

AN ANALYSIS OF FOOD DELICACY IN GUIGUINTO: BASIS FOR CREATING A COFFEE-TABLE BOOK

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Abstract

Local delicacies represent the culture and tradition of one's community. It can represent what the community has been through and what they stand for. Recent studies show that preserving these delicacies will continue the history, tradition, and culture; thus, it will have a continuous commitment to being a representation of what the community is. One of Bulacan's municipalities, which is rich in cultural heritage and called the Garden City of the Philippines, can also bring good food to tourists. This study determined and analyzed the food delicacies in Guiguinto Bulacan that create an output, a coffee-table book. This helps the municipality and the community of Guiguinto to add a promotional strategy that promotes their food delicacies. The researchers had the mixed method design to determine the different local delicacies and categorized them by the interviews conducted with the Local Government Unit of Guiguinto. This study determined the level of awareness and source of information of the 210 respondents through a survey questionnaire. Frequency distribution was used to determine and mean statistical treatment was used to analyze and interpret the data. As a result, this study concluded that Guiguineños are familiar with the different local delicacies in Guiguinto but have a minimal source for promoting them. The majority only come from word of mouth and through social media. Food Delicacies in Guiguinto have the potential to be popular with tourists and can be exported to other places to expand the promotion further.

Keywords: Coffee-Table Book, Food Delicacy, Gastronomy.

Introduction

Food delicacies are the representation of one's community. All tourists seek new sights and adventures and food adventures are also one of them. Most travelers come to different places to try new things, especially food. As much as tourists enjoy these delicacies, tourists also respect them. Tourists can respect them just by tasting the delicacy because through it, tourists can know and understand the culture, beliefs, and tradition of a certain place. Food delicacies are not just for the tourists that go to their places. This is also for the community as well because food tourism helps them to be connected to every person inside the community in order to build a great relationship. The importance of delicacy in a community is vital because this is where the community comes from, local people are putting their hearts out to produce these products because they know that this is the gift that the ancestors gave, to continue and preserve the cultural heritage through food delicacies. Sometimes, food is the reason why there are many tourists coming back and forth to a certain place because delicacy stands for uniqueness as well. It

can show how the community differs and can stand out.

Asian countries are preserving their different local delicacies because Asian people give great importance to its culture and history. Countries in Asia are known to have good and famous local delicacies. One of the reasons why there are so many tourists that go to these countries is because of the authentic local foods. Nowadays, many authentic local foods in Asia are popular in the world because of their uniqueness, big portions, and flavor. The cause of this is that the local delicacies around Asian countries have great promotions. Being advertised or promoted by tourists brings Asian Food throughout the globe.

Here in the Philippines, our local delicacies are also being popularized. Filipino cuisine is now known to the global public. The delicacies in the country are also from the culture, tradition, and beliefs of every Filipino. The cooking styles in all regions are also one of the factors why local delicacies are popular. As of now, the Philippine delicacies put their name on the national and international market. Local

In this research, the researchers aimed to find out what are the different local delicacies in Guiguinto Bulacan and how the municipality promotes these products and if the community is well known for their own local delicacies. The researchers analyzed how the municipality preserves their own heritage through their local delicacies. At the end of this research, we planned to create a coffee table book as one of the promotional strategies that the Municipality of Guiguinto Bulacan can use to strengthen their market promotions on their local delicacies.

- ## Conceptual Framework

INPUT	PROCESS	OUTPUT
PROFILE OF THE RESPONDENTS 1.1 Age 1.2 Gender 1.3 Educational Attainment 1.4 Status of Employment 1.5 Years of Residency in Malolos, City Food Delicacies in different barangays in Guiguinto Bulacan Categories of Food Delicacies in Guiguinto Bulacan Level of Awareness of Guiguinterños in their food delicacies Sources of Guiguinterños pertaining to their food delicacies Contents of proposed Coffee-Table Book about the food delicacies in Guiguinto Bulacan	Review of Related Literature Survey Question	Proposed Coffee-Table Book

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Figure 1 depicted the four variables; the profile of the respondents, the food delicacies in Guiguinto, the categorization of these food delicacies, the level of awareness of Guiguinteros to their local delicacies, the sources of information of Guiguinteros pertaining to their food delicacies and the contents of the proposed Coffee-table book. The input was collected and analyzed through review related literature and conducting a survey or questionnaire form. The findings from the review related literature and survey form were collected and analyzed to provide the output of this study.

