Among the items indicated, the top 2 in the rank are “I love how locals of Bukidnon give value to their authentic dishes” (3.67), followed by “I like to eat treasured food that will give more value to the food” (3.61). This means that Bukidnon is giving value and emphasis to the authentic dishes as well as its local delicacies. Locals of Bukidnon are trying to market its authentic dishes and local delicacies by offering them to various restaurants. Tourists nowadays visit Bukidnon due to those specific authentic dishes and local delicacies that are not present in other provinces and regions. In addition, authenticity is not referring to the setting and theme of the restaurant, it is usually partnered with eating with the locals and experiencing the tradition while eating (Skinner et al., 2020). Offering these authentic dishes will uplift the culinary tour of the province as it gives distinct flavors and a new display of native cuisines. Sharing these authentic dishes with the tourists is a great step to emphasize the value and importance they give to the cuisines.

Data indicate that “tourists prefer to buy authentic dishes for new experience” got the lowest weighted mean 3.50 verbally interpreted as “Strongly Agree”. Tourists are hesitant to discover new flavors when visiting Bukidnon. Tourists prefer to eat those common dishes instead of experiencing new and exotic flavors. Most of the authentic dishes were prepared manually with the use of native cookware and traditional methods. In this case, tourists may see the preparation or process that may discourage tourists from tasting its authentic flavor. According to Özdemir and Seyitoğlu (2017), the behavior of tourists depends on food consumption and authenticity. In this manner, tourists may look for authenticity in food, the comfort of the foods, or authenticity and comfort at the same time. This will greatly affect the type of food they will experience.

The table also presents the factors affecting product potential attractiveness in terms of destination marketing. The composite mean of 3.51 reveals that the respondents “Strongly Agree” with regards to Destination Marketing. Among the items indicated, the top two on the rank are “I like how the locals of Bukidnon promote the destination through food” (3.55), followed by “I see Bukidnon Province as a Food Tourism Destination” (3.53). This means that Bukidnon is partly known because of the authentic food and local delicacies they offer. Since Bukidnon is a food basket of Mindanao, it offers a variety of authentic dishes and

delicacies which attract tourists and motivate them to visit the place. Knowing this asset of the province, Bukidnon markets its place as a destination attraction for culinary tourism alongside its rich culture and the 7 tribes which can offer more authentic dishes and local delicacies. Locals are highly active in promoting their place by offering the tourists various authentic dishes and local delicacies. According to Choe and Kim (2018), authentic dishes and local delicacies consumption may serve as a marketing tool of a destination to become a culinary attraction. It is more effective as well to include websites and e-marketing as ways to showcase its authentic dishes and local delicacies (Chen & Huang, 2019).

Data indicate that “tourists like the marketing strategies of their food” got the lowest weighted mean 3.46 verbally interpreted as “Agree”. This means that tourists are more observant of the marketing strategies Bukidnon used on authentic dishes and local delicacies. They are more into advertising it to social media, websites, and other forms of e-marketing to showcase their foods. Uniqueness and authenticity of the foods bring out a perfect marketing tool for culinary tourism (Yousaf & Xiucheng 2018). The province of Bukidnon is not into marketing its authentic dishes and local delicacies through social media and websites. They are not engaging their culinary features online and that makes the tourist a bit alienated from the foods they offer. Most of their marketing strategies are focusing on those festival activities and other cultural activities. They have limited information regarding the culinary features of Bukidnon. Tourists nowadays are into online searching before they travel. Tourists will visit numerous websites and pages to look for data related to foods. Tourists will be motivated to travel once they get a huge amount of information about the cuisine in a place.

