

LOCAL PERCEPTION ON THE EVENT TOURISM IMPACT:
A CASE OF THE NATIVE CHICKEN BEAUTY CONTEST
EVENT IN ISABELA PROVINCE, PHILIPPINES



DOCTOR OF PHILOSOPHY IN TOURISM MANAGEMENT
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A DISSERTATION SUBMITTED IN PARTIAL FULFILLMENT
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THIS DISSERTATION HAS BEEN APPROVED IN PARTIAL FULFILLMENT
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ชื่อเรื่อง	การรับรู้ของท้องถิ่นเรื่องผลกระทบต่อการท่องเที่ยวของเหตุการณ์: กรณีของการประกวดไก่พื้นเมืองสวยงามในจังหวัดอิซาเบลา ประเทศฟิลิปปินส์
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บทคัดย่อ

การท่องเที่ยวเชิงเกษตรถือเป็นอนาคตของอุตสาหกรรมการท่องเที่ยวของฟิลิปปินส์ วัฒนธรรมและศิลปะที่หลากหลายของประเทศควบคู่ไปกับลักษณะทางภูมิศาสตร์อันงดงามจะให้นักท่องเที่ยวได้รับประสบการณ์ครั้งหนึ่งในชีวิต ปัจจุบัน ชุมชนและจังหวัดมุ่งสู่การพัฒนาอุตสาหกรรมการท่องเที่ยวเชิงเกษตรของตนเองโดยจัดแสดงวัฒนธรรมและศิลปะอันเป็นเอกลักษณ์ของตนเอง อิซาเบลาเป็นจังหวัดที่ใหญ่เป็นอันดับสองของประเทศฟิลิปปินส์ และเป็นจังหวัดที่ผลิตไก่พื้นเมืองที่ใหญ่ที่สุดในภูมิภาค ด้วยสิ่งนี้ความคิดริเริ่มการท่องเที่ยวเชิงเกษตรผ่านการประกวดไก่พื้นเมืองสวยงามจึงกลายเป็นงานรื่นเริงที่ดึงดูดนักท่องเที่ยวในจังหวัด หลังจากการดำเนินการที่ประสบความสำเร็จหลายครั้ง จำเป็นต้องประเมินความคิดริเริ่มเพื่อพัฒนาและปรับปรุงให้เป็นเทศกาลท่องเที่ยวเชิงเกษตรปกติในจังหวัด

การท่องเที่ยวเชิงเกษตรที่ประสบผลสำเร็จนั้นเกิดจากความร่วมมือกันโดยเฉพาะการสนับสนุนจากชุมชนท้องถิ่น การรับรู้ของท้องถิ่นเกี่ยวกับความสำคัญและผลกระทบของการประกวดไก่พื้นเมืองที่สวยงามเนื่องจากเป็นกิจกรรมการท่องเที่ยวเชิงเกษตรที่มีความจำเป็นต่อการดำเนินการให้ประสบความสำเร็จ การสนับสนุนจากชุมชนจะได้รับการรับรอง หากคนในชุมชนเห็นผลกระทบต่อสถานะทางการเงินและวัฒนธรรมของพวกเขา นอกจากนี้ กิจกรรมที่มีการสนับสนุนทางการเมืองอย่างเข้มแข็งจะได้รับการสนับสนุนจากชุมชนท้องถิ่น และด้วยการสนับสนุนอย่างต่อเนื่องของกิจกรรมที่เป็นมิตรต่อสิ่งแวดล้อม กิจกรรมการท่องเที่ยวควรคำนึงถึงผลประโยชน์ของสิ่งแวดล้อมด้วย

การศึกษาเปรียบเทียบกับพรรณานี้จัดทำขึ้นเพื่อประเมินการรับรู้ของท้องถิ่นเกี่ยวกับผลกระทบต่อทางเศรษฐกิจ สังคมวัฒนธรรม การเมือง และสิ่งแวดล้อมของการประกวดไก่สวยงามใน

ขณะนั้น ในฐานะโครงการริเริ่มการท่องเที่ยวเชิงเกษตรในจังหวัดอิซาเบลา ในประเทศฟิลิปปินส์ ผู้ตอบแบบสอบถามเป็นผู้เข้าร่วมกิจกรรมที่สุ่มเลือกมาจากเทศบาลต่างๆ ของจังหวัดแบบสอบถามเชิงสำรวจที่นำมาใช้เพื่อรวบรวมข้อมูลที่สำคัญในการศึกษา โดยทั่วไปแล้ว ผู้ตอบแบบสอบถามเห็นด้วยกับผลกระทบทางเศรษฐกิจของความคิดริเริ่มที่ตั้งที่นอนอยู่ในค่าเฉลี่ยที่ 4.44 ผู้ตอบแบบสอบถามมีความเห็นพ้องต้องกันอย่างมากเกี่ยวกับผลกระทบทางสังคมและวัฒนธรรมของโครงการริเริ่มดังกล่าว ซึ่งแสดงไว้ในค่าเฉลี่ยสูงสุดที่ 4.62 นอกจากนี้ ผู้ตอบแบบสอบถามเห็นด้วยกับผลกระทบทางการเมืองและสิ่งแวดล้อมของโครงการริเริ่มดังกล่าวโดยมีค่าเฉลี่ย 4.42 และ 4.31 ตามลำดับ ข้อมูลถูกนำมาวิเคราะห์ทางสถิติโดยใช้สถิติเชิงพรรณนาและเชิงอนุมาน

ผลการศึกษาพบว่าผู้เข้าร่วมมีความเห็นเชิงบวกเกี่ยวกับการประกวดไก่พื้นเมืองที่สวยงาม ในฐานะความคิดริเริ่มด้านการท่องเที่ยวเชิงเกษตร กลุ่มตัวอย่างรับรู้ในเชิงบวกว่ากิจกรรมนี้ทำให้ชุมชนท้องถิ่นสามารถปรับปรุงสถานะทางเศรษฐกิจรวมทั้งหน่วยงานปกครองท้องถิ่นได้ด้วยการเก็บภาษีเพิ่มเติม กลุ่มตัวอย่างยังเชื่อว่าผู้นำทางการเมืองจะสนับสนุนความคิดริเริ่มนี้ผ่านการระดมทุน และจะใช้กิจกรรมนี้เพื่อพัฒนาความสัมพันธ์ที่กลมกลืนระหว่างผู้นำทางการเมืองและชุมชนได้ นอกจากนี้ ความคิดริเริ่มอาจช่วยในการอนุรักษ์และส่งเสริมวัฒนธรรมท้องถิ่น ความยั่งยืนของสิ่งแวดล้อม และส่งเสริมคุณค่าทางสังคมของสมาชิกในชุมชนได้ด้วย

ในทางตรงกันข้าม ด้านผลกระทบของการประกวดไก่พื้นเมืองสวยงาม ผู้ตอบแบบสอบถามที่มีการศึกษา และพนักงานของรัฐที่ได้รับการฝึกอบรมด้านการจัดการไก่พื้นเมืองคิดว่ากิจกรรมดังกล่าวมีผลเชิงบวกต่อผลกระทบทางเศรษฐกิจ การเมือง และสิ่งแวดล้อมของโครงการริเริ่มมากกว่า ในทางกลับกัน ผู้ที่มีสถานะแยกทางกันอยู่ หรือเป็นหม้าย ผู้ว่างงาน และเกษตรกรมีความเห็นเชิงบวกต่อผลกระทบทางเศรษฐกิจและวัฒนธรรมของความคิดริเริ่มมากกว่า

จากการค้นพบข้างต้น ผู้วิจัยขอแนะนำให้หน่วยราชการส่วนท้องถิ่นโดยความร่วมมือกับหน่วยงานของรัฐและองค์กรพัฒนาเอกชนอาจจัดทำกรอบทางกฎหมายสำหรับการดำเนินการ การนำไปปฏิบัติ และการประเมินผลสำหรับความคิดริเริ่ม กรอบงานอาจมุ่งเน้นไปที่การฝึกอบรมการจัดการไก่พื้นเมือง เงินทุน และการโฆษณาการประกวดความงามของไก่พื้นเมืองในฐานะเทศกาลท่องเที่ยวเชิงอนุรักษ์ในจังหวัดอิซาเบลา ประเทศฟิลิปปินส์

คำสำคัญ : การท่องเที่ยวเชิงเกษตร, การประกวดไก่พื้นเมืองสวยงาม, เศรษฐกิจ, การเมือง, สังคม วัฒนธรรม, สิ่งแวดล้อม, การรับรู้ของท้องถิ่น, กรอบกฎหมาย



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Degree	Doctor of Philosophy in Tourism Management (International Program)
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ABSTRACT

Agritourism is seen to be the future of Philippine tourism industry. It is perceived that it will be the country's gateway to economic development helping millions of Filipinos living below the poverty threshold. Furthermore, the government sees the agritourism to be its response to the global call to end poverty (SDG 1), hunger (SDG 2), and to achieve good health and well-being (SDG 3), gender equality (SDG 5), sustainable cities and communities (SDG 11) and strong partnership (SDG 17). The country's diverse culture and the arts coupled with its majestic geographical characteristics will give any tourist a one of a lifetime's experience. Communities and provinces are now geared towards developing their own agritourism industry showcasing one's unique culture and the arts. Isabela is the second largest province in the country and largest native chicken producing province in the region. With this, an agritourism initiative through the conduct of native chicken beauty contest become a tourist attracting festivity in the province. After several successful implementations, it is imperative to assess the initiatives to further develop and enhance as a regular agritourism festival in the province.

Successful agritourism event is a collaborative effort especially the support of local community. Local perception on the significance and impact of the native chicken beauty contest as an agritourism event is imperative to its successful implementation. Support from the community will be ensured if they will see its

impact on their financial and socio-cultural status. Also, events with strong political support will also be patronized by local communities and with the continuous support of environment friendly activities, tourism events should be on the benefits of the environment.

This descriptive-comparative study was conducted to evaluate the local perception on the economic, socio-cultural, political, and environmental impact of the native chicken beauty contest as an agritourism initiative in the province of Isabela, Philippines. The respondents of the study were the randomly selected participants of the events coming from various municipalities of the province. An adopted survey questionnaire was used to gather the data needed in the study. Generally, the respondents agreed with the economic impact of the initiative as reflected in its grand mean of 4.44. The respondents have strong agreement on the socio-cultural impact of the initiative as manifested in its grand mean of 4.62. Furthermore, the respondents agreed on the political and environmental impact of the initiative with a grand mean of 4.42 and 4.31, respectively. Data were subjected to statistical analysis using descriptive and inferential statistical tool.

The study revealed that the participants were positive about the native chicken beauty contest as an agritourism initiative. They positively perceived that through this activity, local community may improve its economic status including the local government unit through the collection of additional taxes. They also believe that political leaders will support this initiative through funding that will be used to develop harmonious relationship between the political leader and community. In addition, the initiative may help in the conservation and promotion of local culture, environmental sustainability and upholding social values among community members.

Impact of the native chicken beauty contest, on the other hand, on the respondents who are educated, government employees, with trainings in native chicken management is found to be more positive on the economic, political, and environmental impact of the initiative. Conversely, those who are either separated or

widow/er, unemployed and farmers were more positive on the economic and socio-cultural impacts of the initiative.

Based on the foregoing findings, it is recommended that the local government unit, in cooperation with the government agencies and non-government organization may provide legal framework for the conduct, implementation and evaluation for the initiative. The framework may focus on native chicken management trainings, fundings, and advertising of the native chicken beauty contest as an agritourism festival in the province of Isabela, Philippines. Also, trainings for the farmers about native chicken management may be conducted focusing on the various strategies and techniques, including value added procedures towards strengthening tiny circular economy.

Keywords : Agritourism, Native chicken beauty contest, Economic, Political, Socio-cultural, Environmental, Local perception, Legislative framework, sustainable development goals, tiny circular economy

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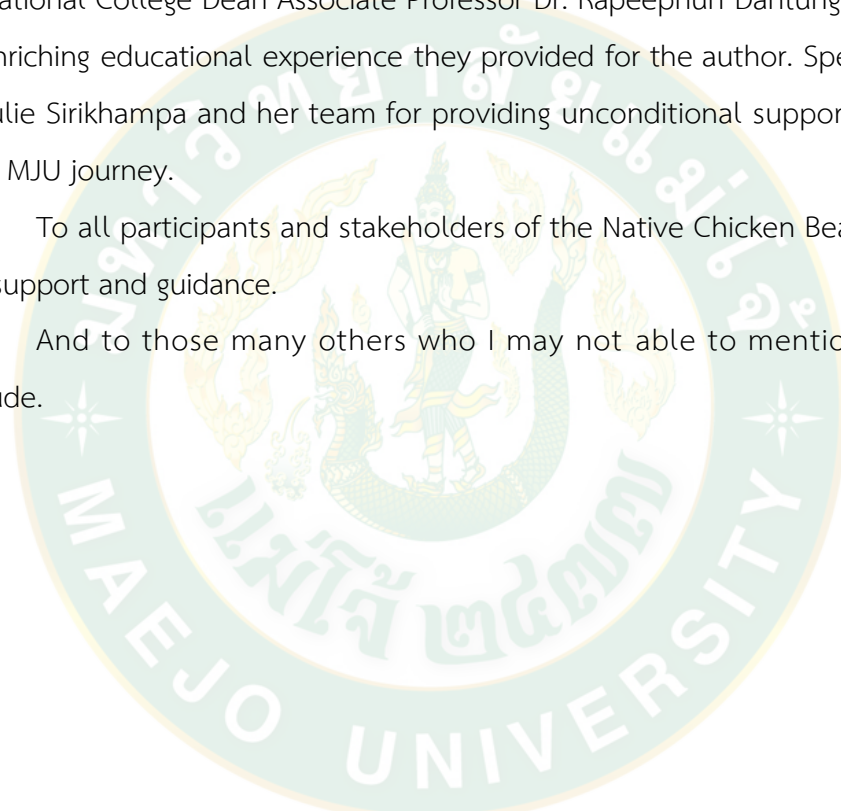
provided the researcher better opportunity in crafting activities that are socially and economically relevant.

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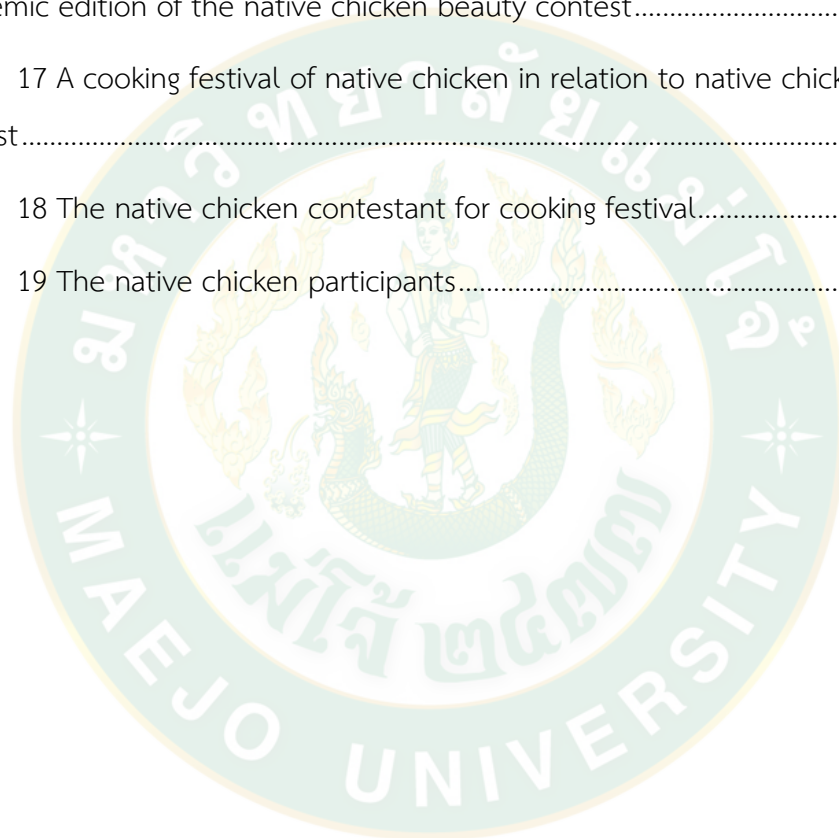
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CHAPTER I INTRODUCTION

Research Background

The Philippines is considered to be a pearl of the orient because of its majestic landscape, beautiful beaches, foods, hospitable Filipino community, diverse language and culture. Each municipality and provinces offer multitude of unique traditions, history, culture, scenery, etc. that will surely attract local and foreign tourists. According to Layug (2021), the country can provide various one-of-a-kind experiences among tourists who would want escape from their day-to-day routinely life activities. The Philippines is able to provide various experiences, sceneries, mountains, landscape, cultural heritage which are highly relaxing among tourists. Furthermore, Abrugar (2016), states that with more than seven (7) thousand islands, the country is confident to offer various nature-based, culture-based, and history-based tourism sites across the archipelago. The country can offer pulverized-like, white sand beaches, mighty waves for surfing, breathtaking undersea ~~the sea~~ creatures for diving, beautiful caves, mountains, islands and islets, which were formed thousands of years before human civilization. According to Statista (2022), the most preferred tourist destinations in the country for 2022 are Boracay in the island of Katiklan, Aklan, Baguio City in the province of Benguet, and the province of Puerto Princesa. Boracay and Palawan are known for their beaches which are characterized by being crystal-clear water and pure white sand. On the other hand, Baguio is known for its climatic characteristics which is relatively cooler than other places while maintaining its beautiful green environment.

The Philippines have experienced an increase of 15.24% of tourist arrivals in 2019. In that year, a total of 8, 260, 913 foreign tourists came to the Philippines to experience the country's bountiful tourism sites. Most of the arrivals were recorded during the months of December, February, January and July. Also, most of the visitors came from Korea, China, USA and Japan. There are also visitors who came from Taiwan, Australia, Canada, UK, Singapore and Malaysia. Most of the tourists came to the Philippines for holiday/leisure (59.34%), business trips (3.43%) and visiting friends or relatives (1.68%). Most of them visited Cebu, Rizal, Davao, Aklan, Batangas, Zambales, Palawan, and Benguet including cities and islands like Boracay, Puerto Princesa, and Baguio. These arrivals accumulated 482.15 billion pesos (Department of Trade and Industry, 2019).

The Philippines is a growing tourist hotspot, with world class beach, diving and shopping destinations according to Asia Pacific (GMA News Online, 2021). As a tropical country with an abundance of natural resources, biological diversity and a strong cultural heritage, it is now exploring another fast-growing segment – agritourism – and

has joined the ranks of the world's eight agritourism destinations (Apongol, 2020). Also, Layug (2021) explained that based on the current tourism trend in the world, the Philippines will be one (7) among the best seven (7) tourism destinations after the Covid-19 pandemic.

Statistica (2022) explained that the Philippines' economy is also dependent on its tourism industry. Also, Jimenez (2018) suggested that tourism is a crucial element of national economy. Tourism industry has a national impact; hence, it is an important factor to achieve socio-economic growth and cultural development. It can also attract local and foreign investment, employment and the development of the spirit of nationhood among Filipinos. Due to this, she explained that the country should develop a globally competitive, environmentally sustainable, and socially responsible tourism industry that promotes inclusive growth through employment generation and equitable distribution of income.

There are various kinds of tourist attraction in the Philippines. Tourist attraction may be nature-based like beaches (Boracay, Palawan, La Union, etc.), rice terraces of the Ifuago, falls, caves, etc. There are also a lot of history-based destination like Cebu, Vigan, Ilocos Sur, Intramuros, Manila, and many more. Also, there are festivity-based attraction like the Panagbenga festival, Ati-atihan festival, Dinagyang festival, Sinulog festival, Higantes festival and many more.

A growing aspect of tourism in the Philippines is agritourism industry or farm-based tourism. Agritourism is a distinct area of tourism industry which can be referred to as rural tourism, ethnic tourism, eco-based or nature-based tourism or even educational tourism. The concept evolved just recently, however, the practice of agritourism can be traced as early as 1800's in Europe and North America. Recently, the evolution of agritourism focused on creating the bar on needs, concepts, definition and types of agritourism. Agritourism is the combination of agriculture and tourism. It refocuses the practice and framework of agriculture towards economic development, sustainable development and becoming more environmentally friendly industry. Agritourism provides opportunities for people from urban societies to experience and gain knowledge to get acquainted with rural life and their previous life set-up with beauty and simplicity in the province or field. Also, it helps the rural people to generate additional income aside from their income generated from their agricultural products (Borlikar and Rao, 2015). Also, Pavic, et al. (2018) explains that agritourism industry is one among fastest growing areas in the field of tourism industry. In agritourism industry, tourists are given opportunity to reflect agricultural landscape of a place including the factors that affect this landscape. They may also participate in the various agricultural processes for the purpose of enjoyment and learning. Activities for this matter may include daily visits, harvesting, hunting and fishing, observation of wildlife, tree planting, etc. It is a sustainable form of livelihood and tourism. For various countries, it is included in their regional development plan with the end view of empowering rural

areas to actively participate in their local economies and to promote green tourism.

In a research report of CDN News Wire (2022), the global economic impact of agritourism will dramatically increase until 2029. Between 2022 and 2029, agritourism market will have a yearly increase of at least 6.65%. The 243.29 billion USD agritourism market in 2021 is expected to increase by 407.20 billion USD in 2029. This forecast is grounded on the idea that global communities will continue to conserve ways of life in rural areas while there is a continuous urge to development and improve the agricultural sector and enhancing every country's tourism industry. Based also on the report of CDN News Wire (2022), aside from the common agritourism activities, new and emerging activities will be introduced like workshops, pond fishing, carnivals, including allowing the tourists to experience the value-added activities among the crops and products of every agritourism sites. By this, understanding of agriculture crop production, styles, importance of good food to humans' lives, environmental conservation, including cultural and heritage appreciation will be improved and included in future agritourism experiences and programs. Agritourism is now seen as a rising star that will contribute to the economic development of the Philippines in the long term. The Philippine Department of Tourism (DOT) and the United Nations Development Program (UNDP) came together and formulated the Philippine Tourism Master Plan (TMP) aimed at developing tourism on an environmentally sustainable basis (Asia Research, 2013).

Agritourism started in the Philippines as early as 1990's. It is considered to be a developing and promising industry which will positively and significantly affect the Philippine economy in the long run. The increasing number of patronizing agritourism is providing income and created a more ecologically sustainable environment. For the Philippines, agritourism includes resorts, off-site farmers' market, non-profit agricultural tours, and other similar activities in rural areas and provinces. The main purpose is to offer tourists with an avenue to reconnect with the land and provide direct and firsthand experiences in provincial and local set-up. For the locals, agritourism helps conserve the way of life and natural landscape, including strengthening local connections, culture and traditions. It also helps the locality for an additional income derived from these activities and experiences (Blackestfest.com, 2021). Farm-based or agritourism is a promising industry in the Philippines. It can provide tremendous impact in the country's economy. This assumption is based on the idea that the country is highly attractive to local and foreign tourists and it has strong connection to agriculture. According to Arellano (2019), the country is a promising tourist destination, however, the performance of the country in this area is a lot lower than with countries having the same characteristics. According to Henderson (2011), the low performance of the country can be attributed to unstable political power. There are problems related to transportation, accommodation, advertisement strategy, and other important areas. According to Yamagishi, et al. (2021) while agriculture plays a vital role in Philippine economy, its performance is relatively low compared to neighboring countries. Poor

performance of the agricultural sector can be attributed to challenges like urbanization of rural areas due to population density and high demand for industrialization. Also, young Filipinos are not engaged to farming which causes low agricultural production. Aside from this, the climatic condition of the country affects the productivity of the sector. Various natural and man-made calamity adversely affect this sector. There are also issues on limited financial, technical, and human support from the government and non-government organization to improve existing farm techniques and/or to introduce innovations. Farmers are seen to be good in technical skills however, they lack business skills like marketing and human relation skills. This problems in agriculture provide a good avenue for the government to study the situation. In this case, agritourism industry is seen to be of help to alleviate the economic status of rural areas. Farmers can be trained through seminars and trainings in developing an agritourism vibes in their community.

In the Philippines, farm sectors are characterized by a high level of unemployment and lower standard of living which are determined by the orientation of the rural population towards seeking other income sources than agriculture. The poorest Filipinos include farmers, fishermen and children (Philippine Statistics Authority, 2017). One of the farmers' available options, among others is to diversify the agricultural activity via agritourism festivals. Agritourism is a mixture of both "agriculture" and "tourism". Fundamentally, agritourism involves an agriculturally-based operation or activity that draws visitors to a farm, ranch or any natural site for outdoor recreational activities. Diversifying a farm to include recreation and leisure activities into agritourism is increasingly being adopted and is suggested to bring a myriad of economic and intrinsic benefits to farmers/growers, visitors and communities (DOT, 20119). Many people are now looking to escape the hustle and bustle of the city life to get back to nature; resulting to Agri-destinations gaining popularity among tourists. According to Tacio (2020), the influx of agritourists has brought revenue and created a more ecologically sustainable environment. This will generate employment in rural areas, where the employment is often most needed, to avoid migration and slum-formation in urban areas.

Research Problem

Native chicken production is an integral part of farming in the rural areas in the Philippines. The country's average annual inventory of native chicken increased by 3.1 percent from January 2020 to January 2021. It contributed to the total chicken population in the country, which is 12.86 million heads as of January 1, 2021. As of 31 March 2022, the total chicken inventory was estimated at 187.66 million birds. This was 2.4 percent higher compared with the previous year's same period inventory of

183.27 million birds. Inventory of broiler chicken and layer chicken grew by 10.7 percent and 0.5 percent, respectively. On the other hand, native chicken population declined by (-)2.30 percent (Department of Agriculture, 2021). The impact of poultry production in Philippine economics should not be understated. Chicken and other kinds of poultry provide meats and eggs that are highly contributing to the agricultural production in tropical countries like the Philippines. In fact, poultry production had surpassed livestock in terms of its economic impact. In various tropical countries, poultry production is a mixture of both modern and traditional systems. There are farms using stocks, feed, and commercial productions. However, there are still farms using inputs from their backyard level. There are also rural farmers using native species. In the Philippines, various studies have been conducted to improve animal adaptation, behavior, nutrition, reproduction and the overall productivity of chickens and other poultry products (Lambio, 2010).

There is a great potential on these native chicken in the country. These chickens are well adapted to the tropical condition and usually raised under a scavenging system. According to Department of Agriculture (2021), native chickens are perceived to be tolerant with the common chicken diseases and parasites. From the farm unit perspective, native chicken production has been the main source of meat and eggs for Filipino farmers. Its ability to produce meat and eggs under minimal management, intervention and inputs has led to its large population and popularity. According to PCARRD (2020), native chicken meat has always been preferred by consumers over that of commercial broilers due to its unique taste, distinct flavor and texture, presence of nutraceutical compounds and lower fat content. Being free ranged, native chicken is generally perceived as free from antibiotics and other synthetic chemical residues.

The global trend of shifting consumer preferences toward organic and naturally produced products in recent years justifies the premium price offered for native chicken over that of its commercial hybrid counterpart. This local genetic resource provides livelihood in terms of additional income, food security and opportunity to convert farm wastes and by-products into high value products such as meat and eggs. Native chickens also provide socio-cultural services to rural communities (Alano, 2019).

The role of native chicken in Philippine agriculture remains a significant contributor to the continuous supply of meat and eggs and extra income for many rural Filipino farmers. However, production of native chickens has become unpopular to farmers due to the advancement in commercial chicken production (Chang, 2007). There is therefore the need to promote the increase in the production of native chicken and motivate growers to continue raising native chickens. One way to revitalize and popularize the raising of native chicken is its promotion during agritourism festivals. Organizing beauty contest for native chicken in agritourism festivals is a fresh innovation

that will trigger excitement and participation among native chicken farmers/growers. Furthermore, public awareness is direly needed. To be able for the community to conquer the pressing issues of food insecurity, people of the community should maximize their capacity and knowledge in raising every household's own protein and in industrializing native chicken raising.

The province of Isabela being the second largest province in the Philippines in terms of land area, second to Palawan, is a home for various ethnolinguistic groups having their own unique culture and language (Guzman, 2020). The province is basically an agricultural area given its characteristics of having a long terrain of fertile land for rice, corn, vegetable, livestock, etc. The province is considered to be the rice granary of the north. According to Ngislawan (2022), native chicken is a vital part of Isabela's economic development. However, it is very unpopular for a farmer to invest in this area, despite its potential for bigger market. Also, native chickens are usually viewed as family food or important ingredient for indigenous rituals and activities. Seeing the potential of native chicken for bigger market, government agencies in collaboration with private agencies conceptualize the native chicken beauty contest. For straight three years (2018-2020), the native beauty contest was done as the highlight of the agritourism festival in the province of Isabela, Philippines. Through strategic planning and conceptualization, this was able to be endorsed by the provincial agriculture office to its municipal satellites. In the period of implementation, the researcher attempted to assess the motivational impact of the project in elevating the interest of the public to engage in native chicken livestock raising.

The primary goal of this activity is to raise awareness among people of the community on the health benefits of patronizing native chicken for their consumption. Also, it raises awareness on the characteristics of native chicken to alleviate the problems on nutrition and food insecurity. The project allows also the farmers to motivate them raising native chicken by providing avenue for additional markets and clientele. The end view of the project is to help the farmers earn additional income for their family. As an effect, the project intends to develop another kind of attraction in the province. Beauty contest for native chicken will provide fresh and new experience among tourists who will be educated among the benefits of raising native chicken, thereby promoting socio-cultural and socio-economic development in the province and in the region. The motivational impact of this platform of showcasing native chicken raisers' creativity was evaluated by this study to determine to effectiveness and extent of its implementation for three consecutive years.

The present study aims to address problems on low production and market performance of native chicken in the province of Isabela through the aid of native chicken beauty contest as a new agritourism activity in the province of Isabela. While it is true that native chicken is an integral part of the province's agriculture and culture, there is no move to maximize its use for tourism industry and its economic benefits. Raising native chicken remains to be based on the need of a family without realizing

the potential of native chicken

to become a stable source of their income. Statistics shows that commercial chicken are more patronized than native chicken. On the other hand, native chicken remains to be a dish for especial gatherings and cultural or community rituals.

Research Gaps on Native Chicken as an Agritourism Initiative

Three research gaps were identified which prompted this research's topic.

1. Fewer investigations have concentrated on community-based preconceptions of event, socio-cultural impacts. While there is an adequate quantity of research on tourism's social impacts, the number of studies done on events/festivals and their socio-cultural impacts on host communities is deemed limited/small and understudied (Andriotis 2000; Fredline et al. 2003; Gursoy et al. 2004; Getz 2008; Karadakis and Kaplanidou 2012; Winkle and Woosnam 2014).

2. Studies on the effects of events and tourism on developed countries: the majority of research studies on community-based perceptions of event/tourism impacts were conducted in developed nations, just with a few in developing economies (Akkawi 2010; Mohammadi et al. 2010; Eshliki and others 2010). Kaboudi (2012), Chili (2015), and Peri (2018)).

3. There is a great potential to establish native chicken agritourism industry in the country however there is no clear prototype available to be used by the promising raisers who recognize the role of native chicken in Philippine agriculture as a significant contributor to the continuous supply of meat and eggs and extra income for many rural Filipino farmers. Moreover, the production of native chickens has become unpopular to farmers due to the advancement in commercial chicken production (Chang, 2007; Ngislawan 2022)

4.

Research questions:

1. What is native chicken beauty contest as an agritourism industry in the province of Isabela, Philippines?

2. What is the socio-demographic characteristics of the participants of the native chicken beauty contest in terms of their gender, age, civil status, highest educational attainment; major occupation, number of heads being managed, income from raising native chicken, trainings related to raising native chicken?

3. What are the perceived impacts of native chicken beauty contest as to Environmental, Socio-cultural, Political, and Economic aspects?

4. What are the perceived impacts of the native chicken beauty contest when the respondents are grouped according to their profile?

5. What agritourism policy intervention can be proposed based from the result of the study?

Research Objectives

1. To describe native chicken beauty contest as an agritourism industry in the province of Isabela, Philippines
 2. To describe the socio-demographic characteristics of the participants of the native chicken beauty contest in terms of the following:
 - a. Gender
 - b. Age
 - c. Civil status
 - d. Highest educational attainment;
 - e. Major occupation
 - f. Number of Heads being managed
 - g. Trainings related to Raising Native Chicken
 3. To determine the perceived positive and negative impacts of native chicken beauty contest as to the following aspects:
 - a. Environmental
 - b. Socio-cultural
 - c. Political
 - d. Economic
 4. To analyze the perceived impact of the native chicken beauty contest when the respondents are grouped according to their profile.
 5. To recommend agritourism policy based from the result of the study.
- Research Significance.

This study will be beneficial to the following:

Native Chicken Farmers. This study will help the native chicken farmers including input suppliers and chicken traders for the planning and design for the improvement of their business through a recommendation by the Department of Agriculture.

Department of Labor and Employment (DOLE). This may help the agency in generating baseline information in providing employment opportunities.

Local Government Unit. The local administration will find the study helpful in their formulation of programs and projects that could improve the economic condition of native chicken growers.

Researchers. Future researchers can use this as baseline data for them.

Expected Results

This research study aimed at developing policy recommendations for the improvement of the native chicken beauty contest as an agritourism initiative in the province of Isabela, Philippines. The policy will contain frameworks and guidelines in the implementation of the initiatives including mechanism that will ensure benefits for the marginalized and financially challenged native chicken farmers in the province. In addition, the study will be a basis in developing programs towards financial, socio-cultural, and environmental empowerment among the native chicken farmers of Isabela. In the end, the studies and projects to be developed from the research may be of use to further address the UNESCO's Sustainable Development Goals (SDG).

Scope of the Study

The Philippines is experiencing scarcity of household protein supply due to the increasing market demand. At the end of this study, a policy recommendation to improve Native Chicken Beauty Pageant as a sustainable agritourism activity in Isabela, Philippines may improve native chicken production and industrialization.

Limitation of the Study

The respondents' (in this study, Native Chicken Beauty Pageant Participants) time, attendance, and willingness to participate in the study are among the study's limitations. The amount of information collected for this study was influenced by the number of people who attended festivals and events. Since not everyone who attended the events or festivals are able to complete a survey, the data collection time impacted the results. Weather is another limitation of this study. Poor weather reduced the attendance and participation in event activities.

More time and funding were required to improve data collection, data analysis, and results. Limitations include the events chosen for data collection and the study area. The study was conducted in Cordon, Isabela, so data are limited to agritourism in this area. The three events for data collection were chosen based on the pageant's overall attendance rate.

Survey questions were limited to questions pertaining to those topics. An additional delimitation was the time frame for data collection. The location of the data collection at the event or festival was also restricted to one area and accounted for certain demographics of the respondents such as age, gender, and marital status among others.

Definition of the Terms

Stakeholders are the people who participated in the Native Chicken Beauty Pageant during the Native Chicken Festival

Local perception refers to the possible economic, political, environmental, and cultural impact the native chicken beauty pageant has given to them.

Native chicken beauty Contest is an annual activity by the Amancio Nicolas farm in Cordon, Isabela, Philippines as part of the Native Chicken Festival held yearly.

Native Chicken Farmer means someone who is in charge in providing the native chicken supply.

Event Tourism is referring to the demand of tourism during community events or activities which involves cultural festivals and other related activities.



CHAPTER II REVIEW OF RELATED LITERATURE

Theories within events impacts studies

Social Exchange Theory

Social Exchange Theory or SET is the most common and known applied theory that assesses the impact of community members' perception (Gonzales, 2020). Its foundational belief is that social behavior is the result of an exchange process. The purpose of this exchange is to maximize benefits and minimize costs. People balance the potential benefits and risks of their social relationships. When the risks outweigh the rewards, they will terminate or abandon the relationship. This theory of social interaction has been used across a variety of fields, including sociology, psychology, and even economics. Most relationships are made up of a certain amount of give-and-take, but this does not mean that they are always equal. Social exchange suggests that it is the valuing of the benefits and costs of each relationship that determine whether or not we choose to continue a social association (Cherry, 2022).