Theoretical Framework

Alphabet theory states that consumers' attitudes about (local) food determine their purchasing behavior. Attitudes are formed through people's values, beliefs and norms and influenced by demographics, knowledge and context (Nie & Zepeda, 2011, Zepeda & Nie, 2012; Feldmann & Hamm, 2015). Local delicacies in Guiguinto Bulacan are more likely to be marketable if it was presented to the public. Tourists that value culture are more likely to purchase local delicacies because it has cultural value and authenticity. By the consumer's attitudes toward local food, analyzing the factors on how the local delicacies in Guiguinto Bulacan will be advertised is important and by determining and analyzing these local delicacies, it is possible to have a promotional strategy like the Coffee-table book. With this, the local delicacies in Guiguinto Bulacan are presented to the community and to the public that will result in economic growth and expansion of gastronomic tourism to the municipality of Guiguinto Bulacan.

Methodology

Design Evaluation Procedure: The researchers used quantitative research design to collect the data thoroughly and analyze the findings. The researchers seek help from the Tourism Office of Guiguinto Bulacan. These descriptive data are analyzed and interpreted using systematic analysis. Measuring the level of awareness, perception, and sources of the respondents pertaining to the local delicacies in Guiguinto Bulacan. The numerical data will be analyzed and interpreted using the Frequency and Percentage Distribution.

Research Instrument: The researchers used three-part questionnaires to gather the necessary data. Part I asked the profile of the respondents. The researchers created a tool profile which will determine the name (optional), age, gender, educational attainment, status of employment, and years of residency of the respondents in Guiguinto Bulacan. Part II determined the food delicacies in Guiguinto and how they may be categorized. This research instrument is gathered through the input of the tourism office of PHACTO Bulacan and the tourism office of SIKKKAT Guiguinto. Part III determined the level of awareness of the Guiguinteros pertaining to their local delicacies. This also includes the sources of information of the respondents about their local delicacies.

Sampling: To accomplish this, the researchers used stratified sampling, a type of sampling technique where the population is divided into sub-population and then applied the simple random sampling or systematic random sampling technique to choose respondents in each subpopulation. Researchers will 15 respondents in each barangay in Guiguinto Bulacan that ranged from 16 to 60 years old.

Data Analysis: The researchers used quantitative research method to collect and analyzed the level of awareness and sources of information of Guiguinteros to their food delicacies in order to know what details must be included in the coffee-table book. Survey was used to collect the data needed for the study.

Results

This chapter presents the data gathered, analysis and interpretation to the findings that gives meaning to the proposed questions created in Chapter I. The survey questionnaire was divided into three parts.

1. Profile of Respondents

Part I presents the demographic profile of the respondents to determine the necessary background information of the respondents in terms of their age, gender, educational attainment, status of employment, and years living in Guiguinto Bulacan. Finding was presented and analyzed as follows:

1.1 Demographic Profile by Age

Table 1: Frequency and Percentage Distribution of Age

Barangay	16-21 y/o	22-25 y/o	26-29 y/o	30-60 y/o
Cut-Cut	0	1	0	14
Daungan	3	2	4	6
Ilang-Ilang	11	0	1	3
Malis	2	5	2	6
Panginay	4	0	2	9

Poblacion	3	3	1	8	
Pritil	0	2	1	12	
Pulong-Gubat	3	4	3	5	
Sta. Cruz	9	1	0	5	
Sta. Rita	5	2	0	8	
Tabang	2	2	1	10	
Tabe	6	3	1	5	
Tiaong	5	1	2	7	
Tuktukan	4	4	0	7	
Total	57	30	18	105	210
	24.14%	14.29%	8.57%	50%	100%

It can be gleaned from the table 1 the age distribution per barangay. There is a total of 18 (8.57%), the lowest, came from the age bracket 26 – 29 years old,

while the majority of the respondents came from 30 – 60 years old with a total of 105 (50%) respondents.