Table 3

Food image dimension

Food/Cuisine	Mean	VI	Rank
1. Offers a variety of foods	3.57	Strongly Agree	4
2. Offers good quality food	3.61	Strongly Agree	2
3. Offers regionally produced food products	3.62	Strongly Agree	1
4. Offers attractive food presentation	3.59	Strongly Agree	3
5. Offers exotic cooking methods	3.51	Strongly Agree	6
6. Offers good quantity or portion size of food	3.53	Strongly Agree	5
Composite Mean	3.57	Strongly Agree	
Dining/Restaurant	Mean	VI	Rank
1. Offers options for delivery, take out, and drive-thru	3.52	Strongly Agree	4
2. Offers good ambiance in dining in a restaurant	3.65	Strongly Agree	1
3. Offers easy access to restaurants	3.52	Strongly Agree	4
4. Offers varieties of specialty restaurants	3.54	Strongly Agree	3
5. Offers friendly service personnel	3.59	Strongly Agree	2
6. Offers restaurants menus in English	3.52	Strongly Agree	4
Composite Mean	3.56	Strongly Agree	
Food-Related Tourism Activities	Mean	VI	Rank
1. Offers food and wine regions	3.31	Agree	6
2. Offers package tours related to food	3.41	Agree	5
3. Offers unique cultural experience	3.6	Strongly Agree	1
4. Offers the opportunity to visit a street market	3.51	Strongly Agree	4
5. Offers unique food festival or celebration	3.55	Strongly Agree	2
6. Offers various food activities, e.g. cooking classes and farm visits	3.52	Strongly Agree	3
Composite Mean	3.49	Agree	

Legend: 3.50 – 4.00 = Strongly Agree (SA); 2.50 – 3.49 = Agree (A); 1.50 – 2.49 = Disagree (D); 1.00 – 1.49 = Strongly Disagree (SD).

Table 3 presents the food image dimension as to food/cuisine. The composite mean of 3.57 reveals that the respondents “Strongly Agree” with regards to Food/Cuisine. Among the items indicated, the top 3 in the rank are on “Offering regionally produced food products” (3.62) verbally interpreted as “Strongly Agree”, “Offering good quality of food” (3.61) verbally interpreted as “Strongly Agree”, and “Offering attractive food presentation” (3.59). This means that tourists travel to Bukidnon to buy authentic dishes and local delicacies. It only means that foods in Bukidnon are delicious, that's why tourists choose to visit Bukidnon. These authentic dishes and

local delicacies proved that Bukidnon may be considered a destination attraction for culinary tourism. According to Björk and Kauppinen-Räsänen (2016), local foods attract tourists. It offers the famous binaki or the corn pudding which was the result of the huge amount of corn available in the place. Aside from corn, it also has a lot of pineapples which results in the creation of Piñasitas. According to Promsivapallop and Kannaovakun (2019), five factors would affect the destination food image and one of those is the Food Taste.

Among the items indicated, least on the rank are “Offering exotic cooking methods” (3.51) verbally interpreted as “Strongly Agree”, “Offering good quantity or portion size of food” (3.53) interpreted as “Strongly Agree”, and “Offering a variety of foods” (3.59) verbally interpreted as “Strongly Agree”. This means that tourists who visited Bukidnon do not consider much the cooking methods they used in preparing its authentic dishes and local delicacies. Tourists are not interested in the preparation of the dish whether it is exotic or traditional. Still, the main reason for tourists is to experience a good taste of food. Only a few people prefer to discover the art of cooking these dishes. These people are commonly those who study about the different cooking methods which only comprise a little percentage of those who travel to experience foods. Tourists nowadays are more into the taste and presentation and neglected the art of preparing its dish. It may be served as entertainment to the tourist but less on the culture and heritage of the cuisine (Walter, 2017).

The table also presents the food image dimension as to dining/restaurant. The composite mean of 3.56 reveals that the respondents “Strongly Agree” with regards to Dining/Restaurant. Among the items indicated, the top 3 in the rank are “Offering good ambiance in dining in a restaurant” (3.65) verbally interpreted as “Strongly Agree”, “Offering friendly service personnel” (3.59) verbally interpreted as “Strongly Agree”, and “Offering varieties of specialty restaurants” (3.54) verbally interpreted as “Strongly Agree”. This means that Bukidnon restaurants are mostly with good ambiance. Restaurants and cafes in Bukidnon are usually located at the top of the mountains or on the side with scenic views of its mountains. Aside from offering scrumptious authentic dishes and local delicacies, it usually gives a wonderfully comfortable and nature-loving ambiance in the dining. Most of the restaurateurs make use of the wonderful views of the mountains in the province to be one of the reasons to visit their place. According to Oh and Kim (2020), the ambiance is one of the dimensions that we need to consider in marketing its restaurant. Ambient factors may affect customer perceptions (Nagy et al.,2021). Therefore, tourists who travel in Bukidnon are traveling for the scenic views.