In the context of tourism, SET asserts that the willingness to support tourism initiatives through exchanges by community members is a result of their careful analysis of the costs and benefits (Gonzales, 2020). Exchange theory has been one of the major theoretical perspectives in the field of social psychology since the early writings of Homans, Blau and Emerson. This theoretical orientation is based on earlier philosophical and psychological orientations deriving from utilitarianism on the one hand and behaviorism on the other. The influence of both of these theoretical foundations remains evident in the versions of exchange theory that are current today (Cook & Rice, 2015).

Social Exchange Theory further asserts that it involves at least two (2) persons. Each of these persons provides benefits for the other person and the basis of its continuance is the reward being received by the other person from the other person. The theory is based on the notion that human behavior or social interactions is an exchange of activity, products or services, with emphasis on the rewards and costs relationship. Participants in this exchange depend on valuable outcomes in order for them to continue participating in the process of exchange. Hence, participants will portray positive attitude if they continue to receive valuable outcomes after they willingly participate in the process of exchange. They behave in a way that increases outcomes they positively value and decreases outcome they negatively value and if the benefits from the exchange exceed the costs, actors engage in recurring exchanges over time. Interactions are likely to continue only if both parties feel that they are benefitting more from the exchange than they are giving up (Nunkoo, 2016).

According to Aideed (2021), SET is an instinctive and logical theory which asserts that an individual's attitude, interaction and perception about tourism are influenced by their evaluation on the tourism outcomes experiences which include benefits and costs, and that they change the tangible and intangible resources like social, psychological, economic and environmental, for their communities and for themselves. Hence, SET is the most trusted, appropriate and popular theory related to tourism industry. This theory is being used to identify, understand, and explain residents' perceptions, responses, support, and attitudes towards the impacts of tourism and events.

It is further explained by Aideed (2021) that SET aims at developing mutual benefits from the host-guest interaction or exchange by providing explanation to the host on tourism's impacts on their destination. The local community will be supportive, positive, and favorable of events/tourism if they gain greater benefits from an events/tourism exchange more than costs, while they will oppose and quit a relationship, consequently viewing tourism negatively if they do not receive any benefits-negative impacts that outweigh the positives.

Li, *et al.* (2014) explained that SET believes that individuals will engage in exchanges if the result has a value on them, if the result will produce valuable rewards and if the costs will not exceed the value of the reward. Fundamentally, SET takes an economics approach and assumes that human interactions involve rational cost-benefit evaluations out of self-interest and to maximize rewards. As a result, despite being a sociology theory in origin, SET and the notion of "exchanges" have been particularly influential in business-related studies. SET is not merely one theory but represents a conceptual paradigm bridging key premises from alliance theory, interdependence theory, resource theory, and so on. As an overarching framework, SET involves a set of ideas surrounding the rules and norms of exchange (particularly the principles of reciprocity and negotiation), the resources exchanged (e.g., money and services), and social exchange relationships. As such, SET has engendered many micro theories focusing on various processes and dimensions of human behavior. These micro theories generally converge on one core tenet: Social exchange comprises actions contingent on the rewarding reactions of others, which over time provide for mutually and rewarding transactions and relationships. It appears that most tourism studies employing SET are framed on the basis of this principle. In tourism/event contexts, SET suggests that local residents form their attitudes toward tourism-/event-related impacts based on experiential or psychological outcomes associated with the event. Past research found that individuals tend to be more supportive if they perceive the benefits from hosting an event/tourism development as greater than the costs. Likewise, if residents view the event or tourism project as bearing unacceptable costs,

or the costs outweigh the benefits, they are apt to hold a negative attitude.

In the context of tourism management, it is argued that community members evaluate tourism activities in terms of its impact between the benefits which they may gain from it and the costs which they may spend from it. SET perceived that member of the community will look at any tourism activity as positive if the exchanges of resources is high and equitable. On the other hand, community people will look at tourism in a negative way if the exchanges of resources are low or there is an unequal exchange. Tourism is seen to be positive for those who economically benefit from it (Curto, 2006).

Social Representation Theory

Social representation theory has been adopted for explaining tourism impacts and local attitudes (Monterrubio & Andriotis, 2014) since it is a psychological theory in nature. It is used to contribute to the perspective of cultural and developmental psychology. The theory asserts that individual ways, group or collective construct deal with conflicts and decide about a common future. Hence, human approach to future experiences may differ from time to time since adaptation is possible. Being embedded in history and culture, social representations manifest themselves in public discourses and social thinking about phenomena which touch in some fundamental ways social (political, ecological, or health related realities). The theory of social representations places communication and the concept of change in the center of social psychology (Ambroz & Mavric, 2016).

Social representations are argued to be “a system of values, ideas and practices” concerted through interactions between individuals, groups, institutions, and the media. From this perspective, behavior is not causally related to beliefs rather, beliefs and behavior coexist as part of the system of meaning used to understand an issue. These systems of meaning serve as tacit or implied frameworks that direct and inform verbal and nonverbal communications by defining the parameters for debate and dialog around the issue. People may be aware of how the issue is understood by other people (that is, how it is socially represented) even though they themselves do not agree with this. Central to this theoretical approach is the premise that social representations are not popularization, distortion, or diffusion of scientific knowledge; rather, they are how objects are understood in the public domain. By this we mean that lay, or nonscientific, knowledge is not viewed as incorrect or mistaken but as a valid knowledge system in its own right. This distinction underscores how the values and beliefs of a group or community sculpt scientific knowledge to make it meaningful such that it may be qualitatively different from its scientific counterpart (Maloney, *et al.*, 2014).

Social representation theory is useful in tourism research due to the many stakeholders involved. A social representation of a phenomenon emerges through two processes: anchoring and objectification. Anchoring is making something unfamiliar understandable by linking it to something familiar based on the social groups' experience, background, and opinions. At this stage, the group develops a shared understanding of the unfamiliar phenomenon by associating it with known attributes. Objectification supports anchoring by using groups' common traits, such as cultural, political, and religious backgrounds, to construct a concrete conceptualization of the unfamiliar phenomenon. Once the collective social representations of a phenomenon are attained, the representation becomes the common understanding among the group. During the process, members of the social group will negotiate and discuss the representations to come to a common understanding. Social representation is a continuous process within a social group in which anchoring and objectification shape the representation as new information about the phenomenon emerges (Shaheer & Carr, 2021).

Social representation is developed on common knowledge and understanding about reality. Social representation theory developed for the study of lay knowledge, addresses issues which are also of concern to other theoretical framework and research traditions, such as culture, common sense and shared cognition. But the theory is especially relevant for understanding new societal events in rapid change. The key point is that social representations constitute collective systems of meaning which may be expressed, or whose effects may be observed in values, ideas and practices. Social representation theory specialized on a crossroads, at the articulation between individuals and social, and between symbolic and real. They are embodied in habitual behavior, in formal and informal communication, allowing us to construct a framework of references that facilitates our interpretations of reality and guides our relations to the world around us. In other words, social representations are products of interconnectedness between people and processes of references through which we conceive the world. Social representations are organizing principles of symbolic relationships between individuals and groups. Thus, as it is described by a first assumption on which this definition is grounded is that various members of a population under study share common views about a given social issue. However, social representation theory implies that variations of these meanings depend upon group memberships held by individuals, as they are anchored in other collective symbolic realities. The view which group members maintain about a social object is specific for the group and, hence, the object itself takes on group specific social characteristics. Talk and overt action provide the frame of description of these characteristics. Images, and verbal metaphors, as they are used in everyday life, are

the basic means for understanding and grasping of the world. As a consequence, social representation theory is a constructivist as well as a discursively oriented approach. In order to understand tourism development, the current study adopts the word association method. Exploring social representations and how and why these may differ when we locate social actors by taking into account their social positioning, offers an understanding for the development of better educational and managerial approaches (Meliou & Maroudas, 2009).

Social Representation Theory (SRT) proposes a collective concept of values, ideas, beliefs, cultures and traditions shared by the group of members in a community. Social representations are a bundle of organized judgments, attitudes and information with a hierarchical structure that a social group creates with respect to a social object or situation. They are constructed in daily life by individuals through communication and behavior that can serve to create a basis for future reference. SRT emphasizes the importance of social sharing on individual attitudes and behaviors. Scholars have tried to explain residents' different perceptions and attitudes. The sources of social representations can be divided into three areas: direct experience of an event, social interaction, and the media. These three areas are also the factors which influence the residents' evaluations of the festival and special event activities and affect individual perceptions, attitudes and behaviors (Li, *et al.*, 2018)

Growth Machine Theory

growth machine is built upon the common goals of the economic and political sectors to promote long-term growth within a community. There are several assumptions behind GMT. First, all interest groups are locally dependent. This implies the existence of a coherent set of interests and strong social linkages, which are critical for forming and sustaining a growth machine. Second, land is the most important source of wealth and power, and growth is property-driven. The scarcity and immobility of land motivates local people to cooperate and to promote sustainable growth. Homegrown social elites emerge and are very likely to participate in political activities, and, as a result, economic consensus about growth is reinforced in the political sector. In such a community, strong coalitions are observed between dominant economic and political interest groups (Zhang, 2014).

GMT is applicable to tourism development in high growth regions. Growth machine talks growth in the areas of politics and economics in any given locality. A central premise of growth machine theory is that a select few land owners, speculators, and developers control the vast majority of land in high growth regions and thus promote localized inflation and control the form and function of current and future development. The growth machine theory also follows that the role of

government is to attract and promote development and thus, government is essentially in a coalition with the businesses and developers who fuel growth. However, local governments generally have an assumed mandate of paradoxically balancing the promotion of growth with their responsibility of regulating growth, which can be extremely difficult, especially in high growth regions. The inevitable result of a local growth machine is the fragmentation of the local community, as residents take different positions on growth. Experts argued that in many cases growth benefits only a small proportion of local residents and that growth does not improve the financial status or quality of life of most residents. When there are conflicting views on growth among residents, developers, business leaders, and government the potential for an antigrowth movement exists.

Supply Chain Management

The use of agricultural products and processes as a subject for tourism industry is also the focus of Supply Chain Management (SCM). According to Hassan (2021) SCM is the administration of the flow of goods and services from the point of production until it reaches the consumer. It also includes management of storing products while undergoing the whole process of production, inventory, value adding, etc. According to Viswavidyalaya (2020), SCM ensures efficient administration of production, processing, storage, and other process to satisfy consumer at the end of the day. Furthermore, SCM provides an overview in the relationship between supply and demand of agricultural products. The concept of SCM in the field of agritourism industry was explained by Fitriana (2016). According to her, agritourism industry is territory-based, and place-specific. Products and services are commonly unique to a place, hence, when the products and services are managed using SCM, a tendency of succeeding is at a higher rate.

Concepts

Agritourism

Defining Agritourism

The practice of allowing visitors to engage in recreational activities while on the farm has decades of history, but not under the label of agritourism. Research has explored a variety of explanations during the subsequent decades, expanding and shaping the definition of agritourism to encompass nearly any activity in which a visitor to the farm observes or participates in an agricultural process. While some confusion exists in the literature regarding terminology, especially between agritourism and rural

tourism, agritourism is understood to take place on a working farm, generate income for or add value to the farm, and involve visitor participation in or observation of farm activities (Barbieri and Mahooney, 2015).

A farm diversified into agritourism is somewhat more complex than those operations focused solely on agricultural production or tourism. The complexity is created by the many different activities and functions that are incorporated into agritourism, including both agricultural production and managing daily visits and special events, as well as marketing and customer service. Researchers have further honed the understanding of agritourism to include activities not typically associated with agricultural production such as raising native chicken for beauty contest and other activities.

While many activities associated with agritourism are recognized in the literature, researchers have struggled to develop a classification system within the definition. A study of agritourism in Virginia identified the six common activities which included self-harvest crops, Christmas trees, hayrides, programs for children petting zoos of farm animal displays and festival such as native?? beauty contest (McGehee and Kim, 2014). Expanding upon the list of most popular activities Veeck *et al* (2016) described a 10-category classification of agritourism activities and seasonal offerings: 1) Berries, 2) Orchards, 3) Farm market, 4) Fall Harvest, 6) animal products and attractions, 7) Farm experience, 8) Honey or other food products, 9) Nursery and 10) Vineyard. Veeck *et al* (2016) classified agritourism operations using the single most financially lucrative activity or service. However, utilizing such classifications to organize agritourism involvement may further definitional challenges to operations identifying with multiple categories or blending categories to best fit farm resources (McGehee, 2017; Veeck *et al.*, 2016).

Pavic, *et al.* (2018) explains that agritourism industry is one among fastest growing areas in the field of tourism industry. In agritourism industry, tourists are given opportunity to reflect agricultural landscape of a place including the factors affecting this landscape. They may also participate in the various agricultural processes for the purpose of enjoyment and learning. Activities for this matter may include daily visits, harvesting, hunting and fishing, observation of wildlife, tree planting, etc. It is a sustainable form of livelihood and tourism. For various countries, it is included in their regional development plan with the end view of empowering rural areas to actively participate in their local economies and promote green tourism.

According to Fitriana (2016), there are various characteristics of agritourism industry that distinguishes it with other economic industry. The first characteristic is that it is multifaceted activity which originated from social and environmental resources. Its characteristics is based on several community-based resources such as

cultural, social, environmental, economic, etc. Most of the time, agritourism industry is created based on community traditions, including the various symbols and their meanings based on history, geography, culture and community experiences. It can be in the form of educational and recreational opportunities for local and foreign tourists. These activities are products of slow but continuous development of various local resources. Since, all processes and materials are community-based, its impact on economic and social growth will be for the benefit of the community members.

The second characteristic of agritourism industry is that its activities tend to develop filial relationships between and among the members of the community, conservationist, and scientist including the local and foreign tourists. Filial relationship is born due to undergoing the same process of learning and sharing experiences together. The third characteristic is it is being multi-sectoral in nature. Various sectors such as transportation, food, hotel, and other industries are interconnected to each other for a successful agritourism industry to provide excellent services among tourists. Each of these components has an important role in the development and success of every agritourism industry.

The fourth characteristic is that it can really attract tourists. Since agritourism industry is based on natural and rural environment, it requires tourists to visit personally the place to experience and consume their products and services. The tourist will experience local atmosphere, traditions, foods, environment, transportation, etc. Hence, it can be a sustainable livelihood among the members of the community. Another characteristic is that it uses cheap, efficient, and environmentally friendly local-based technology.

Agritourism began to develop in the 1990s due to an increased demand for soft tourism, in the case of which tourist preferred inexpensive holidays close to nature. Busby and Rendle (2000) believe that since the beginning of the 20th century, farmers have expanded the recreation opportunities offered by them to include accommodation services. In the beginning, agritourism was viewed as an additional, peripheral activity conducted on agricultural farms; however, it quickly gained popularity and became one of the forms of rural tourism. At present, agritourism plays many important roles in the agricultural industry, benefiting local tourism organizers and entire local communities. Thus, the development of agriculture contributes to the multifunctional development of rural areas and fits into the concept of sustainable development of agriculture and tourism.

Agritourism is a distinct area of tourism industry which can be referred to as rural tourism, ethnic tourism, eco-based or nature-based tourism or even educational tourism. The concept evolved just recently, however, the practice of agritourism can be traced as early as 1800's in Europe and North America. Recently, the evolution of

agritourism focused on creating the bar on needs, concepts, definition and types of agritourism. Agritourism is the combination of agriculture and tourism. It refocuses the practice and framework of agriculture towards economic development, sustainable development and becoming more environmentally friendly industry. Agritourism provides opportunities for people from urban societies to experience and gain knowledge, to get acquainted with rural life and their previous life set-up with beauty and simplicity in the province or field. Also, it helps the rural people to generate additional income aside from their income generated from their agricultural products (Borlikar and Rao, 2015).

The rise of agritourism industry in various places in the world is the result of the second industrial revolution. When the second industrial revolution took place, rural communities were adversely affected by the continuous economic recession. Due to shift and development in the area of economics, people from rural areas were encouraged to move to cities and metropolitans to participate in industry providing higher wages and financial benefits. This was the result of massive depopulation and loss of cultural heritage in rural communities. As a result, rural communities became unstable in social, cultural and economic aspects. To aid this dilemma, a model based on agricultural and cultural set-up in rural communities was conceptualized. The model on agritourism exploited the possible interconnectedness of agricultural and cultural resources of the rural communities. This model was used to aid the diminishing economic conditions in rural areas. This model was developed by farmers and other organizations in order to solve the existing problems as a result of the industrial revolutions (Ammirato & Felicetti, 2014).

Pavic, *et al.* (2018) suggested the agritourism can be categorized under three (3) natural groups. The first is the type of setting which refers to any agricultural landscape such as farm, fields, etc. The second type focusses on the veracity of the landscape and the experience it can offer among the tourists. The third one is about accommodation and education. They also explain the veracity of the agricultural landscape and experience can be seen as working and non-working agricultural settings. On the other hand, agricultural landscape may refer to any agricultural industry like farms, ranches, nurseries, fields, etc.

Agritourism industry can provide additional income for farmers which can help them at least retain their agricultural activities especially in rural areas. It can allow the conservation of small and medium size farms, ranches and rural communities. It can be used to provide tourist actual and realistic collaboration with agriculture and the natural resources. It can also promote appreciation and understanding of the current agricultural experiences and landscape especially in rural communities.

The Benefits of Agritourism

Agritourism promises many benefits for the farm and farm operators and even surrounding local communities. Benefits associated with the adoption of agritourism have been linked to both economic and non-economic (i.e. intrinsic) aspects of the human dimension in the literature, and are readily tied to the accomplishment of the farm operator's entrepreneurial goals in the sense that the attainment of a goal is considered (Barbieri & Mahooney, 2019; Ollenburg & Buckley, 2017; Nickerson *et al* 2011). From the economic perspective, farm diversification is believed to create a more stable, and often higher, income for the producer (Brandth & Haugen, 2017). In times of economic distress, such as a poor harvest or depressed prices, receiving visitors for agritourism activities may provide an avenue for generating income for the farm family which is especially important as the agricultural context changes and costs associated with production increase (Salamon, 2013; Ilbery, 2020).

The positive influence of agritourism on the farm family income may also be compounded with the contribution the business makes to the local community, both via sales and local employment. Tourism has been suggested to stimulate the local economy and infrastructure as income from outside the local area is introduced to the micro system of local individuals, the community or hosting region. The emphasis on agritourism as an economic engine for development in rural areas includes benefits resulting from that development. This includes, for example, employment opportunities with local businesses, especially shops and restaurants, which exist in response to market demand created by visitors.

Intrinsic, or non-economic, benefits of agritourism have also been documented for both the participating farms and their local communities in terms of accomplishing individual goals and increasing opportunities within the local area. Other benefits have been identified for the farm family, as well, including maintaining rural lifestyles and encouraging youth to remain in rural areas by creating local employment opportunities. Local communities may also benefit from increased awareness and preservation of local customs, especially as related to food production and preparation aspects of tourism in agricultural setting.

Economic Aspects of Agritourism for the Farm Households

Agritourism is suggested as a solution to the economic stress facing many agricultural producers in an era of rapidly increasing land values and food production restriction. As the agricultural context changes, producers may adapt to the challenge with new strategies, including developing non-agriculture enterprises on the farm (i.e., farm enterprise diversification) or away from full-time agricultural production. For operators not farming full-time, tourism may service as a substitute for off-farm employment to meet the economic needs of the farm business and household until

the agricultural production situation improves (Ollenburg & Buckley, 2017).

Agritourism appears as a strategy that can bring additional income without excessive investments in farm infrastructure, labor or equivalent. Farms that diversify into tourism are likely to focus on those activities that utilize their existing resources, rather than requiring additional investment as many producers view the diversification as a method to boost revenues or to cope with the rising cost of agricultural technologies and inputs. For example, there exists a tendency among operators to offer activities similar to existing farm procedures, suggesting that agritourism activities may not dramatically alter farm production, especially among those with lower levels of investments in terms of land, equipment and labor resources. Closely related activities have the potential to increase farm revenues by taking advantage of the flexibility of individual schedules and experiences on small farms still highly involved in agricultural production.

Several studies have measured the economic value of agritourism using farm revenues as an indicator of success. Stable or increasing farm net income and a somewhat reduced dependence on revenue from agricultural production have also been associated with the economic impact of agritourism development. Not surprisingly, many farm operators expect to generate additional revenues for the farm business after developing agritourism activities.

The majority of agritourism operations serve as a supplemental source of income while agricultural production remains the primary focus. There is a documented perspective among producers to view agritourism activities as a substitute for income from crop sales during a poor harvest, or to show an interest in tourism during non-production seasons, only to abandon the practices when weather conditions were favorable to crop production. It has also been suggested that diversifying from production agriculture to agritourism and other farm enterprises may serve as a lower-risk coping mechanism for farms that are no longer economically viable when faced with rising costs for agricultural inputs and new technology. However, the benefits of revenue from agritourism activities as an alternative to revenue from other sources may be specific to individual farms and not all benefits are universal. Family farms are likely to look toward agritourism to provide employment for family members and as a plan for farm succession compared to non-corporate farms. In addition, farms with greater areas also likely to seek tax benefits and other financial management opportunities as an indirect economic benefit of agritourism development. Although many seek the economic benefits of agritourism activities, it seems that the actual increase of revenue is not universal, rather specific to characteristics of the individual farms or the business development. For example, the time during which an agritourism operation is most vulnerable because of economic considerations occurs

during the early period of the development process, typically the first five years of operation. With that vulnerability in mind, in the early stages of agritourism, providers are best able to facilitate activities directly related to their existing agricultural activity as they may draw from existing expertise and facilities, rather than facing high input costs typically associated with agricultural ventures. In addition, there is a regional effect influencing the generation of revenues derived from agritourism as the most economically successful agritourism operations generate revenues by offering multiple activities and are often located near other attractions. The economic benefits of agritourism can also be perceived in different ways by farms with different characteristics. For example, farms with greater areas can perceive agritourism as a convenient economic tool as those activities can alleviate the manpower costs and other management costs.

In a research report of CDN News Wire (2022), the global economic impact of agritourism will dramatically increase until 2029. Between 2022 and 2029, agritourism market will have a yearly increase of at least 6.65%. The 243.29 billion USD agritourism market in 2021 is expected to increase by 407.20 billion USD in 2029. This forecast is grounded on the idea that global communities will continue to conserve ways of life in rural areas while there is a continuous urge to development and improve the agricultural sector and enhancing every country's tourism industry.

Based also on the report of CDN News Wire (2022), aside from the common agritourism activities, new and emerging activities will be introduced like workshops, pondfishing, carnivals, including allowing the tourists to experience the value-added activities among the crops and products of every agritourism sites. By this, understanding of agricultural crop production, styles, importance of good food to humans' lives, environmental conservation, including cultural and heritage appreciation will be improved including in future agritourism experiences and programs.

Intrinsic Impact of Agritourism for the Farm Operators

Beyond the economic impacts of agritourism, intrinsic ramifications have been identified as motivating factors for agritourism involvement among farm operators. Much of the research on agritourism have been based in the economic impacts, with social opportunities for farm operators viewed on a secondary level. However, in some cases, researchers have identified the economic outcomes associated with agritourism involvement as gateways to achieving in more intrinsic areas.

Research has identified an opportunity for agritourism activities in promoting the survival of the farm business, allowing the farm operator and their family to continue farming and enjoying their rural lifestyle. More than the economics of the farming profession, being able to continue farming is associated with the intrinsic value of "being a farmer" in terms of self-identity as well as enjoying the practice of farming.

Similarly, operators of diversified farms reported identifying themselves by their profession as agriculturalists and feeling great personal attachment to that role. Furthermore, increased preservation of unique cultural traits of an area, from family traditions and local custom to a stronger regional awareness, has also been attributed to the addition of tourism activities in rural areas. However, there is lack of research on the role of agritourism in accomplishing the broad scope of intrinsic goals associated with the development of this entrepreneurial activity.

Agritourism Industry in the Philippines

The Philippines is an agricultural country. A large number of Filipinos are living in rural and provincial community and are engaged into agriculture. Based on research data, a quarter of the Philippine population is in agricultural sector like farming, fisheries, livestock and forestry. The agricultural sector of the country contributed around 1.7 trillion pesos in Philippine economy in 2020. This is about 10.2% of the Philippines' Gross Domestic Product (GDP). However, record also shows a very slow growth in the agricultural sector of the country. This may be accounted to the extensive alteration of agricultural lands into residential subdivisions, industrial parks and resorts. Also, of the 30 million hectare agricultural land, only one-third is used in agricultural purposes (Statista Research Department, 2021).

According to Yamagishi, Gantalao and Ocampo (2021) while agriculture plays a vital role in Philippine economy, its performance is relatively low compared to neighboring countries. Poor performance of the agricultural sector can be attributed to challenges like urbanization of rural areas due to population density and high demand for industrialization. Also, young Filipinos are not engaged to farming which causes low agricultural production. Aside from this, the climatic condition of the country affects the productivity of the sector. Various natural and man-made calamities adversely affect this sector. There are also issues on limited financial, technical, and human support from the government and non-government organization to improve existing farm techniques and/or to introduce innovations. Farmers are seen to be good in technical skills however, they lack business skills like marketing and human relation skills. These problems in agriculture provide a good avenue for the government to study the situation. In this case, agritourism industry was seen to be of help to alleviate the economic status of rural areas. Farmers were trained through seminars and trainings in developing an agritourism vibes in their community.

The slow growth of agricultural sector in the Philippine gave an idea for the congress to pass Republic Act 10816, otherwise known as Farm Tourism Development Act of 2016. This law recognizes that agricultural sector can be part of the tourism industry, thereby providing development in the sectors of tourism and agriculture in the country. The law also recognizes the need to promote environment-friendly,

efficient and sustainable farm practices, provide alternative research, facilities and farm-tourism activities for families, students and other clientele, and promote health and wellness with quality of farm-produced products. Furthermore, the law requires the creation of Farm Tourism Development Board which shall formulate and implement Farm Tourism Strategic Plan which shall focus on areas like investment promotion and financing; market research, trends, innovations, and information; accreditation of farm tourism camps; market promotion and development; agriculture and fishery research, development and extension; institutional and human resource development; and infrastructure support. The law requires agritourism to be an interagency responsibility of the state. It requires government agencies to provide logistics, trainings, financial support to various farms and areas which can be developed as agritourism sites and venues.

Based on the Implementing Rules and Regulations (IRR) of RA 10816, it is the policy of the State to provide the policy and enabling environment for the encouragement, development, and promotion of farm tourism in the country, recognize the importance of agriculture in making available food and other products necessary to sustain and enhance human life, and in providing livelihood to a major portion of population. Also, it is the policy of the State to recognize that tourism coupled with agriculture extension services can disseminate the value of agriculture in the economic and cultural development of the country, serve as catalyst for the development of agriculture and fishery communities, and provide additional income for farmers, farmworkers, and fisher folk. Also, the State shall promote environment-friendly, efficient and sustainable farm practices; provide alternative recreation facilities and farm tourism activities for families, students and clientele, and promote health and wellness with high quality farm-produced food.

Agritourism started in the Philippines as early as 1990's. It is considered to be a developing and promising industry which will positively and significantly affect the Philippine economy in the long run. The increasing number of patronizing agritourism is proving income and created a more ecologically sustainable environment. For the Philippines, agritourism includes resorts, off-site farmers' market, non-profit agricultural tours, and other similar activities in rural areas and provinces. The main purpose is to offer tourists with an avenue to reconnect with the land and provide direct and first-hand experiences in provincial and local set-up. For the locals, agritourism helps conserve the way of life and natural landscape, including strengthening local connections, culture and traditions. It also helps the locality for an additional income derived from these activities and experiences (Blackestfest.com, 2021).

According to Apongol (2020), the Philippines is a country that is both successful in the areas of agriculture and tourism. The country is provided with fertile land, numerous natural resources, and rich in farming culture and tradition, genuine Filipino hospitality, hence, it is strategically valuable for agritourism industry. Due to this characteristic, the Philippines is considered to be one of the Top 8 Agritourism Destination in the World in 2018. In the Philippines, agritourism puts emphasis on showcasing nature and good harvest. It is usually found in rural, less developed areas and agriculture is the main source of revenue of the people. It allows the local community to share and invite people to come, see, participate and appreciate the agricultural landscape and cultural heritage of the place. Activities related to agritourism may be harvesting of vegetables or fruits, tasting local wines, planting, visiting organic farm, fish catching, and many others.

For the purpose of ensuring the quality of services, Apongol (2020) explained that the Department of Tourism provides accreditation and mechanism among agritourism areas and entities. The issuance of certification is a manifestation that the agritourism establishment had complied with the minimum standards and requirements prescribed for the operation and maintenance of said establishment. For the entire Philippines, certificate is issued to hundreds of agritourism sites and establishment. The first 10 establishments which the DOT had issued certifications include Layog Country Farm – Mountain Province, Terra Verde Eco Farm – Maragondon, Cavite, Amancio's Dairy and Produce Farm – Cordon, Isabela, Tam-An Eco-Tourism Farm – Bayombong, Nueva Vizcaya, The Farmhouse by EDL – Capas, Tarlac, Amadeo Nurture Farmacy – Cavite, Sonrisa Farm – Magarao, Camarines Sur, Ephrathah Farms Corp. – Iloilo, Binahon Agroforestry Farm – Lantapan, Bukidnon, Mariano's Blooming Agri-Tourism Park – Tupi, South Cotabato.

The Department of Tourism also accredited big farm-based agritourism sites in the Philippines. In these sites, tourists can enjoy the landscape and at the same time, they can experience actual collection or harvest of product to become "*pasalubong*" when they go back to their hometown. These include del Monte Pineapple Plantation in Mindanao, Grapes Farm in La Union, Strawberry Farm in La Trinidad Benguet (Apongol, 2020), Costales Nature farm, the first DOT accredited organic farm in the country (Villareal, 2018).

The Department of Tourism itself cited farm tourism as an indispensable part of sustainable tourism and inclusive education. Farm tourism is a priority area by the DOT since when proper management have been done, there is a promising food sufficiency and higher income among the farmers, fisher folks and other stakeholders. It can be a gainful area of economic activity which will improve employment, productivity, and sustainable livelihood. As of 2019, 175 farm tourism sites have been

accredited all over the country. Of these accredited farm sites, 31 are to be found in Region IV-A (CALABARZON). Farm tourism is banking on the most competitive aspect of the Philippines- agriculture and hospitality. Being an agricultural country, 41.7% of the Philippine total land area is devoted to agriculture. As of July 2019, it provides employment among 23.5% Filipinos. On the other hand, being a hospitable country, it brings 7.1 million international tourists in the country as of 2018 (DOT, 2019).

According to Asia Research (2013), in 1991, the DOT and the United Nations Development Program (UNDP) formulated the Philippine Tourism Master Plan (TMP) which aimed to develop the tourism industry of the country which is characterized as environmentally sustainable. It was asserted that Philippines is in best position to be in agritourism because of the country's natural resources, biological diversity, and strong cultural heritage. Agriculture is an integral part of Filipino culture, agritourism industry is then viable for community participation. Due to this, it captures local and international tourists thereby providing income among the various participants in the industry. Other benefits which can derive from agritourism industry are economic growth, social inclusion, heritage and ecological conservation, etc.

According to Ichimura (2019), Philippines' agritourism industry has its momentum for the past years since all effort have been recognized by local and international communities putting the country as top agritourism destination in the world. In 2018, tourist arrival in the Philippines have increased to 10.24% which is accounted to agritourism industry of the country. Most of the tourists came from South Korea (22.2%), Japan (8.68%), Canada (3.79%) and Taiwan (3.19%). Based also on record, famous agritourism sites in the country are located in the provinces of Laguna, La Union, Davao because of the presence of various organic farms, nature-friendly farms, and health and wellness farms.

As a tropical country blessed with biodiversity, natural resources and a colorful cultural heritage, the Philippines is considered to be one among the best agritourism sites in the world. Directly, agritourism affects the economy of the Philippines. In every year starting 2012, agritourism industry is contributing at least 7.5% in the country's Gross Domestic Product (GDP) or at least 5.2 billion USD. Also, the agricultural sector is employing at least 32% of the population contributing at least 14% of the country's GDP. It also promotes conservation of unique culture and heritage of the country. Visiting the Philippines is one among the best choices for international tourists for it is one among the most archipelagic country in the world, hence, it offers a multifaceted tourism and agritourism sites like strawberry farm, pineapple farm, grapes farm, organic farms, and many more. By this, it is expected that agritourism industry will continue to rise in the Philippines (Spire Research and Consulting Pte Ltd, 2013).

According to Vesi (2014), agritourism play an important role to Philippine tourism industry. Agritourism industry can empower the agricultural sector of the country through the gains they can take from the said industry. The country is characterized by its biodiversity of flora and fauna, including the diversity of language and culture. This makes the country to be the best destination in terms of agritourism. Tourists can explore the rich agricultural and cultural landscape of the country. The country can offer wide range of educational and practical agritourism activities from all over the country.

Foreign tourists coming in the Philippines can now expect another way of enjoying the country aside from its beaches, blue sky and many more. Agritourism posts new challenge, education and experience especially among foreign and local tourists who support sustainable development. Agritourism in the Philippines can be in any agriculture or fishery-based activities that may provide education, trainings, outdoor recreation and family outing. Agritourism can be from highly to a very simple farm activity (Tacio, 2020).

Tacio (2020), explained that agritourism industry in the Philippines may provide various benefits among the tourists and locals. For the locals, it provides additional income and promotes local products and culture and environmental issues like cutting of trees, single-based? agriculture, and the use of chemicals may be addressed with agritourism. Data also show that there is an increasing tourist arrival in the Philippines for experiences of the agritourism sites in the country. It can be noted also that the Philippines is rich in terms of biodiversity and natural resources including agricultural resources, hence, the development of agritourism is highly viable.

Agritourism Industry in the Isabela, Philippines

The province of Isabela being the second largest province in the Philippines in terms of land area, second to Palawan, is a home for various ethnolinguistic groups having their own unique culture and language. The province is basically an agricultural area given its characteristics of having a long terrain of fertile land for rice, corn, vegetable, livestock, etc. The province is considered to be the rice granary of the north.

According to Tumabao (2022), the province of Isabela recorded the highest number of tourist arrivals in Region 02 for the last three (3) years. Before the pandemic, the province of Isabela recorded a total number of 437, 058 tourists in 2019. During the pandemic, the province has recorded a total number of 279, 291 tourists in 2020 and 226, 686 in 2021. Also, the Department of Tourism was able to accredit 13 Isabela farms as agritourism sites. In this regard, tourism facilities such as connecting roads, *pasalubong* center, resorts and sport facilities are developed to further enhance the tourism and agritourism industry in the province. Even before the DOT have positioned agritourism to be a priority in the country, the province of Isabela has

been identified as agritourism province and destination because of its bountiful agricultural characteristics. The province is geographically located at the center of Cagayan Valley Region, bordered by the great Sierra Madre Mountain Range in the east, Cordillera Mountains in the west. The province's abundance in corn and rice production can be attributed to the presence of the Cagayan River as the longest river in the country and the Magat Dam which is the second largest dam in Southeast Asia. The province has three (3) coastal towns along the Pacific Ocean- Divilacan, Maconacon and Palanan. These municipalities are highly regarded for its beautiful and magnificent nature-based characteristics. The province is known for various native delicacies like pancit Cabagan, binallay, bebengka, inatata, and many more (Perante, 2018). Also, the DOT have accredited farm-based agritourism sites in the province like Amancio's Dairy and Produce Farm – Cordon, Isabela (Apongol, 2020), Department of Agriculture-Cagayan Valley Research Center (DA-CVRC) Agro-Eco Tourism Farm in Ilagan, Isabela (De la Cruz, n.d.), Manalo-Taguba Eco Park in Angadanan, Isabela (DOT, 2021), Military Camp-Based Integrated Organic Farm in Upi Gamu, Isabela (Philippine News Agency, 2015).

According to Talavera (2020), because of the flora and fauna in the Sierra Forest, and Palanan Rainforest, the Santa Victoria Caves and long stretches of sandy beaches in the Pacific Coast, the Philippine Rice's great diving sites, the province of Isabela is identified by the DOT as potential destination for agri-ecotourism. Also, the bountiful agricultural productions in the province will be a good avenue for agritourism industry. Further, the "Agri-Kultura" (agriculture and culture) theme, the Bambanti Festival is the biggest festival-celebration of the province focusing on the interrelationship between agriculture and culture of the province.