1.2 Demographic Profile by Gender

Table 2: Frequency and Percentage Distribution of Gender

Barangay	Male	Female	
Cut-Cut	12	3	
Daungan	7	8	
Ilang-Ilang	6	9	
Malis	9	6	
Panginay	5	10	
Poblacion	6	9	
Pritil	6	9	
Pulong-Gubat	8	7	
Sta. Cruz	10	5	
Sta. Rita	8	7	
Tabang	8	7	
Tabe	6	9	
Tiaong	5	10	
Tuktukan	6	9	
Total	102 or 48.57 %	108 or 51.43%	210 100%

Shown in table 2 is gender. 108 (51.43 %) of the respondents were female, and 102 (48.57%) were male.

1.3 Demographic Profile by Educational Attainment

Table 3: Frequency and Percentage Distribution of Educational Attainment

Barangay	Grade School Graduate	High School Graduate	Senior High School Graduate	Technical Vocational Course Graduate	College Graduate	Post Graduate	Other Undergraduate
Cut-Cut	1	7	1	0	2	0	4
Daungan	2	8	1	0	4	0	0
Ilang-Ilang	2	6	5	0	2	0	0
Malis	2	7	1	0	2	0	0
Panginay	3	7	3	0	2	0	0
Poblacion	1	10	1	0	2	0	1

Pritil	1	4	0	1	6	1	0	
Pulong-Gubat	0	8	9	0	2	0	4	
Sta. Cruz	0	8	6	0	1	0	0	
Sta. Rita	1	5	1	1	2	1	4	
Tabang	1	5	1	0	5	0	1	
Tabe	1	8	0	0	2	0	4	
Tiaong	0	4	3	1	2	1	4	
Tuktukan	2	3	2	0	3	0	4	
	17	90	34	3	37	3	26	210
Total	8.10 %	42.86%	16.19%	1.43%	17.62%	1.43%	12.38%	100%

Table 3 shows the educational background of the respondents for each barangay. Most of them are high school graduates, with a total number of 90 or

42.86%. It is followed by 37, or 17.62%, who are college graduates.

1.4 Demographic Profile by Highest Educational Attainment

Table 4: Frequency and Percentage Distribution of Status of Employment

Barangay	Employed	Unemployed	Student	
Cut-Cut	9	5	1	
Daungan	5	7	3	
Ilang-Ilang	1	3	11	
Malis	5	8	2	
Panginay	5	7	3	
Poblacion	8	5	2	
Pritil	9	6	0	
Pulong-Gubat	1	11	3	
Sta. Cruz	3	3	9	
Sta. Rita	7	3	5	
Tabang	9	4	2	
Tabe	3	5	7	
Tiaong	3	7	5	
Tuktukan	8	2	5	
	76	76	58	210
Total	36.19%	36.19%	27.62%	100%

Table 4 shows the employment status of the residents per barangay. Barangay Cutcut, Poblacion and Tabang has the highest number of employed residents, 9. Barangay Pulong Gubat has the highest

number of unemployed residents, 11. Barangay Ilang-ilang, on the other hand, has the most significant number in terms of student-resident respondents.

1.5 Demographic Profile by Status of Employment

Table 5: Frequency and Percentage Distribution of length of Residency in Guiguinto Bulacan

Barangay	less than 10 years	10-15 years	16-20 years	21 years and above
Cut-Cut	1	1	3	10
Daungan	0	0	4	11
Ilang-Ilang	5	3	3	6
Malis	0	0	1	14
Panginay	0	0	3	12

Poblacion	1	0	4	10	
Pritil	2	3	0	10	
Pulong-Gubat	1	2	1	11	
Sta. Cruz	7	3	3	4	
Sta. Rita	1	0	4	10	
Tabang	5	0	1	9	
Tabe	0	6	4	11	
Tiaong	2	0	4	9	
Tuktukan	2	1	1	1	
Total	27	19	36	128	210
	12.86%	9.05%	17.14%	60.95%	100%

Shown in table 5 are the years of residency of the respondents. 128 or 60.95%, residing for almost 21

years and above in Guiguinto. It is followed by 36 or 17.14%, who have lived there for 16 – 20 years.