Among the items indicated, least on the rank are “Offering options for delivery, take out and drive-thru”; “Offering restaurants menus in English”; “Offering easy access to restaurants” (3.52) verbally interpreted as “Strongly Agree”. This means that delivery, take out and drive-thru are only available to limited restaurants mostly fast foods. Restaurants that offer authentic dishes are not offering this kind of service to the tourist or their customers. Authentic dishes are usually offered service in-house for the tourist to taste the local foods paired with a good ambiance. While on the other hand, local delicacies are usually offered for take-out as it was packed for easy access to the tourist that will serve as their “pasalubong” or the take-home products. Menus in the restaurant also are not all in English since that they would like its local names of the authentic dishes and local delicacies.

This is about the authenticity value that they would like to include in their culinary tourism identity. As mentioned in the previous paragraphs, restaurants in Bukidnon are mostly located in the mountains, and access there is quite difficult. Locations are also difficult to identify as it is not usually situated in the national highways. Most of them are situated in the middle of the farm, at the peak of the mountain, or the side of the lake or springs. This is what makes the Bukidnon restaurants different from others. According to Abdullah and Nugraha (2021), the most crucial culinary tourism attributes are accessibility and public transportation. Tourists are always looking for places that are easy to travel to and locate the place as they are looking for relaxation, not stress. Aside from that, other travelers also would prefer to travel in certain places with available public transportation as they prioritized the safety and security of their travel.

The table also presents the food image dimension as to food-related activities. The composite means of 3.49

reveals that the respondents “Agree” with regards to Food-related activities. Among the items indicated, the top 3 in the rank are “Offering unique cultural experience” (3.60) “Offering unique food festival or celebration” (3.55), and “Offering various food activities, e.g., cooking classes and farm visits” (3.52). All items were verbally interpreted as “Strongly Agree”. This means that Bukidnon is offering a unique cultural experience. The province of Bukidnon has 7 different tribes. These tribes offer numerous contributions to the culture and arts in our country as well as to the culinary aspects. The cultural experience they are providing to the tourists is very remarkable. Mostly in the celebration of its Kaamulan festival, people from different places visit Bukidnon just to witness and experience the culture. According to the Tourism Office of the Province of Bukidnon, “Kaamulan” is from the Binukid word “Amul” which means “to gather”. It is a gathering of Bukidnon tribespeople for a purpose. It can mean a datship ritual, a wedding ceremony, a thanksgiving festival during harvest time, a peace pact, or all of these put together. Each activity is a meaningful ceremony that reflects the richness and diversity of the Bukidnon culture. Tourists who visit Bukidnon will not miss its iconic Bukidnon accessories that represent the culture of Bukidnon. Traditional clothes were also sold in various boutiques to spread culture and arts to the tourists. This only proves that Bukidnon has a strong cultural aspect in the region. Cultural experience is one of the factors in destination food image (Promsivapallop & Kannaovakun, 2019). This is how important culture is in marketing a destination into a culinary attraction.

Among the items indicated, least on the rank are “Offering food and wine regions” (3.31) verbally interpreted as “Agree”, “Offering package tours related to food” (3.41) interpreted as “Agree”, and “Offering an opportunity to visit the street market” (3.51) verbally interpreted as “Strongly Agree”. This means that Bukidnon has only limited local wines. According to The Glossary about the World of Food, Agkud is a traditional Filipino fermented rice paste or rice wine of the Manobo people of Bukidnon. This one is not popular in restaurants as it was not marketed properly. Local wines are usually created just for medicinal use and rituals. It is not widely offered to tourists due to its traditional belief. According to Rachão et al. (2020), wine and food experience will lead to the co-creation of tourism while Brochado et al. (2021) reveal that in creating memorable experiences to the tourist, wine tourism must consider its sensory dimension. Lastly, Gómez et al., (2019) find out that wine production and wine tourism should merge to come up with successful tourism and production. Therefore, food and wine are a good duo to increase tourism.