Agritourism industry in the province of Isabela is continuously improving with the effort of various government and non-government agencies. The leadership in the province of Isabela provides various technical and financial support to boost agritourism in the province, thereby providing additional and new experiences among tourists while helping the economy of rural communities in particular and the province in general.

Native Chicken Industry in the Philippines

The impact of poultry production in Philippine economics should not be understated. Chicken and other kinds of poultry provide meats and eggs that is highly contributing to the agricultural production in tropical countries like the Philippines. In fact, poultry production had surpassed livestock in terms of its economic impact. In various tropical countries, poultry production is a mixture of both modern and traditional systems. There are farms using stocks, feed, and commercial productions. However, there are still farms using inputs from their backyard level. There are also

rural farmers using native species. In the Philippines, various studies have been conducted to improve animal adaptation, behavior, nutrition, reproduction and the overall productivity of chickens and other poultry products. Also, in the country, the most common poultry is chicken with scientific name of *Gallus gallus* originated in Southeast Asia and was domesticated for meat and eggs, and pets starting 6000 BC. The domestication of chicken is because of the nutritious and culinary quality of the meat and eggs that they produce (Lambio, 2010).

Native chicken is a common backyard animal among the Filipinos. According to the report of PCAARRD (2020), the country has produced 80.7 million of native chickens. This comprises 45% of the country's total chicken production in the year 2020. As for areas of production, Region VI (Western Visayas) and Region X (Northern Mindanao) are the top producers of native chicken in the country. Western Visayas has produced 12.4 million while Northern Mindanao has produced 9.7 million of native chicken.

In a report from the Department of Agriculture in 2021, they explained the native chicken is an important livestock resource of the country. It provides employment and additional source of income, good security and converts its by-products into value-added products. Also, native chickens are resistant to changing climatic conditions of the country, they can also eat any food that may naturally occur in a farm or backyard. They are not also prone to any related diseases. Furthermore, native chicken requires minimal care, technology and financial inputs. For this, it can be ensured that native chickens are free from antibiotics and other kinds of synthetic chemical residues. They are organic and naturally produced. Native chicken provides high quality with distinctive taste of meat. Hence, all over the world, consumers are starting to shift from the commercial chickens to native chickens.

In 2019, DA reported that the top native chicken producing regions in the Philippines are Region VI (Western Visayas) which was able to produce 14, 448, 333 MT, Region X (Northern Mindanao) which was able to produce 9, 656, 028 MT, Region VII (Central Visayas) which was able to produce 8, 613, 369 MT, Region XI (Davao Region) which was able to produce 6, 635, 369 MT, and Region 3 (Central Luzon) which was able to produce 6, 560, 208 MT. These figures revealed a 3.1% increase in the production of native chicken from January 2020 to January 2021. Also, these figure shows positive growth trends in native chicken production especially in Western Visayas Region and its provinces.

DOST-PCAARRD characterizes native chicken native of the Philippines. Philippine native chicken is named after the place where it is located. There are native chickens in the Philippines like Boholano, Camarines, Zampen which came from the provinces of Bohol, Bicol and Zamboanga Peninsula. The native chicken coming from Panay Island in Western Visayas is called Darag. In terms of production performance,

native chicken can start to lay eggs at 20 to 22 weeks of age. Per year, native chicken can produce 62 to 110 eggs depending on its breed. The average egg weight is 40 to 43.6g. In terms of fertility, native chicken's fertility rate is 63 to 83% while the hatchability is from 70% to 77%.

According to Godinez, Nishibori and Espina (2020), chickens are widely domesticated in any part of the world especially in Southeast Asia. Chicken is a good source of protein and help in reducing food insecurity in rural communities. As to the Philippines, it can be found around six (6) out of the 243 chicken varieties in Asia. These chickens are commonly nondescript, native and commonly called in traditional names. Recently, there is a heightened interest to identify, document and utilize native chicken for the purpose of developing program that may conserve and develop strategic plan to include chickens as resources for local, national and global community.

Native chicken industry provides livelihood in terms of food security, additional income, utilization of farm waste and by-products, and the use for socio-cultural fulfilment. There is a visible market demand for native chicken either dressed or alive. Native chicken eggs are also sold. However, problems are still encountered in relation to native chicken production. In key areas, native chickens are unselected. There are also problems like high price of inputs, low production of native chicken meat and eggs, packaging innovation, limited information as to its nutritional facts (PCAARRD, 2020).

In a report of the Philippine Statistics Authority (2022), there was an estimated 187.77 million chickens in the country as of March 2022. This is higher than the estimated number of native chickens in 2021. It is higher by 2.4%. Inventory of broiler chicken and layer chicken grew by 10.7%. However, native chicken decline to 2.3%. In 2022, Central Luzon accounted the total highest chicken population of 33.92%. This was followed by CALBARZON and Northern Mindanao with corresponding inventories of 25.49 million and 21.99 million, respectively. Also, Western Visayas recorded the highest number of native chickens. It is accounted with 13.55 million.

According to Yan (2020), the Philippines started to raise native chicken 4000 years ago. At this rate, it is recorded that early Filipinos were starting to raise selected breeds of fowl for consumption. Along all of these birds and fowl being domesticated, native chicken is the common having around 350 breeds all over the country. Most of the names, the name of breed is commonly connected to its place of origin. Filipino backyards especially in the rural areas is not complete without native chicken.

According to Alano (2019), native chicken is the healthiest chicken that a Filipino consume. Its meat is less in cholesterol and richly tasteful. It has high muscle mass and low fat compared to other commercially available chickens. It contains vitamins which are beneficial to every Filipino like protein, vitamin B, B6, and others. It

is also good as anti-stress, promotes healthy bones, eye and cardiovascular health.

According to Santiago (2018), native chickens are commonly raised in small numbers up to 24 hens for egg production in every backyard of rural household. Common native chicken is commonly characterized by other commercial chicken in the market. The government provides various effort to improve native chicken production as it has a significant role in the economy. It provides additional income among local farmers and native chicken provides health benefits among its consumers.

In a report of The Philippine Star (2015), the Department of Agriculture is eyeing the commercialization of the meat and egg production of native chicken. Researches have been conducted to improve the meat and egg quality of native chicken since it is inferior to other kind of chicken in the market. Native chicken is producing 40 to 60 eggs per year while commercial layer eggs can produce up to 200 eggs per year. In terms of meats, native chicken usually weighs up to 1.16kg while commercial chickens can be around 2.23kg.

In Cagayan Valley region which includes five (5) provinces like Isabela, Quirino, Cagayan, Quirino, and Batanes, poultry production is a growing industry. In 2019, a 3.8% increase in chicken production was recorded. Most of the production in poultry is recorded for chicken production (73.5%). On the other hand, egg production is recorded at 19.6%, while duck and duck egg has recorded 3.3% and 3.5%, respectively. The five provinces recorded almost the same production level. However, the province of Isabela recorded 63% of the total region's poultry production (PSA, 2020). However, in 2020, the region has reported a lower production of chicken. A total of 72, 638 metric tons was recorded which is 3.6% lower than the recorded production in 2019 which is 75, 340 metric tons. Also, as of 2021, a total inventory of 6.32 million birds is recorded in the region. The higher number of chickens is the broiler while native chicken was recorded at 4.13 million. Among the provinces, Isabela recorded the highest number of broiler and native chicken (PSA, 2022).

Event Tourism

Events are an important motivator of tourism, and figure prominently in the development and marketing plans of most destinations (Getz, 2007). Event tourism is essentially any tourism that relates to events. Events come in all shapes and sizes- they can be large scale events or small events, private events or public events. Event tourism can bring a lot of money into the host community, making it a valuable contributor to the tourism economy. Traditionally, events have always been viewed as being part of the tourism industry, however that has been slowly changing in recent years, with many people recognizing the event industry as an industry in its own right (Stainton, 2022).

Event tourism is both an applied field of study and a globally significant sector of the economy. Subdivisions relate to either the form of event, industry-related classifications or functions. Events of all kinds have grown to be substantial components in destination and country attractiveness, so much so that it is normal for cities and tourism organizations to have professionals assigned to event bidding, production and servicing events, and increasingly to strategic event portfolio management (Getz, 2022).

Event tourism can be defined and studied by reference to supply, demand and context. At the destination level, specific to tourism marketing, the focus is on the various roles that events can play: as attractions, catalysts, animators of public spaces, central areas and redevelopment precincts, image makers and place marketers. The stakeholders involved in promoting event tourism are numerous, including the entire travel and hospitality sectors as well as venues for sport, entertainment, conventions and exhibitions, arts and culture. Individual events might be small and community oriented, yet, even to them, event tourism means potential demand and profit. Major one-time and periodic events almost always take a marketing orientation that targets both loyal resident audiences and tourists. For many venues and events, tourism is a core business, and it is facilitated by dedicated event development or bidding corporations, teams with visitor and convention bureaus, and, of course, the permanent sales and marketing functions of convention bureaus and exhibition centers (Getz, 2022).

Event Typology

Event Impact

1. Event's Socio-cultural Impacts

Impacts arise when tourism brings changes in value systems / behavior, threatening indigenous identity. Changes often occur in community structure, family relationships, collective traditional life styles, ceremonies and morality. But tourism can also generate positive impacts as it can serve as a supportive force for peace, foster pride in cultural traditions and help avoid urban relocation by creating local jobs (Samson, 2015). According to Mihajlović & Vidak (2017) agritourism has positive and negative impact on socio-cultural aspect of a community. For the positive, it promotes sharing of ideas, revitalization of traditions, creating social pride, increase in community participation, the presentation of more challenging ideas, and expansion of cultural perspective. However, tourism has a negative impact on a community like social alienation, manipulation of society, development of negative social image, misbehavior, social dislocation, and the continuance of identity.

2. Event's Economic impacts

Tourism is vital for the success of many economies around the world. There are several benefits of tourism on host destinations. Tourism boosts the revenue of the economy, creates thousands of jobs, develops the infrastructures of a country, and plants a sense of cultural exchange between foreigners and citizens (Yehia, 2019).

Agritourism has direct and indirect impact in the community's economic status. According to Luštický & Musil (2016), the most frequently mentioned economic impacts that tourism can, either directly or indirectly, generate in the region: employment opportunities, income growth, development of small and medium business, government revenue, support for new investments, reducing regional disparities, increase value of land and realty, changes in the quantity and quality of goods and services. The most studies view the economic impact of tourism in a positive way as an opportunity for the economic growth and resulting development of a particular area. Nevertheless, many authors examine or mention the economic costs and negative effects associated with the tourism development, such as a crowding out effect, seasonality of jobs, lower wages in the tourism sector, inappropriate investments for the local environment, or a possibility of increasing inflation. Similarly, the authors also point to the fact that different types of tourism can lead to different impacts or their intensity.

3. Event's Environmental impacts

Mihajlović & Vidak (2017) identified some of the positive and negative impact of agritourism to environment. For the positive impact, tourism event may provide emphasis on the importance and conservation of the environment, development of best practices which can be used as model, improvement of environmental awareness, improvement of transportation and communication technology, and rural areas may become urban. On the other hand, they also noted some of the negative impact of event tourism to environment like possible destruction of the nature, noise pollution, traffic congestions and the like.

Stakeholders' Perceptions of Event Impacts

1. Definition of Perception

Tourist subjectivities have an important effect on behavioral intentions. Under the background of normalization, tourism decision-making manifests primarily in tourists' individual preferences, which has led much research to ignore the importance of other subjective factors, as well as objective environmental factors (Jiang, et al., 2022). Perception can be defined as a set of internal sensational cognitive processes of the brain at the subconscious cognitive function layer that detects, relates, interprets, and searches internal cognitive information in the mind (Wang, 2007). Tourist perception can be defined as tourist's opinion either positive or negative towards

certain things (Fauziah & Fathiah, 2011). It is also about tourists with their previous experience (Rajaratnam et al., 2015).

2. The Significance of Obtaining Stakeholders' Perceptions of Event Impacts

The perception of every stakeholder on the development of a tourism activity is vital to its success. The notion that organizations have stakeholders is widely recognized within the business and academic worlds (Freeman 1984; Philips 2003; Cornelissen 2008; Fassin 2009). It has been suggested that the survival and success of an organization depend on its ability to establish wealth, value and satisfaction for primary stakeholder groups (Clarkson 1995; Chung et al. 2009). Freeman (1984) defines a stakeholder as any group or individual that can affect or is affected by the achievement of the firm's objectives. Similarly, Donaldson and Preston (1995) refined Freeman's definition, stating that to be identified as a stakeholder the group or individual must have a legitimate interest in the organization. In the field of tourism, Richardson & Fluker (2004) defined stakeholders as "those who have an interest in, or who are affected by tourism, which include travel and tourism companies, governments and host communities". From the early contributions of tourism planners, the concept of 'stakeholders' has become more important in tourism (Aas et al. 2005; Currie et al. 2009). The organizational structure of a destination is perceived as a network of interdependent and multiple stakeholders (Cooper et al. 2009; d'Angella & Go 2009) on which the quality of the experience and hospitality offered by the destination depends (Hawkins & Bohdanowicz 2011; March & Wilkinson 2009). Stakeholder collaboration represents a widely accepted approach to solving the problems associated with a lack of understanding and few shared common goals between the many stakeholders often involved in the development of tourism (Fyall & Garrod 2005; Ladkin & Bertramini 2002). To date, a number of studies have called for stakeholder involvement in the sustainable development of tourism (Dodds 2007; Getz & Timur 2005; Hall 2007; Ryan 2002). However, the multiplicity and heterogeneity of tourism stakeholders render the process complicated (Waligo et al. 2012). There are a number of tourism studies involving stakeholder identification and analysis (Aas et al. 2005; Byrd 2007; Hardy & Beeton 2001; Vernon et al. 2005). The tourism literature refers to different stakeholder types (Butler 1999; Getz & Timur 2005; Hall & Lew 1998; Markwick 2000; Mason 2003) with many typologies typically combining into six broad categories: tourists, industry, local community, government, special interest groups and educational institutions. These stakeholder groups influence the development of tourism in many ways including tourism supply and demand, regulation, the management of tourism impacts, human resources and research (Waligo et al. 2012). Among the first studies to investigate multiple-stakeholder groups was the study of Pizam (1978). The results of Pizam's (1978) research found that residents and entrepreneurs differed in a few

perceptions such as the impact tourism had on the community's quality of life, but that the two groups did not differ in their perceptions of some of the negative impacts of tourism (e.g. traffic congestion, litter, price of goods and property cost). Accordingly, Andriotis (2005) also found that there were not many differences between residents and entrepreneurs in their perceptions of the impacts of tourism. The study of Puczko & Ratz (2000) which was based on residents and tourists found statistically significant differences between the two groups in their perceptions of impacts. Kavallinis & Pizam (1994) investigated three stakeholder groups – residents, entrepreneurs and tourists—and their study revealed that tourists differed from residents and entrepreneurs in many perceptions (e.g. litter, noise, traffic and pollution), and that there was no difference between the residents and entrepreneurs. Three years later Byrd (1997) researched the same three stakeholder groups and found that there were statistically significant differences between all three stakeholder groups. Murphy (1983) and Lankford (1994) also conducted their study on three stakeholder groups, but instead of tourists they included government officials. Murphy (1983) found that all three groups differed in their perceptions of tourism (e.g. benefits, burdens and whether the town should attract more visitors), and that residents and entrepreneurs differed the most. Lankford (1994) found that residents differed from entrepreneurs and government officials in their perceptions (e.g. local roads, promotion and support, and environmental impacts). Entrepreneurs and government officials did not differ significantly in their perceptions of tourism development. In an attempt to further understand the difference in the perception of stakeholders on the impacts of tourism, Bryd et al. (2009) investigated four stakeholder groups: residents, entrepreneurs, government officials and tourists. Their study found that the residents and the local government officials had different perceptions about the impacts that tourism has on the community. Entrepreneurs and local government officials differed in three items: tourism development increases a community's quality of life, tourism development improves the community's appearance, and increased tourism improves the economy. Residents and tourists differed in one item, which was their perception that increased tourism improves the local economy. The item that showed the greatest number of differences between groups was the statement that tourism improves the local economy (Bryd et al. 2009).

3. Factors influencing Stakeholders' Perceptions of Event Tourism Impacts

Researches about Tourism and Agritourism

Tugade (2020) conducted a case study – qualitative method study among micro- entrepreneurs in agritourism industry in the Philippines. The research focusses

on assessing the product, motivations, benefits and challenges being experienced by these micro-entrepreneurs. The participants are owners of agritourism farms producing organic fruits, vegetables, dairy, and poultry products. Most of the participants were males and engaged in single proprietorship. The study found out that farm-based products that were being sold were accompanied by direct experience among visitors and tourists. The owners allow the tourists to experience farming, animal feeding and preparation of foods. This tourists' experiences are further enhanced by providing accommodation facilities with lean comfort rooms, and dining areas, presentation areas, viewing sites, souvenir stores, walking trails and others. The study also revealed that the continuance of the agritourism sites is based on intrinsic and extrinsic motivation of the owners. Internal motivation include yearning to achieve their dreams and controlling their activities. On the other hand, external motivations include demand from the market, income generation and the impact of these activities to local economy. As to benefits, the study revealed that there are three (3) main dimensions like economic, environmental and socio-cultural. As to challenges, it was revealed in the study that the owners are having difficulties in terms of operations, infrastructure and natural factors. Hence, it was suggested that problems and difficulties encountered by the farm owners be addressed by necessary government agencies in order to strengthen the agritourism sites which will eventually provide greater impact.

Lago (2017) conducted research which looks into the relationship of the supply of agriculture, tourism demand and the socio-demographic characteristics of the tourists and farmers. The study exposed that agricultural supply is very much related to tourist arrival and demand. A positive link was established which signifies that when the agricultural production is stable, agritourism industry will thrive. The study also revealed that tourists are attracted to visit agritourism sites when it is safe and secured. Also, widowed and separated individuals show higher concern about the site being safe, secured and with proper services. On the other hand, tourists with higher income are more concerned about proper services, infrastructure, safety and security. It is therefore conclusive to say that the perceived risks and wellbeing of the tourists can affect their patronage on agritourism sites. For the farmers, they concluded that agritourism sites are safe and secured. Also, the study divulged those farmers with higher educational attainment are more capable of providing agricultural products and activities for their tourists.

Tuzon, *et al.* (2014) conducted a study on the acceptability of developing Casile, Cabuyao City, Laguna as agritourism sites. The study was participated by the community who will be affected of the development. The study revealed that the participants of the study have strong agreement on the cultural aspect of the

development of their place as agritourism site. This signifies that the locals are welcoming for cultural development. The community people were also positive on the development of their place as agritourism site because of economic and social advantage. However, the residents posed little agreement on the possible environmental effect of this development. They have issues on the change of landscape and the adverse effect of various activities to be conducted in their environment. Based from the result of the study, it was recommended that the government should look into possible strategies and management techniques to minimize the adverse effects of the development to the environment. Also, a consultative strategy should be enforced to properly include all stakeholders in the decision-making process.

In the study of Zacal, Virador and Canedo (2019) about the status of selected agritourism sites in the province of Bohol in the Philippines, they found out that agritourism industry is a very promising industry in the province. All participants composed of agritourism managers, workers and community people show positive attitude and perception about the presence of agritourism sites in their locality. Their positive outlook is brought by an increased financial status of their family, better standard of living and healthy work environment. For the people outside the operation of the industry, they are positive because it also helps them generate additional income for their family. However, the study documents numerous and alarming problems encountered by visitors, the employees and the local people. The study revealed that there are issues on language barriers, health security and the presence of sex tourism for the tourists. There are also problems on relationship between employees and the workers while the study revealed that illegal settlers are another issue that needs to be settled.

In a study conducted by Yamagishi, Gantalao and Ocampo (2021) an exploratory type of inquiry and secondary data collection about farm tourism in the Philippines especially in the areas of its threats, opportunities, strengths and weaknesses for the purpose of developing competitive farm tourism management was done. They found out various problems related to the low performance of agriculture sector in the Philippines. In order to address these issues, agritourism industry was developed as supported by the government. Their study revealed that positive outlook about agriculture among Filipino farmers, especially the young generation, were on the positive effect on the economic and social aspect of agritourism industry in the country. Also, government and non-government support must be strengthened especially in the areas of training the farmers to develop both agricultural and business skills to properly manage the industry and their farm.

Esguerra (2020) conducted a qualitative study which assessed the socio-demographic characteristics of farmers who are engaged into agritourism, evaluated the status of the business and identified best practices and problems encountered. The study disclosed that agritourism businesses in Central Luzon are commonly managed by families who own the business and with proper recognition and connection to agencies in agriculture and tourism to ensure that they are compliant to various regulations and standard. It can be noted from the study that most of the tourism sites are accessible and easy to locate. It was noted that the tourism sites can encourage both local and foreign tourists. These tourists can enjoy various lectures, seminar, workshops and tours along the agritourism sites. As for the best practices, agritourism businesses in Central Luzon are known for their trusts and confidence, recommendation system, direct and strict manpower and financial monitoring. As to problems, they have issues like lack of manpower, inflation, seasonality of product and lack of identified place in the market place where they can display their products.

Villalobos (2020) assessed the effectiveness and impact of agritourism marketing strategies to the agritourism-based business in Luzon, Philippines. The study was participated by the respondents who are in their early 40's, female, married, college graduate and regular earners. Most of the respondents are supervisor in various levels. Marketing strategy like tours, food services, commodity crops and processed foods are effective. It is also perceived that their marketing strategies have great impact to the community. Specific impact is on the ability to educate the community and the tourist about the importance of agriculture to local economy, quality of life. Due to this, there is an increasing demand for locally grown and locally produced agricultural products and by-products. Both group of respondents have comparable assessment on the effectiveness of the marketing strategy of the farmers in terms of products and services, price and place. In terms of strategies on promotion, the farmers have a higher assessment than the tourist on this aspect.

Mena (2018) discussed in her research the implication of agritourism as adaptation strategy to climate change specifically focusing on the challenges and success factors, since climate change poses enormous problems especially among farmers and their daily foods. The study revealed that stakeholders in rural community are very supportive of the move to use agritourism as an adaptation strategy for climate change with the end view of ensuring food security in rural communities. The research spell-out that there are factors on the success or failure of agritourism sites and industry. The factors are production, livelihood, community/ watershed, landscape/ ecosystem, and government. By the use of agritourism, a short-term solution may be established providing increase of income among households, reduce the health risks using chemical as agricultural inputs, and reduce the reduction of

natural resources such as soil, water and biodiversity. For the long-term strategy for sustainability, agritourism industry may be developed as a source of sustainable agriculture-based livelihoods.

According to Rambodagerada, *et al.* (2015), agritourism industry is a viable industry in the future. Based on their findings, agro-tourism industry may focus in traditional and authentic agricultural activities, traditional foods, food enhancement and development, handicrafts, and many more. Also, they found out that, motivations of farmers to join the development of agritourism industry is affected by its transportation, multicultural and diversified agricultural structures and traditions, enthusiasm of the community to join the program, and enrichment of existing cultural activities. Also, the study found out that female and families in rural areas are more motivated to participate in the development of agro-tourism industry.

Magdato & Bacongus (2021) conducted a study about developing farming industry into tourism industry in Mindanao, Philippines. It was found out in the study that, development of agri-farm tourism industry is rooted on the farmers' motivation and belief that farming is an income generating area of activity. Also, the development is based on the farmers' love for agriculture. To aid the development, they found out that interagency approach is needed and developing a central farm product as key symbol of the farm agri-based tourism industry.

In the study of Chang (2014) on the analysis of the chicken industry in the Philippines, it was found out that native chicken usually is raised in rural backyards with minimal inputs. The study found out that there is an anticipated growth of chicken meat industry because of the population growth of the country. For the improvement of this industry, line agencies should focus on the improvement of breeder stock and the quality of meat. Hence, the study recommended for further studies that should be conducted for economic purposes and tourism industry.

Ojwang (2019) conducted a study on the factors affecting success of agricultural entrepreneurs in Nairobi country. It was found out that there is a significant but weak relationship between business success and access to market. Also, access to availability of market to sell the products and external funding are accounted to significantly affect the success of the business. On the other hand, educational attainment, gender, income level has no statistical relationship with the success of the business. The study recommended that trainings and improvement of educational curriculum should be ensured by the government in order to raise awareness in this kind of activities.

Yamagishi and Ocampo (2021) conducted the study on historical narrative of agriculture-based tourism industry in the Philippines. Their study revealed that agri-based tourism industry is caused by low output production in various agricultural products. It is a strategy to aid the low income of family engaged in agriculture in the

country. The study also found out that to fully achieve the full potentials of agri-based tourism industry, the government should put investment improving the environmental appearance of the areas, product development, education and training, clientele relationship and funding to support their capital.

Setiana, et al. (2019) conducted a study on the relationship of socio-demographic characteristics and income generated taken from raising their native chicken. They found out that income generated from raising native chicken is directly correlated with the respondents' experience, educational attainment, and farm size. Based from the result of the study, it is suggested the government provide trainings on effective chicken management, inclusion of technology and financial assistance.

Arata (2019) conducted a study which developed an industry market model for native chicken as an input policy maker for the creation of development programs for the industry. It was participated by 300 research participants comprising native growers, traders and consumers. Findings of the study suggest that in the context of Davao City, the native chicken industry is and should have direct marketing structure, regulatory market, and spatially strategic market.

Tew and Barbiere (2012) conducted a study about the perception of the farmers on the benefits of agritourism. Their study revealed that while the community in Missouri are engaged in agritourism, they considered agriculture production as their main business and they are not exclusively developing the landscape of their farm for the purpose of encouraging additional tourists. In addition, agritourism is not on their regular crop products but on special commodity crops that are not available in other areas. They also found out that experience in farming among the respondents is generally not a factor in the development of agritourism sites. However, younger farmers have higher performance and with better client relationship than the older farmers. Also, families with more young members have better chances of improvement because of skills acquisition. While it is true that agritourism does not affect directly on the increase of income of the farmers, however, it helps the maintenance and continuance of the farm business. In addition, for an increased income, additional products of the farm and/or products with value added must be made. Hence, improvement of the quality of life of the farmers is seen due to agritourism activities and products because it provides financial improvement and employment. Also, education plays a vital role in the promotion of agritourism, hence, education among the farmers should be encouraged.

Tabangcura and Fuchigami (2019) conducted a study which assessed the capacity of farmers in La Trinidad, Benguet in using social media platform to market their products and agritourism sites. Their study revealed that the farmers have moderate level of skills, knowledge and attitude in using social media platform to

commercialize their products and to market their agritourism site. The study also revealed that government assistance is needed to improve the capacity of the farmers to further enhance their knowledge and skills in marketing their farms and products. They found out that such knowledge and skills can positively improve the financial performance of their farms.

Jeczmyk, Uglis, and Steppa (2021) conducted a study about the imperative of the use of animal for agritourism. The study found out that land size has direct relationship with the size or number of animals which the farmer is taking care of. The study found out that keeping animals as part of agritourism industry have direct and positive effect on the improvement and success of any agritourism sites. Animals can attract tourists and it can also be a source of income as they can be sold among tourists. The research also proves that farm-based agritourism with animals has higher income than those who do not have. Further, it was noted that local breeds can be most attractive among the tourists.

Delos Reyes, et al. (2021) conducted a descriptive study which focused on the motivation and preferences of tourists in visiting agritourism sites. The study revealed that tourists from urban areas are not actually looking for extreme adventures when they travel. Hence, most of the respondents are traveling to agritourism sites for vacation and relaxation. Also, the study revealed that a well-informed tourism staff can be highly motivating for urban tourists. As to activities, the respondents preferred activities which will require them to observe or directly participate. Also, the study found out that the area where the tourist is coming from has nothing to do with their motivation and preferences in visiting agritourism sites. However, the study was able to establish that tourists' motivation and preferences has direct relationship with the supplies in the agritourism site including the training of the staff and owners. Therefore, the study recommended trainings among the owners and staff regarding management, strategies and innovative techniques in managing the sites.

Salarda (2021) conducted a study about the potentials of Calabarzon region in the Philippine on agritourism which became a basis in a proposed agritourism development plan of the region. The study focused on identifying products, services, marketing styles and possible tie-ups to be developed in an agritourism-based industry in the region. Further, the study also evaluated the capability, sustainability and economic impact of an agritourism-based industry in the region. The study was participated by local farmers, government agencies, and tourist, both local and foreign. The study revealed that the three groups of respondents have high hopes on the capability and sustainability of agritourism industry in the region. Also, it revealed that an agritourism industry will help improve the economic condition of the region specially the farmers and their families. However, the study also found out that there

is a need to improve the services, products, marketing styles of the region to truly promote it as agritourism hub of the country. Support from government and non-government institutions will be of great help in the form of linkages to further improve the agritourism industry of the region. Based from these findings, a development roadmap was developed and proposed for its implementation.

Yu (2012) conducted an assessment of the impact of the tourism industry in the Philippines' economy using an input-output analysis model. It was revealed in the study that tourism industry has an impact on the economy of the country but it is not that significant. While tourism industry has no significant impact on Philippine economy, the study revealed that tourism industry based on tourist arrivals in the country is helping the people to increase their finances and lessen their debt. Despite this scenario, the study also presented a positive trend for tourism industry in the Philippines. The study suggested that the government should promote tourism industry in order to provide better economic conditions among Filipinos especially that tourism industry is one among the three pillars of Philippine economy.

Ralota, *et al.* (2021) conducted a review on the sustainability of tourism industry in Region 7 of the Philippines. The region encompasses the Central Visayas region which includes the provinces of Cebu, Bohol, Negros Oriental and Siquijor. The study focused on the assessment of the current situation of tourism sites in the regions, their characteristics, accessibility, availability of basic needs, accommodation, and quality of surroundings. The study revealed that all areas concerned were rated with satisfied and strongly satisfied especially on the quality of beauty, accessibility, characteristics, and basic needs. On the other hand, the respondents were moderately satisfied on the status of solid waste management system and satisfied only in terms of drainage system in the region. The study also revealed that the community should work hand in hand with local government unit and non-government unit to further enhance the tourism industry and protect the environment.

Conceptual Framework

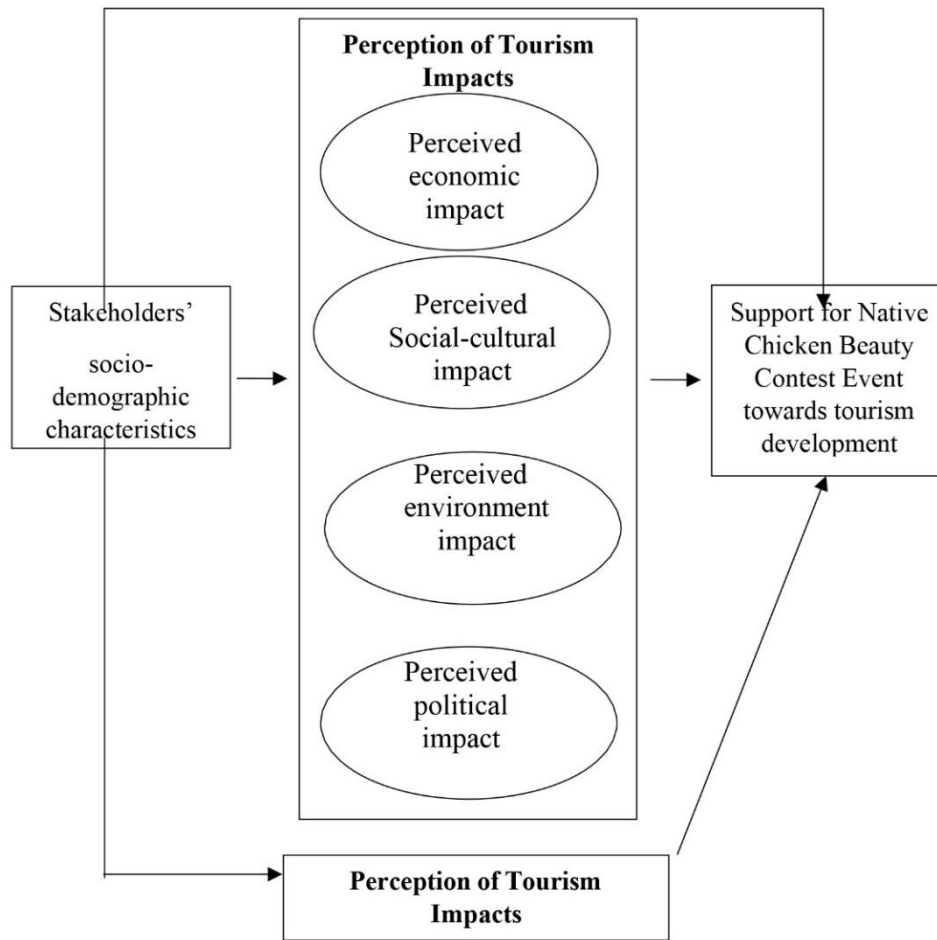


Figure 1 Shows the conceptual framework of the study

Source: Adopted from Warnpong and Chanchai, 2019

Hypothesis of the Research

There is a significant difference on the locals' perception on the impact of Native Chicken Beauty Contest as an agritourism activity in terms of economic, socio-cultural and political aspects when they are grouped according to their socio-demographic profile

CHAPTER III

RESEARCH METHODOLOGY

This chapter presents the research method used, sources of data and research instrument employed. It also includes a discussion of the procedures to be followed in datagathering including the statistical tools used to interpret the data.

Locale of the Study

This study was carried out in the province of Isabela, Philippines. The Province of Isabela is the second largest province in the country situated in Cagayan Valley region occupying the northeastern section of Luzon. The province has four trade centers in the cities of Cauayan, Ilagan, Santiago and Roxas. It comprises three cities; thirty-four municipalities and 1,055 barangays. The major industries are agriculture, commerce, livestock, poultry, fishing, and mining. Figure 1 shows the location map of the study.

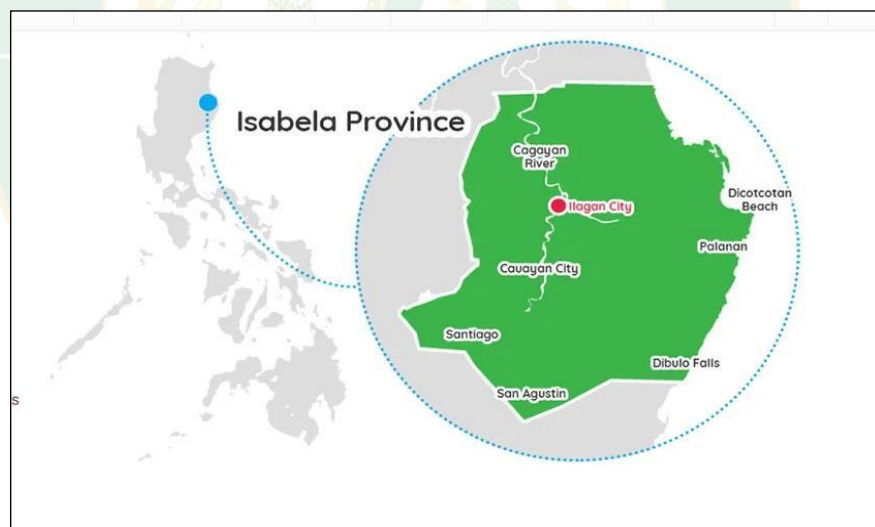


Figure 2 Location Map of Isabela, Philippines

Population and Sampling

The sample size of the study was determined at 97% level of confidence and a 3% margin of error. The respondents were composed of the native chicken growers who attended and participated in the native chicken beauty contest conducted in the three consecutive agrotourism festivals. The community participants were randomly selected

while the individual respondents were selected using snowball sampling because there are no available listings of prospective respondents. Table 1 summarizes the distribution of the 431 respondents.

Table 1 Distribution of Respondents by Municipality

Municipality	Population Size	Sample Size	Percent
1. Cordon	163	85	11.24%
2. Dinapigue	152	79	12.35%
3. Echague	152	79	12.35%
4. Jones	153	79	12.43%
5. Ramon	143	74	11.62%
6. San Agustin	144	75	11.70%
7. San Isidro	162	84	13.16%
8. Santiago City	162	84	13.16%
Total	1,231	639	100.00

Measurement of Variables

The data were obtained for each variable and tabulated manually, they were grouped together by variable, and their values and weights were coded. A re-checking of the entries was done against the master data sheet to check for faulty entries before transcription of the data on the coding sheet. The Statistical Package for Social Science (SPSS Version 2.0 Windows) was used for the statistical analysis of data.