2. Food Delicacies in Guiguinto

Table 6: Known Delicacies of the Different Barangay in Guiguinto

Barangay	Known Delacacy
Daungan	<i>Nilagat na Hito</i>
Daungan	<i>Pinalundagang Bulig</i>
Daungan	<i>Sinigang na Dalag</i>
Ilang-ilang	<i>Pilipit</i>
Tabang	<i>Butchi</i>
Tabang	<i>Inipit (Eurobake)</i>
Tabang	<i>Palabok (Pat's Palabok)</i>
Tabang	<i>Susan's Lugawan</i>
Tabang	<i>Tagumpay Chicharon</i>
Tabe	<i>Lory's Chicharon</i>
Tiaong	<i>Crispy Sinigang</i>
Tiaong	<i>Sukang Pipino</i>
Tuktukan	<i>Lala's Candy</i>
Tuktukan	<i>Yeye's Butchi</i>

Table 6 enumerates the specialty or the known delicacy for the different barangay in Guiguinto. There are three (3) for Barangay Daungan: Nilagat na Hito, Pinalundagang Bulig, and Sinigang na Dalag. There is one (1) for Barangay Ilang – ilang, Pilipit. There are five (5) for Barangay Tabang, which has the most number; these are Butchi, Inipit

(Eurobake), Palabok (Pat's Palabok), Lugaw (Susan's Lugawan), and Chicharon (Tagumpay). Barangay Tabe has one (1) Chicharon (Lory's Chicharon). Barangay Tiaong ha two (2), Crispy Sinigang and Sukang Pipino. And Lastly, Barangay Tuktukan has two (2) Lala's Candy and Yeye's Butchi.

3. Categorization of the Food Delicacies in Guiguinto

Table 7: Categorization of Delicacies in Guiguinto

Category	Delicacy (ies)
Appetizer	<i>None</i>
Main Dish	<i>Nilagat na Hito, Pinalundagang Bulig, Sinigang na Dalag, Crispy Sinigang</i>

Dessert	<i>Lala's Candy</i>
Merienda	<i>Pilipit, Inipit, Palabok, Lugaw, Chicharon , Butchi</i>
Beverage	<i>None</i>
Sauce	<i>Sukang Pipino</i>

Table 7 categorizes the identified delicacies from the different barangay in Guiguinto. It can be seen that for appetizer and beverage there was none. For main dish: *Nilagat na hito*, *Pinalundagang Bulig*, *Sinigang na Dalag* (all three from Barangay Daungan), and *Crispy Sinigang* (Barangay Tiaong).

For dessert there is the Lala's candy from Barangay Tuktukan. For merienda: *Pilipit* (Barangay Ilang-ilang), *Inipit*, *palabok*, *lugaw* (Barangay Tabang), *chicharon* (Barangay Tabang and Tabe). There is an additional category, sauces, the *sukang pipino* (Barangay Tiaong).

4. Level of Awareness

Table 8: Frequency and Percentage Distribution on Level of Awareness of Guiguineños on INIPIT

	Name		Taste		Appearance		Ingredients	
	Yes	No	Yes	No	Yes	No	Yes	No
Barangay								
Cut-Cut	14	1	13	2	14	1	5	10
Daungan	15	0	15	0	15	0	3	12
Ilang-Ilang	15	0	15	0	15	0	5	10
Malis	15	0	15	0	15	0	4	11
Panginay	15	0	15	0	15	0	1	14
Poblacion	13	2	13	2	13	2	1	14
Pritil	14	1	14	1	14	1	6	9
Pulong-Gubat	15	0	15	0	15	0	0	15
Sta. Cruz	15	0	14	1	15	0	7	8
Sta. Rita	14	1	14	1	13	2	3	12
Tabang	11	4	12	3	11	4	5	10
Tabe	15	0	15	0	15	0	0	15
Tiaong	13	2	13	2	13	2	6	9
Tuktukan	14	1	14	1	14	1	4	11
Total	198	12	197	13	197	13	50	160

Inipit

Criterion	Yes		No	
	<i>f</i>	%	<i>f</i>	%
Name	198	94.29%	12	5.71%

Taste	197	93.81%	13	6.19%
Appearance	197	93.81%	13	6.19%
Ingredients	50	23.81%	160	76.19%

Table 8 presents the awareness of the Guiguiteños with Inipit. 198, or 94.29%, are very much familiar with the name of the delicacy, while 12 out of 210 said No, they are not aware. 197, or 93.81%, said that they know what it looks like and how it tastes.