Table 4

Relationship between culinary tourism destination, potential attractiveness and food image dimension

Expectation	rho-value	p-value	Interpretation
Factors Affecting Product Potential Attractiveness			
Preserving Culinary Heritage	0.510**	0.000	Highly Significant
Adding Destinations Authenticity Value	0.590**	0.000	Highly Significant
Destination Marketing	0.569**	0.000	Highly Significant
Food Image Dimension			
Food/Cuisine	0.624**	0.000	Highly Significant
Dining/Restaurant	0.562**	0.000	Highly Significant
Food-related tourism activities	0.573**	0.000	Highly Significant
Importance			
Factors Affecting Product Potential Attractiveness			
Preserving Culinary Heritage	0.469**	0.000	Highly Significant
Adding Destinations Authenticity Value	0.557**	0.000	Highly Significant
Destination Marketing	0.458**	0.000	Highly Significant
Food Image Dimension			
Food/Cuisine	0.457**	0.000	Highly Significant
Dining/Restaurant	0.451**	0.000	Highly Significant
Food-related tourism activities	0.433**	0.000	Highly Significant

Table 4 ...continued

Experience			
Factors Affecting Product Potential Attractiveness			
Preserving Culinary Heritage	0.606**	0.000	Highly Significant
Adding Destinations Authenticity Value	0.592**	0.000	Highly Significant
Destination Marketing	0.601**	0.000	Highly Significant
Food Image Dimension			
Food/Cuisine	0.622**	0.000	Highly Significant
Dining/Restaurant	0.573**	0.000	Highly Significant
Food-related tourism activities	0.568**	0.000	Highly Significant

Legend: Significant at p-value < 0.01.

Table 4 displays the association between the perception of culinary tourism destinations and the factors affecting product potential attractiveness. It was observed that the obtained rho-values indicate a strong direct correlation, and the computed p-values were less than 0.01 alpha level.

This means that a significant relationship exists and implies that the better the perception towards culinary tourism destinations, the more positive the factors affecting product potential attractiveness. The perception towards culinary tourism destinations will greatly affect the product's potential attractiveness. The perception of the tourist to the place usually refers to the localness and authenticity of the place, food, and delicacies they offer and its cultural experience which is also related to the factor affecting product potential attractiveness. The expectation of the tourist will greatly affect the factors affecting product potential attractiveness. Tourists will always look for the heritage of its cuisine as it gives them the excitement to discover the history behind the authentic dishes and local delicacies. A certain destination for culinary tourism must preserve its authentic dishes and local delicacies as it attracts a big market to its industry. Tourists' expectations will be affected by the authenticity value of a destination. Adding destinations authenticity value will help the tourist to consume foods in Bukidnon. Highlighting its authentic dishes and local delicacies in the various restaurants and cafes in Bukidnon will change how tourists will expect about its culinary tourism. Lastly, destination marketing will also affect the expectation of the tourists as it will give them an idea or vision of what they are going to encounter in Bukidnon. With destination marketing, the province will be able to manage its marketing strategies for its culinary tourism. Showing various cooking demos of the dishes, capturing savory dishes, and making virtual videos of the scenes and foods in Bukidnon is a great way to market its culinary tourism. These cultural aspects of Bukidnon will greatly help and uplift the culinary tourism of a place (Cheng et al., 2018).

Once these factors are combined and will be used as the basis in promoting the culinary tourism of Bukidnon, tourists will expect a lot to visit the place and will invite more tourists. The importance of traveling to a destination attraction for culinary tourism is also affected by the product potential attractiveness. It is important to experience culture in a place because the people of Bukidnon are preserving its culinary heritage. Preservation of culinary heritage will sustain the traditions, customs, and beliefs in culinary even with the advent of technology. This will treasure the cuisines that may have disappeared due to the constant and massive innovation and fusion of the cuisines. It is also important to give value to the authentic dishes in Bukidnon. This will then give value to its authentic dishes and local delicacies. Giving importance to its cuisine and offering people to share its taste and flavor. Authentic dishes will die if these dishes will not be offered to the people as they tend to forget them and will patronize innovative and fused cuisines. Once the authentic dishes and local food were preserved and treasured, then it will result in an image of the culinary tourism in Bukidnon. Destination marketing is important in this matter as it will help the authentic dishes and local delicacies to spread their tradition, customs, and beliefs (Skinner et al., 2020).