Data were analyzed using the following statistical tools: Frequency Counts and Percentages. These descriptive statistical tools were used to describe the profile variable of the respondents. They were used to describe the various information among the respondents of the study which involved:

1. Sex;
2. Age;
3. Civil Status;
4. Educational Attainment;
5. Major Occupation;
6. Number of chicken heads being managed; and,
7. Trainings on Raising Chicken.

Mean. This was used to describe the assessment of the respondents on the impact of the native chicken beauty contest, specifically, on the aspects of socio-cultural, political, economic and environment. It is a kind of central tendency

measurement which allow to describe the general perception of the respondents about the variables of the study. Measures of central tendency are summary statistics that indicate the dataset's center point or usual value. These statistics, often known as the center position of a distribution, revealed where the majority of values in a distribution fall. Central tendency was considered to be the inclination of data points to cluster around a middle value. To get the mean, following is the formula used:

$$\bar{x} = \frac{\sum x_i}{n}$$

x_i = nth observation, $1 \leq i \leq n$

$\sum x_i$ = Sum of observations

n = Number of observations

To measure the difference on the perception of the respondents on the impact of native chicken beauty contest when they are grouped according to their profile variables, Kruskal Wallis h-test and Mann Whitney u-test were used. The Kruskal-Wallis test is the non-parametric counterpart of the ANOVA test. This test evaluates whether or not independent groups have the same mean on ranks; rather than utilizing the data values itself, a rank is assigned to each data point, and those rankings are used to establish whether or not the data in each group comes from the same distribution. This test basically examines if the groups have the same median (Lomuscio, 2021). To perform a Kruskal-Wallis test, ranking of the data was used to calculate the test statistic, H, given by

$$H = \frac{12}{N(N+1)} \sum_{i=1}^k \frac{R_i^2}{n_i} - 3(N+1)$$

Then, data are compared H to a crucial cutoff point established by the chi-square distribution (chi-square was employed since it is a decent estimate of H, especially that the sample size for each group is more than 5). If the H statistic is significant (H is greater than the threshold) reject the null hypothesis. If the H statistic is not significant (H is less than the threshold) accept the hypothesis. The null hypothesis in this test is that the medians of each group are the same, implying that all groups are drawn from the same distribution. The alternative hypothesis is that at least one of the groups has a different median than the others, implying that at least one group derives from a different distribution than the others (Lomuscio 2021). On the other hand, Mann Whitney u-test was used to determine this difference, the rank sums of the two groups are used rather than the means as in the t-test for independent samples. Only two independent random samples with at least ordinally scaled attributes are required to calculate a Mann-Whitney U test. The variables are not required to follow any distribution curve (DATAtab Team, 2023). To calculate this test

of difference, the following formula was used:

$$U = \min(U_1, U_2)$$

Where:

$$U_1 = n_1 n_2 + \frac{n_1(n_1+1)}{2} - R_1$$

$$U_2 = n_1 n_2 + \frac{n_2(n_2+1)}{2} - R_2$$

and where:

n_1 and n_2 are the sample sizes

R_1 and R_2 are the sum of ranks for observations from sample 1 and 2 respectively

Research Design

This study used descriptive-comparative research method. This process includes gathering quantitative data through survey questionnaires about the socio-demographic profile of the respondents, and the perceived impact of the native chicken beauty contest in terms of political, socio-cultural, environmental and economic. In this study, the differences in the perceived impact of the native chicken raisers when they are grouped according to their profile were ascertain.

Research Instrument

The survey instrument was divided into two sections. The aim of the first section of the questionnaire was to obtain the respondents' demographic characteristics, such as age, gender, marital status, ethnicity, education, and occupation. In the second section, an interdisciplinary approach commonly adopted in similar studies was adopted, along with scale development procedures for measuring perceived impact from the participants of the Native Chicken Beauty Pageant. Both sections were required responses on a five-point Likert scale.

Researchers prepared a survey questionnaire as the main data gathering instrument addressing the study objectives and was developed via the adaptation of instruments from previous studies in the areas of agritourism as farm enterprise diversification. The researcher estimated that the questionnaire would require approximately 15 minutes for the respondents to complete all questions. The questionnaire was distributed among the faculty of the College of Agriculture, Nueva Vizcaya State University located at Bayombong, Nueva Vizcaya, and Isabela State

University located at Echague, Isabela for a review of the reliability and clarity of instruction using Cronback Apha Test . Face validity was established through a review conducted by the Department of Agriculture which is heavily involved in the development of agritourism in the Province of Isabela.

Data Collection

All data were gathered through the use of survey technique using a structured questionnaire. Respondents were asked to answer a questionnaire based on need of the study.

The preliminary investigation was conducted through the Provincial Agriculture Office.

A letter of intent was furnished to PAO for endorsement to the municipal level.

The researcher holds dialogue with the participants for joint strategic planning regarding their counterparts as participants in the Native Chicken Beauty Pageant. Random persons from each responding city/municipality are expected to attend the project who shall serve as the respondents.

For data collection and study areas, both secondary and primary data were collected and utilized for this study. The secondary data were gathered through desk research and key informant interviews. These data were also collected through a review of published and unpublished material including past studies.

The researcher surveyed the participants of the native chicken beauty contest through a questionnaire checklist, unstructured interview, and post-conference. The researcher administered the instruments to the respondents who were given ample time to respond to the questions to ensure the reliability and validity of the returning data.

After the gathering of data, the researcher thoroughly retrieved, sorted, analyzed, and presented it in a form of text and table.

Isabela Province was chosen as the research site for three reasons:

primary reasons for starters, it was the location of the Native Chicken Beauty Pageant.

Isabela is becoming a tourist province, with readily available amenities such as hotels and restaurants. Second, Isabela is an agricultural center with a high potential for agritourism opportunities. Third, collaborators are present in the area.

For the present study, residents of the selected municipalities, as the sampling frame was provided by the Provincial Agriculture Office. Their listings were recently updated and encompass all participants. Based on the population size, a proportionate stratified random sampling method was used to collect data, as the aim was to reflect the diverse geographical distribution in residential areas (Zikmund, 2003). To represent the local population, the multistage sampling was also adopted, as the locals are

coming from 12 communities across which the resident age varies. In the first stage of data collection, the population size of each community was determined in relation to the total population of the attending stakeholders. In the second stage, the number of samples in each community was established in relation to the age groups within the population. The survey was carried out in 2022 by distributing questionnaires door-to-door to the identified stakeholders. If an individual will not be a local resident or was unwilling to partake in the study, the next local stakeholders were approached and invited to participate.

Data Analysis

The data were obtained for each variable and are tabulated manually, grouped together by variable, and their values and weights were coded. A re-checking of the entries were done against the master data sheet to check for faulty entries before transcription of the data on the coding sheet. The Statistical Package for Social Science (SPSS Version 2.0 Windows) was used for the statistical analysis of data.

Descriptive statistical tools such as frequency and percentages were used to describe the profile of the respondents. In addition, mean was used to describe their perception on the impact of the native chicken beauty contest as an agritourism initiative in Isabela, Philippines. Inferential statistics such as t-test, f-test and Chi-Square were used to analyze the difference on the perception of the respondents about the impact of the native chicken beauty contest as an agritourism initiative in Isabela, Philippines.

Research duration

Table 2 Study Timeline

Task	Start Date	End Date
1. First Three Chapters	01/20/2021	01/30/2021
2. Questionnaire Design	02/01/2021	02/10/2021
3. Presenting / Validation	02/15/2021	02/15/2021
4. Modifying Questionnaire	02/16/2021	02/20/2021
5. Data gathering	03/01/2021	07/30/2021
6. Data Analysis	08/01/2021	08/30/2021
7. Paper Writing	09/01/2021	05/01/2022
8. Paper Defense	06/01/2022	06/05/2022

Research Budget

The estimated expenses for the conduct of this study 65,140 THB or 100,000 Pesos approximately.

Table 3 Projected budgetary allocation in the conduct of the study

Details of Item	Total Price
Expenses	
Research Expenses	
Data Analyst (typing and coding)	20,000
Consultant	40,000
Supplies and Material Expenses	
A4 Bond Paper	5,000
Photocopy	3,000
Document Printing and binding	10,000
Folder	2,000
Other Expenses	
Transportation	10,000
Meal Drinks	10,000
Total Amount	100,000

CHAPTER IV

RESULTS AND DISCUSSION

This Chapter deals with the presentation, analysis, and interpretation of the data gathered to provide answers to the statement of the problems as well as the hypotheses. The data are presented following the sequence and order of questions stated in the statement of the problem. The chapter presents the description of the native chicken beauty contest as an agritourism initiative, the socio-demographic characteristics of the respondents. In addition, this section presents perception of the respondents on the impact of the native chicken beauty contest as an agritourism initiative. Finally, the impact as to economic, socio-cultural, political and environmental aspects will be analyzed when the respondents are grouped according to their profile which will be used to recommend policies and activities that will enhance the initiative in the future.

The Native Chicken Beauty Pageant in Isabela

Most people enjoy pageants. Every year, people follow how local and international beauty pageants are run, rooting on the contender or representative of each nation. The pageantry ends after the competition is over and everyone moves on. However, for a farmer researcher, the start of agritourism—a transformative, cultural, and creative festival opportunity—is marked by the holding of the native chicken beauty contest in the province of Isabela, Philippines.

In December 2018, 2019, and 2020, an agritourism activity titled, “Native Chicken Beauty Contest Initiative in the Province of Isabela, Philippines” was carried out. This agritourism project was based on the premise that the Philippines today has a population of approximately 110 million people and growing. Five (5) million of the 110 million Filipinos were farmers. There are currently 174 recognized farm tourism sites in the nation as of 2019. The Philippine Statistics Authority estimates that the tourist sector contributed 12.3 percent to the Philippine economy in 2018 and expanded by 0.5 percent the following year. Consequently, by 2020, it had fallen to 5.4 percent. The primary cause of this decline is the COVID-19 pandemic, which also had an impact on other variables.

This tourism activity had two main objectives: (1) how can native chicken beauty contest enhance participation of rural farmers and other stakeholders in agritourism festival initiatives; and (2) what are the possible impacts of agritourism festivals in the local stakeholders’ socio-culturally, politically, economically, and environmentally.

This project adhered to a theoretical framework that was derived from research done at Nelson Mandela University. The framework includes external variables such as farm demographics, farm size, and population, farmer economic condition, etc. On the other hand, internal determinants in rationalizing the native chicken beauty pageant

implementation include the beauty pageant spectacular perception, level of education of possible users, and their socio-economic statuses.

The success of this activity was greatly influenced by the preceding studies as basis of implementation. In this line, the study of Doe, et al., (2021) “Festival Tourism and Socioeconomic Development: Case of Kwahu Traditional Areas of Ghana” was subjected as a reference of this research along with the studies of Moraru, (2019) “The Economic Impact of Tourism Activities on the Agritourism Farms” and Amanda, et al., (2018) entitled “Consumerism in Personal Finance: An Islamic Wealth Management Approach.” The chicken beauty contest held in Portland, Oregon, as well as those held in other countries, served as a further cornerstone for this agritourism project.

The beauty pageant practice held for three consecutive years served as a platform for the researcher’s attempt in mainstreaming the native chicken-raising industry in the Province of Isabela. The program was attended in by the municipalities Cordon, Dinapigue, Echague, Jones, Ramon, San Agustin, San Isidro, and Santiago City. These municipalities were counted in the roster using the PAO’s list of communities that were noted to have responded in the invitation.

Several agriculture practitioners were invited to adjudge the entries of the local farmers in the search. After a successful pilot launch, various sectors were given an invitation to give impressions and motivation to the participants. The involvement of these practitioners composed of entrepreneurs, academicians, researchers, extensionists, and farmers has contributed to the aspect of motivation among the participants. This has also served as a key avenue to amplifying awareness of the significance of raising and industrializing native chicken through the innovative agritourism recreational activity as a platform.

Constant updates and follow-ups were done after the beauty pageant. Further, IEC materials regarding native chicken farming and sustainability manuals were distributed. The researcher also used the advancement of social media platforms in campaigning for native chicken raising as one of the keys to augmenting the food scarcity in the country.

Every year, the showcase of cultural talents through performing arts activities is highlighted. diversified cultural dances, music, and poetries among others are performed through a contested showcase of talents. This integrative approach to culture and the arts in Agritourism Festival strengthens the connection of our cultural identity to our agricultural practices.

To establish continuity amidst the unanticipated occurrence of the global health crisis, the 2020 Native Chicken Beauty Pageant was done virtually. Through Zoom virtual meeting, the contenders showcased their native chickens to the board of judges and were immediately followed with feedback and post-conferences.

To strengthen the researcher’s goal, a partnership with the Department of Tourism (DOT), Rodeo Club Philippines, Department of Agriculture (DA), Local Government Unit (LGU), McDonalds, Amancio Nicolas Farm Hotel, Department of Education (DepEd),

Commission on Higher Education (CHED), Technical Skills Development Authority (TESDA), Gravy's Corporation of Zealand and Isabela State University was forged.

Other recreational activities were done and served as reinforcers in the goal of the festival such as Photography and Video Making, Indakan sa Nayon Folkdance Competition, Drum and Lyre Competition, Skills Competition, Amancio's Culinary Competition, Chicken Jungle Competition, and Indigenous People Dance Competition, and the most highlighted Native Chicken Beauty Pageant. This multicultural and multisectoral involvement of people in the community put strong potential in the festival to serve as a creative way of strengthening the industrialization of local Native Chicken raising which can ripple to different post-impacts such as food sustainability, SDG attainment, and livelihood development.

The Demographic Characteristics of the Respondents

Table 4 presents the frequency and percent distribution of the profile of the respondents according to their sex, age, civil status, educational attainment, major occupation, number of chicken heads being managed, and training to raising native chicken.

As shown in the table, majority of the respondents were females with 53.797% from the total frequency against the male respondents with only 46.21 percent. This result is in contradiction with the data from the Philippine Statistics Authority (2009) where the agriculture sector of the Philippines is dominated by male (89% male while 11% female). However, the Department of Agriculture (2022) said that female Filipinos who are engaging in agriculture have an increasing number.

In terms of age, an age bracket of 51 to 60 dominated with 245 respondents or a total of 38.64% while the 29.02 percent for respondents ages 31-40 and 32.33 percent for ages 41 to 50. In terms of their civil status, married respondents dominated the list with a total of 334 participants or 52.68% following widow/er with 165 heads or 26.02% and 135 participants from the group of separated respondents or a total of 26.02%

Table 4 The Profile Variables of the Respondents.

Profile	Frequency (n=634)	Percentage (100%)
Sex		
a. Male	293	46.21
b. Female	341	53.79
Age		
a. 31 – 40	184	29.02
b. 41 – 50	205	32.33
c. 51 – 60	245	38.64
Civil Status		
a. Married	334	52.68
b. Separated	135	21.29
c. Widow/er	165	26.02
Educational Attainment		
a. Elementary Undergraduate	157	24.76
b. Elementary Graduate	166	26.18
c. Secondary Undergraduate	135	21.29
d. Secondary Graduate	98	15.46
e. College Undergraduate	78	12.30
Major Occupation		
a. None	109	17.19
b. Farming	306	48.26
c. Government Employee	114	17.98
d. Private Employee	105	16.56
Number of Heads being Managed		
a. Less than 50		
b. 51 – 100		
c. 101 – 150		
Trainings Related to Raising Native Chicken		
a. None		
b. Local / Municipal Level		
c. Provincial Level		

As far educational attainment is concerned, majority of the respondents are Elementary Graduate with 166 participants or 26.18%. Meanwhile, the elementary graduates are noted with 157 total of responses or 24.76 followed by Secondary Undergraduate with 135 or 21.29%, Secondary Graduate with 98 heads or 15.46, and

78 participants from college undergraduate or 12.30%. Available data concur with the findings of this study. Briones (2017) found out that around one-third of the Filipino farmers did not attend any form of education while about 38% were able to finish secondary education only.

The table also presented that the respondents whose occupation is farming dominated the participants with 306 participants or 48.26 percent, 114 or 17.98 percent

Government Employees, 105 or 16.56 percent of private employees, while 109 or 24.76 percent from the total respondents are noted to be jobless. The findings of this study are similar with the result of the research of Dusaran and Pabulayan (2015) where they found out that most of the native chicken raiser in Western Visayas, Philippines are engaged in farming receiving four thousand pesos as monthly income.

The researcher also considered the number of heads being managed by the participants and the table gleaned that 332 of them manages less than 50 or 52.37%, 170 or 26.81% are managing 51-100 heads and 132 or 20.82% are managing 101-150 heads. This number is far below the average number of commercial chickens being raised by regular farmers and farms across the country. According to Philippine Statistics Authority (2021), from 2018 to 2020, there were at least 1.8 million metric tons while according to the Department of Science and Technology (2021), native chicken in the country is with the average of 80.7 million heads. While there is a tremendous increase in the number of native chickens, it still far beyond the number of broiler production in the country.

Finally, the researcher also surveyed the trainings attended by the respondents with relevance on raising native chicken. The table gleaned 378 of them or 59.62% have not yet attended any trainings related to native chicken raising, 133 of them or 20.98 percent attended local/municipal trainings, and 123 of them or 19.40% are able to attend in the provincial level. Data show that while there are available trainings being offered for farmers in raising native chicken, there are only few. There were less than 10 trainings every year for native chicken production in the country. The most notable were the trainings spearheaded by Southeast Asian Regional Center for Graduate Study and Research in Agriculture (SEARCA), trainings offered by the Department of Agriculture, Department of Science and Technology and universities and colleges (Lopez et al., 2014).

Perception of the Respondents on the Impacts of Native Chicken Beauty Contest as an Agritourism Initiative in Isabela Philippines

Table 5 Respondents' Perceived Economic Impact of the Native Chicken Beauty Contest asan Agritourism Activity in the Province of Isabela, Philippines.

Internal Factors	Mean	Description
The Native Chicken Beauty Contest has able to...		
1. Create jobs and improve standard of livingamong the local residents.	4.65	Strongly Agree
2. Stimulate business and trade opportunities	4.55	Strongly Agree
3. Help economic revival and attractsinvestment	4.61	Strongly Agree
4. Attract future businesses for local and foreigninvestor	4.48	Agree
5. Local government generates more taxrevenues and improve local economy	4.41	Agree
6. Promote the area as a tourism destinationthrough proper branding	4.81	Strongly Agree
7. Increase number of tourist visitor	4.50	Strongly Agree
8. Extend the tourism season and visitors' expenditure	4.30	Strongly Agree
9. More shopping facilities.	3.61	Agree
10. Improving residents' standard of living.	4.47	Agree

Table 5 presents the perception of the respondents on the economic impact of the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines. It can be noted from the table that out of 10 statements, six (6) were rated as “Strongly Agree” with mean rating from 4.50 to 4.81. The respondents perceived that the conduct of the native chicken beauty contest in the province of Isabela, Philippines has able to create jobs and improve the standard of living among the local residents, stimulates business and trade opportunities and help economic revival and attracts investment. Furthermore, the respondents strongly agreed that the conduct of the native chicken beauty contest has able to promote the area as a tourism destination through proper branding, increase the number of visitors in the province and extend tourism season and visitors’ expenditures.

Native chicken can be good source of income among the farmers in Isabela. Through the native chicken beauty contest, it helps the farmers increase their income through promotion of the native chicken as an agricultural product. According to PCAARD (2020), there is an increasing demand for native chickens in all areas of the country including their eggs because of the perceived meat quality and health benefits. In addition, according to the Department of Agriculture (2021), each of the native chicken can give a farmer of at least 129% return of investment.

The table also presents that four (4) statements about the perceived economic impact of the native chicken beauty contest were rated as “Agree” with mean rating from 3.61 to 4.48. The respondents agreed that through the conduct of the native chicken beauty contest local and foreign investors may have seen to be attracted in the future, generation of taxes were increase, the standard of living were improving and there were more shopping facilities within the province.

The native chicken beauty contest as an agritourism initiative is perceived to be beneficial among the farmers and other stakeholders in the community as it is seen to create jobs and opportunities among the locals through the creation of business enterprises and trade opportunities. Hence, the quality of life is seen to improve with the introduction of the initiative. It can also be used to promote the province as a tourism destination in the region which will benefit both the farmers, the government and other stakeholders. In return, it may provide additional source of income for the government and eventually will boost and improve local economy. As a form of policy, the local government should ensure efficient and effective ways of tax collection. In this way, the local government may have additional fund which can be used to further improve this kind of tourism initiative.

The result of this study conforms with existing literatures. Promoting agritourism initiatives, the native chicken beauty contest for this matter, will help on the improvement of farmers’ financial status and the local economy in general. According to Spire (2013) and Manalo *et al.* (2019), agritourism provides ways for economic development especially in rural areas. It may help the current economic condition of

the country providing higher income coming from the tourists who are willing to pay higher amount to have new and unique experience. Hence, agritourism is seen to be a “rising star” among the various industries of the country. It will provide another source of income for the farmers and in return ~~it~~ will benefit the economy of the country.

Tugade (2020) explains that farmers’ motivation to engage in agritourism initiatives can be categorized into three (3) groups- economic, environmental and socio-cultural. The result of this study supports the present findings which suggests that farmers and other stakeholders of agritourism perceived that such initiatives can be economically beneficial with the farmers and can support economy in provinces.

Table 6 presents the perceived socio-cultural impact of the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines. It can be deduced from the table that out of 10 statements, seven (7) were rated as “Strongly Agree” by the respondents with mean rating from 4.50 to 4.83. The respondents strongly agreed that the native chicken beauty contest has able to provide entertainment and recreational opportunities, enhance family and community cohesion, attachment, integration, and solidarity, encourage volunteerism and other social values, and provide platform for attaining new skills, talents, and knowledge. Furthermore, the respondents have strong agreement that this initiative was able to provide a better understanding of visitors’ cultures, promote local heritage/culture preservation and conservation, and engage community people in various cultural activities and experiences.

Table 6 Respondents' Perceived Socio-Cultural Impact of the Native Chicken Beauty Contest as an Agritourism Activity in the Province of Isabela, Philippines.

Internal Factors	Mean	Description
The Native Chicken Beauty Contest has able to...		
1. Encourage local communities to develop more interesting events	4.48	Agree
2. Provide entertainment and recreational opportunities	4.80	Strongly Agree
3. Enhance family and community cohesion, attachment, integration, and solidarity	4.55	Strongly Agree
4. Provide avenue for meeting and interacting with tourists and new people	4.36	Agree
5. Encourage volunteerism and other social values	4.78	Strongly Agree
6. Provide platform for attaining new skills, talents, and knowledge	4.61	Strongly Agree
7. Provide a better understanding of visitors' cultures	4.50	Strongly Agree
8. Improve a healthy lifestyle (e.g. sports events).	4.49	Agree
9. Promote local heritage/culture preservation and conservation	4.83	Strongly Agree
10. Engage community people in various cultural activities and experiences	4.82	Strongly Agree

Native chicken production as an agritourism initiative in the country has a promising future as it draws attention from the government and tourists from various places in the country and the world. According to Lim (2019), there is a fast-emerging organic farming turn into tourism hubs in the Philippines. The *Yamang Bukid* (YB) Farm in Palawan for example is drawing attention among tourists as it offers new farming adventures through planting of lettuce and other agricultural products and experiencing native chicken productions. Such experiences, provide avenue for tourist to learn new skills and develop interpersonal relationships among other tourists thereby creating unity and camaraderie amidst cultural diversity.

The table further revealed that three (3) statements were rated as “Agree” by the respondents with mean rating from 4.36 to 4.49. The respondents agreed that the native chicken beauty contest was able to encourage local communities to develop more interesting events, provide avenue for meeting and interacting with tourists and new people, and improve a healthy lifestyle (e.g. sports events).

Raising native chicken can both improve cultural and social aspect of the family and the society. Native chicken is believed to be a source of more healthy foods than the counterpart broiler chicken. It is a healthier option and dependable source for protein (Department of Science and Technology, 2022), and can be a good source of social activities and family’s education (Ngongolo et al., 2021). Sarazawa and Sanidad (2022) also found out in their study that native chicken is important to Filipino socio-cultural beliefs and practices as it is a good source of health foods and an indispensable ingredient for social gatherings such as weddings, birthdays, including rituals, ceremonies, and the like, hence, it supports social integration, camaraderie and unity.

Table 7 revealed the perception of the respondents on the political impact of the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines. It can be gleaned from the table that seven (7) statements were rated as “Strongly Agree” with mean rating from 4.51 to 4.67. The respondents have strong agreement on the idea that the native chicken beauty contest was able to encourage political leaders to support local tourism industry, encourage leaders to provide funding to support development of local tourism, and

provide avenue where leaders encourage their constituents to continue the development of local tourism. Also, the respondents strongly agreed that the conduct of native chicken beauty contest was able to improve certain political figures careers, revive the community identity, help leaders direct tourism industry to more direct and achievable goals, and ensure harmonious relationship between leaders and the community.

According to Bulilan (2021), developing countries have established tourism as major resource for economic development. The government through its political power has a very important role in the success of this industry and make this beneficial to local communities. Traditionally, the government is expected to craft policies in

relation to the management, implementation and evaluation of tourism programs. However, in recent years, through the efforts of the political leaders, they have become a marketing figure that promotes the different tourism sites and activities in the country.



Table 7 Respondents' Perceived Political Impact of the Native Chicken Beauty Contest in the Province of Isabela, Philippines.

Impact	Mean	Description
The Native Chicken Beauty Contest has able to...		
1. Encourage political leaders to support local tourism industry	4.62	Strongly Agree
2. Encourage leaders to provide funding to support development of local tourism	4.51	Strongly Agree
3. Provide avenues where leaders encourage their constituents to continue the development of local tourism	4.67	Strongly Agree
4. Involve locals in the management and planning of the event.	3.45	Moderately Agree
5. Enhance specific ideologies and images	3.21	Moderately Agree
6. Improve certain political figures careers	4.66	Strongly Agree
7. Enhance community's international recognition, status and image.	3.21	Moderately Agree
8. Revive the community identity	4.60	Strongly Agree
9. Help leaders to direct tourism industry to more direct and achievable goals	4.66	Strongly Agree
10. Ensure harmonious relationship between leaders and the community	4.56	Strongly Agree

Capistrano and Notorio (2021) expounded on the importance of political support to Philippine tourism industry. As they analyzed the government's policy statements about tourism in the Philippines through the State of the Nation Address (SONA) of the different presidents of the country from 1987 to 2019, they were able to identify major indicator towards successful tourism industry in the Philippines which is government support using its political power. These indicators that will drive Philippine tourism industry are tourism policy, tourism development and prospects. They suggested, therefore, to create policies, programs and agenda using this framework to be approved by the legislative body of the country.

While political influence can benefit the success of tourism industry, this is not always the case. In the study of Henderson (2011), she identified political issue to be a main factor of unprogressive tourism industry in some parts of the Philippines. She asserted that while the Philippine may offer various experiences among the tourists, there are instances that there is an instability in the tourism operation because of political dynamics thereby impeding the development of such tourism industry.

The table also revealed that three (3) statements were rated by the respondents as "Moderately Agree" with mean rating from 3.21 to 3.45. The respondents agreed that the conduct of the native chicken beauty contest was able to involve locals in the management and planning of the event, enhance specific ideologies and images, and enhance community's international recognition, status and image.

Thetsane (2019) asserted that the community members' participation to tourism industry is the central element of a successful tourism program as it will affect the sustainability of specific tourism program. In addition, Nagarjuna (2015) and Muganda (2009) explained the essential participation of the community members to tourism industry. They stated that local community members provide authentic experiences among the tourist by the inclusion of their local foods, culture and festival into tourism industry. Also, community people, most of the time, promote sharing of resources and benefits derived from the tourism activities. Hence, a successful and sustainable tourism program is highly participated by the people from the community especially in the areas of decision-making process according to Thesane (2019) and Peng and Dewa Putu (2011).

Table 8 Respondents' Perceived Environmental Impact of the Native Chicken Beauty Contest in the province of Isabela, Philippines.

Impact	Mean	Description
The Native Chicken Beauty Contest has able to...		
1. Encourage the community to build facilities following environmental/sustainable practices.	4.12	Agree
2. Promote environmental awareness	4.51	Strongly Agree
3. Enhance and showcase the natural environment	4.72	Strongly Agree
4. Support plastic recycling programs	4.90	Strongly Agree
5. Conserve and preserve the environment	4.71	Strongly Agree
6. Develop more green spaces	3.21	Moderately Agree
7. Provide additional funding which can be used to conserve and preserve the environment	4.43	Agree
8. Educate the local community on environment management.	4.61	Strongly Agree
9. Promote environmental sustainability	4.72	Strongly Agree
10. Reduce environmental risk	4.12	Agree

Table 8 presents the perception of the respondents on the environmental impact of the native chicken beauty contest as an agritourism activity in the province of Isabela Philippines. It can be noted from the table that six (6) statements were rated as "Strongly Agree" with mean rating from 4.51 to 4.90. The respondents strongly agreed that the conduct of native chicken beauty contest as an agritourism activity in the province of Isabela has able to promote environmental awareness, enhance and showcase the natural environment, and support plastic recycling programs. Also, the table revealed that the respondents strongly agreed that the conduct of the native chicken beauty contest has able to conserve and preserve the environment, educate the local community on environment management, and promote environmental sustainability.

The table further revealed that three (3) statements were rated as "Agree" by the respondents. This is based on the mean value from 4.12 to 4.43. The respondents agreed that the conduct of the native chicken beauty contest has able to encourage the community to build facilities following environmental/sustainable practices, provide additional funding which can be used to conserve and preserve the environment, and reduce environmental risk. Furthermore, the respondents moderately agreed that the conduct of native chicken has able to develop more green spaces with mean rating of 3.21.

Green tourism is a global call among all tourists. In this study, the respondents have strong agreement that the initiatives may empower green movement and environmental awareness. Literature reveals that attitudes and behaviors are factors to environmental awareness among tourists. Also, environmental knowledge and values has significant and positive influence on the behavior of the tourist towards environmental policies and guidelines. Generally, tourists are willing to follow environmental policies and guidelines every time they are in the different tourism sites (Aman et al., 2021, Mazhenovaa et al., 2016, Oromendia et al., 2013).

Difference on the Perceived Impact of the Native Chicken Beauty Contest in the Province of Isabela when the Respondents are Grouped according to their Sex

Table 9 presents the perceived economic impact of the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines when the respondents are grouped according to their sex. It can be noted from the table that the male respondents rated six (6) statements as “Strongly Agree” with mean rating from 4.56 to 4.78. The respondents strongly agreed that the conduct of the native chicken beauty contest as an agritourism activity has able to create jobs and improve standard of living among the local residents, attract local and foreign investors for future businesses, and allow local government to generate more tax revenues that improve local economy. Also, the respondents, strongly agreed that the conduct of the native chicken beauty contest as an agritourism activity has able to promote the area as a tourism destination through proper branding, build more shopping facilities, and improve residents’ standard of living.

Table 9 The Difference on the Perceived Economic Impact of the Native Chicken BeautyContest in the Province of Isabela, Philippines when the Respondents are Grouped according to their Sex.

Statement	Male		Female		F	Sig.
	Mean	Desc.	Mean	Desc.		
The Native Chicken Beauty Contest has able to...						
1. Create jobs and improve standard of living among the local residents.	4.78	A	4.52	SA	3.12 ^{ns}	0.55
2. Stimulate business and trade opportunities	4.21	A	4.88	SA	1.06 ^{ns}	0.35
3. Help economic revival and attracts investment	4.37	A	4.85	SA	2.29 ^{ns}	0.10
4. Attract future businesses for local and foreign investor	4.52	SA	4.44	A	2.06 ^{ns}	0.13
5. Local government generates more tax revenues and improve local economy	4.62	SA	4.47	A	0.06 ^{ns}	0.94
6. Promote the area as a tourism destination through proper branding	4.75	SA	4.86	SA	1.19 ^{ns}	0.31
7. Increase number of tourist visitor	4.41	A	4.58	SA	0.25 ^{ns}	0.78
8. Extend the tourism season and visitors' expenditure	4.21	A	4.39	A	3.92 ^{ns}	0.22
9. More shopping facilities.	4.56	SA	4.66	SA	0.09 ^{ns}	0.92
10. Improving residents' standard of living.	4.58	SA	4.36	A	0.73 ^{ns}	0.48

SA – Strongly Agree A – Agree ns – Not Significant

It can also be noted from the table with four (4) statements were rated by the respondents as “Agree” with mean rating from 4.21 to 4.41. Based from the table, the respondents agreed that the native chicken beauty contest has able to stimulate business and trade opportunities, help economic revival and attract investment. Also, the respondents agreed that the conduct of the native chicken beauty contest has able to increase the number of tourist visitor, and extend the tourism season and visitors’ expenditure.

For the female respondents, it can be noted from the table that six (6) statements were rated as “Strongly Agree” with mean rating from 5.52 to 4.88. The respondents strongly agreed the conduct of the native chicken beauty contest has able to create jobs and improve standard of living among the local residents, stimulate business and trade opportunities, and help economic revival and attract investment. The respondents also have strong agreement that the native chicken beauty contest has able to promote the area as a tourism destination through proper branding, increase number of tourist visitor, and build more shopping facilities.

Table 6 also presents that four (4) statements were rated by the respondents as “Agree” with mean rating from 4.36 to 4.37. The respondents agreed that the conduct of the native chicken beauty contest has able to attract local and foreign investors for future businesses, allow local government to generate more tax revenues and improve local economy, and extend the tourism season and visitors’ expenditure, thereby improving residents’ standard of living.

The table also presents the difference on the perception of the respondents on the economic impact of the native chicken beauty contest as agritourism activity in the province of Isabela, Philippines. It can be noted from the table that all statements show no significant difference when the respondents are grouped according to sex. It can be implied that male and female respondents of the study have almost the same perception on the economic impact of the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines. This result leads to the rejection of the alternative hypothesis of the study which states that there is a difference on the perception of the male and female respondents of the study on the economic impact of the native chicken beauty contest as an agritourism activity in the province of Isabela.

Raising native chicken is a gender issue. Literatures provide that females participate less in agricultural activities including native chicken raising. In the study of Alemayehu et al. (2018), they argued that while raising native chicken is common phenomenon among developing countries, it’s the male member of the family who is practically in-charge of the raising activity and decision-making, including owning a chicken farm while females are left behind raising their children. While females are behind the male native chicken farmers in global context, in the Philippines, initiatives were implemented to empower women in native chicken raising. Baleza (2018), explained that the local government unit in Sorsogon, Philippines engaged women in

native chicken raising. Interestingly, they were able to improve the native chicken production in their community. As a result, the economic condition of the female raisers was improving.



Table 10 The Difference on the Perceived Socio-Cultural Impact of the Native Chicken Beauty Contest in the Province of Isabela, Philippines when the Respondents are Grouped according to their Sex.

Statement	Male		Female		F	Sig.
	Mean	Desc.	Mean	Desc.		
The Native Chicken Beauty Contest has able to...						
1. Encourage local communities to develop more interesting events	4.38	A	4.57	SA	1.26 ^{ns}	0.28
2. Provide entertainment and recreational opportunities	4.71	SA	4.88	SA	1.48 ^{ns}	0.19
3. Enhance family and community cohesion, attachment, integration, and solidarity	4.43	A	4.67	SA	0.46 ^{ns}	0.81
4. Provide avenues for meeting and interacting with tourists and new people	4.32	A	4.40	A	2.19 ^{ns}	0.06
5. Encourage volunteerism and other social values	4.72	SA	4.83	SA	1.02 ^{ns}	0.41
6. Provide platform for attaining new skills, talents, and knowledge	4.54	SA	4.68	SA	0.24 ^{ns}	0.94
7. Provide a better understanding of visitors' cultures	4.38	A	4.61	SA	1.46 ^{ns}	0.20
8. Improve a healthy lifestyle (e.g. sports events).	4.46	A	4.52	SA	1.16 ^{ns}	0.33
9. Promote local heritage/culture preservation and conservation	4.76	SA	4.90	SA	1.75 ^{ns}	0.12
10. Engage community people in various cultural activities and experiences	4.75	SA	4.88	SA	0.86 ^{ns}	0.51

SA – Strongly Agree MA- Moderately Agree A – Agree ns – Not Significant

Table 10 presents the perception of the male and female respondents on the socio-cultural impact of the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines. It can be noted from the table that the male respondents rated five (5) statements as “Strongly Agree” with mean rating from 4.54 to 4.76. The male respondents have strong agreement that the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines has able to provide entertainment and recreational opportunities, encourage volunteerism and other social values, provide platform for attaining new skills, talents, and knowledge, promote local heritage/culture preservation and conservation, and engage community people in various cultural activities and experiences.