At the same time, 13, or 6.19%, have not seen and tasted it. A low frequency of 50 answered yes in terms of its ingredients.

Table 9: Frequency and Percentage Distribution on Level of Awareness of Guiguintenos on CHICHARON

Barangay	Name		Taste		Appearance		Ingredients	
	Yes	No	Yes	No	Yes	No	Yes	No
Cut-Cut	14	1	14	1	14	1	8	7
Daungan	15	0	14	1	14	1	8	7
Ilang-Ilang	15	0	15	0	15	0	12	3
Malis	15	0	15	0	15	0	7	8
Panginay	15	0	15	0	15	0	9	6
Poblacion	15	0	15	0	15	0	7	8
Pritil	15	0	15	0	15	0	10	5
Pulong-Gubat	13	2	13	2	13	2	2	13
Sta. Cruz	15	0	15	0	15	0	13	2
Sta. Rita	15	0	15	0	14	1	8	7
Tabang	14	1	14	1	14	1	12	3
Tabe	15	0	15	0	15	0	0	15
Tiaong	14	1	14	1	14	1	12	3
Tuktukan	15	0	15	0	15	0	9	6
Total	205	5	204	6	203	7	117	93

Criterion	Chicharon			
	Yes		No	
	<i>f</i>	%	<i>f</i>	%
Name	205	97.62	5	2.38
Taste	204	97.14	6	2.86
Appearance	203	96.67	7	3.33
Ingredients	117	55.71	93	44.29

Table 9 explains the reception of the respondents with Chicharon. It can be seen that 205 or 97.62% have answered Yes, they know what chicharon is based on the name of the delicacy; 204 or 97.14% have tasted it; Appearance has also the majority of

the respondents answer that they know the delicacy based on this category; Half of the respondents know the ingredients of chicharon with a data of 117 or 55.71% of the respondents said yes.

Table 10: Frequency and Percentage Distribution on Level of Awareness of Guiguinteños on PAT'S PALABOK

	Name		Taste		Appearance		Ingredients	
	Yes	No	Yes	No	Yes	No	Yes	No
Cut-Cut	12	3	11	4	12	3	8	7

Daungan	15	0	15	0	15	0	9	6
Ilang-Ilang	15	0	12	3	14	1	5	10
Malis	15	0	15	0	15	0	7	8
Panginay	15	0	15	0	15	0	12	3
Poblacion	15	0	15	0	15	0	5	10
Pritil	12	3	12	3	12	3	5	10
Pulong- Gubat	12	3	11	4	11	4	4	11
Sta. Cruz	13	2	13	2	12	3	7	8
Sta. Rita	15	0	15	0	14	1	7	8
Tabang	14	1	14	1	14	1	11	4
Tabe	12	3	12	3	12	3	3	12
Tiaong	14	1	14	1	14	1	8	7
Tuktukan	13	2	13	2	13	2	8	7
Total	192	18	187	23	188	22	99	111

Pat's Palabok				
Criterion	Yes		No	
	<i>f</i>	%	<i>f</i>	%
Name	192	91.43	18	8.57
Taste	187	89.05	23	10.95
Appearance	188	89.52	22	10.48
Ingredients	99	47.14	111	52.86

Table 10 reveals the result of the respondents with Pat's Palabok. 192 or 91.43% of the respondents have answered yes that they know the name of the delicacy based on its name; Majority of the respondents answered that they have tasted Pat's

Palabok with a total data of 187 or 89.05%; As for the appearance of Pat's Palabok, 188 or 89.52% of the respondents answered yes. Greater than half of the respondents answered no based on the ingredients of Pat's Palabok.