Perceptions are usually affected by the experience. If the tourist was satisfied with the food, they experienced then the tourist will have an intention to revisit the place. Cultural experience and dining out experiences are only a few of the items that could differ the tourists' perceptions. It is also observed that when tourists are satisfied with the experience, they encounter in a certain place it will also help the destination

marketing of the place (Walter, 2017). Tourists will serve as the medium to spread the good and memorable experience they had in Bukidnon. Experiences coming from the tourists will have a good factor to market a place as tourists prefer to listen to the shared experiences than reading it online and in brochures.

In addition, there was also a significant relationship between the perception of culinary tourism destinations and the food image dimension. This was observed since the obtained p-values were less than 0.01 alpha level. Thus, the result indicates that the better the perception towards culinary tourism destinations, the better the assessment on food image dimensions. The perception of the tourist towards culinary tourism was also associated with the food image dimension in which cuisine, restaurant, and food-related activities were identified. Their perceptions also will be based on the food image dimensions. The tourist usually refers to the food or cuisines offered in Bukidnon. Research in various articles and marketing advertisements are related to the foods in Bukidnon. They will look for quality, exotic and authentic foods offered in Bukidnon. Food that is offered in restaurants is one of the major factors they are expecting in their travel. Identifying available food and what type of foods are being served in their restaurants. Accessibility of the restaurant and cafes is also a factor that tourists can change their perceptions of a culinary destination.

Tourists aim to travel to experience relaxation and accessibility is very important to decide when having a trip. Tourists will look for possible public transportation they may use in that said restaurant and be able to save with the fare they will be paying for the trip. Ambiance to various restaurants is also considered a factor that may influence the perception of the tourist. Tourist requirements nowadays are those scenic views and a very good theme of restaurants. Restaurants that are having themes beyond the usual will encourage tourists to visit the place. The various food-related activities offered in Bukidnon is also a factor that would affect the tourist perceptions. The expectation of the tourist will grow high if these food-related activities are present in a culinary tourism destination as it gives them additional activities aside from eating their authentic dishes and local delicacies. With that information, tourists will decide whether to travel to a certain place or not. As it relates to the Agyeiwaah et al. (2019), the more experience they encounter the more satisfied and loyal the tourist becomes. It was also identified that culinary experience on quality and satisfaction will lead to destination experience satisfaction (Widjaja et al., 2020). Tourist experiences in food, restaurants and food-related activities will greatly affect the perception of the tourist towards culinary tourism destinations. This will identify the desire of the tourist to revisit the place after experiencing the destination.

According to the study's findings, perceptions of culinary tourist destinations, product potential appeal, and food image dimensions are all intertwined. Culinary tourism is founded on visitor views, and using data on perception, tourism authorities may suggest several areas to consider. Because the significance is so great, it can only mean that these perceptions are based on the product's potential appeal and the aspects of food image. Product appeal in terms of maintaining culinary heritage, giving authenticity value to a location, and destination marketing. The tourists' perceptions of the culinary destination are influenced by these sub-factors. The culinary tradition, authenticity, and marketing have a significant role in influencing tourists' perceptions. The tourist authority's culinary history will serve as the foundation for developing a long-term culinary tourism marketing plan. Tourists will be drawn to foods made and consumed in previous years because they will give them the impression of being immersed in the rich culture and beliefs of the past. Eating image proportions can also influence perception in terms of food, dining, and food-related activities. Building on historical knowledge and applying it to food production, service, and activities will offer its culinary tourism a competitive edge. When tourists travel, food is always a component of their itinerary, and it has an impact on their expectations, importance, and experience. People will be interested in these dishes if they are served appropriately in culture-themed restaurants in a visually appealing location in the region. The varied visitor experiences in terms of the meals they consume, the locations they dine, and the numerous food-related activities have a significant impact on the region's tourism. This will provide them with word-of-mouth marketing, which may boost the number of tourists that visit the area.

Bukidnon is a mountainous region with a diverse culture and cuisine, making it a good candidate for

on-demand culinary tourism. Bukidnon's seven tribes have a diverse culture, which has resulted in its preservation and true value in their cuisine. Food produced from frogs is particularly appealing to tourists who want to try new delicacies while on vacation. Its extensive maize, sugarcane, pineapple, and other plantations enable the province to generate food. Farms in the province that have been transformed into tourist attractions are also highly appealing to visitors. The growth of its Kaamulan Themed Restaurants is equally noteworthy in terms of tourism. As a result, the tourist's opinion of Bukidnon as a culinary tourism destination will be influenced by the product's beauty and food image dimension. When all this information is combined, Bukidnon has the potential to become a culinary tourist destination.