The table also revealed that five (5) statements were rated as “Agree” with mean rating of 4.32 to 4.46. The respondents agreed that the native chicken beauty contest as agritourism activity in the province of Isabela, Philippines has able to encourage local communities to develop more interesting events, enhance family and community cohesion, attachment, integration, and solidarity. Also, the table revealed that the respondents agreed that the chicken beauty contest as agritourism activity in the province of Isabela, Philippines has able to provide avenue for meeting and interacting with tourists and new people, provide a better understanding of visitors’ cultures, and improve a healthy lifestyle (e.g. sports events).

The table also revealed that nine (9) statements were rated as “Strongly Agree” by the female respondents with mean rating from 4.52 to 4.90. The female respondents strongly agreed that that the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines has able to encourage local communities to develop more interesting events, provide entertainment and recreational opportunities, enhance family and community cohesion, attachment, integration, and solidarity, encourage volunteerism and other social values, and provide platform for attaining new skills, talents, and knowledge. The female respondents have strong agreement on the idea that the native chicken beauty contest as agritourism activity has able to provide a better understanding of visitors’ cultures, improve a healthy lifestyle (e.g. sports events), promote local heritage/culture preservation and conservation, and engage community people in various cultural activities and experiences.

The table further presents the difference of the perception of the male and female respondents on the socio-cultural impact of the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines. Based from the table, all statements show no significant difference. This means that male and female respondents of the study have comparable perception on the socio-cultural impact of the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines. Therefore, the alternative hypothesis of this research which states that there is a significant difference on perceived socio-cultural impact of the native chicken

beauty contest as an agritourism activity in the province of Isabela, Philippines is hereby rejected.

The finding of the study concurs with Muresan et al. (2021) where they analyzed the perception of Mountain Area residents on tourism development. They found out that when the members of the community are grouped according to their gender, they have comparable positive perception of the socio-cultural benefits of tourism industry. This means that, both male and female members of the community have positive perception on the socio-cultural benefits to be derived out from the tourism initiatives in their locality.

The result of the study contradicts with the findings of Mensah (2012) where he found out that male and female have significant difference in perception on the socio-cultural impact of tourism industry in Ghana. In addition, male members of the community showed higher positive perception on the positive impact of tourism in the community. Male members of the community positively perceive that through tourism, their community will be showcased and introduced to other parts of the country. Also, they positively perceived that cultural development will be seen through the tourism industry.



Table 11 The Difference on the Perceived Political Impact of the Native Chicken Beauty Contest in the Province of Isabela, Philippines when the Respondents are Grouped according to their Sex.

Statement	Male		Female		F	Sig.
	Mean	Desc.	Mean	Desc.		
The Native Chicken Beauty Contest has able to...						
1. Encourage political leaders to support local tourism industry	4.55	A	4.68	SA	1.46 ^{ns}	0.82
2. Encourage leaders to provide funding to support development of local tourism	4.68	SA	4.34	MA	1.58 ^{ns}	0.91
3. Provide avenues where leaders encourage their constituents to continue the development of local tourism	4.80	SA	4.54	SA	2.26 ^{ns}	0.18
4. Involve locals in the management and planning of the event.	3.90	A	3.00	MA	2.11 ^{ns}	0.60
5. Enhance specific ideologies and images	3.28	MA	3.13	MA	1.78 ^{ns}	0.14
6. Improve certain political figures careers	4.78	SA	4.54	SA	0.19 ^{ns}	0.44
7. Enhance community's international recognition, status and image.	3.40	MA	3.01	MA	1.43 ^{ns}	0.12
8. Revive the community identity	4.78	SA	4.42	A	0.16 ^{ns}	0.43
9. Help leaders to direct tourism industry to more direct and achievable goals	4.73	SA	4.58	SA	2.55 ^{ns}	0.21
10. Ensure harmonious relationship between leaders and the community	4.61	SA	4.51	SA	0.68 ^{ns}	0.15

SA – Strongly Agree MA- Moderately Agree A – Agree ns – Not Significant

Table 11 presents the perceived political impact of the native chicken beauty contest as agritourism activity in the province of Isabela, Philippines based from the perception of the male and female respondents. It can be gleaned from the table that seven (7) statements were rated as “Strongly Agree” by the male respondents with mean rating from 4.55 to 4.70. The male respondents strongly agreed that the native chicken beauty contest as an agritourism activity in Isabela, Philippines has able to encourage political leaders to support local tourism industry, encourage leaders to provide funding to support development of local tourism, provide avenue where leaders encourage their constituents to continue the development of local tourism, and involve locals in the management and planning of the event. Also, the male respondents have strong agreement that the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines has able to enhance specific ideologies and images, improve certain political figures’ careers, revive the community identity, help leaders direct tourism industry to more direct and achievable goals, and ensure harmonious relationship between leaders and the community.

The table also revealed that a statement was rated by the male respondents as “Agree” with mean rating of 3.90. The male respondents agreed that the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines has able to involve locals in the management and planning of the event. Furthermore, with a mean rating of 3.28 and 3.40, respectively, the male respondents have moderate agreement on the idea that the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines has able to enhance specific ideologies and images, and enhance community’s international recognition, status and image.

For the female respondents, five (5) statements were rated as “Strongly Agree” with mean rating from 4.51 to 4.68. The respondents strongly agreed that the native chicken beauty contest as an agritourism activity in the province of Isabela has able to encourage political leaders to support local tourism industry, provide avenue where leaders encourage their constituents to continue the development of local tourism, improve certain political figures’ careers, help leaders to direct tourism industry to a more direct and achievable goals, and ensure harmonious relationship between leaders and the community.

The table also revealed that the respondents agreed that the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines has able to revive the community identify with mean rating of 4.42. Furthermore, four (4) statements were rated by the female respondents as “Moderately Agree” with mean rating from 3.00 to 4.34. The female respondents have moderate agreement on the idea that the native chicken beauty contest on Isabela, Philippines has able to encourage leaders to provide funding to support development of local tourism, involve locals in the management and planning of the event, enhance specific ideologies and images, and enhance community’s international recognition, status and image.

The table also revealed the difference on the perceived political impact of the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines when they are grouped according to their sex. Based from the table, none among the statements have significant difference when the respondents are grouped according to their profile. This means that male and female respondents have almost the same perception on the political impact of the native chicken beauty contest as an agritourism activity in the province of Isabela. Due to this, the alternative hypothesis of the study which states that there is a significant difference on the perception of the male and female respondents on the political impact of the native chicken beauty contest as an agritourism activity in the province of Isabela Philippines, is hereby rejected.



Table 12 The Difference on the Perceived Environmental Impact of the Native Chicken Beauty Contest in the Province of Isabela, Philippines when the Respondents are Grouped according to their Sex.

Statement	Male		Female		F	Sig.
	Mean	Desc.	Mean	Desc.		
The Native Chicken Beauty Contest has able to...	4.00	A	4.23	A	0.34 ^{ns}	0.10
1. Encourage the community to build facilities following environmental/ sustainable practices.	4.65	SA	4.37	A	1.00 ^{ns}	0.19
2. Promote environmental awareness	4.80	SA	4.60	SA	0.09 ^{ns}	0.21
3. Enhance and showcase the natural environment.	4.95	A	4.84	SA	2.09 ^{ns}	0.78
4. Support plastic recycling programs	4.79	SA	4.63	SA	2.12 ^{ns}	1.00
5. Conserve and preserve the environment	3.49	MA	2.92	MA	1.19 ^{ns}	3.34
6. Develop more green spaces	4.50	SA	4.35	A	3.16 ^{ns}	0.06
7. Provide additional funding which can be used to conserve and preserve the environment	4.70	SA	4.52	SA	0.09 ^{ns}	0.21
8. Educate the local community on environment management.	4.80	SA	4.64	SA	0.90 ^{ns}	0.21
9. Promote environmental sustainability	4.23	A	4.01	A	0.01 ^{ns}	0.15
10. Reduce environmental risk						

SA – Strongly Agree MA- Moderately Agree A – Agree ns – Not Significant

Table 12 presents the perception of the male and female respondents on the environmental impact of the native chicken beauty contest as an agritourism activity in the province of Isabela. It can be noted from the table that the male respondents rated seven (7) statements as “Strongly Agree” with mean rating 4.50 to 4.80. The male respondents strongly agreed that the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines has able to promote environmental awareness, enhance and showcase the natural environment, support plastic recycling programs, and conserve and preserve the environment. In addition, the male respondents strongly agreed that the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines has able to provide additional funding which can be used to conserve and preserve the environment, educate the local community on environment management, and promote environmental sustainability.

Two (2) statements about the environmental impact of the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines were rated as “Agree” with mean rating of 4.00 and 4.23, respectively. The male respondents agreed that the native

chicken beauty contest as an agritourism activity in the province of Isabela, Philippines has able to encourage the community to build facilities following environmental/sustainable practices, and reduce environmental risk. Furthermore, the male respondents have moderate agreement that the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines has able to develop more green spaces with mean rating of 3.49.

The table also presents the perception of the female respondents about the environmental impact of the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines. It can be noted that five (5) statements were rated as “Strongly Agree” with mean rating from 4.52 to 4.84. The female respondents have strong agreement that the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines has able to enhance and showcase the natural environment, support plastic recycling programs, conserve and preserve the environment, educate the local community on environment management, and promote environmental sustainability.

The female respondents rated four (4) statements as “Agree” with mean rating from 4.01 to 4.37. The female respondents agreed that the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines has able to encourage the community to build facilities following environmental/sustainable practices, and promote environmental awareness. In addition, the female respondents agreed that the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines has able to provide additional funding which can be used to conserve and preserve the environment, and reduce environmental risk. Moreover, the female respondents have moderate agreement that the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines has able to develop

more green spaces with mean rating 2.92.

Table 12 further presents the difference on the perceived environmental impact of the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines when the respondents are grouped according to their sex. The table revealed that none of the statements has no significant difference on the perception of the male and female respondents about the environmental impact of the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines. This result led to the rejection of the alternative hypothesis which states that there is a significant difference on the perception of the male and female respondents on the environmental impact of the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines

The result supports the findings of Mensah et al. (2012). In their study, they found out that male and female members of the community have comparable perception on the environmental impact of tourism industry. It shows that when the members of the community are grouped according to their gender, they have almost the same perception on the positive and negative impact of tourism to environment.

On the other hand, the result of the study contradicts with the analysis of Calvet et al. (2022). In their study, they found out that male and female members of the community have significantly different perception on the environmental impact of tourism industry. They revealed in their study that female members of the community tend to be more aggressive in the observance of environmental policies than their counterpart males. On the other hand, they also found out that male members of the community tend to be more positive on their access to management and natural resources than their female counterparts

Difference on the Perceived Impact of the Native Chicken Beauty Contest in the Province of Isabela when the Respondents are Grouped according to their Age.

Table 13 The Difference on the Perceived Economic Impact of the Native Chicken Beauty Contest as Agritourism Activity in the Province of Isabela, Philippines when the Respondents are Grouped according to their Age.

Statements	31-40		41-50		51-60		F	Sig.
	Mean	Desc.	Mean	Desc.	Mean	Desc.		
The Native Chicken Beauty Contest has able to...								
1. Create jobs and improve standard of living among the local residents.	4.52	SA	4.76	SA	4.67	SA	1.67*	0.02
2. Stimulate business and trade opportunities	4.19	A	4.77	SA	4.70	SA	2.69 ns	0.10
3. Help economic revival and attracts investment	4.61	SA	4.52	SA	4.70	SA	0.42 ns	0.52
4. Attract future businesses for local and foreign investor	4.23	A	4.52	SA	4.69	SA	2.69 ns	0.10
5. Local government generates more tax revenues and improve local economy	4.41	A	4.63	SA	4.19	A	2.19*	0.00
6. Promote the area as a tourism destination through proper branding	4.90	SA	4.66	SA	4.87	SA	1.08 ns	0.30
7. Increase number of tourist visitor	4.17	A	4.72	SA	4.61	SA	14.84*	0.03
8. Extend the tourism season and visitors' expenditure	4.00	A	4.57	SA	4.34	A	3.61 ns	0.06
9. More shopping facilities.	4.88	SA	4.41	A	4.54	SA	0.30 ns	0.58
10. Improving residents' standard of living.	4.51	SA	4.62	SA	4.28	A	0.30 ns	0.58

SA – Strongly Agree A – Agree * - Significant ns – Not Significant

Table 13 presents the perception of the respondents on the economic impact of the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines when they are grouped according to their age. It can be noted from the table that respondents who are 31 to 40 years have rated five (5) statements as “Strongly Agree” with mean rating from

4.51 to 4.90. The respondents whose age belongs to 31 to 40, strongly agreed that the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines has able to create jobs and improve standard of living among the local residents, help economic revival and attract investment, promote the area as a tourism destination through proper branding, build more shopping facilities, and improve residents’ standard of living.

The table further revealed that the respondents whose age belongs to 31 to 40 years old have rated five (5) statements as “Agree” with mean rating from 4.00 to 4.41. The respondents agreed that the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines has able to stimulate business and trade opportunities, attract local and foreign investor for future businesses, allow local government to generate more tax revenues and improve local economy, increase number of tourist visitor, and extend the tourism season and visitors’ expenditure.

For the age 41 to 50, nine (9) statements on the economic impact of the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines resulted to mean rating from 4.52 to 4.77. The respondents whose age is from 41 to 50 have strong agreement that the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines has able to create jobs and improve standard of living among the local residents, stimulate business and trade opportunities, help economic revival and attracts local and foreign investor for future businesses. In addition, the respondents strongly agreed that the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines has allowed the local government generate more tax revenues to improve local economy, promote the area as a tourism destination through proper branding, increase number of tourist visitor, and extend the tourism season and visitors’ expenditure, and improve residents’ standard of living. In addition, the respondents agreed that the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines has able to build more shopping facilities with mean rating of 4.41.

On the perception of the respondents who belong to age bracket from 51 to 60 years on the impact of economic impact of the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines, it can be deduced from the table that seven (7) statements were rated as “Strongly Agree” with mean rating from 4.54 to 4.70. The respondents whose age belong to 51 to 60 have strong agreement on idea that the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines has able to create jobs and improve standard of living among the local residents, stimulate business and trade opportunities, help

economic revival and attract local and foreign investor for future businesses. In addition, the respondents have strong agreement on the idea that the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines has able to promote the area as a tourism destination through proper branding, increase number of tourist visitor, extend the tourism season and visitors' expenditure, and build more shopping facilities.

The table also revealed that three (3) statements were rated by the respondents as "Agree" with mean rating from 4.19 to 4.34. The respondents agreed that the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines has able to allow local government generate more tax revenues and improve local economy, extend the tourism season and visitors' expenditure, and improve residents' standard of living.

The table also presents the difference on the perception of the respondents on the environmental impact of the native chicken beauty contest in the province of Isabela, Philippines when they are grouped according to their age. It can be noted from the table that three (3) statements about the perceived economic impact of the native chicken beauty contest in the province of Isabela, Philippines shows significant difference with the respondents' age. This is based on the result of the f-test from 1.08 to 14.84 and significant level which is not higher than 0.03. This result implies that there is a significant difference on the perception of the respondents on the economic impact of the native chicken beauty contest in the province of Isabela, Philippines when they are grouped according to their age. Specifically, the respondents have significant difference on the perception that the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines has able to create jobs and improve standard of living among the local residents, allow the local government to generate more income from taxes and improve local economy and increase the number of tourist visitors. The table further revealed that among the age bracket, those belonging to 41 to 50 years old has more positive perception on these ideas as specified in the highest mean rating they provided for the said items.

The findings support the study of Muresan et al. (2021). In their study, they found out that when the stakeholders are grouped according to age, their perception on the socio-cultural impact of tourism initiatives are significantly different. Interestingly, they also found out that there is higher tendency that older stakeholders hold higher and more positive perception on the idea that tourism initiatives may empower socio-cultural characteristics of the locality.

Table 14 The Difference on the Perceived Socio-Cultural Impact of the Native Chicken Beauty Contest as Agritourism Activity in the Province of Isabela, Philippines when the Respondents are Grouped according to their Age.

Statements	31-40		41-50		51-60		f	Sig.
	Mean	Desc.	Mean	Desc.	Mean	Desc.		
The Native Chicken Beauty Contest has able to...								
1. Encourage local communities to develop more interesting events	4.29	A	4.76	SA	4.40	A	3.78 ^{ns}	0.29
2. Provide entertainment and recreational opportunities	4.78	SA	4.90	SA	4.71	SA	2.16 ^{ns}	0.54
3. Enhance family and community cohesion, attachment, integration, and solidarity	4.36	A	4.73	SA	4.55	SA	2.88 ^{ns}	0.41
4. Provide avenues for meeting and interacting with tourists and new people	4.27	A	4.49	A	4.32	A	4.15 ^{ns}	0.25
5. Encourage volunteerism and other social values	4.76	SA	4.87	SA	4.70	SA	8.10 [*]	0.04
6. Provide platform for attaining new skills, talents, and knowledge	4.61	SA	4.59	SA	4.63	SA	0.79 ^{ns}	0.85
7. Provide a better understanding of visitors' cultures	4.39	A	4.63	SA	4.49	A	1.18 [*]	0.00
8. Improve a healthy lifestyle (e.g. sports events).	4.65	SA	4.56	SA	4.27	A	5.24 ^{ns}	0.16
9. Promote local heritage/culture preservation and conservation	4.82	SA	4.95	SA	4.71	SA	6.04 [*]	0.00
10. Engage community people in various cultural activities and experiences	4.78	SA	4.93	SA	4.76	SA	.34 ^{ns}	0.72

SA – Strongly Agree

A – Agree

* - Significant

ns – Not Significant

Table 14 presents the perceived socio-cultural impact of the native chicken beauty contest as agritourism activity in the province of Isabela, Philippines when the respondents are grouped according to their age. It can be noted from the table that among the 10 statements, three (3) show significant differences. This is based on the f-test value from 1.18 to 8.10 and significant level from 0.00 to 0.04. This implies that when there is a significant difference on the perception on the socio-cultural impact of the native chicken beauty contest as agritourism activity in the province of Isabela, Philippines when they are grouped according to their age. Specifically, there is a significant difference on the idea that the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines has able to encourage volunteerism and other social value, provided better understanding of the visitors' culture, and promoted local heritage/culture preservation and conservation. Vividly, the table revealed that among all the age groups, the respondents whose age is from 41 to 50 are the ones who have a more positive perception on these statements as manifested by the mean value from 4.63 to 4.87. This result led to the acceptance of the null hypothesis which states that there is no significant difference on the perception of the respondents on the socio-cultural impact of the native chicken beauty contest as an agritourism activity in the province of Isabela when they are grouped according to their age.

The table also revealed that all the other statements about the socio-cultural impact of the native chicken beauty contest as an agritourism activity in the province of Isabela have no significant difference when the respondents are grouped according to their age. This is manifested by the Chi-square value from 0.79 to 5.25 and significant level which is higher than 0.05. This implies that the perception of the respondents is comparable to each other. Specifically, the perception is comparable on the statement that the native chicken beauty contest has able to encourage local communities to develop more interesting events, provide entertainment and recreational opportunities, enhance family and community cohesion, attachment, integration, and solidarity, provide avenue for meeting and interacting with tourists and new people, provide platform for attaining new skills, talents, and knowledge, improve a healthy lifestyle (e.g. sports events), and engage community people in various cultural activities and experiences.

Table 15 The Difference on the Perceived Political Impact of the Native Chicken Beauty Contest as Agritourism Activity in the Province of Isabela, Philippines when the Respondents are Grouped according to their Age.

Statements	31-40		41-50		51-60		f	Sig.
	Mean	Desc.	Mean	Desc.	Mean	Desc.		
The Native Chicken Beauty Contest has able to...								
1. Encourage political leaders to support local tourism industry	4.55	SA	4.36	MA	4.79	SA	2.36 ^{ns}	0.67
2. Encourage leaders to provide funding to support development of local tourism	4.41	A	4.65	SA	4.47	A	2.49 ^{ns}	0.65
3. Provide avenue where leaders encourage their constituents to continue the development of local tourism	4.68	SA	4.79	SA	4.54	SA	2.73 ^{ns}	0.60
4. Involve locals in the management and planning of the event.	3.53	A	3.61	A	3.21	A	12.78*	0.01
5. Enhance specific ideologies and images	3.24	MA	3.29	MA	3.11	MA	8.63 ^{ns}	0.07
6. Improve certain political figures careers	4.62	SA	4.77	SA	4.59	SA	11.03*	0.03
7. Enhance community's international recognition, status and image.	3.12	MA	3.37	MA	3.14	MA	4.41 ^{ns}	0.35
8. Revive the community identity	4.53	SA	4.71	SA	4.55	SA	10.35*	0.03

Table 15 (Continued)

Statements	31-40		41-50		51-60		f	Sig.
	Mean	Desc.	Mean	Desc.	Mean	Desc.		
9. Help leaders to direct tourism industry to more direct and achievable goals	4.66	SA	4.72	SA	4.59	SA	5.18	ns
10. Ensure harmonious relationship between leaders and the community	4.50	SA	4.64	SA	4.55	SA	11.58*	0.02

SA – Strongly Agree
A – Agree

MA – Moderately Agree

* - Significant

ns – Not Significant

Table 15 presents the difference on the respondents' perceived political impact of the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines when they are grouped according to their age. It can be gleaned from the table that four (4) statements on the perceived socio-cultural impact of the native chicken beauty contest as agritourism activity in the province of Isabela shows significant difference when the respondents are grouped according to their profile. This is based on the f-test value from 10.35 to 12.78 and significant level which is not higher than 0.03 but not lower than 0.01. It implies that when the respondents are grouped according to their age bracket, their perception significantly differ on the idea that locals are involved in the planning and management of events, improving certain political figures, revival of the community identity and ensure harmonious relationship between leaders and the community. Significantly, the respondents belonging to age bracket from 41 to 50 have more positive perception on these statements than the other group of respondents. This is manifested by the significantly higher mean rating from 3.61 to 4.77. This result led to the rejection of the null hypothesis of the study which states that there is no significant difference on the perception of the respondents on the political impact of the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines when they are grouped according to their age.

The table further revealed that six (6) statements show no significant difference on the respondents' perception on the political impact of the native chicken beauty contest as an agritourism activity in the province of Isabela when they are grouped according to their age bracket. This is manifested by a correlational value which is higher than 0.05 which led to the acceptance of the null hypothesis. The result implies that the perception of the respondents when they are grouped according to their age bracket is comparable with each other.

Table 16 The Difference on the Perceived Environmental Impact of the Native Chicken Beauty Contest as Agritourism Activity in the Province of Isabela, Philippines when the Respondents are Grouped according to their Age.

Statements	31-40		41-50		51-60		F	Sig.
	Mean	Desc.	Mean	Desc.	Mean	Desc.		
The Native Chicken Beauty Contest has able to...								
1. Encourage the community to build facilities following environmental/ sustainable practices.	4.11	A	4.25	A	4.00	A	1.40 ns	0.84
2. Promote environmental awareness	4.39	A	4.66	SA	4.49	A	2.54 ns	0.64
3. Enhance and showcase the natural environment.	4.65	SA	4.82	SA	4.70	SA	2.05 ns	0.73
4. Support plastic recycling programs	4.89	SA	4.91	SA	4.89	SA	7.75 ns	0.10
5. Conserve and preserve the environment	4.60	SA	4.87	SA	4.67	SA	1.39*	0.05
6. Develop more green spaces	3.14	A	3.39	MA	3.11	MA	8.32 ns	0.08
7. Provide additional funding which can be used to conserve and preserve the environment	4.47	A	4.52	SA	4.29	A	3.55*	0.04
8. Educate the local community on environment management.	4.55	SA	4.69	SA	4.59	SA	8.32 ns	0.08
9. Promote environmental sustainability	4.61	A	4.82	SA	4.72	SA	9.67 *	0.05
10. Reduce environmental risk	4.12	A	4.25	A	3.98	A	8.52*	0.05

SA – Strongly Agree A – Agree MA – Moderately Agree

* - Significant

ns – Not Significant

Table 16 presents the difference on the perception on environmental impact of the native chicken beauty contest as an agritourism activity in the province of Isabela when the respondents are grouped according to their age. It can be deduced from the table that four (4) statements about the perceived environmental impact of the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines shows significant difference when the respondents are grouped according to their age. This is based on f-test value from 1.39 to 9.67 and significant level which is not higher than 0.05 but not lower than 0.04.

The significant difference signifies that when the respondents are grouped according to their age, their perception significantly differ with each other about their perception on the environmental impact of the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines. Specifically, there is a significant difference on the perception of the idea that the native chicken beauty contest has able to conserve and preserve the environment, provide additional funding for conservation and preservation of the environment, promote environmental sustainability, and reduce environmental risk. Significantly, the table revealed that among the age bracket, the respondents who are under the age 41 to 50 years have a more positive perception on these statements. This is manifested by the highest mean score from 4.25 to 4.87 than the other group of respondents who provided a significantly lower mean. This result led to the rejection of the null hypothesis which states that there is no significant difference on the perceived environmental impact of the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines.

Table 17 The Difference on the Perceived Economic Impact of the Native Chicken Beauty Contest as Agritourism Activity in the Province of Isabela, Philippines when the Respondents are Grouped according to their Civil Status.

Statements	Married		Separate		Widow/er		f	Sig.
	Mean	Desc.	Mean	Desc.	Mean	Desc.		
The Native Chicken Beauty Contest has able to...								
1. Create jobs and improve standard of living among the local residents.	4.68	SA	4.71	SA	4.56	SA	6.43 ^{ns}	0.17
2. Stimulate business and trade opportunities	4.52	SA	4.62	SA	4.50	SA	2.18 ^{ns}	0.70
3. Help economic revival and attracts investment	4.59	SA	4.54	SA	4.70	SA	1.29 ^{ns}	0.86
4. Attract future businesses for local and foreign investor	4.37	A	4.57	SA	4.49	A	3.13 ^{ns}	0.54
5. Local government generates more tax revenues and improve local economy	4.41	A	4.56	SA	4.25	A	3.53 ^{ns}	0.47
6. Promote the area as a tourism destination through proper branding	4.78	SA	4.87	SA	4.78	SA	4.53 [*]	0.03
7. Increase number of tourist visitor	4.44	A	4.54	SA	4.51	SA	4.13 [*]	0.00
8. Extend the tourism season and visitors' expenditure	4.37	A	4.32	A	4.20	A	5.36 ^{ns}	0.25
9. More shopping facilities.	4.78	SA	4.73	SA	4.33	A	5.44 ^{ns}	0.25
10. Improving residents' standard of living.	4.39	A	4.59	SA	4.43	A	10.55 [*]	0.03

SA – Strongly Agree A – Agree * – Significant ns – Not Significant

Table 17 presents the difference on perceived economic impact of the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines when the respondents are grouped according to their civil status. Based from the table, three (3) statements about the perceived economic impact of the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines show significant difference based on the f-test value from 4.13 to 10.55 and significant level which is not higher than 0.03. This result implies that when the respondents are grouped according to their civil status, their perceptions significantly differ about the economic impact of the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines.

Significantly, the difference on the perception is about the idea that the native chicken beauty contest as an agritourism activity in the province of Isabela is able to promote the area as a tourism destination through proper branding, increase number of tourist visitor, improve residents' standard of living. Based from the table, the respondents who are separated have a more positive perception than the other groups of respondents since they gave a significantly higher ratings from 4.54 to 4.87 than the other groups of respondents who gave a significantly lower rating. This led to the acceptance of the alternative hypothesis of the study which states that there is a significant difference of the perception of the respondents about the economic impact of the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines when they are grouped according to their civil status.

The result of the study is different with the findings of Mensah et al. (2012). In their study, they found out that stakeholders, regardless of their civil status do not significantly differ on their perception of the economic impact of agritourism. This means that when the community members are grouped according to their civil status, they have comparable perception on the economic impact of the agritourism industry in their community.

Table 18 The Difference on the Perceived Socio-Cultural Impact of the Native Chicken Beauty Contest as Agritourism Activity in the Province of Isabela, Philippines when the Respondents are Grouped according to their Civil Status.

Statements	Married		Separated		Widow/er		Chi Square	Sig.
	Mean	Desc.	Mean	Desc.	Mean	Desc.		
The Native Chicken Beauty Contest has able to...								
1. Encourage local communities to develop more interesting events	4.32	A	4.45	A	4.67	SA	2.51 ^{ns}	0.64
2. Provide entertainment and recreational opportunities	4.83	SA	4.79	SA	4.78	SA	2.19 ^{ns}	0.70
3. Enhance family and community cohesion, attachment, integration, and solidarity	4.50	SA	4.51	SA	4.65	SA	6.30 ^{ns}	0.18
4. Provide avenue for meeting and interacting with tourists and new people	4.79	SA	4.52	SA	3.78	A	3.45 ^{ns}	0.49
5. Encourage volunteerism and other social values	4.81	SA	4.78	SA	4.75	SA	6.57 ^{ns}	0.16
6. Provide platform for attaining new skills, talents, and knowledge	4.61	SA	4.66	SA	4.55	SA	12.24*	0.00
7. Provide a better understanding of visitors' cultures	4.48	SA	4.44	A	4.57	SA	7.67*	0.01
8. Improve a healthy lifestyle (e.g. sports events).	4.42	A	4.46	A	4.58	SA	2.14*	0.01
9. Promote local heritage/culture preservation and conservation	4.89	SA	4.68	SA	4.92	SA	7.36 ^{ns}	0.12
10. Engage community people in various cultural activities and experiences	4.78	SA	4.78	SA	4.89	SA	5.73*	0.02

SA – Strongly Agree

A – Agree

* - Significant ns – Not Significant

Table 18 presents the difference on the perceived socio-cultural impact of the native chicken beauty contest as agritourism activity in the province of Isabela, Philippines when the respondents are grouped according to their civil status. It can be deduced from the table that four (4) statements about the perceived socio-cultural impact of the native chicken beauty contest as agritourism activity in the province of Isabela, Philippines show significant difference with the respondents' civil status. This is based on the Chi-square value from 2.14 to 12.24 and significant level from 0.00 to 0.02. This significant difference implies that when the respondents are grouped according to their civil status, their perception significantly differ on the socio-cultural impact of the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines. Specifically, significant difference is shown on the statement that the native chicken beauty contest is able to provide platform for attaining new skills, talents and knowledge, provide better understanding on various cultures, improve a healthy lifestyle and engage community people to various cultural activities and experiences. The table further revealed that the mean rating from 4.57 to 4.89 signified a significantly higher rating which prove that the respondents who are widow/er have more positive perception about the socio-cultural impact of the native chicken beauty contest as an agritourism activity. The other groups of respondents provided a significantly lower rating from 3.78 to 4.78. This result led to the acceptance of the alternative hypothesis of the study which states that there is a significant difference on the perception of the respondents on the socio- cultural impact of the native chicken beauty contest as an agritourism activity when they are grouped according to their civil status.

Table 19 The Difference on the Perceived Political Impact of the Native Chicken Beauty Contest as Agritourism Activity in the Province of Isabela, Philippines when the Respondents are Grouped according to their Civil Status.

Statements	Married		Separated		Widow/er		Chi Square	Sig.
	Mean	Desc.	Mean	Desc.	Mean	Desc.		
The Native Chicken Beauty Contest has able to...								
1. Encourage political leaders to support local tourism industry	4.50	SA	4.58	SA	4.77	SA	3.17 ^{ns}	0.09
2. Encourage leaders to provide funding to support development of local tourism	4.39	MA	4.47	A	4.66	SA	2.15 *	0.01
3. Provide avenue where leaders encourage their constituents to continue the development of local tourism	4.63	SA	4.59	SA	4.78	SA	1.3 ^{ns}	0.10
4. Involve locals in the management and planning of the event.	4.37	MA	4.55	SA	4.44	A	3.16 *	0.01
5. Enhance specific ideologies and images	3.15	MA	3.16	MA	3.33	MA	3.88 ^{ns}	0.21
6. Improve certain political figures' careers	4.62	SA	4.57	SA	4.79	SA	3.09*	0.00
7. Enhance community's international recognition, status and image.	3.27	MA	3.47	MA	2.90	MA	4.36 *	0.00
8. Revive the community identity	4.61	SA	4.49	MA	4.71	SA	2.12 ^{ns}	1.23
9. Help leaders to direct tourism industry to more direct and achievable goals	4.72	SA	4.79	SA	4.47	A	3.27 *	0.00
10. Ensure harmonious relationship between leaders and the community	4.41	A	4.78	SA	4.50	SA	0.02 ^{ns}	0.69

SA – Strongly Agree A – Agree MA – Moderately Agree * – Significant ns – Not Significant

Table 19 presents the difference on the political impact of the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines when they are grouped according to their civil status. It can be noted from the table that five (5) statements show significant difference when the respondents are grouped according to their civil status. This is manifested by the mean rating from 2.15 to 4.36 and significant level from 0.00 to 0.01. This result implies that when the respondents are grouped according to their civil status, their perception significantly differ on the political impact of the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines.

Significant difference is shown on the statements that the native chicken beauty contest has able to encourage leaders to provide funding to support development of local tourism, involve locals in the management and planning of the event, improve certain political figures' careers, enhance community's international recognition, status and image, and help leaders to direct tourism industry to more direct and achievable goals.

The table further revealed that among all the groups of respondents, the separated respondents have more positive perception on the above-mentioned statements. This is based on the mean rating from 4.47 to 4.79 which is significantly higher than the other groups of respondents. This further revealed that this result led to the rejection of the null hypothesis of the study which states that there is no significant difference on the perceived political impact of the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines.

Table 20 The Difference on the Perceived Environmental Impact of the Native Chicken Beauty Contest as Agritourism Activity in the Province of Isabela, Philippines when the Respondents are Grouped according to their Civil Status.

Statements	Married		Separated		Widow/er		Chi Square	Sig.
	Mean	Desc.	Mean	Desc.	Mean	Desc.		
The Native Chicken Beauty Contest has able to...								
1. Encourage the community to build facilities following environmental/ sustainablepractices.	3.65	A	4.49	A	4.23	A	0.61 ns	0.55
2. Promote environmental awareness	4.64	SA	4.51	SA	4.39	A	3.39 *	0.00
3. Enhance and showcase thenatural environment.	4.80	SA	4.71	SA	4.65	SA	3.56 *	0.00
4. Support plastic recyclingprograms	4.95	SA	4.82	SA	4.89	SA	4.27 *	0.00
5. Conserve and preserve theenvironment	4.74	SA	4.57	SA	4.81	SA	1.80 ns	0.07
6. Develop more green spaces	3.28	MA	3.17	MA	3.19	MA	3.36 *	0.00
7. Provide additional fundingwhich can be used to conserveand preserve the environment	4.53	SA	4.30	A	4.45	A	1.76 ns	0.08
8. Educate the local community onenvironment management.	4.89	SA	4.59	SA	4.36	A	2.95 *	0.00
9. Promote environmental sustainability	4.89	SA	4.67	SA	4.59	SA	3.69 *	0.00
10. Reduce environmental risk	4.93	SA	4.14	A	4.03	A	3.92 *	0.00

SA – Strongly Agree A – Agree MA – Moderately Agree * – Significant ns – Not Significant

Table 20 presents the difference on the perceived environmental impact of the native chicken beauty contest in the province of Isabela, Philippines when the respondents are grouped according to their civil status. It can be gleaned from the table that seven (7) statements about the perceived environmental impact of the native chicken beauty contest in the province of Isabela, Philippines show significant difference with the respondents' civil status. This is based on the Chi-square value from 2.95 to 4.27 and significant level of 0.00.

The result signifies that when the respondents are grouped according to their civil status, their perception on the perceived environmental impact of the native chicken beauty contest in the province of Isabela, Philippines significantly differ with each other. Significant difference can be seen on the idea that the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines has able to promote environmental awareness, enhance and showcase the natural environment, support plastic recycling programs, develop more green spaces, educate the local community on environment management, promote environmental sustainability, and reduce environmental risk.