Table 11: Frequency and Percentage Distribution on Level of Awareness of Guiguintenos on PILIPIT

	Name		Taste		Appearance		Ingredients	
	Yes	No	Yes	No	Yes	No	Yes	No
Barangay Cut-Cut	13	2	12	3	13	2	4	11
Barangay Daungan	15	0	15	0	15	0	1	14
Barangay Ilang-Ilang	15	0	14	1	14	1	6	9
Barangay Malis	14	1	14	1	14	1	2	13
Barangay Panginay	15	0	15	0	15	0	3	12
Barangay Poblacion	15	0	15	0	15	0	1	14
Barangay Pritil	14	1	14	1	14	1	6	9
Barangay Pulong-Gubat	13	2	13	2	13	2	0	15
Barangay Sta. Cruz	15	0	13	2	13	2	7	8
Barangay Sta. Rita	14	1	14	1	13	2	5	10
Barangay Tabang	11	4	12	3	11	4	5	10
Barangay Tabe	14	1	14	1	14	1	0	15
Barangay Tiaong	12	3	11	4	12	3	6	9
Barangay Tuktukan	13	2	13	2	13	2	5	10
Total	193	17	189	21	189	21	51	159

Criterion	Pilipit			
	Yes		No	
	<i>f</i>	%	<i>f</i>	%
Name	193	91.90	17	8.10
Taste	189	90.00	21	10.00
Appearance	189	90.00	21	10.00
Ingredients	51	24.29	159	75.71

Table 11 shows the awareness of Guiguinteños on Pilipit delicacy. 193 or 91.90% of the respondents answered that they know the delicacy based on its name. In terms of taste, 189 or 90% of the respondents answered yes. Same frequency on the

taste of the delicacy, respondents also answered yes to the appearance of Pilipit. Majority of the respondents that have a frequency of 159 answered that they didn't know the ingredients of Pilipit.

Table 12: Frequency and Percentage Distribution on Level of Awareness of Guiguinteños on BUCHI

	Name		Taste		Appearance		Ingredients	
	Yes	No	Yes	No	Yes	No	Yes	No
Cut-Cut	14	1	14	1	14	1	5	10
Daungan	15	0	14	1	15	0	2	13
Ilang-Ilang	15	0	14	1	15	0	4	11
Malis	15	0	15	0	15	0	4	11
Panginay	15	0	15	0	15	0	1	14
Poblacion	15	0	15	0	15	0	0	15
Pritil	14	1	14	1	14	1	7	8
Pulong-Gubat	15	0	15	0	15	0	1	14
Sta. Cruz	15	0	15	0	14	1	7	8
Sta. Rita	15	0	15	0	14	1	8	7
Tabang	14	1	14	1	14	1	7	8
Tabe	15	0	15	0	15	0	2	13
Tiaong	14	1	13	2	14	1	6	9
Tuktukan	13	2	13	2	13	2	4	11
Total	204	6	201	9	202	8	58	152

Criterion	Buchi			
	Yes		No	
	<i>f</i>	%	<i>f</i>	%
Name	204	97.14	6	2.86
Taste	201	95.71	9	4.29
Appearance	202	96.19	8	3.81
Ingredients	58	27.61	152	72.38

Table 12 shows the results of awareness on Buchi. The respondents are familiar with the delicacy its name 97.14%, taste 95.71% and appearance

96.19%. In terms of the ingredients, only 58 or 27.61% are aware of it.

Table 13: Frequency and Percentage Distribution on Level of Awareness of Guiguinteños on SUSAN'S LUGAW

Name		Taste		Appearance		Ingredients	
Yes	No	Yes	No	Yes	No	Yes	No

Cut-Cut	10	5	10	5	10	5	6	9
Daungan	12	3	12	3	12	3	9	6
Ilang-Ilang	11	4	9	6	11	4	6	9
Malis	12	3	11	4	11	4	7	8
Panginay	10	5	10	5	10	5	8	7
Poblacion	6	9	6	9	6	9	5	10
Pritil	12	3	12	3	11	4	5	10
Pulong-Gubat	11	4	11	4	11	4	3	12
Sta. Cruz	11	4	11	4	11	4	6	9
Sta. Rita	9	6	9	6	8	7	5	10
Tabang	15	0	15	0	15	0	12	3
Tabe	10	5	10	5	10	5	3	12
Tiaong	14	1	14	1	14	1	7	8
Tuktukan	10	5	10	5	10	5	8	7
Total	153	57	150	60	150	60	90	120

Susan's Lugaw				
Criterion	Yes		No	
	<i>f</i>	%	<i>f</i>	%
Name	153	72.86	57	27.14
Taste	150	71.43	60	28.57
Appearance	150	71.43	60	28.57
Ingredients	90	42.86	120	57.14

Table 13 contains the tabulation for awareness on Susan's Lugaw. A good number of respondents know the food item: 153 or 72.86% illustrate the awareness of the respondents on Susan's Lugaw. A frequency of 153 or a percentage of 72.86% of the respondents are known to the name of Susan's Lugaw. 150 or 71.43% of the respondents answered

yes that they are aware of the taste of Susan's Lugaw. Same data is given pertaining to the awareness of the respondents based on its appearance. Almost half of the respondents are the ones who are only known to the ingredients of Susan's Lugaw.