Table 5

Relationship between factors affecting product potential attractiveness and food image dimension

Preserving Culinary Heritage	rho-value	p-value	Interpretation
Food/Cuisine	0.569**	0.000	Highly Significant
Dining/Restaurant	0.512**	0.000	Highly Significant
Food-related tourism activities	0.488**	0.000	Highly Significant
Adding Destinations Authenticity Value			
Food/Cuisine	0.588**	0.000	Highly Significant
Dining/Restaurant	0.590**	0.000	Highly Significant
Food-related tourism activities	0.604**	0.000	Highly Significant
Destination Marketing			
Food/Cuisine	0.646**	0.000	Highly Significant
Dining/Restaurant	0.593**	0.000	Highly Significant
Food-related tourism activities	0.637**	0.000	Highly Significant

Legend: Significant at p-value < 0.05.

Table 5 displays the relationship between the factors affecting product potential attractiveness and food image dimension. Results reveal that there is a positive relationship and implies that the food image dimensions were affected by the said factors. Food image dimensions were connected to the factor affecting product potential attractiveness. The product's potential attractiveness in terms of preserving culinary heritage is affected by the food, restaurants, and food-related activities. Food that is usually offered to a culinary destination is authentic and local and the main reason for that is the preservation of its culinary heritage. Since Bukidnon has an extraordinarily strong cultural aspect due to the presence of the 7 tribes, then most of the food to offer is also coming from the tribal group present in the province.

Restaurants in Bukidnon are also offering these dishes and emerging culture to its theme and ambiance. The preservation of culinary heritage will help the restaurants also to identify their traditional cooking methods and belief in the preparations. Some foods are cooked for rituals and tourists must know about that. The preservation of culinary heritage will be sustained if Bukidnon emphasizes food during their festivals to showcase the 7 tribes. Offering various activities like food tasting, culinary shows, and cooking competitions.

The product potential attractiveness in terms of adding destinations authenticity value is affected by the food, restaurants, and food-related activities. Food in Bukidnon is not all authentic. Since authenticity value will affect the food image dimension, the province should emphasize its authentic dishes, allow, and encourage restaurant owners to offer these dishes, and create food-related activities emphasizing the foods in Bukidnon.

The product potential attractiveness in terms of destination marketing is affected by the food, restaurants, and food-related activities. This means that the food is one of the highlights in marketing the destination for culinary tourism. Food is the core of its tourism and gives them the spotlight will market its tourism. Alongside previous inputs that authenticity of the foods is a factor, then the province should come up with a good, very comprehensive marketing website or social media to properly introduce the foods in Bukidnon. Highlighting their scenic views as well in the restaurants and cafes and their unique ambiance or theme. Notably, food-related activities will affect the product's potential attractiveness as it gives an additional emphasis to the foods of Bukidnon. Introducing them to festivals and other cooking activities during big celebrations in the province is a

great step to market its destination.

According to the findings, cuisine in Bukidnon is linked to culinary history, authenticity value, and destination marketing. This is where meals are developed using knowledge and information gleaned from the history and tradition of Bukidnon's cuisines, giving them real value while also incorporating Bukidnon's marketing tactics. Restaurants and other dining establishments are also linked to the city's history, authentic value, and destination marketing. Integrating culture and emphasizing it in marketing will result in a more appealing culinary tourist location. The traditional meals served in culturally themed restaurants will provide tourists with a taste of Bukidnon culture. Food-related activities may also assist promote tourism in Bukidnon by highlighting the province's traditional cooking and cuisine. It will also act as a forum for people to learn about the province's traditional foods. The culinary history, authentic value, and destination marketing are still at the forefront of these food-related operations. As a result, the food picture proportions have a significant impact on the product's potential attraction. In the study of Rousta and Jamshidi (2020), they claimed that the destination food image does not recommend a destination for food tourism but as to promotes local food in the place. On the other hand, Denisa and Verinita (2020) claimed that food image does not influence the intention to revisit a place while the destination image will affect tourists' intention to revisit.