The table further revealed that the married respondents have more positive perception about this matter since they gave a significantly higher ratings from 4.64 to 4.95 than the other groups of respondents. The result led to the rejection of the null hypothesis which states that there is no significant difference on the perception on the environmental impact of the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines

Table 20 Continued

Statement	Elem. Level		Elem. Graduate		Secondary Level		Secondary Graduate		College Level		Chi-Square	Sig.
	M	D	M	D	M	D	M	D	M	D		
	8. Extend the tourism season and visitors' expenditure	4.58	SA	4.43	A	4.21	A	4.18	A	4.12	A	0.17 ^{ns}
9. More shopping facilities.	4.72	SA	4.52	SA	4.59	SA	4.74	SA	4.47	A	1.86 ^{ns}	0.06
10. Improving residents' standard of living.	4.68	SA	4.36	A	4.38	A	4.46	A	4.45	A	1.17 ^{ns}	0.24

SA – Strongly Agree

A – Agree

* - Significant

ns - Not Significant

Table 21 gleaned that the respondents from Secondary Level found to be the most agreeing group that the native chicken beauty pageant helped them to create job and improve their standard of living with a mean rating of 4.78, decoded as Strongly Agree. The table revealed that there is a significant difference on the perception of the respondents as to the impact of the agritourism activity in creating jobs and improving standard of living among local residents when they are grouped according to their educational attainment.

Further, the table implied a that there is significant difference in the perception of the respondents when they are grouped according to their educational attainment on their perception as to how the activity stimulate business and trade opportunities. It is further clarified that respondents with Elementary Level as their highest level of educational attainment strongly agreed that the activity stimulated business trade and opportunities on their end with a mean rating of 4.76. Same group of respondents also strongly agreed that the native chicken beauty pageant in the Philippines is able to help economic revival attract investors with mean rating 4.75 denoted as “Strongly Agree”. Overall, the respondents show significant differences on their perception on the impact of native chicken beauty pageant to help economic revival and attract investors when the respondents are grouped according to their educational attainment.

The table also revealed the agritourism activity allows Local Government Unit (LGU) generate tax and revenues and improve economy with highest perception level at Elementary level and secondary graduates with a mean rating of 4.61. The table shows that there is significant difference in perception of the respondents when they are grouped according to their educational attainment.

In addition, Table 21 revealed that respondents who finished only elementary level perceive native chicken beauty pageant as effective mean to promote their area as a tourism destination through proper branding with a mean rating of 4.93 denoted as “strongly agree”. However, the table gleaned that there is no significant difference in the perception of the respondents when they are grouped according to their profile.

The table also revealed that respondents from elementary level with mean rating of 4.68 are strongly agreeing that the native chicken beauty pageant can increase number of tourist but of no significant difference across other respondents when they are grouped according to their educational attainment.

Respondents who are clustered at elementary level educational attainment were found to be having the highest perception that the native chicken beauty pageant can extend the tourism season and increase visitor’s expenditure with a mean rating of 4.58 with a descriptor of “Strongly Agree”. The same group of respondents perceived the agritourism activity may lead to more shopping facilities with mean rating of 4.72 with s “Strongly Agree” descriptor.

Finally, the table revealed that Elementary Level participants perceived the native chicken beauty pageant in Isabela as means to improving residents' standard of living with a mean rating of 4.68 denoted as "Strongly Agree" implying no significant difference when they are grouped according to their academic attainment.

Finally, the native chicken beauty pageant in Isabela, Philippines was generally perceived by the respondents with elementary level attainment as an effective outlet to promote the area of as a tourism destination through proper branding as well as an effective program to attract local foreign investors for future businesses. The group of respondents with secondary level highest educational attainment also strongly agreed that native chicken beauty pageant can create jobs and improve standard of living among the local residents.

The Native Chicken Beauty Pageant in Isabela, Philippines was generally perceived by the respondents from elementary level as an effective outlet to promote the area of as a tourism destination through proper branding as well as an effective program to attract local foreign investors for future businesses. The group of respondents with secondary level highest educational attainment also strongly agreed that Native Chicken Beauty Pageant can create jobs and improve standard of living among the local residents.

The findings of the study contradict with the findings of Yaemkong *et al.* (2018). In their study, they found out that education has no bearing on the ability of the native chicken farmer to raise and sell their chicken, except, if the purpose of raising was for sports where education has a significant impact of their ability to sell their chickens.

Table 22 The Difference on the Perceived Socio-Cultural Impact of the Native Chicken Beauty Contest as Agritourism Activity in the Province of Isabela, Philippines when the Respondents are Grouped according to their Educational Attainment.

Statement	Elem. Level		Elem. Graduate		Secondary Level		Secondary Graduate		College Level		Chi-Square	Sig.
	M	D	M	D	M	D	M	D	M	D		
	Mean		Mean		Mean		Mean		Mean			
The Native Chicken Beauty Contest has able to...												
1. Encourage local communities to develop more interesting events	4.59	SA	4.16	A	4.16	A	4.68	SA	4.82	SA	2.50 *	0.01
2. Provide entertainment and recreational opportunities	4.79	SA	4.72	SA	4.79	SA	4.75	SA	4.93	SA	3.69 *	0.00
3. Enhance family and community cohesion, attachment, integration, and solidarity	4.56	SA	4.21	A	4.59	SA	4.65	SA	4.72	SA	5.40 *	0.00
4. Provide avenue for meeting and interacting with tourists and new people	4.46	A	4.19	A	4.23	A	4.21	A	4.72	SA	5.27 ^{ns}	0.21
5. Encourage volunteerism and other social values	4.74	SA	4.75	SA	4.71	SA	4.79	SA	4.89	SA	3.37 *	0.00
6. Provide platform for attaining new skills, talents, and knowledge	4.18	A	4.56	SA	4.71	SA	4.69	SA	4.89	SA	4.39 ^{ns}	0.36

Table 22 Continued

Statement	Elem. Level		Elem. Graduate		Secondary Level		Secondary Graduate		College Level		Chi-Square	Sig.
	M	D	M	D	M	D	M	D	M	D		
	7. Provide a better understanding of visitors' cultures	4.55	SA	4.39	A	4.38	A	4.45	A	4.73	SA	3.66 ^{ns}
8. Improve a healthy lifestyle (e.g. sports events).	4.34	A	4.49	A	4.57	SA	4.41	A	4.63	SA	1.51 ^{ns}	0.13
9. Promote local heritage/culture preservation and conservation	4.78	SA	4.72	SA	4.80	SA	4.87	SA	4.96	SA	3.98 ^{ns}	0.10
10. Engage community people in various cultural activities and experiences	4.82	SA	4.81	SA	4.83	SA	4.74	SA	4.92	SA	4.67 ^{ns}	0.08

SA – Strongly Agree A – Agree

* - Significant

ns – Not Significant

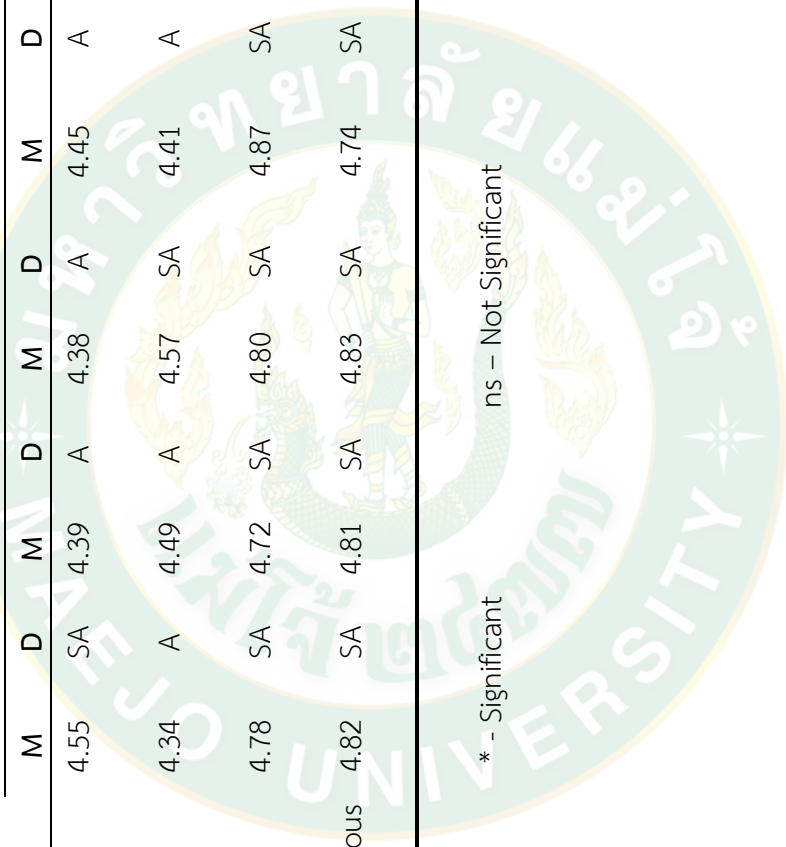


Table 22 presents the socio-cultural perception of the respondents clustered according to their educational attainment.

The table gleaned that the native chicken beauty pageant agritourism activity was perceived as an effective encouragement for local communities to develop more interesting events with 4.82 Grand Mean for groups whose educational attainment are at college level decoded as “Strongly Agree”. The table further implies that there is a significant difference in the perception of the respondents when they are grouped based on their educational attainment. Respondents from the same group also perceived the activity as an outlet that will provide entertainment and recreational opportunities with mean rating to 4.93 which is interpreted as “Strongly Agree” while the Elementary graduates were marked to be at the lowest perception with 4.72 grand mean interpreted as “Strongly Agree”. The table gleaned that there is a significant difference on the perception of the respondents in the provision of entertainment and recreational activities by the Native Chicken Beauty Pageant when they are grouped according to their educational attainment

The table also showed significant difference in the perception of the respondents when they were grouped according to their educational attainment as to the Native chicken beauty pageant’s impact on the enhancement of family and community cohesion, attachment, integration, and solidarity. The table shows that the College Level graduates, which obtained 4.72 grand mean interpreted as “Strongly Agree” has the highest perception on impact on the enhancement of family and community cohesion, attachment, integration, and solidarity compared to the Elem Graduate with 4.21 grand mean interpreted as “Agree”.

On socio-cultural perception of the respondents, on impact of native chicken beauty pageant in providing avenue for meeting and interacting with tourists and new people; the table revealed that there is no significant difference on their perception when they are grouped according to their educational attainment. The table gleaned that College Level perceived this at 4.72 grand mean which is coded as “Strongly Agree” compared to the Elem Graduate with only 4.29 grand mean interpreted as “Agree”.

The table also shows significant difference on the perception of the respondents when they are grouped according to their educational attainment in terms of the Native Chicken Beauty Pageant impact on the encouragement of volunteerism and other social values. The table further showed that the College Graduate perceived the encouragement of volunteerism and other social values with 4.89 grand mean interpreted as “Strongly Agree” compared to the Secondary Level with 4.71 grand mean interpreted as “Strongly Agree”.

Respondents with college level attainment also perceived a strong agreement with the impact of native chicken beauty pageant as to the provision of platform for attaining new skills, talents, and knowledge with a mean rating of 4.89 against the Elementary level with only 4.28 grand mean interpreted as “Agree”. The table further signifies that there is no significant difference on the perception of the respondents

when they are grouped according to their educational attainment.

The table also gleaned that there is no significant difference found in the perception of the respondents in the impact of native chicken beauty pageant as to the provision of a better understanding of visitors' culture when they are grouped according to their educational attainment. The respondents with College Level educational attainment perceived this impact with 4.73 grand mean interpreted as "Strongly Agree" against those whose attainment is only at Secondary Level with a grand mean of 4.38 interpreted as "Agree".

It is also reflecting on the table that there is no significant difference on the perception of the respondents on the socio-cultural impact of the native chicken beauty pageant as to counterpart in improving a healthy lifestyle (e.g. sports event) when they are grouped according to their educational attainment. The respondents with educational attainment at College level perceived this impact at 4.63 grand mean interpreted as strongly agree" compared to the elementary level at 4.34 grand mean interpreted as "Agree".

The table has also showed no significant difference on the perception of the impact of native chicken beauty pageant as to its contribution in the promotion of local heritage/culture preservation and conservation when they are grouped according to their educational attainment. The respondents whose educational attainment are to College Level marked highest with a grand mean weight of 4.96 interpreted as "Strongly Agree" while those with elementary level attainment perceived this impact at 4.72 grand mean interpreted as "Strongly Agree"

In relation to the impact of native chicken beauty pageant on the engagement of community people in various cultural activities and experiences, the table gleaned that there is no significant difference on their perception of the respondents with this socio-cultural impact when they were grouped according to their educational attainment. The respondents whose educational attainment is college level perceived this socio-cultural impact with 4.92 grand mean interpreted a "Strongly Agree" against the Secondary Graduate with only 4.74 grand mean interpreted as "Strongly Agree.

Generally, the table gleaned that the respondents with educational attainment at College Level perceived the Socio-cultural impact of the native chicken beauty pageant with regards to the socio-cultural impact. This result supports the study of Muresan et al. (2021). In their study, it was revealed that educational attainment is a factor on the perception of the stakeholders about the socio-cultural impact of a tourism initiatives in a locality. However, it opposes the result of the study since in their study, educated people tend to be more positive on the socio-cultural benefits of tourism in their locality than those who were unable to finish their education.

Table 23 The Difference on the Perceived Political Impact of the Native Chicken Beauty Contest as Agritourism Activity in the Province of Isabela, Philippines when the Respondents are Grouped according to their Educational Attainment.

Statement	Elem. Level		Elem Graduate		Secondary Level		Secondary Graduate		College Level		Chi-Square	Sig.
	M	D	M	D	M	D	M	D	M	D		
The Native Chicken Beauty Contest has able to...												
1. Encourage political leaders to support local tourism industry	4.45	A	4.67	SA	4.59	SA	4.65	SA	4.73	SA	1.69 ^{ns}	0.09
2. Encourage leaders to provide funding to support development of local tourism	4.42	A	4.57	SA	4.24	A	4.73	SA	4.61	SA	1.55 ^{ns}	0.12
3. Provide avenue where leaders encourage their constituents to continue the development of local tourism	4.61	SA	4.65	SA	4.63	SA	4.68	SA	4.79	SA	0.11 ^{ns}	0.91
4. Involve locals in the management and planning of the event.	4.40	A	4.30	MA	4.52	SA	4.58	SA	4.43	A	2.05 *	0.04
5. Enhance specific ideologies and images	3.13	MA	3.18	MA	3.20	MA	3.22	MA	3.34	MA	0.23 ^{ns}	0.82
6. Improve certain political figures careers	4.88	SA	4.51	SA	4.89	SA	4.68	SA	4.36	A	2.22 *	0.03
7. Enhance community's international recognition, status and image.	3.17	MA	3.21	MA	3.18	MA	3.10	MA	3.38	MA	1.51 ^{ns}	0.13
8. Revive the community identity	4.57	SA	4.61	SA	4.59	SA	4.49	A	4.75	SA	1.91 ^{ns}	0.06

Table 23 Continued

Statement	Elem. Level		Elem Graduate		Secondary Level		Secondary Graduate		College Level		Chi-Square	Sig.
	M	D	M	D	M	D	M	D	M	D		
	9. Help leaders to direct tourism industry to a more direct and achievable goals	4.59	SA	4.71	SA	4.65	SA	4.57	SA	4.80	SA	2.37 *
10. Ensure harmonious relationship between leaders and the community	4.89	SA	4.57	SA	4.71	SA	4.52	SA	4.12	A	3.01 *	0.00

SA – Strongly Agree

A – Agree

MA – Moderately Agree

* - Significant

ns – Not Significant



Table 23 presents the perceived political impact of the native chicken beauty contest in the province of Isabela, Philippines based on the perception of the respondents when they are grouped according to their educational attainment. It can be seen from the table that the respondents who were not able to finish elementary education rated five (5) statements as “Strongly Agree” with mean rating from 4.57 to 4.89. The respondents who were not able to finish elementary education strongly agreed that the native chicken beauty contest has able to provide avenue where leaders encourage their constituents to continue the development of local tourism, improve certain political figures’ careers, revive the community identity, help leaders to direct tourism industry to more direct and achievable goals, and ensure harmonious relationship between leaders and the community.

The table also presents that the respondents who were able to finish their elementary education rated three (3) statements as “Agree” with mean rating from 4.40 to 4.45. The respondents who were not able to finish their elementary education agreed that the native chicken beauty contest has able to encourage political leaders to support local tourism industry, encourage leaders to provide funding to support development of local tourism, and involve locals in the management and planning of the event. On the other hand, the respondents have moderate agreement that the native chicken beauty contest has able to enhance specific ideologies and images with rating of 3.13.

For the respondents who are completers of elementary education, they rated seven (7) statements as “Strongly Agree” with mean rating from 4.51 to 4.71. The elementary school graduates strongly agreed that the native chicken beauty contest has able to encourage political leaders to support local tourism industry, encourage leaders to provide funding to support development of local tourism, provide avenue where leaders encourage their constituents to continue the development of local tourism, and improve certain political figures’ careers. In addition to this, the elementary graduates strongly agreed that the native chicken beauty contest has able to revive the community identity, help leaders to direct tourism industry to more direct and achievable goals, and ensure harmonious relationship between leaders and the community.

The table also presents the perception of the respondents who graduated from elementary education when they are grouped according to their educational management. It can be noted from the table that the respondents agreed that the native chicken beauty contest has able to involve locals in the management and planning of events with mean rating of 4.30. On the other hand, the respondents who are elementary graduates rated two (2) statements “Moderately Agree” with mean rating of 3.18 and 3.21, respectively.

The table also presents the perception of the respondents who were not able to finish their secondary education. It can be deduced from the table that seven (7) statements as “Strongly Agree” with mean rating from 4.52 to 4.71. The secondary

undergraduate level respondents strongly agreed that the native chicken beauty contest in the province of Isabela has able to encourage political leaders to support local tourism industry, encourage leaders to provide funding to support development of local tourism, and provide avenue where leaders encourage their constituents to continue the development of local tourism. Furthermore, the respondents have strong agreement that the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines has able to improve certain political figures' careers, revive the community identity, help leaders direct tourism industry to more direct and achievable goals, and ensure harmonious relationship between leaders and the community.

The table further revealed that the respondents who are secondary undergraduate level had rated three (3) statements as "Moderately Agree" with mean rating of 3.18 to 3.30. The respondents moderately agreed that the native chicken beauty contest as an agritourism activity has able to enhance specific ideologies and images and enhance community's international recognition, status and image and involve locals in the management and planning of the event.

For the respondents who are secondary education graduates, they rated seven (7) statements as "Strongly Agree" with mean rating from 4.52 to 4.73. The respondents strongly agreed that the native chicken beauty contest has able to encourage political leaders to support local tourism industry, encourage leaders to provide funding to support development of local tourism, provide avenue where leaders encourage their constituents to continue the development of local tourism, and involve locals in the management and planning of the event. Also, the respondents strongly agreed that the native chicken beauty contest as an agritourism activity has able to improve certain political figures' careers, help leaders to direct tourism industry to more direct and achievable goals, and ensure harmonious relationship between leaders and the community.

The table also presents that the respondents who are secondary education graduates agreed with mean rating of 4.49 on the idea that the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines has able to revive community identity. In addition, the respondents rated as "Moderately Agree" the remaining two (2) statements with mean rating of 3.18 and 3.20, respectively. The respondents moderately agreed that the native chicken beauty contest as an agritourism activity has able to enhance specific ideologies and images, and enhance community's international recognition, status and image.

Table 23 also presents the perception of the respondents who are graduate of a college education. Based from the table, it can be deduced that five (5) statements were rated by the respondents as "Strongly Agree" with mean rating from 4.61 to 4.79. The respondents strongly agreed that the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines has able to encourage political leaders to support local tourism industry, encourage leaders to provide

funding to support development of local tourism, and provide avenue where leaders encourage their constituents to continue the development of local tourism. Moreover, the respondent also strongly agreed that the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines has able to revive the community identity and help leaders to direct tourism industry to more direct and achievable goals.

The respondents rated three (3) statements as “Agree” with mean rating of 4.12 and 4.43, respectively. The respondents agreed that the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines has able to involve locals in the management and planning of the event and ensure harmonious relationship between leaders and the community, and improve certain political figures’ careers. On the other hand, two (2) statements were rated by the respondents as “Moderately Agree” with mean rating of 3.34 and 3.38, respectively. The respondents moderately agreed that the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines has able to enhance specific ideologies and images, and enhance community’s international recognition, status and image.

Table 23 also presents the difference on the perceived political impact of the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines when the respondents are grouped according to their educational attainment. It can be seen from the table that four (4) statements show significant difference. This is based on the Chi-square value from 2.05 to 3.01 and significant level which is not higher than 0.04. This result signifies that when the respondents are grouped according to their educational attainment, their perception will differ with each other on the political impact of the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines. Specifically, the significant difference in perception is seen on the statements that the native chicken beauty contest has able to involve locals in the management and planning of the event, improve certain political figures’ careers, help leaders to direct tourism industry to more direct and achievable goals, ensure harmonious relationship between leaders and the community.

Among the groups of respondents, the table also revealed that the respondents who were able to reach elementary education and college education gave significantly higher rating of 4.88 and 4.89, respectively, while 4.80 for the college undergraduate respondents. This result implies that among the group of respondents, the elementary and college undergraduate respondents have more positive perception on the political impact of native chicken beauty contest as agritourism activity in the province of Isabela. This result rejects the null hypothesis of the study which states that there is no significant difference on the perception of the respondents on the political impact of the native chicken beauty contest when they are grouped according to their educational attainment.

This result supports the study of Muresan et al. (2021). In their study, it was revealed that educational attainment is a factor on the perception of the stakeholders about the socio-cultural impact of a tourism initiatives in a locality. It is worthy to note that educated people tend to be more positive on the socio-cultural benefits of tourism in their locality than those who were unable to finish their education.



Table 24 The Difference on the Perceived Environmental Impact of the Native Chicken Beauty Contest as Agritourism Activity in the Province of Isabela, Philippines when the Respondents are Grouped according to their Educational Attainment.

Statement	Elem. Level			Elem. Graduate			Secondary Level			Secondary Graduate			College Level			Chi-Square	Sig.
	M	D	A	M	D	A	M	D	MA	M	D	MA	M	D	SA		
The Native Chicken Beauty Contest has able to...																	
1. Encourage the community to build facilities following environmental/ sustainable practices.	4.32	A		4.00	A		3.86	MA		3.93	A		4.50	SA		0.47 ^{ns}	0.64
2. Promote environmental awareness	4.55	SA		4.50	SA		4.51	SA		4.36	A		4.64	SA		2.63 [*]	0.01
3. Enhance and showcase the natural environment.	4.74	SA		4.67	SA		4.69	SA		4.65	SA		4.83	SA		0.59 ^{ns}	0.55
4. Support plastic recycling programs	4.85	SA		4.89	SA		4.92	SA		4.85	SA		4.97	SA		0.33 ^{ns}	0.74
5. Conserve and preserve the environment	4.68	SA		4.74	SA		4.66	SA		4.61	SA		4.86	SA		0.05 ^{ns}	0.96
6. Develop more green spaces	3.15	MA		3.01	MA		3.15	MA		3.21	MA		3.55	A		1.04 ^{ns}	0.30
7. Provide additional funding which can be used to conserve and preserve the environment	4.32	A		4.30	A		4.45	A		4.43	A		4.64	SA		0.09 ^{ns}	0.93
8. Educate the local community on environment management.	4.57	SA		4.59	SA		4.61	SA		4.60	SA		4.67	SA		1.76 ^{ns}	0.08
9. Promote environmental sustainability	4.70	SA		4.75	SA		4.64	SA		4.68	SA		4.85	SA		.01 ^{ns}	0.99
10. Reduce environmental risk	4.12	A		4.13	A		4.12	A		4.00	A		4.21	A		1.99 [*]	0.05

SA – Strongly Agree

A – Agree

MA – Moderately Agree

* - Significant

ns – Not Significant

Table 24 presents the perception of the respondents on the environmental impact of the native chicken beauty contest in the province of Isabela, Philippines when the respondents are grouped according to their educational attainment. It can be seen from the table, the respondents who are elementary undergraduate and elementary graduate have almost the same ratings on the perceived environmental impact of the native chicken beauty contest in the province of Isabela, Philippines. They rated six (6) statements as “Strongly Agree” with mean rating from 4.55 to 4.85 for the elementary undergraduate respondents and 4.50 to 4.89 for the respondents who are elementary graduate.

The respondents who are elementary undergraduate and elementary graduates strongly agreed that the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines has able to promote environmental awareness, enhance and showcase the natural environment, and support plastic recycling programs. These two groups of respondents have strong agreement that the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines has able to conserve and preserve the environment, educate the local community on environment management, and promote environmental sustainability.

In the same manner, respondents who are undergraduate of elementary and those who graduate from elementary have rated three (3) statements as “Agree” with mean rating from 4.12 to 4.32. Both respondents agreed that the native chicken beauty contest as an agritourism activity in the province of Isabela has able to encourage the community to build facilities following environmental/sustainable practices, provide additional funding which can be used to conserve and preserve the environment, and reduce environmental risk. The remaining statement which is the native chicken beauty contest as an agritourism activity in Isabela, Philippines has able to develop more green spaces has been rated as “Moderately Agree” both respondents with mean rating of 3.15 for the elementary undergraduate and 3.01 for the graduate of elementary education.

The respondents who are secondary undergraduate and secondary graduates have almost the same ratings on the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines. They rated five (5) statements as “Strongly Agreed” with mean rating from 4.61 to 4.92 for the secondary undergraduate and 4.60 to 4.85 for the respondents of graduate of secondary education. Both respondents strongly agreed that the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines has able to enhance and showcase the natural environment, support plastic recycling programs, conserve and preserve the environment, educate the local community on environment management, and promote environmental sustainability. However, respondents who are secondary undergraduate and those who graduated with secondary education has different ratings on the idea that the chicken beauty contest has able to promote environmental awareness. The respondents who are secondary undergraduate rated this statement

as “Strongly Agree” with mean rating of 4.51 while the graduates of secondary education have rated this as “Agree” with mean rating of 4.36.

Both respondents also rated two (2) statements as “Agree” with mean rating of 4.12 and 4.45 for the secondary undergraduate and 4.00 and 4.43 for the graduates of secondary education, respectively. Both respondents agreed that the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines has able to provide additional funding which can be used to conserve and preserve the environment, and reduce environmental risk. On the other hand, the remaining two (2) statements were rated by both respondents as “Moderately Agree” with mean rating of 3.15 and 3.86 for the secondary undergraduate respondents and 3.21 and 3.93, respectively. Both respondents have moderate agreement on the idea that the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines has able to encourage the community to build facilities following environmental/sustainable practices, and conserve and preserve the environment. The respondents who reach college education rated eight (8) statements as “Strongly Agree” with mean rating from 4.50 to 4.97. The respondents strongly agreed that the native chicken beauty contest as agritourism activity has able to encourage the community to build facilities following environmental/sustainable practices, promote environmental awareness, enhance and showcase the natural environment, and support plastic recycling programs. In addition, the respondents strongly agreed that the native chicken beauty contest as agritourism activity has able to develop more green spaces, provide additional funding which can be used to conserve and preserve the environment, educate the local community on environment management, promote environmental sustainability. The remaining two statements were rated by the respondents as “Agree” with mean rating of 3.55 and 4.21, respectively. The respondents agreed that the native chicken beauty contest as agritourism activity has able to reduce environmental risk and conserve and preserve the environment.

Table 24 also presents the difference on the perceived environmental impact of the native chicken beauty contest as agritourism activity in the province of Isabela, Philippines. Based from the table, two (2) statements show significant difference when the respondents are grouped according to their educational attainment. This is based on the Chi -square value of 1.99 and 2.63, and significant level of 0.01 and 0.05, respectively. This result implies that when the respondents are grouped according to their educational attainment, their perceptions significantly differ with each other. Significant difference is revealed on the idea that the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines has able to promote environmental awareness and reduce environmental risk. Interestingly, the respondents who were able to reach college education gave a significantly higher ratings as manifested in the mean value of 4.21 and 4.64 which is higher than the mean value provided by the other groups of respondents. This means that among the group of respondents, those who were able to reach college education has higher and more

positive perception on the environmental impact of the native chicken beauty contest as an agritourism activity in the province of Isabela.

Difference on the Perceived Impact of the Native Chicken Beauty Contest in the Province of Isabela when the Respondents are Grouped according to their Major Occupation.



Table 25 The Difference on the Perceived Economic Impact of the Native Chicken Beauty Contest as Agritourism Activity in the Province of Isabela, Philippines when the Respondents are Grouped according to their Major Occupation.

Statement	Unemployed		Farming		Government Employee		Private Employee		Chi-Square	Sig.
	M	D	M	D	M	D	M	D		
The Native Chicken Beauty Contest has able to...										
1. Create jobs and improve standard of living among the local residents.	4.82	SA	4.59	SA	4.60	SA	4.57	SA	5.15*	0.00
2. Stimulate business and trade opportunities	4.72	SA	4.65	SA	4.44	A	4.39	A	3.35*	0.00
3. Help economic revival and attracts investment	4.76	SA	4.60	SA	4.41	A	4.67	SA	1.11*	0.00
4. Attract future businesses for local and foreign investor	4.78	SA	4.59	SA	4.32	A	4.21	A	0.35 ns	0.84
5. Local government generates more tax revenues and improve local economy	4.62	SA	4.33	A	4.21	A	4.47	A	0.72 ns	0.70
6. Promote the area as a tourism destination through proper branding	4.90	SA	4.81	SA	4.78	SA	4.76	SA	5.25*	0.02
7. Increase number of tourist visitor	4.61	SA	4.52	SA	4.36	A	4.51	SA	1.02 ns	0.60
8. Extend the tourism season and visitors' expenditure	4.43	A	4.36	A	4.00	A	4.41	A	.67 *	0.02
9. More shopping facilities.	3.61	MA	3.20	MA	4.11	A	3.51	A	3.35*	0.04
10. Improving residents' standard of living.	4.65	SA	4.55	SA	4.25	A	4.41	A	3.63 ns	0.16

SA – Strongly Agree A – Agree MA – Moderately Agree * – Significant ns – Not Significant

Table 25 presents the perception of the respondents on the economic impact of the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines when they are grouped according to their major employment. It can be seen from the table that the unemployed and farmer respondents of the study have almost the same ratings. They rated seven (7) statements as “Strongly Agree” with mean rating from 4.65 to 4.90 for the unemployed and 4.52 to 4.81 for the farmer respondents. Both respondents agreed that the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines has able to create jobs and improve standard of living among the local residents, stimulate business and trade opportunities, help economic revival and attracts investment, and attract local and foreign investor for future businesses. Both respondents have strong agreement that the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines has able to promote the area as a tourism destination through proper branding, increase number of tourist visitor, and improve residents’ standard of living.

The table revealed that the unemployed respondents rated the statement that the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines has able to allow local government generate more tax revenues and improve local economy as “Strongly Agree” with mean rating of 4.62 while the farmer respondents rated it as “Agree” with mean rating of 4.33. Furthermore, both respondents agreed that the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines has able to extend the tourism season and visitors’ expenditure with mean rating of 4.43 for the unemployed respondents and 4.36 for the farmer respondents. Also, both respondents moderately agreed that the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines has able to build more shopping facilities.

The government rated two (2) statements as “Strongly Agreed” with mean rating of and 4.78, respectively. The government employees have strong agreement that the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines has able to create jobs and improve standard of living among the local residents, and promote the area as a tourism destination through proper branding.

In addition, the respondents rated eight (8) statements as “Agree” with mean rating from 4.11 to 4.44. The respondents agreed that that the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines has able to stimulate business and trade opportunities, help economic revival and attracts investment, attract local and foreign investor for future businesses, and allow local government generate more tax revenues and improve local economy. Also, the respondents strongly agreed that the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines has able to increase number of tourist visitor, extend the tourism season and visitors’ expenditure, build more shopping facilities, and improve residents’ standard of living.

Four (4) statements about the economic impact of the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines have rated as “Strongly Agree” by the respondents who are employed in private institutions. This is based on the mean rating from 4.51 to 4.76. The respondents strongly agreed that the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines has able to create jobs and improve standard of living among the local residents, help economic revival and attracts investment, promote the area as a tourism destination through proper branding, increase number of tourist visitor.

The remaining six (6) statements were rated by the respondents as “Agree” with mean rating from 3.51 to 4.47. The respondents agreed that the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines has able to stimulate business and trade opportunities, attract local and foreign investor for future businesses, allow local government generates more tax revenues and improve local economy, extend the tourism season and visitors’ expenditure, build more shopping facilities, and improve residents’ standard of living.

Table 25 presents the difference on the perceived economic impact of the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines. The table shows that six (6) statements show significant difference. This is based on the Chi-square value from 3.35 to 7.67 and significant level which is not higher than 0.04. This implies that when the respondents are grouped according to their major occupation, their perception becomes significantly different on the perceived economic impact of the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines. Differences in the perception have been identified on the statements that the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines has able to create jobs and improve standard of living among the local residents, stimulate business and trade opportunities, help economic revival and attracts investment, promote the area as a tourism destination through proper branding, extend the tourism season and visitors’ expenditure, and build more shopping facilities. The table also revealed that among the groups of respondents, the unemployed one gave a significantly higher rating on the statements as manifested by the mean rating from 4.43 to 4.90 than the other groups of respondents. This signifies that among the groups of respondents, the unemployed one has more positive perception on the economic impact of the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines.

Table 26 The Difference on the Perceived Socio-Cultural Impact of the Native Chicken Beauty Contest as Agritourism Activity in the Province of Isabela, Philippines when the Respondents are Grouped according to their Major Occupation.

Statement	Unemployed				Farming				Government Employee				Private Employee		Chi-Square	Sig.
	M		D		M		D		M		D		M	D		
The Native Chicken Beauty Contest has able to...																
1. Encourage local communities to develop more interesting events	4.43	A	4.69	SA	4.29	A	4.50	SA	3.37 ^{ns}							1.01
2. Provide entertainment and recreational opportunities	4.69	SA	4.90	SA	4.83	SA	4.78	SA	4.90 ^{ns}							0.35
3. Enhance family and community cohesion, attachment, integration, and solidarity	4.58	SA	4.66	SA	4.38	A	4.56	SA	0.36 ^{ns}							0.83
4. Provide avenue for meeting and interacting with tourists and new people	4.28	A	4.55	SA	4.26	A	4.33	A	0.40 ^{ns}							0.82
5. Encourage volunteerism and other social values	4.73	SA	4.91	SA	4.80	SA	4.69	SA	6.57 ^{ns}							0.24
6. Provide platform for attaining new skills, talents, and knowledge	4.81	SA	4.92	SA	4.65	SA	4.07	A	3.33*							0.02
7. Provide a better understanding of visitors' cultures	4.48	A	4.72	SA	4.43	A	4.36	A	0.64 ^{ns}							0.73
8. Improve a healthy lifestyle (e.g. sportsevents).	4.56	SA	4.68	SA	4.57	SA	4.15	A	7.29*							0.03

Table 26 Continued

Statement	Unemployed		Farming		Government Employee		Private Employee		Chi-Square	Sig.
	M	D	M	D	M	D	M	D		
9. Promote local heritage/culture preservation and conservation	4.79	SA	4.94	SA	4.78	SA	4.80	SA	0.81 ns	0.67
10. Engage community people in various cultural activities and experiences	4.72	SA	4.93	SA	4.79	SA	4.84	SA	6.07 *	0.05

SA – Strongly Agree

A – Agree

MA – Moderately Agree

* - Significant

ns – Not Significant



The perception of the respondents on the socio-cultural impact of the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines is presented in Table 26. It can be noted from the table that the respondents who are unemployed and government employees have almost the same ratings. They rated six (6) statements as “Strongly Agree” with mean rating from 4.56 to 4.79 for the unemployed respondents while 4.57 to 4.83 for the government employees, respectively. Both respondents strongly agreed that the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines has able to provide entertainment and recreational opportunities, encourage volunteerism and other social values, and provide platform for attaining new skills, talents, and knowledge. Also, both respondents have strong agreement that the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines has able to improve a healthy lifestyle (e.g. sports events), promote local heritage/culture preservation and conservation, engage community people in various cultural activities and experiences.