Table 14: Frequency and Percentage Distribution on Level of Awareness of Guiguinteños on LALA'S CANDY

	Name		Taste		Appearance		Ingredients	
	Yes	No	Yes	No	Yes	No	Yes	No
Cut-Cut	7	8	6	9	7	8	3	12
Daungan	15	0	15	0	15	0	3	12
Ilang-Ilang	12	3	12	3	12	3	3	12
Malis	15	0	15	0	15	0	5	10
Panginay	14	1	14	1	14	1	0	15
Poblacion	13	2	13	2	13	2	2	13
Pritil	9	6	9	6	9	6	3	12
Pulong-Gubat	15	0	15	0	15	0	1	14
Sta. Cruz	11	4	11	4	11	4	5	10
Sta. Rita	13	2	13	2	13	2	5	10
Tabang	11	4	11	4	11	4	9	6
Tabe	15	0	15	0	15	0	4	11
Tiaong	12	3	11	4	12	3	6	9

Tuktukan	13	2	13	2	13	2	3	12
Total	175	35	173	37	175	35	52	158

Criterion	Lala's Candy			
	Yes		No	
	<i>f</i>	%	<i>f</i>	%
Name	175	83.33	35	16.67
Taste	173	82.38	37	17.62
Appearance	175	83.33	35	16.67
Ingredients	52	24.76	158	75.24

Table 14 shows the awareness of the respondents in Lala's Candy. 175 or 83.33% of the respondents answered that yes that they are aware of the name Lala's Candy. Majority of the respondents answered yes pertaining to the taste of Lala's Candy. 175 or

83.33% of the respondents are known to the appearance of the delicacy. Most of the respondents have answered no in terms of the ingredients of Lala's Candy.

5. Sources of Information

Table 15: Main Source of Information of Guiguinteños on their Food Delicacies

Source	<i>f</i>	Rank
Magazines	9	5
Social Media	117	2
Brochures	23	4
Documentaries	62	3
Books	5	7
Word of mouth	132	1
None	8	6

Table 15 shows the frequency and ranking of the sources of information of the respondents pertaining to the local delicacies in Guiguinto. The frequencies shows that the respondents are aware and familiar with the local delicacies through word of mouth as it has the highest frequency of 132 so it is in the first rank followed by social media that has 117 responds and documentaries that have a frequency of 62. This also shows that books are the lowest source of information of Guiguinteños pertaining to their local delicacies.

6. Proposed Coffee-Table Book for Food Delicacies in Guiguinto

A comprehensive review and analysis done by the researchers resulted in the creation of another promotional strategy that the municipality of Guiguinto Bulacan can use in order to promote their food delicacies presented above. Based on the gathered data of this research study, the coffee-table book will consist of the seven major delicacies present in Guiguinto Bulacan including their name, the name of the owner, some historical data, and pictures that illustrate the different establishments

that offer these food delicacies. The researchers believed that by focusing on these seven (7) main delicacies of Guiguinto Bulacan will bring the culinary tourism of the municipality ahead towards the level of promotion of other cultural traditions and heritages of Guiguinto Bulacan like the Halaman Festival.

According to Okkumus & McKercher 2007, Local cuisine is a symbol of a destination's tangible heritage. Tourists can gain a truly authentic cultural experience by consuming it. These food delicacies in the coffee-table book would help the municipality to also increase their economic and rural development.

Conclusion

Based on the foregoing findings, the following conclusions are derived:

1. Profile of the Respondents

1.1. Age: Most of the respondents' ranges from 30-60 years old are most likely to engage and

participate in knowing the food delicacy of Guiguinto Bulacan.