Table 6

Proposed action plan for the improvement of culinary tourism in Bukidnon

Key Results Areas/Objectives	Activities and Strategies	Outcomes
Perception of the Respondents Towards Culinary Tourism Destination. To collect information on the preferred foods of the tourists.	The DOT may conduct surveys on the food preferences of the tourists using the authentic dishes and local delicacies in Bukidnon.	There will be statistical data that will be used in creating a marketing plan for the authentic dishes and local delicacies in Bukidnon. Creation of sustainable marketing strategies for culinary tourism.
Perception of the Respondents Towards Culinary Tourism Destination. To offer authentic dishes and local delicacies in the hotel.	Hotel owners may be encouraged to offer authentic dishes and local delicacies in their menus.	Authentic dishes and local delicacies will be consumed by the tourist inside the hotel and will increase its familiarity among tourists.
Perception of the Respondents Towards Culinary Tourism Destination. To improve the culinary experience of the tourists.	The DOT may conduct an interactive and diverse culinary experience for its tourists.	There will be an increased tourist satisfaction towards culinary tourism in Bukidnon.
Product Potential Attractiveness. To inform the tourist about the dishes and delicacies that originated in the province.	The DOT may provide an information drive regarding the authentic dishes and local delicacies in the province,	The culinary heritage will be known, shared, and preserved.
Product Potential Attractiveness. To maximize the offering of authentic dishes in various restaurants in the province.	Restaurant owners may prioritize the offering of authentic dishes in their menus.	The authentic dishes and local delicacies of Bukidnon will be recognized by travelers.
Product Potential Attractiveness. To market authentic dishes on social media or websites	Authentic dishes and local delicacies of Bukidnon may be posted on the provincial tourism website.	There will be increased marketability of the authentic dishes and local delicacies in the province
Food Image Dimension. To showcase exotic cooking methods	The DOT may conduct activities related to exotic cooking methods during festivals and other big events in the province	Traditional and exotic cooking methods will be introduced to the tourists.
Food Image Dimension. To offer food and wines	The DOT may research and market the traditional wines in the province.	Local wines will be introduced to the tourists.
Food Image Dimension. To offer tour packages or food-related activities	The DOT may offer culinary tour packages and/or food-related activities to tourists.	The culinary tourism of Bukidnon will increase its tourist arrival since they already have the planned activities that tourists may avail.

4. Conclusion and Recommendation

The majority of the respondents are teenagers, aged 22 years old and below (Gen Z), female, and single who traveled in Bukidnon. More domestic tourists also traveled in Bukidnon and considered leisure and recreation as the purpose of their travel. The tourist agreed on the perception towards culinary tourism destination as to their expectation on local delicacies of the destination, importance — when traveling, it is important to experience a different culture at a destination, experience when visiting in Bukidnon. The tourists agreed on the factors affecting product potential attractiveness in terms of preserving culinary heritage, adding destination authenticity value to their authentic dishes, and destination marketing on promoting the destination through food. The tourists agreed on the food image dimensions as to food/cuisine — Offering unique cultural experience and good ambiance in dining in a restaurant, food-related activities. There is a highly significant relationship between the perception of the respondents towards culinary tourism destinations, factors affecting product potential attractiveness, and food image dimension. There is also a highly significant relationship between factors affecting product potential attractiveness and food image dimension. The action plan was prepared to make culinary tourism a destination attraction in the province of Bukidnon.

The Department of Tourism (DOT) officers may improve its perception of tourists towards culinary tourism destinations by surveying the preferred foods of the tourists to capture its expectation towards Bukidnon restaurants. The DOT may use this information in creating a sustainable marketing strategy for its culinary tourism. Hotel owners may include authentic dishes and local delicacies in their menus and adapt an interactive and diverse culinary experience. The Department of Tourism (DOT) officers may develop its product potential attractiveness by providing information drive regarding the authentic dishes and local delicacies in the province. Restaurant owners may improve the promotion of authentic dishes and local delicacies in Bukidnon using social media or websites. The Department of Tourism (DOT) may create a website and/or social media account to market its culinary tourism. The DOT officers may improve their food image by conducting culinary shows and cooking activities that showcase the exotic cooking methods during festivals and other big events in the province. Further research may be conducted focusing on traditional wines in the province and strategizing its marketing plan.

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