Both respondents also rated two (2) statements as “Agree” with mean rating of 4.28 and 4.48 for the unemployed respondents and 4.38 and 4.43 got the government employees, respectively. Both respondents agreed that the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines has able to provide avenue for meeting and interacting with tourists and new people and provide a better understanding of visitors’ cultures. Furthermore, the statement, the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines has able to provide entertainment and recreational opportunities have been rated by the unemployed respondents as ‘Strongly Agree” with mean rating of 4.58 while the government employees rated this as “Agree” with mean rating of 4.38.

The table also revealed that all statements about the socio-economic impact of the native chicken beauty contest as agritourism activity in the province of Isabela, Philippines has been rated as “Strongly Agree” by the farmer respondents. This is based on the correlational value from 4.55 to 4.93. The respondents strongly agreed that the native chicken beauty contest as agritourism activity in the province of Isabela, Philippines has able to encourage local communities to develop more interesting events, provide entertainment and recreational opportunities, enhance family and community cohesion, attachment, integration, and solidarity, and provide avenue for meeting and interacting with tourists and new people. In addition, the respondents strongly agreed that the native chicken beauty contest as agritourism activity in the province of Isabela, Philippines has able to encourage volunteerism and other social values, provide platform for attaining new skills, talents, and knowledge, provide a better understanding of visitors’ cultures, improve a healthy lifestyle (e.g. sports events), promote local heritage/culture preservation and conservation, and engage community people in various cultural activities and experiences.

The respondents who are employed to private institutions rated six (6) statements as “Strongly Agree” with mean rating from 4.50 to 4.84. The respondents

strongly agreed that the native chicken beauty contest as agritourism activity in the province of Isabela, Philippines has able to encourage local communities to develop more interesting events, provide entertainment and recreational opportunities, enhance family and community cohesion, attachment, integration, and solidarity, encourage volunteerism and other social values, promote local heritage/culture preservation and conservation, and engage community people in various cultural activities and experiences.

The table also revealed that the remaining four (4) statements were rated as “Agree” by the respondents with mean rating from 4.07 to 4.36. The respondents agreed that the native chicken beauty contest as agritourism activity in the province of Isabela, Philippines has able to provide avenue for meeting and interacting with tourists and new people, provide platform for attaining new skills, talents, and knowledge, and provide a better understanding of visitors’ cultures, and improve a healthy lifestyle (e.g. sports events).

Table 26 present the difference on the perceived socio-cultural impact of the native chicken beauty contes as an agritourism activity in the province of Isabela, Philippines. The table shows that three (e) statements show significant difference. This is based on the Chi- square value from 3.33 to 7.29 and significant level which is not higher than 0.05 but not lower than 0.02. This implies that when the respondents are grouped according to their major occupation, their perception becomes significantly different on the perceived socio-cultural impact of the native chicken beauty contes as an agritourism activity in the province of Isabela, Philippines. Differences in the perception has been identified on the statements that native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines has able to provide platform for attaining new skills, talents, and knowledge, improve a healthy lifestyle (e.g. sports events), and engage community people in various cultural activities and experiences

The table also revealed that among the groups of respondents, the unemployed one gave significantly higher ratings on the statements as manifested by the mean rating from 4.56 to 4.81 than the other groups of respondents. This signifies that among the groups of respondents, the unemployed one has more positive perception on the socio-cultural impact of the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines.

Table 27 The Difference on the Perceived Political Impact of the Native Chicken Beauty Contest as Agritourism Activity in the Province of Isabela, Philippines when the Respondents are Grouped according to their Major Occupation.

Statement	Unemployed		Farming		Government Employee		Private Employee		Chi-Square	Sig.
	M	D	M	D	M	D	M	D		
The Native Chicken Beauty Contest has able to...										
1. Encourage political leaders to support local tourism industry	4.42	A	4.59	SA	4.90	SA	4.56	SA	3.89*	0.01
2. Encourage leaders to provide funding to support development of local tourism	4.02	A	4.58	SA	4.89	SA	4.54	SA	12.67*	0.00
3. Provide avenue where leaders encourage Their constituents to continue the development of local tourism	4.69	SA	4.58	SA	4.75	SA	4.66	SA	15.02*	0.01
4. Involve locals in the management and planning of the event.	3.44	MA	3.33	MA	3.69	A	3.34	MA	0.34 ^{ns}	1.26
5. Enhance specific ideologies and images	4.00	A	4.22	A	4.52	SA	4.09	A	1.02 ^{ns}	0.89
6. Improve certain political figures careers	4.67	A	4.66	SA	4.79	SA	4.50	SA	0.05 ^{ns}	0.14
7. Enhance community's international recognition, status and image.	3.07	MA	3.23	MA	3.38	MA	3.15	MA	1.90 ^{ns}	0.10
8. Revive identity of the community	4.58	SA	4.65	SA	4.64	SA	4.54	SA	6.36*	0.00

Table 27 Continued

Statement	Unemployed		Farming		Government Employee		Private Employee		Chi-Square	Sig.
	M	D	M	D	M	D	M	D		
9. Help leaders to direct tourism industry to a more direct and achievable goals	4.38	A	4.67	SA	4.93	SA	4.66	SA	8.11*	0.00
10. Ensure harmonious relationship between leaders and the community	4.63	SA	4.58	SA	4.74	SA	4.27	A	10.34*	0.00

SA – Strongly Agree A – Agree

MA – Moderately Agree

* - Significant

ns – Not Significant



Table 27 presents the political impact of the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines. It can be deduced from the table that three (3) statements were rated by the unemployed respondents as “Strongly Agree” with mean rating of 4.58 to 4.69. The unemployed respondents strongly agreed that the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines has able to provide avenue where leaders encourage their constituents to continue the development of local tourism, revive the community identity, and ensure harmonious relationship between leaders and the community. In addition, the unemployed respondents rated five (5) statements as “Agree” with mean rating from 4.00 to 4.42. The respondents agreed that the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines has able to encourage political leaders to support local tourism industry, encourage leaders to provide funding to support development of local tourism, enhance specific ideologies and images, improve certain political figures’ careers, and help leaders to direct tourism industry to a more direct and achievable goals. The table further revealed that the unemployed respondents rated two (2) statements as “Moderately Agree” with mean rating of 3.07 and 3.44, respectively. The respondents moderately agreed that the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines has able to provide avenue where leaders encourage their constituents to continue the development of local tourism and enhance community’s international recognition, status and image.

The table also revealed that the farmer respondents rated seven (7) statements as “Strongly Agree” with mean rating from 4.58 to 4.67. The respondents strongly agreed that the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines has able to encourage political leaders to support local tourism industry, encourage leaders to provide funding to support development of local tourism, provide avenue where leaders encourage their constituents to continue the development of local tourism, improve certain political figures’ careers, revive the community identity, help leaders to direct tourism industry to more direct and achievable goals, and ensure harmonious relationship between leaders and the community. The table further revealed that the respondents rated a statement as “Agree” with mean rating of 4.22. The respondents agreed that the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines has able to enhance specific ideologies and images. Another statement was rated by the respondents “Moderately Agree” with mean rating of 3.44. The respondents moderately agreed that the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines has able to allow involvement of the local community in planning and management of an event.

The table further reveals that the respondents who are government employees have rated eight (8) statements as “Strongly Agree” with mean rating from 4.52 to 4.90. The respondents strongly agreed that the native chicken beauty contest as an

agritourism activity in the province of Isabela, Philippines has able to encourage political leaders to support local tourism industry, encourage leaders to provide funding to support development of local tourism, provide avenue where leaders encourage their constituents to continue the development of local tourism, and enhance specific ideologies and images. Also, the respondents strongly agreed that the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines has able to improve certain political figures' careers, revive the community identity, help leaders to direct tourism industry to more direct and achievable goals, and ensure harmonious relationship between leaders and the community. The remaining two (2) statements were rated by the respondents as "Agree" and "Moderately Agree", respectively. This is based on mean rating of 3.38 (MA) and 3.69 (A). The respondents agreed that the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines has able to involve locals in the management and planning of the event while they moderately agreed that the native chicken beauty contest as an agritourism activity has able to enhance community's international recognition, status and image.

The table further revealed that the respondents who are employed in private institutions have rated six (6) statements as "Strongly Agree" with mean rating from 4.50 to 4.66. The respondents strongly agreed that the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines has able to encourage political leaders to support local tourism industry, encourage leaders to provide funding to support development of local tourism, and provide avenue where leaders encourage their constituents to continue the development of local tourism. Moreover, the respondents strongly agreed that the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines has able to improve certain political figures' careers, revive the community identity, and help leaders to direct tourism industry to more direct and achievable goals.

In the table, it can be seen that two (2) statements were rated as "Agree" by the respondents with mean rating of 4.09 and 4.27, respectively. The respondents agreed that the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines has able to enhance specific ideologies and images, and ensure harmonious relationship between leaders and the community. Furthermore, two (2) statements were rated as "Moderately Agree" by the respondents with mean rating of 3.15 and 3.34, respectively. The respondents moderately agreed that the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines has able to involve locals in the management and planning of the event and enhance community's international recognition, status and image.

Table 27 also presents the difference on the perceived political impact of native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines when they are grouped according to their major employment. It can be deduced from the table that six (6) statements show significant difference with the

respondents' major employment. This is based on the Chi-square value from 3.89 to 15.02. This signifies that when the respondents are grouped according to their major occupation, their perceptions become significantly different on the perceived political impact of the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines. Differences in the perception have been identified on the statements that native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines has able to encourage political leaders to support local tourism industry, encourage leaders to provide funding to support development of local tourism, provide avenue where leaders encourage their constituents to continue the development of local tourism, revive the community identity, help leaders to direct tourism industry to more direct and achievable goals and ensure harmonious relationship between leaders and the community.

The table also revealed that among the groups of respondents, the government employees gave significantly higher ratings on the statements as manifested by the mean rating from 4.64 to 4.93 than the other groups of respondents. This signifies that among the groups of respondents, the respondents who are government employees have more positive perception on the political impact of the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines.

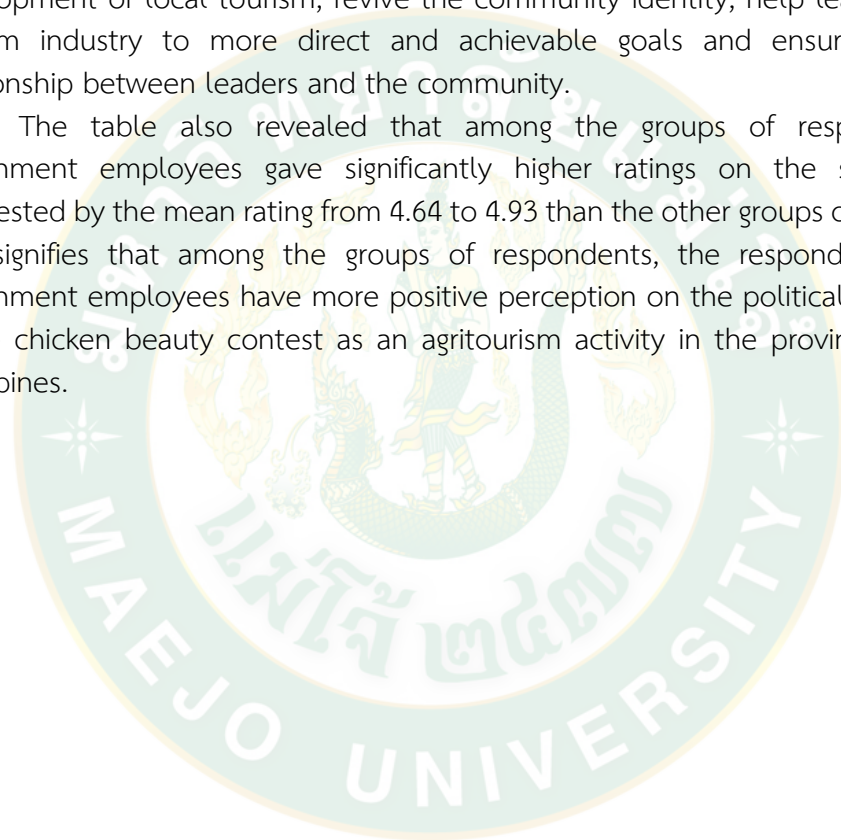


Table 28 The Difference on the Perceived Environmental Impact of the Native Chicken Beauty Contest as Agritourism Activity in the Province of Isabela, Philippines when the Respondents are Grouped according to their Major Occupation.

Statement	Unemployed		Farming		Government Employee		Private Employee		Chi-Square	Sig.
	M	D	M	D	M	D	M	D		
The Native Chicken Beauty Contest has able to...										
1. Encourage the community to build facilities following environmental/ sustainable practices.	4.11	A	4.05	A	4.28	A	4.04	A	0.56 ^{ns}	9.00
2. Promote environmental awareness	4.54	SA	4.49	A	4.63	SA	4.37	A	3.56*	0.02
3. Enhance and showcase the natural environment.	4.74	SA	4.64	SA	4.81	SA	4.70	SA	9.00*	0.02
4. Support plastic recycling programs	4.84	SA	4.94	SA	4.91	SA	4.92	SA	11.34*	0.02
5. Conserve and preserve the environment	4.67	SA	4.69	SA	4.82	SA	4.64	SA	7.56*	0.04
6. Develop more green spaces	3.13	MA	3.02	MA	3.52	A	3.18	MA	1.02 ^{ns}	0.32
7. Provide additional funding which can be used to conserve and preserve the environment	3.65	A	4.66	SA	4.73	SA	4.67	SA	0.08 ^{ns}	12.00
8. Educate the local community on environment management.	4.55	SA	4.60	SA	4.65	SA	4.62	SA	2.11 ^{ns}	0.09
9. Promote environmental sustainability	4.67	SA	4.65	SA	4.89	SA	4.67	SA	5.67*	0.3
10. Reduce environmental risk	3.90	A	4.00	A	4.39	A	4.19	A	0.89 ^{ns}	1.00

SA – Strongly Agree

A – Agree

MA – Moderately Agree

* - Significant

ns – Not Significant

The respondents' perception on the environmental impact of the native chicken beauty contest in the province of Isabela, Philippines when they are grouped according to their major occupation is presented in Table 28. It can be seen from the table that the respondents who are unemployed have rated six (6) statements as "Strongly Agree" with mean rating from 4.54 to 4.84. The respondents strongly agreed that the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines has able to promote environmental awareness, enhance and showcase the natural environment, support plastic recycling programs, conserve and preserve the environment, educate the local community on environment management, and promote environmental sustainability. Furthermore, the respondents rated three (3) statements as "Moderately Agree" with mean rating from 3.65 to 4.11. The respondents agreed that that the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines has able to encourage the community to build facilities following environmental/sustainable practices, provide additional funding which can be used to conserve and preserve the environment, and reduce environmental risk. The remaining statement which that the native chicken beauty contest has able to develop more green spaces has been rated by the respondent as "Moderately Agree" with mean rating of 3.13.

The farmer respondents and the government employee respondents have almost the same ratings. They rated six (6) statements as "Strongly Agree" with mean rating from 4.60 to 4.94 for the farmers and 4.65 to 4.91 for the government employees. Both respondents strongly agreed that the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines has able to enhance and showcase the natural environment, support plastic recycling programs, conserve and preserve the environment, provide additional funding which can be used to conserve and preserve the environment, educate the local community on environment management, and promote environmental sustainability.

Both respondents have rated two statements as "Agree" with mean rating of 4.00 and 4.05 for the farmers and 4.28 and 4.39 for the government employees. They agreed that the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines has able to encourage the community to build facilities following environmental/sustainable practices, and reduce environmental risk. The remaining two (2) statements were given different ratings from both respondents. The farmer respondents rated the statement "promote environmental awareness" as "Agree" with mean rating of 4.05 while the government employees rated this statement as "Strongly Agree" with mean rating of 4.63. Also, the statement "develop more green spaces" was rated by the unemployed as "Moderately Agree" with mean rating of 3.02 while the government employees rated this as "Agree" with mean rating of 3.52.

For the respondents who are employed in private institutions, they rated six (6) statements as "Strongly Agree" with mean rating from 4.62 to 4.92. The respondents

strongly agreed that the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines has able to enhance and showcase the natural environment, support plastic recycling program, conserve and preserve the environment, provide additional funding which can be used to conserve and preserve the environment, educate the local community on environment management, and promote environmental sustainability. Furthermore, the respondents rated three (3) statements as “Agree” with mean rating from 4.04 to 4.37. The respondents moderately agreed that the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines has able to encourage the community to build facilities following environmental/sustainable practices., promote environmental awareness, and reduce environmental risk. The remaining statement was rated by the respondents as “Moderately Agree” with mean rating of 3.18. The respondents moderately agreed that the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines has able to develop more green spaces.

Table 28 also presents the difference on the perceived environmental impact of the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines when they are grouped according to their major occupation. Based from the table, five (5) statements show significant difference with the respondents’ major occupation. This is based on the Chi-square value from 3.56 to 11.34. This signifies that when the respondents are grouped according to their major occupation, their perception becomes significantly different on the perceived environmental impact of the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines. Differences in the perception has been identified on the statements that native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines has able to promote environmental awareness, enhance and showcase the natural environment, support plastic recycling programs, provide additional funding which can be used to conserve and preserve the environment, and promote environmental sustainability.

The table also revealed that among the groups of respondents, the government employees gave significantly higher ratings on the statements as manifested by the mean rating from 4.63 to 4.91 than the other groups of respondents. This signifies that among the groups of respondents, the respondents who are government employees have more positive perception on the environmental impact of the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines.

Difference on the Perceived Impact of the Native Chicken Beauty Contest in the Province of Isabela when the Respondents are Grouped according to the Number of Heads being Managed.

Table 29 The Difference on the Perceived Economic Impact of the Native Chicken Beauty Contest as Agritourism Activity in the Province of Isabela, Philippines when the Respondents are Grouped according to the Number of Heads being Managed.

Statements	Less than 50		51-100		101-150		Chi Square	Sig.
	Mean	Desc.	Mean	Desc.	Mean	Desc.		
The Native Chicken Beauty Contest has able to...								
1. Create jobs and improve standard of living among the local residents.	4.52	SA	4.65	SA	4.78	SA	14.61*	0.01
2. Stimulate business and trade opportunities	4.39	A	4.56	SA	4.69	SA	12.91*	0.03
3. Help economic revival and attracts investment	4.44	A	4.61	SA	4.78	SA	16.32*	0.00
4. Attract future businesses for local and foreign investor	4.29	A	4.58	SA	4.57	SA	0.67 ^{ns}	0.67
5. Local government generates more tax revenues and improve local economy	3.90	A	4.62	SA	4.72	SA	3.47*	0.03
6. Promote the area as a tourism destination through proper branding	4.70	SA	4.83	SA	4.90	SA	1.13 ^{ns}	0.28
7. Increase number of tourist visitor	4.40	A	4.49	A	4.62	SA	0.05 ^{ns}	2.89
8. Extend the tourism season and visitors' expenditure	4.35	A	3.93	A	4.63	SA	1.37 ^{ns}	0.62
9. More shopping facilities.	3.38	MA	3.45	MA	4.00	A	0.65 ^{ns}	0.90
10. Improving residents' standard of living.	4.37	A	4.45	A	4.58	SA	0.21 ^{ns}	0.07

SA – Strongly Agree A – Agree MA – Moderately Agree * – Significant ns- Not Significant

Table 29 presents the perception of the respondents on the economic impact of the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines when the respondents are group according to the number of heads being managed. Based from the table, it can be gleaned that those respondents managing less than 50 heads of native chicken rated two (2) statements as “Strongly Agree” with mean rating of 4.52 and 4.70, respectively. The respondents strongly agreed that the conduct of the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines is able to create jobs and improve standard of living among the local residents, and promote the area as a tourism destination through proper branding. In addition, the table revealed that seven (7) statements were rated as “Agree” by the respondents with mean rating from 3.90 to 4.70. The respondents agreed that that the conduct of the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines is able to stimulate business and trade opportunities, help economic revival and attracts investment, attract local and foreign investor for future businesses, and allow local government generate more tax revenues and improve local economy. Furthermore, the respondents agreed that the conduct of the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines is able to increase number of tourist visitor, extend the tourism season and visitors’ expenditure, and improve residents’ standard of living. The remaining statements were rated by the respondents as “Moderately Agree” with mean rating of 3.38. Respondents are moderately agreeing that the conduct of the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines is able to provide avenue for building more shopping facilities.

For the respondents who are managing 51 to 100 heads of native chicken, they rated six (6) statements as “Strongly Agree” with mean rating from 4.56 to 4.83. The respondents strongly agreed that the conduct of the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines is able to create jobs and improve standard of living among the local residents, stimulate business and trade opportunities, and help economic revival and attracts investment. Furthermore, the respondents have strong agreement that the conduct of the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines is able to attract local and foreign investor for future businesses, allow local government generate more tax revenues and improve local economy, and promote the area as a tourism destination through proper branding.

It can also be seen from the table that three (3) statements were rated as “Agree” by the respondents with mean rating from 3.93 to 4.49. The respondents agreed that the conduct of the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines is able to increase number of tourist visitor, extend the tourism season and visitors’ expenditure, and improve residents’ standard of living. The remaining statement was rated by the respondents as “Moderate Agree” with mean rating of 3.45. The respondents have moderate agreement on the idea that

the conduct of the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines is able to provide avenue for building more shopping facilities.

The respondents who are managing 101 to 150 heads of native chicken rated nine (9) statements as “Strongly Agree” with mean rating from 4.57 to 4.90. The respondents strongly agreed that the conduct of the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines is able to create jobs and improve standard of living among the local residents, stimulate business and trade opportunities, help economic revival and attracts investment, and attract local and foreign investor for future businesses. Furthermore, the respondents strongly agreed that the conduct of the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines allows local government generate more tax revenues and improve local economy, promote the area as a tourism destination through proper branding, increase number of tourist visitor, extend the tourism season and visitors’ expenditure, and improve residents’ standard of living. The respondents rated the remaining statement as “Agree” with mean rating of 4.00. The respondents agreed that the conduct of the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines is able to build more shopping facilities.

The table also presents the difference on the perception of the respondents on the economic impact of the native chicken beauty contest as agritourism activity in the province of Isabela, Philippines. It can be seen from the table that four (4) statements show significant difference with the respondents’ perception when they are grouped according to the number of chicken heads being managed. This is based on the Chi-square value from 3.47 to 16.32 and significant level 0.00 to 0.03. This result implies that if the respondents are grouped according to the number of heads they managed, their perception significantly differ on the economic impact of the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines.

Significantly different perception is shown on the idea that the conduct of the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines is able to create jobs and improve standard of living among the local residents, stimulate business and trade opportunities, help economic revival and attracts investment, and allow local government generate more tax revenues and improve local economy. Furthermore, the respondents who are managing at least 101 heads of native chicken gave a significant higher rating from 4.68 to 4.78 than the other groups of respondents. This signifies that they have more positive perception on the economic impact of the native chicken beauty contest as agritourism activity in the province of Isabela, Philippines.

Table 30 The Difference on the Perceived Socio-Cultural Impact of the Native Chicken Beauty Contest as Agritourism Activity in the Province of Isabela, Philippines when the Respondents are Grouped according to the Number of Heads being Managed.

Statements	Less than 50		51-100		101-150		Chi Square	Sig.
	Mean	Desc.	Mean	Desc.	Mean	Desc.		
The Native Chicken Beauty Contest has able to...								
1. Encourage local communities to develop more interesting events	4.29	A	4.52	SA	4.62	SA	3.56*	0.00
2. Provide entertainment and recreational opportunities	4.72	SA	4.78	SA	4.90	SA	5.87*	0.01
3. Enhance family and community cohesion, attachment, integration, and solidarity	4.50	SA	4.52	SA	4.62	SA	9.08*	0.01
4. Provide avenue for meeting and interacting with tourists and new people	4.23	A	4.38	A	4.48	SA	12.13*	0.00
5. Encourage volunteerism and other social values	4.75	SA	4.74	SA	4.84	SA	11.36*	0.00
6. Provide platform for attaining new skills, talents, and knowledge	4.55	SA	4.60	SA	4.68	SA	0.07 ^{ns}	0.08
7. Provide a better understanding of visitors' cultures	4.35	A	4.54	SA	4.62	SA	8.92*	0.02
8. Improve a healthy lifestyle (e.g. sports events).	4.32	A	4.52	SA	4.64	SA	0.67 ^{ns}	1.67

Table 30 Continued

Statements	Less than 50		51-100		101-150		Chi Square	Sig.
	Mean	Desc.	Mean	Desc.	Mean	Desc.		
9. Promote local heritage/culturepreservation and conservation	4.77	SA	4.82	SA	4.90	SA	3.34*	0.00
10. Engage community people invarious cultural activities andexperiences	4.82	SA	4.76	SA	4.87	SA	3.76*	0.01

SA – Strongly Agree A – Agree

MA – Moderately Agree

* - Significant

ns- Not Significant

The perception of the respondents on the socio-cultural impact of the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines is presented in Table 30. Based from the table, the respondents who are managing less than 50, rated six (6) statements as “Strongly Agree” with mean rating from 4.50 to 4.82. The respondents strongly agreed that the conduct of the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines is able to provide entertainment and recreational opportunities, enhance family and community cohesion, attachment, integration, and solidarity, encourage volunteerism and other social values, provide platform for attaining new skills, talents, and knowledge, and promote local heritage/culture preservation and conservation. The remaining four (4) statements were rated by the respondents as “Agree” with mean rating from 4.23 to 4.32. The respondents agreed that the conduct of the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines is able to encourage local communities to develop more interesting events, provide avenue for meeting and interacting with tourists and new people, provide a better understanding of visitors’ cultures, and improve a healthy lifestyle (e.g. sports events).

Nine (9) out of 10 statements were rated by the respondents who are managing 51 to 100 heads of native chicken as “Strongly Agree” with mean rating from 4.52 to 4.82. The respondents strongly agreed that the conduct of the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines is able to encourage local communities to develop more interesting events, provide entertainment and recreational opportunities, enhance family and community cohesion, attachment, integration, and solidarity, encourage volunteerism and other social values, provide platform for attaining new skills, talents, and knowledge, provide a better understanding of visitors’ cultures, improve a healthy lifestyle (e.g. sports events), promote local heritage/culture preservation and conservation, and engage community people in various cultural activities and experiences.

The remaining statement was rated as “Agree” by the respondents with mean rating of 4.38, They agreed that the conduct of native chicken beauty contest has able to provide avenue for meeting and interacting with tourists and new people.

The respondents who are managing 51 and above number of native chickens have rated nine (9) statements as “Strongly Agree” with mean rating from 4.62 to 4.90. The respondents strongly agreed that the conduct of the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines is able to encourage local communities to develop more interesting events, provide entertainment and recreational opportunities, enhance family and community cohesion, attachment, integration, and solidarity, and encourage volunteerism and other social values. The respondents also strongly agreed that the conduct of the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines is able to provide platform for attaining new skills, talents, and knowledge, provide a better understanding of visitors’ cultures, improve a healthy lifestyle (e.g.

sports events), promote local heritage/culture preservation and conservation, engage community people in various cultural activities and experiences. The remaining statement was rated as “Agree” by the respondents with mean rating of 4.48. They agreed that the conduct of the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines is able to provide avenue for meeting and interacting with tourists and new people.

The table also presents the difference on the perception of the respondents on the socio-cultural impact of the native chicken beauty contest as agritourism activity in the province of Isabela, Philippines. It can be seen from the table that eight (8) statements show significant difference with the respondents’ perception when they are grouped according to the number of chickens being managed. This is based on the Chi-square value from 3.34 to 12.13 and significant level 0.00 to 0.01. This result implies that if the respondents are grouped according to the number of heads they managed, their perceptions significantly differ on the socio-cultural impact of the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines.

Significant different perception is shown on the idea that the conduct of the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines is able to encourage local communities to develop more interesting events, provide entertainment and recreational opportunities, enhance family and community cohesion, attachment, integration, and solidarity, and provide avenue for meeting and interacting with tourists and new people. Furthermore, there is also a significant difference on the perception about the conduct of the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines which is able to encourage volunteerism and other social values, provide a better understanding of visitors’ cultures, promote local heritage/culture preservation and conservation, engage community people in various cultural activities and experiences. Furthermore, the respondents who are managing at least 101 heads of native chicken gave a significant higher rating from 4.62 to 4.90 than the other groups of respondents. This signifies that they have more positive perception on the socio-cultural impact of the native chicken beauty contest as agritourism activity in the province of Isabela, Philippines.

Table 31 The Difference on the Perceived Political Impact of the Native Chicken Beauty Contest as Agritourism Activity in the Province of Isabela, Philippines when the Respondents are Grouped according to the Number of Heads being Managed.

Statements	Less than 50		51-100		101-150		Chi Square	Sig.
	Mean	Desc.	Mean	Desc.	Mean	Desc.		
The Native Chicken Beauty Contest has able to...								
1. Encourage political leaders to support local tourism industry	4.50	SA	4.56	SA	4.81	SA	0.08 ns	3.45
2. Encourage leaders to provide funding to support development of local tourism	4.41	A	4.52	SA	4.59	SA	0.78 ns	4.90
3. Provide avenue where leaders encourage their constituents to continue the development of local tourism	4.62	SA	4.65	SA	4.73	SA	1.01 ns	0.98
4. Involve locals in the management and planning of the event.	3.11	MA	3.23	MA	4.00	A	2.76 ns	0.21
5. Enhance specific ideologies and images	3.00	MA	3.05	MA	3.59	A	0.60 ns	0.11
6. Improve certain political figures careers	4.62	SA	4.63	SA	4.73	SA	0.32 ns	3.00
7. Enhance community's international recognition, status and image.	3.02	MA	3.11	MA	3.50	A	0.21 ns	4.31
8. Revive identity of the community	4.08	A	4.80	SA	4.93	SA	0.02 ns	11.00

Table 31 Continued

Statements	Less than 50		51-100		101-150		Chi Square	Sig.
	Mean	Desc.	Mean	Desc.	Mean	Desc.		
9. Help leaders to direct tourism industry to a more direct and achievable goals	4.59	SA	4.65	SA	4.75	SA	0.31 ns	0.14
10. Ensure harmonious relationship between leaders and the community	4.56	SA	4.50	SA	4.63	SA	0.23 ns	0.11

SA – Strongly Agree A – Agree

MA – Moderately Agree

* - Significant

ns- Not Significant

Table 31 presents the perception of the respondents on the political impact of the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines when they are grouped according of the number of heads they managed. Based form the table, the three groups of respondents have almost the same rating. Five (5) statements were rated by the respondents as “Strongly Agree” with mean value from 4.50 to 4.62 for the respondents managing less than 50 heads of native chicken, 4.50 to 4.80 for the respondents managing 51 to 100 heads of native chicken and 4.63 to 4.93 for the respondents managing more than 101 heads of native chicken. The respondents strongly agreed that the conduct of native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines has able to encourage political leaders to support local tourism industry, provide avenue where leaders encourage their constituents to continue the development of local tourism, improve certain political figures careers, and help leaders to direct tourism industry to more direct and achievable goals, and ensure harmonious relationship between leaders and the community.

The statements about the conduct of native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines has able to encourage leaders to provide funding to support development of local tourism and revive community identity were rated differently by the three groups of respondents. For the respondents with less than 50 heads to manage, they rated it as “Agree” with mean rating of 4.08 and 4.41, respectively. On the other hand, the respondents who manage 51 to 100, and 101 to 150 heads of native chicken rated these statements as “Strongly Agree” with mean rating of 4.52 and 4.80 and 4.59 and 4.93, respectively.

The statements about the conduct of native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines has able to involve locals in the management and planning of the event, enhance specific ideologies and images, and revive the community identity. The respondents who are managing less than 50 heads of native chicken “Moderately Agree” with mean value of 3.00 and 3.11 while the respondents who are managing 101 to 150 heads rated these as “Moderately Agree” with mean value of 3.05 and 3.23. On the other hand, these statements were rated by the respondents who are managing more than 101 heads of chicken as “Agree” with mean value of 3.59 and 4.00, respectively.

Table 31 also presents the difference on the perceived political impact of the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines when the respondents are grouped according to the number of heads they managed. It can be seen from the table that the Chi-square value from 0.02 to 2.76 and significant level which is higher than 0.05 signifies no significant relationship between the perceived political impact of the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines when the respondents are grouped according to the number of heads they managed. This implies that regardless

of the number of native chickens which the respondents are managing, they have comparable perception on the political impact of the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines. Hence, the null hypothesis of the study is accepted.



Table 32 The Difference on the Perceived Environmental Impact of the Native Chicken Beauty Contest as Agritourism Activity in the Province of Isabela, Philippines when the Respondents are Grouped according to the Number of Heads being Managed.

Statements	Less than 50		51-100		101-150		Chi Square	Sig.
	Mean	Desc.	Mean	Desc.	Mean	Desc.		
The Native Chicken Beauty Contest has able to...								
1. Encourage the community to build facilities following environmental/ sustainablepractices.	4.03	A	4.32	A	4.00	A	6.21*	0.01
2. Promote environmentalawareness	4.34	A	4.64	SA	4.56	SA	5.90*	0.01
3. Enhance and showcase thenatural environment.	4.73	SA	4.80	SA	4.64	SA	6.21*	0.03
4. Support plastic recyclingprograms	4.87	SA	4.95	SA	4.88	SA	11.67*	0.01
5. Conserve and preserve theenvironment	4.71	SA	4.80	SA	4.62	SA	0.78 ^{ns}	0.56
6. Develop more green spaces	2.94	MA	3.67	A	3.01	MA	0.32 ^{ns}	0.30
7. Provide additional fundingwhich can be used to conserveand preserve the environment	4.32	A	4.59	SA	4.37	A	0.01 ^{ns}	0.11
8. Educate the local community onenvironment management.	4.62	SA	4.70	SA	4.52	SA	3.36*	0.02
9. Promote environmental sustainability	4.70	SA	4.78	SA	4.68	SA	5.80*	0.03
10. Reduce environmental risk	4.00	A	4.23	A	4.14	A	0.09 ^{ns}	0.34

SA – Strongly Agree A – Agree MA – Moderately Agree * – Significant ns- Not Significant

Table 32 presents the respondents' perception on the environmental impact of the native chicken beauty contest as agritourism activity in the province of Isabela, Philippines when the respondents are grouped according to the number of heads being managed. Based from the table, the respondents who are managing less than 50 heads of native chicken, five (5) statements were rated as "Strongly Agree" with mean rating from 4.62 to 4.73. The respondents strongly agreed that the conduct of the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines has able to enhance and showcase the natural environment, support plastic recycling programs, conserve and preserve the environment, educate the local community on environment management, and promote environmental sustainability. The respondents rated four (4) statements as "Agree" with mean rating from 4.00 to 4.34. The respondents agreed that the conduct of the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines has able to encourage the community to build facilities following environmental/sustainable practices, promote environmental awareness, provide additional funding which can be used to conserve and preserve the environment, and reduce environmental risk. The respondents further rated one statement as "Moderately Agree" with mean rating as 2.94. They moderately agreed on the idea that the native chicken beauty contest as agritourism activity has able to develop more green spaces.

The respondents who are managing 51 to 100 heads and 101 to 150 heads of native chicken have almost the same rating. They rated six (6) statements as "Strongly Agree" with mean rating from 4.64 to 4.95 for the respondents managing 51 to 100 heads of chicken and 4.52 to 4.88 for the respondents managing 101 to 150 heads. The respondents strongly agreed that the native chicken beauty contest as agritourism activity has able to promote environmental awareness, enhance and showcase the natural environment, support plastic recycling programs, conserve and preserve the environment, educate the local community on environment management, promote environmental sustainability.