1.2. Gender: The data shows in Table 2 Frequency and Percentage Distribution of Gender that the total of 108 of female respondents and 102 male respondents participates.

1.3 Educational Attainment - Most respondents are high school graduates. They are more likely to be familiar with the food delicacy of Guiguinto Bulacan and has the potential to preserve and transmit it into the next generation.

1.4 Status of Employment - The respondents have the same number of employed and unemployed respondents. The researchers conclude that the study have gathered the majority of the respondents who are not a student.

1.5 Length of Residency in Guiguinto, Bulacan - A large number of the respondents indicated that they have lived in Guiguinto, Bulacan for 21 years and above.

2. Food delicacies in Guiguinto, Bulacan

The researchers concluded that there are many delicacies that are not yet known to the public. Some delicacies are in the process of proving out that they came from Guiguinto through the research papers conducted by the SIKKKAT Tourism Office of Guiguinto. Places like barangay Tuktukan who have the popular desserts like LALA came from there are unknown to the public.

3. Categorization of Food Delicacies in Guiguinto, Bulacan

Most of the delicacies in Guiguinto that are present now were categorized as appetizers and afternoon snacks. The researchers concluded that Guiguinto have so much to offer to the public if good marketing is implemented onto them.

4. Level of Awareness

4.1 INIPIT

The researchers concluded that majority of the respondents are known to it but the ingredients were not.

4.2 CHICHARON

Based on the findings, the researchers conclude that Guiguinteños are very familiar to it.

4.3 PAT'S PALABOK

The researchers conclude that respondents are familiar to it and some of the respondents are not familiar in terms of its ingredients.

4.4 PILIPIT

The researchers conclude that the respondents are familiar to its name, taste, and appearance but not the ingredients.

4.5 BUCHI

Based on the data gathered, the respondents are familiar to its name, taste, and appearance but majority of the respondents are not familiar to its ingredients.

4.6 SUSAN'S LUGAW

The researchers conclude that the respondents are familiar to its name, taste, and appearance but based on the ingredients the respondents are almost half, majority were not that familiar.

4.7 LALA'S CANDY

The researchers conclude that the respondents are familiar to its name, taste, and appearance but majority are not familiar with the ingredients.

5. Source of Information

Based on the data gathered in this study, the researchers conclude that Guiguinteños only rely on the word of mouth as a source of information pertaining to their food delicacies. It portrayed that food delicacies in Guiguinto are only promoted by the persons who actually know the product and these persons became the tool to spread the word on others.

6. Proposed Coffee-Table Book

Based on the findings of this study, the researchers created a coffee-table book containing the seven food delicacies in Guiguinto that are present until now. The researchers included the name of the delicacy, name of the establishment (if there are any), the owner of the establishment, the historical data from the SIKKKAT Guiguinto Bulacan about these delicacies and documented pictures captured by the researchers. The coffee-table book have two copies that were given to the La Consolacion University Philippines, Malolos Bulacan and to the tourism office of SIKKKAT Guiguinto.

Recommendations

Based on the results of the study, these are the following recommendations proposed by the researchers:

1. Guiguinto Tourism Office must create a promotional strategies like documentaries to boost the promotion of the delicacies that are present now in the municipality. In this way, people of the community as well as tourists will have another source of information with regards to the food delicacies in Guiguinto.
2. The municipality must create an event that will showcase the new delicacies that are not known to the public. They can include this kind of event every January of the year because this is the month where the Halamanan Festival in Guiguinto happens.
3. Municipality should ensure that there are

local stores that sells these delicacies to the public. This would strengthen the awareness of the people in the community.

4. Local producers, entrepreneurs and restaurant owners must consider including the food delicacies in Guiguinto to their menu as this will be the locations for the tourists to buy these delicacies.

It is also recommended that a thorough reminder be delivered to each and every local resident of Guiguinto, emphasizing that the preservation of cultural food heritage will not be feasible without their involvement.

These recommendations could help the local producers of these seven delicacies to get a stronger promotion in order to sell their products and revive the business they have years earlier most especially the businesses that have started way back before the 2000s. This research study can be a tool of reference on how does the municipality can preserve the culinary of their municipality and the importance of promoting delicacies that are unknown to the public's eye.

Conflict of Interest

There is no conflict of interest between the authors in this manuscript.

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