Table 32 presents the difference on the perception of the respondents on the environmental impact of the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines when the respondents are grouped according to their number of heads being managed. Based from the table, six (6) statements show significant difference with the respondents' number of heads being managed. This is based on the Chi-square value from 3.36 to 11.67 and significant level 0.01 to 0.03. This result implies that if the respondents are grouped according to the number of heads they managed, their perception significantly differ on the environmental impact of the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines.

Significant different perception is shown on the idea that the conduct of the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines is able to encourage the community to build facilities following

environmental/sustainable practices, promote environmental awareness, enhance and showcase the natural environment, support plastic recycling programs, educate the local community on environment management, and promote environmental sustainability. Furthermore, the respondents who are managing at least 51 to 100 head of native chickens gave a significant higher rating from 4.59 to 4.95 than the other groups of respondents. This signifies that they have more positive perception on the environmental impact of the native chicken beauty contest as agritourism activity in the province of Isabela, Philippines.

Difference on the Perceived Impact of the Native Chicken Beauty Contest in the Province of Isabela when the Respondents are Grouped according to the Number of Trainings in Raising Native Chicken.



Table 33 The Difference on the Perceived Economic Impact of the Native Chicken Beauty Contest as Agritourism Activity in the Province of Isabela, Philippines when the Respondents are Grouped according to their Trainings in Raising Native Chicken.

Statements	None		Local/Municipal		Provincial		Chi Square	Sig.
	Mean	Desc.	Mean	Desc.	Mean	Desc.		
The Native Chicken Beauty Contest has able to...								
1. Create jobs and improve standard of living among the local residents.	4.48	A	4.84	SA	4.64	SA	4.62*	0.04
2. Stimulate business and trade opportunities	4.37	A	4.80	SA	4.48	A	5.09*	0.04
3. Help economic revival and attracts investment	4.35	A	4.78	SA	4.69	SA	0.99 ^{ns}	0.35
4. Attract future businesses for local and foreign investor	4.12	A	4.80	SA	4.52	SA	1.02 ^{ns}	0.08
5. Local government generates more tax revenues and improve local economy	4.24	A	4.41	A	4.59	SA	0.08 ^{ns}	0.72
6. Promote the area as a tourism destination through proper branding	4.75	SA	4.80	SA	4.87	SA	0.89 ^{ns}	0.17
7. Increase number of tourist visitor	4.29	A	4.51	SA	4.69	SA	1.67 ^{ns}	0.07
8. Extend the tourism season and visitors' expenditure	4.00	A	4.32	A	4.58	SA	2.01 ^{ns}	0.06
9. More shopping facilities.	4.57	SA	4.63	SA	4.62	SA	0.17 ^{ns}	1.32
10. Improving residents' standard of living.	4.36	A	4.39	A	4.67	SA	0.23 ^{ns}	9.71

SA – Strongly Agree A – Agree * - Significant ns- Not Significant

Table 33 presents the difference on the perception of respondents on the economic impact of the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines. It can be gleaned from the table that a Chi-square value of 4.62 and 5.09 and significant level of 0.04 signify that there is a significant difference on the perception of the respondents on the economic impact of the native chicken beauty contest as an agritourism activity when they are grouped according to the trainings in raising native chicken.

This result signifies that when the respondents are grouped according to their trainings on raising native chicken, their perceptions on the economic impact of the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines significantly have differences as it has able to create jobs, improve standard of living among the local residents, and stimulate business and trade opportunities.

Also, the table revealed that among the respondents, those who have trainings on a municipal or local level had provided a significantly higher ratings of 4.80 and 4.84 than the other groups of respondents who gave significantly lower ratings. This signifies that among all the groups of respondents, they perceived these statements to be more positive than the other groups of respondents. This result led to the rejection of the null hypothesis which states that there is no significant difference on the perception of the respondents grouped according to their trainings in native chicken on the economic impact of the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines.

The difference on the perception of the respondents on the socio-cultural impact of the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines when the respondents are grouped according to their trainings related to raising native chicken is presented in Table 34.

Based from the table, a Chi-square value from 7.98 to 12.62 and significant level of 0.00 and 0.01 shows significant difference on the perception of the respondents on the socio-cultural impact of the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines when they are grouped according to their trainings related to raising of native chicken. This implies that when the respondents are grouped according to their trainings in native chicken raising, their perception become different with each other specifically on the socio-cultural impact of native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines.

A significant difference is on the statements that the conduct of native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines has able to encourage local communities to develop more interesting events, provide entertainment and recreational opportunities, enhance family and community cohesion, attachment, integration, and solidarity, and encourage volunteerism and other social values. The table further revealed that the respondents who had trainings on raising native chicken at a provincial level have more positive perception on these statements since they gave significant higher ratings from 4.62 to 4.90 than the other groups of respondents who gave significant lower ratings. This implies that the respondents who have trained in provincial level become more positive on the idea that the conduct of native chicken beauty contest will be able to encourage the community to develop more interesting events for entertainment and recreational opportunities, promote volunteerism and other values and enhance unit and development among community members.

Table 35 The Difference on the Perceived Political Impact of the Native Chicken Beauty Contest as Agritourism Activity in the Province of Isabela, Philippines when the Respondents are Grouped according to their Trainings in Raising Native Chicken.

Statements	None		Local/Municipal		Provincial		Chi Square	Sig.
	Mean	Desc.	Mean	Desc.	Mean	Desc.		
The Native Chicken Beauty Contest has able to...	4.00	A	4.92	SA	4.95	SA	18.32*	0.00
1. Encourage political leaders to support local tourism industry	4.29	A	4.52	SA	4.72	SA	15.75*	0.01
2. Encourage leaders to provide funding to support development of local tourism	4.58	SA	4.67	SA	4.76	SA	16.67*	0.00
3. Provide avenue where leaders encourage their constituents to continue the development of local tourism	3.01	MA	3.39	MA	3.95	A	0.08 ^{ns}	0.76
4. Involve locals in the management and planning of the event.	3.12	MA	3.15	MA	3.35	MA	0.09 ^{ns}	0.86
5. Enhance specific ideologies and images	4.58	SA	4.64	SA	4.75	SA	0.56 ^{ns}	0.17
6. Improve certain political figures' careers	2.89	MA	3.04	MA	3.70	A	0.11 ^{ns}	0.32
7. Enhance community's international recognition, status and image.	4.48	A	4.60	SA	4.72	SA	2.03 ^{ns}	0.09
8. Revive identity of the community	4.57	SA	4.64	SA	4.76	SA	9.36*	0.00
9. Help leaders to direct tourism industry to a more direct and achievable goals	4.42	A	4.59	SA	4.66	SA	7.91*	0.01
10. Ensure harmonious relationship between leaders and the community								

SA – Strongly Agree A – Agree

* - Significant

ns- Not Significant

Table 35 presents the difference on the perception of the respondents grouped according to their trainings on raising native chickens on the political impact of the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines. It can be noted from the table that a significant difference exists about five statements on the political impact of the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines. This is based on the Chi-square value from 7.91 to 18.32 and significant level from 0.00 to 0.01. This result signifies that when the respondents are grouped according to the training, they have in raising native chicken, their perception will be different from each other.

Significant difference is seen on the statements that the conduct of the native chicken beauty contest as agritourism activity has able to encourage political leaders to support local tourism industry, encourage leaders to provide funding to support development of local tourism, provide avenue where leaders encourage their constituents to continue the development of local tourism, help leaders to direct tourism industry to more direct and achievable goals, and ensure harmonious relationship between leaders and the community.

The table also revealed that among the groups of respondents, those who have received provincial level of trainings have more positive perception since they gave significantly higher ratings from 4.66 to 4.95. This means that they become more positive towards the conduct of the native chicken beauty contest as an agritourism activity since it will encourage leaders to support local tourism industry, provide funding for developing local tourism, help leaders to direct tourism industry to more direct and achievable goals and develop more harmonious relationship with the community.

The result led to the rejection of the null hypothesis which states that there is no significant difference on the perception of the respondents grouped according to their trainings in raising native chicken on the political impact of the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines.

Table 36 The Difference on the Perceived Environmental Impact of the Native Chicken Beauty Contest as Agritourism Activity in the Province of Isabela, Philippines when the Respondents are Grouped according to their Trainings in Raising Native Chicken.

Statements	None		Local/Municipal		Provincial		Chi Square	Sig.
	Mean	Desc.	Mean	Desc.	Mean	Desc.		
The Native Chicken Beauty Contest has able to...								
1. Encourage the community to build facilities following environmental/ sustainable practices.	4.00	A	4.15	A	4.22	A	0.78 ^{ns}	2.32
2. Promote environmental awareness	4.27	A	4.59	SA	4.68	SA	5.90*	0.04
3. Enhance and showcase the natural environment.	4.63	SA	4.71	SA	4.82	SA	4.32*	0.03
4. Support plastic recycling programs	4.85	SA	4.90	SA	4.94	SA	9.12*	0.04
5. Conserve and preserve the environment	4.63	SA	4.67	SA	4.83	SA	3.35*	0.04
6. Develop more green spaces	3.00	MA	3.05	MA	3.59	A	0.08 ^{ns}	3.76
7. Provide additional funding which can be used to conserve and preserve the environment	4.30	A	4.43	A	4.56	SA	0.92 ^{ns}	0.51
8. Educate the local community on environment management.	4.42	A	4.70	SA	4.71	SA	0.06 ^{ns}	0.32
9. Promote environmental sustainability	4.65	SA	4.71	SA	4.80	SA	0.32 ^{ns}	0.10
10. Reduce environmental risk	4.00	A	4.08	A	4.28	A	0.01 ^{ns}	0.13

SA – Strongly Agree A – Agree * - Significant ns- Not Significant

Table 36 presents the difference on the perception of the respondents grouped according to their trainings in raising native chicken on the environmental impact of the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines. It can be noted from the table that a significant difference exists on four statements on the environmental impact of the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines. This is based on the Chi-square value from 4.32 to 13.35 and significant level from 0.03 to 0.04. This result signifies that when the respondents are grouped according to the training, they have in raising native chicken, their perception will be different from each other.

Significant difference is seen on the statements that the conduct of the native chicken beauty contest as agritourism activity can be able to promote environmental awareness, enhance and showcase the natural environment, support plastic recycling programs, and conserve and preserve the environment.

The table also revealed that among the groups of respondents, those who have received trainings at provincial level have more positive perception since they gave a significantly higher rating from 4.68 to 4.94. This means that they become more positive towards the conduct of the native chicken beauty contest as an agritourism activity, that it will promote environmental awareness, enhance and showcase the natural environment, support plastic recycling programs, and conserve and preserve the environment.

The result led to the rejection of the null hypothesis which states that there is no significant difference on the perception of the respondents grouped according to their trainings in raising native chicken on the environmental impact of the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines.

Training is an important aspect of native chicken production. The study revealed that those who have trainings in native chicken management and production have more positive perception on the economic impact of raising native chicken. According to Baleza (2018), when they trained the locals of Sorsogon in raising and managing native chicken, improvement on the production and sales were observed. Since, the locals are trained, they develop the technical skills in proper management and raising of native chicken

CHAPTER V

SUMMARY, DISCUSSION, IMPLICATIONS, CONCLUSIONS AND RECOMMENDATION

This chapter presents the major, important and salient findings and recommendations of this study.

Summary

This study was conducted to assess the perceptions of the participants of the native chicken beauty contest as an agritourism initiative in the province of Isabela, Philippines. The assessment focused on the impact of the initiative on the economic, socio-cultural, political and environment aspects. The result of the study was used as basis for proposed policy development towards the improvement of the initiative and the agritourism industry as a whole. The study was conducted among randomly selected participants of the native chicken beauty contest from 2018 to 2021. Using the 97% confidence level and 3% allowable error, participants were selected from the municipalities of Isabela. The study used a descriptive-comparative utilizing quantitative data gathered through an adopted questionnaire.

The study revealed that as to economic impact, the native chicken beauty contest was able to create jobs and improve standard of living among the local participants, help in the revival of economic conditions of the province and stimulate business and trade opportunities. For the socio-cultural aspects, the participants have positive perception that the conduct of the native chicken beauty contest has been an instrument to promote the preservation and conservation of local culture and heritage, engage community people in various cultural activities and experience and encourage volunteerism and other social values. As to political impact of the initiative, the participants have positive perception that the conduct of the native chicken beauty contest gave an avenue for the political leaders' support and encourage community people to continue the development of local tourism. These leaders may provide funding for the development of local tourism industry, and provide more achievable goals in the area of local tourism. In the aspect of environment, the participants have positive perception that the conduct of native chicken beauty contest has able to support plastic recycling, promote environmental sustainability and enhance and showcase natural environment.

The study also revealed that male and female respondents of the study have comparable perception on the impact of the native chicken beauty contest as agritourism initiative in the province of Isabela, Philippines specifically in the aspects of economy, politics, socio-cultural and environment. As to age, the study revealed

that those respondents belonging to middle age has more positive perception on the impact of the native chicken beauty contest as agritourism initiatives in the province of Isabela, Philippines. For the civil status, the respondents who are widows have more positive perception on the economic and socio-cultural impact of the native chicken beauty contest as agritourism initiative. In addition, the respondents who are separated have more positive perception on the political impact of the initiatives while married respondents have more positive perception on the environmental impact of the initiative.

The study also revealed that the respondents who have at least secondary level of education up to college education have more positive perception on the impact of the native chicken beauty contest as an agritourism initiatives in the province of Isabela. For the occupation, respondents who are unemployed have more positive perception on the economic impact of the native chicken beauty contest as an agritourism initiative in the province of Isabela, Philippines. In addition, the respondents who are government employees have more positive perception on the socio-cultural, political and environmental impact of the native chicken beauty contest.

In terms of the number of heads of native chicken being managed, the study found out that respondents who have less than 50 heads to manage have more positive perception on the economic and socio-cultural impact of the native chicken beauty contest as agritourism initiative in the province of Isabela, Philippines. For the aspect of environment, those with higher number of heads to manage have more positive perception while the respondents have comparable perception on the political impact of the native chicken beauty contest as an agritourism initiative in the province of Isabela, Philippines. As to trainings related to raising native chicken, it was found out in the study that those who have a provincial level of trainings have more positive perception on the impacts of the native chicken beauty contest as an agritourism initiative in the province of Isabela, Philippines specifically in the areas of economics, socio-cultural, political and environment.

Discussion and Implications

The Philippines is an agricultural country where a large number of Filipinos are living in rural and provincial communities and are engaged into agriculture. Based on research data, a quarter of the Philippine population is in agricultural sector like farming, fisheries, livestock and forestry. The agricultural sector of the country contributed around 1.7 trillion pesos to Philippine economy in 2020. This is about 10.2% of the Philippines' Gross Domestic Product (GDP). However, record also shows a very slow growth in the agricultural sector of the country. This may be accounted to the extensive alteration of agricultural lands into residential subdivisions, industrial

parks and resorts. Also, of the 30-million-hectare agricultural land, only one-third is used for agricultural purposes (Statista Research Department, 2021).

According to Yamagishi, et al (2021) while agriculture plays a vital role in Philippine economy, its performance is relatively low compared to neighboring countries. Poor performance of the agricultural sector can be attributed to challenges like urbanization of rural areas due to population density and high demand for industrialization. Also, young Filipinos are not engaged to farming which causes low agricultural production. Aside from this, the climatic condition of the country affects the productivity of the sector. Various natural and man-made calamities adversely affect this sector. There are also issues on limited financial, technical, and human support from the government and non-government organization to improve existing farm techniques and/or to introduce innovations. Regarded to be good in technical skills farmers, however, lack marketing and human relation skills. These problems in agriculture provide a good avenue for the government to study the situation. In this case, since agritourism industry is viewed to alleviate the economic status of rural areas, farmers were trained through seminars and workshops in developing agritourism vibes in their communities.

Second to Palawan in terms of land area, Isabela is a home for various ethnolinguistic groups having their own unique culture and language (Guzman, 2020). The province is basically an agricultural area given its characteristics of having a long terrain of fertile land for rice, corn, vegetable, livestock, etc. The province is considered to be the rice granary of the north. Agritourism industry in the province of Isabela is continuously improving with the effort of various government and non-government agencies. The leadership in the province of Isabela provides various technical and financial support to boost agritourism in the province, thereby providing additional and new experiences among tourist while helping the economy of rural communities in particular and the province in general.

The present study aims to address problems on low production and market performance of native chicken in the province of Isabela through the aid of native chicken beauty contest as a new agritourism activity in the province of Isabela. While it is true that native chicken is an integral part of the province's agriculture and culture, there is no move to maximize it's use for tourism industry and its economic benefits. Raising native chicken remains to be based on the need of a family without realizing the potential of native chicken to become a stable source of their income. Statistics shows that commercial chicken are more patronized than native chicken. On the other hand, native chicken remains to be a dish for especial gatherings and cultural or community rituals.

The study revealed that most of the respondents of the study were females, belonging to working force of the country, educated, engaged in farming and employed in government agencies, having few numbers of native chicken being raised and lacking trainings in native chicken management. In terms of gender, the result of this study

proves that women may have great contribution in agricultural sector. However, data from the Philippine Statistics Authority (2009) show that the agriculture sector of the Philippines is dominated by male (89% male while 11% female). However, the Department of Agriculture (2022) revealed that female Filipinos who are engaging in agriculture are an increasing number. As to age, the study can conclude that the agriculture stakeholders in the province are young and strong. However, the result is in contradiction with existing data. Reports show that in the next 12 years, there will be a shortage of farmers in the Philippines since the average age of Filipino farmers are 52 years old. If this happens, food insecurity in the country will increase. Hence, the government is really pushing programs, subsidies, scholarship for young Filipinos to enroll in programs related to agriculture (SEARCA, 2023; Lauengco, 2022; Wade, 2021). As to education, Briones (2017) found out that around one-third of the Filipino farmers did not attend any form of education while about 38% were able to finish secondary education only. The findings of this study on the major occupation of the respondents are similar with the result of the research of Dusaran and Pabulayan (2015) where they found out that most of the native chicken raisers/farmers in Western Visayas, Philippines are engaged in farming receiving four thousand pesos as monthly income. Furthermore, data from Philippine Rice Research Institute (2022) concur with the findings of the study. Available data from 1996 to 2016, show most of the Filipino farmers were married, few are widow, fewer are separated and single. In terms of the number of chicken heads being raised by the respondents, the number is far below the average number of commercial chickens being raised by regular farmers and farms across the country. According to Philippine Statistics Authority (2021), from 2018 to 2020, there were at least 1.8 million metric tons while according to the Department of Science and Technology (2021), native chicken in the country is with the average of 80.7 million heads. While there is a tremendous increase in the number of native chickens, it still far beyond the number of broiler production in the country.

As to the impacts of the native chicken beauty contest in terms of economics, socio-cultural, political and environmental aspects, the study revealed that the respondents have positive perception on its impact in various areas. Native chicken can be good source of income among the farmers in Isabela. Through the native chicken beauty contest, it helps the farmers increase their income through promotion of the native chicken as an agricultural product. According to PCAARD (2020), there is an increasing demand for native chickens in all areas of the country including their eggs because of the perceived meat quality and health benefits. In addition, according to the Department of Agriculture (2021), each of the native chicken can give a farmer at least 129% return of investment.

The native chicken beauty contest as an agritourism initiative is perceived to be beneficial among the farmers and other stakeholders in the community as it is seen to create jobs and opportunities among the locals through the creation of business enterprises and trade opportunities. Hence, the quality of life is seen to improve with

the introduction of the initiative. It can also be used to promote the province as a tourism destination in the region which will benefit both the farmers, the government and other stakeholders. In return, it may provide additional source of income for the government and eventually will boost and improve local economy. As a form of policy, the local government should ensure efficient and effective ways of tax collection. In this way, the local government may have additional fund which can be used to further improve this kind of tourism initiatives.

The result of this study conforms with existing literatures. Promoting agritourism initiatives, the native chicken beauty contest for this matter, will help the improvement of farmers' financial status and the local economy in general. According to Spire (2013) and Manalo et al. (2019), agritourism provides ways for economic development especially in rural areas. It may help the current economic condition of the country providing higher income coming from the tourists who are willing to pay higher amount to have new and unique experience. Hence, agritourism is seen to be a "rising star" among the various industries of the country. It will provide another source of income for the farmers and in return will benefit the economy of the country.

Tugade (2020) explains that farmers' motivation to engage in agritourism initiatives can be categorized into three (3) groups- economic, environmental and socio-cultural. The result of this study supports the present findings which suggest that farmers and other stakeholders of agritourism perceived that such initiatives can be economically beneficial with the farmers and can support economy in provinces.

As to socio-cultural aspect, the respondents have positive perception on its impact as it promotes culture and heritage of the community including the development of social values and characteristics that will eventually improve relationship between and among the members of the family and the community. Native chicken production as an agritourism initiative in the country has a promising future as it draws attention from the government and tourists from various places in the country and the world. According to Lim (2019), there is a fast-emerging organic farming turned into tourism hubs in the Philippines. The Yamang Bukid (YB) Farm in Palawan for example is drawing attention among tourists as it offers new farming adventures through planting of lettuce and other agricultural products and experiencing native chicken productions. Such experiences, provide avenue for tourist to learn new skills and develop interpersonal relationships among other tourists thereby creating unity and camaraderie amidst cultural diversity.

Raising native chicken can both improve cultural and social aspect of the family and the society. Native chicken is believed to be a source of more healthy nutrients than the counterpart broiler chicken. It is a healthier option and dependable source for protein (Department of Science and Technology, 2022), and can be a good source of social activities and family's education (Ngongolo et al., 2021). Sarazawa and Sanidad (2022) also found out in their study that native chicken is important to Filipino socio-cultural beliefs and practices as it is a good source of healthy foods and an

indispensable ingredient for social gatherings such as weddings, birthdays, including rituals, ceremonies, and the like, hence, it supports social integration, camaraderie and unity.

As to political impact, the respondents have strong agreement on the idea that the native chicken beauty contest was able to encourage political leaders to support local tourism industry, encourage leaders to provide funding to support local tourism development, and provide avenue where leaders encourage their constituents to continue local tourism development. Also, the respondents strongly agreed that the conduct of native chicken beauty contest was able to improve certain political figures' careers, revive community identity, help leaders to direct tourism industry to more direct and achievable goals, and ensure harmonious relationship between leaders and the community. According to Bulilan (2021), developing countries have established tourism as major source for economic development. The government through its political power has a very important role in the success of this industry and make this beneficial to local community. Traditionally, the government is expected to craft policies in relation to the management, implementation and evaluation of tourism programs. However, in recent years, through the efforts of the political leaders, they also become a marketing figure that promotes the different tourism sites and activities in the country.

Capistrano and Notorio (2021) expounded on the importance of political support to Philippine tourism industry. As they analyze the government's policy statements about tourism in the Philippines through the State of the Nation Address (SONA) of the different presidents of the country from 1987 to 2019, they were able to identify major indicators towards successful tourism industry in the Philippines which is being supported by the government using its political power. These indicators that will drive Philippine tourism industry are tourism policy, tourism development and prospects. They suggested, therefore, to create policies, programs and agenda using this framework to be approved by the legislative body of the country.

While political influence can benefit the success of tourism industry, this is not always the case. In the study of Henderson (2011), she identified political issue to be a main factor of unprogressive tourism industry in some parts of the Philippines. She asserted that while the Philippines may offer various experiences among the tourists, there are instances that there is an instability in the tourism operation because of political dynamics thereby impeding the development of such tourism industry. Thetsane (2019) asserted that the community members' participation to tourism industry is the central element of a successful tourism program as it will affect the sustainability of specific tourism program. In addition, Nagarjuna (2015) and Muganda (2009) explained the essential participation of the community members to tourism industry. They stated that local community members provide authentic experiences among the tourists by the inclusion of their local foods, culture and festival into tourism industry. Also, community people, often promote sharing of resources and

benefits derived from the tourism activities. Hence, a successful and sustainable tourism program is highly participated by the people of the community especially in the areas of decision-making process according to Thesane (2019) and Peng and Dewa Putu (2011).

The study revealed that as to environmental impact of the initiative, the respondents have strong agreement that the conduct of native chicken beauty contest as an agritourism activity in the province of Isabela has able to promote environmental awareness, enhance and showcase the natural environment, and support plastic recycling programs. Also, the research showed that the respondents strongly agreed that the conduct of the native chicken beauty contest has able to conserve and preserve the environment, educate the local community on environment management, and promote environmental sustainability.

The study further revealed that the conduct of the native chicken beauty contest has able to encourage the community to build facilities following environmental/sustainable practices, provide additional funding which can be used to conserve and preserve the environment, and reduce environmental risk. Green tourism is a global call among all tourists. In this study, the respondents have strong agreement that the initiatives may empower green movement and environmental awareness. Literatures reveal that attitudes and behaviors are factors to environmental awareness among tourists. Also, environmental knowledge and values has significant and positive influence on the behavior of the tourist towards environmental policies and guidelines. Generally, tourists are willing to follow environmental policies and guidelines every time they are in the different tourism sites (Aman et al., 2021, Mazhenovaa et al., 2016, Oromendia et al., 2013).

Conclusions

Based from the findings of the study, the following conclusions are drawn:

1. The respondents have positive perception on the impact of native chicken beauty contest as agritourism initiatives in the province of Isabela, Philippines. As to economic aspect, the initiative has able to create jobs and improve standard of living among the local participants. For the socio-cultural aspects, the initiative promotes the preservation and conservation of local culture and heritage. As to political impact of the initiative, it gives an avenue for the political leaders' support and encourages community people to continue the development of local tourism. In the aspect of environment, the initiative has able to support plastic recycling, promote environmental sustainability and enhance and showcase natural environment.

2. The study revealed that respondents who are male and female, belonging to middle age and have trainings in raising native chicken of at least provincial level, educated of at least secondary level have more positive perception on the economic, political, socio- cultural and environmental impact of the native chicken beauty

contest as agritourism initiative in the province of Isabela, Philippines.

3. The respondents who are widows have more positive perception on the economic and socio-cultural impact of the native chicken beauty contest as agritourism initiative while the respondents who are separated have more positive perception on the political impact of the initiatives while married respondents have more positive perception on environmental impact of the initiative.

4. As to occupation, respondents who are unemployed have more positive perception on the economic impact of the native chicken beauty contest as an agritourism initiative in the province of Isabela, Philippines. While those who are government employees have more positive perception on the socio-cultural, political and environmental impact of the native chicken beauty contest.

5. In terms of the number of heads of native chicken being managed, those with less than 50 heads to manage have more positive perception on the economic and socio-cultural impact of the native chicken beauty contest as agritourism initiative in the province of Isabela, Philippines while those with higher number of heads to manage have more positive perception while the respondents have comparable perception on the political impact of the native chicken beauty contest as an agritourism initiatives in the province of Isabela, Philippines.

Recommendations

Based from the conclusion of the study, the following recommendations are given:

1. For the Provincial Local Government Unit (PLGU) of Isabela and the Department of Tourism (DOT), to continue spearheading the native chicken beauty contest as an

agritourism initiative in Isabela. It is also recommended that this activity be linked with the Department of Agriculture, the National Commission for Culture and Arts and other related agencies. They are also encouraged to provide fundings for the said initiatives.

2. For the PLGU, to create a working committee that will focus on the implementation, evaluation and improvement of the initiatives. It also advised that this committee become an inter-agency.

3. For the Department of Agriculture, to provide trainings on raising native chicken for various purposes. It is also advised that the Department seek the assistance of the DOT in the promotion of the native chicken agritourism initiatives.

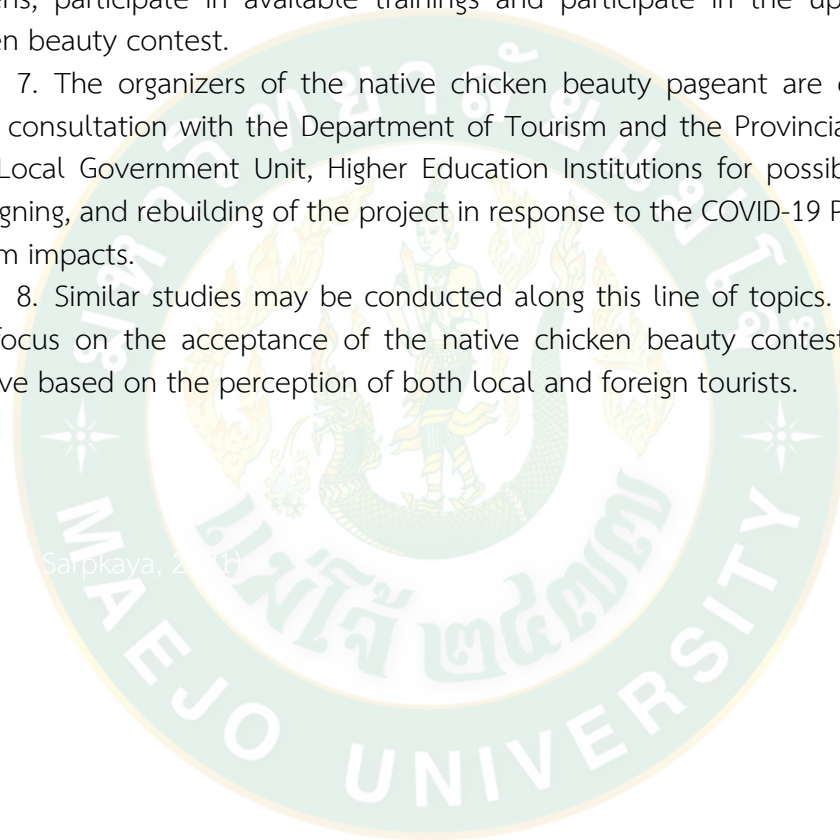
4. For the Local Government Unit in coordination with the PLGU to create policies and standard as to selection of farmers for native chicken production, implementation, funding and evaluation of the native chicken initiatives.

5. For the UNESCO, they may use the result of the study as base line information about the impact of the initiative on the economic and socio-cultural aspect of the farmers in Isabela, Philippines. They may provide financial and technical support among native chicken farmers in Isabela to full boost the native chicken industry in the community. Also, they may look into the possibility of initiating projects and programs that may empower the attainment of the sustainable development goals especially on poverty and inequality reduction, including food and environmental sustainability.

6. For the native chicken raiser in the province, to continue raising native chickens, participate in available trainings and participate in the upcoming native chicken beauty contest.

7. The organizers of the native chicken beauty pageant are encouraged to lobby consultation with the Department of Tourism and the Provincial Government Unit, Local Government Unit, Higher Education Institutions for possible rebranding, redesigning, and rebuilding of the project in response to the COVID-19 Pandemic post-tourism impacts.

8. Similar studies may be conducted along this line of topics. Future studies may focus on the acceptance of the native chicken beauty contest as a tourism initiative based on the perception of both local and foreign tourists.



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APPENDIX

Questionnaire

Dear Participants,

The undersigned is a candidate under the program Doctor of Philosophy in Tourism Management at Maejo University in Thailand. Currently, I am doing my dissertation entitled, **Stakeholders' Perception on the Event Tourism Impact: A Case of the Native Chicken Beauty Contest Event in Isabela Province, Philippines.** In this connection, may I request your indulgence to accomplish this questionnaire. Rest assured that all data to be gathered shall be used sole for the purpose of this study and will be treated with utmost confidentiality.

NOEMI C. LIANGCO

.....

Part I. Socio-Demographic Characteristics

- a. Gender
 - Male
 - Female
- b. Age : _____
- c. Civil status
 - Single
 - Married
 - Separated/ widor/er
- d. Highest educational attainment;
 - Elementary Undergraduate
 - Elementary Graduate
 - Secondary Undergraduate
 - Secondary Graduate
 - College Undergraduate
 - College Graduate
 - Advanced Eductaion
- e. Major occupation
 - None
 - Farming
 - Government Employee
 - Private Employee
- f. Number of Heads being managed : _____

—

g. Trainings related to Raising Native Chicken

- None
- Local level
- Regional level
- National level

Part II. Perceived impact of the native chicken beauty contest

Below is a list of statements referring to the impact of native chicken beauty contest as agritourism activity in the province of Isabela, Philippines. Rate them by checking the corresponding box of your choice. Use the Liker Scale as shown below as reference:

- 5 : Strongly Agree
 4 : Agree
 3 : Moderately Agree
 2 : Disagree
 1 : Strongly Disagree

IMPACT OF THE NATIVE CHICKEN BEAUTY CONTEST TO ECONOMIC SECTOR

Statements	5	4	3	2	1
The Native Chicken Beauty Contest has able to...					
1. Create jobs and improve standard of living among the local residents					
2. Stimulate business and trade opportunities					
3. Help economic revival and attracts investment					
4. Attract future businesses for local and foreign investor					
5. Local government generates more tax revenues and improve local economy					
6. Promote the area as a tourism destination through proper branding					
7. Increase number of tourist visitor					
8. Extend the tourism season and visitors' expenditure					
9. More shopping facilities.					
10. Improving residents' standard of living.					

IMPACT OF THE NATIVE CHICKEN BEAUTY CONTEST TO SOCIO-CULTURAL

Statements	5	4	3	2	1
The Native Chicken Beauty Contest has able to...					
1. Encourage local communities to develop more interesting events					
2. Provide entertainment and recreational opportunities					
3. Enhance family and community cohesion, attachment, integration, and solidarity					
4. Provide avenue for Meeting and interacting with tourists and new people					
5. Encourage volunteerism and other social values					
6. Provide platform for attaining new skills, talents, and knowledge					
7. Provide a better understanding of visitors' cultures					
8. Improve a healthy lifestyle (e.g. sports events).					
9. Promote local heritage/culture preservation and conservation					
10. Engage community people in various cultural activities and experiences					

IMPACT OF THE NATIVE CHICKEN BEAUTY CONTEST TO POLITICAL ASPECT

Statements	5	4	3	2	1
The Native Chicken Beauty Contest has able to...					
1. Encourage political leaders to support local tourism industry					
2. Encourage leaders to provide funding to support development of local tourism					
3. Provide avenue where leaders encourage their constituents to continue the development of local tourism					
4. Involve locals in the management and planning of the event.					
5. Enhance specific ideologies and images					
6. Improve certain political figures careers					
7. Enhance community's international recognition, status and image.					

8. Revive of identity of the community					
9. Help leaders to direct tourism industry to a more direct and achievable goals					
10. Ensure harmonious relationship between leaders and the community					

IMPACT OF THE NATIVE CHICKEN BEAUTY CONTEST TO ENVIRONMENTAL ASPECT

Statements	5	4	3	2	1
The Native Chicken Beauty Contest has able to...					
1. Encourage the community to build facilities following environmental/sustainable practices.					
2. Promote environmental awareness					
3. Enhance and showcase the natural environment.					
4. Support plastic recycling programs					
5. Conserve and preserve the environment					
6. Develop more green spaces					
7. Provide additional funding which can be used to conserve and preserve the environment					
8. Educate the local community on environment management.					
9. Promote environmental sustainability					
10. Reduce environmental risk					

...Thank you!...



Figure 3 The logo for the native chicken beauty contest as an agritourism initiative in Isabela, Philippines



Figure 4 Native chicken beauty contest highlights different socio-cultural events such as singing and dance contest, drum and lyre contest, etc,



Figure 5 The native chicken beauty contest includes different activities which advanced the socio-cultural knowledge and skills of the participants.



Figure 6 Planning sessions between stakeholders for the development of native chicken as an agritourism initiatives in Isabela, Philippines



Figure 7 A consultation meeting with the different stakeholders of the Native Chicken Beauty Contest



Figure 8 A post with the stakeholders of the native chicken industry in the province of Isabela Philippines



Figure 9 A successful native chicken beauty contest events with the different stakeholders from Isabela State University, Department of Agriculture, Local Government Unit, Department of Tourism and the different farmers



Figure 10 Site visitation of the different stakeholders for the proposed venue for the native chicken beauty contest



Figure 11 The different stakeholders as they checked the different native chicken for the different contested activities



Figure 12 Native chicken selection by some the participants in the native chicken beauty contest



Figure 13 Children participants who were fond of giving foods for the native chikcnes



Figure 14 Native chikcne beauty contest participants during the pandemic



Figure 15 Native chicken owners as they posed with the chicken during the native chicken beauty contest pandemic edition



Figure 16 The native chicken as they were paraded by their owners during the pandemic edition of the native chicken beauty contest



Figure 17 A cooking festival of native chicken in relation to native chicken beauty contest



Figure 18 The native chicken contestant for cooking festival



Figure 19 The native chicken participants



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