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Economic Sustainability Through Agritourism in Rural Communities: The Case of Native Chicken Beauty Contest in Isabela, Philippines

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ABSTRACT

Agritourism is a promising industry in the Philippines. It is one among the backbones of Philippine economy. This study assessed the impact of the native chicken beauty contest as an agritourism initiatives in Isabela, Philippines based on the perceptions of 639 farmers and stakeholders. The participants are coming from different municipalities of the province. Data were gathered through an adapted survey. Findings revealed that the respondents have a positive perception on the impact of the initiatives in the aspect of economy. They believe that the initiative improves their financial status, and that they received strategic and financial support from the government through their political leaders. On the other hand, the participants' concern was about peoples' participations to the development and implementation of the initiatives, proper development of community image for branding towards international recognition. Hence, a policy on inter-agency and inter-cultural monitoring board is highly recommended.

Keywords: Agritourism, Beauty contest, Economic, Native chicken

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Introduction

The Philippines is strategically located in the Southeast Asia where the great Pacific Ocean is located. The archipelagic characteristic of the country is abundance of biodiversity on land and in water. The country is home to some of rarest and most beautiful sea and land creatures. According to Ani and Castillo (2020), the country is the home for almost 75% of the world's biodiversity of flora and fauna, hence, the country can be considered as a megadiverse country. In addition, Garry (2019) describes the country as "center of centers" for marine biodiversity. It is also the home for the major portion of the Coral Triangle.

The Philippine archipelago is home to numerous ethnolinguistic groups, each with their own unique culture and tradition (Guzman, 2020). This cultural characteristic gave the Filipino people with various festivals, customs, and traditions that are known throughout the world. More often than not, tourists from across the world is coming to the Philippines to experience the natural scenery and Filipino culture. Due to higher tourist arrivals in the Philippines, the tourism industry becomes one of the backbones of the Philippine economy.

According to Caynila *et al.* (2022), before the pandemic, the tourism industry of the Philippines was one of the main factors in the sustenance of Philippine economy. Data shows that from 2008 to 2019, the tourism industry contributed at least 5.7% to 12.8% of the

Philippines' Gross Domestic Product (GDP). This was between 450 billion net income in 2008 and 4.5 trillion pesos net income in 2019.

In terms of tourist arrivals, the Philippines experienced an increase of 15.24% of tourist arrival in 2019. A total of 8, 260, 913 foreign tourists came to the Philippines to experience the country's bountiful tourism sites in 2019 (Department of Tourism, 2019). Most of the visitors came from Korea, China, the USA and Japan. There are also visitors who came from Taiwan, Australia, Canada, the UK, Singapore and Malaysia.

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. 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 (Borlika and Rao, 2015). Also, Pavic, *et al.* (2018) explain that agritourism industry is one among fastest growing areas in the field of tourism industry. In the

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 plans with the end view of empowering rural areas to actively participate in their local economies and to promote green tourism.

Agritourism is a local response to the United Nations' Sustainable Development Goals (Ghidouche *et al.*, 2021). A successful agritourism initiative can respond to at least six (6) SDGs. These include no poverty (SDG 1), zero hunger (SDG 2), good health and well-being (SDG 3), decent work and economic growth (SDG 8), sustainable cities and communities (SDG 11) and responsible consumption and production (SDG 12). An agritourism initiatives respond to the local need of a community which in return can provide financial benefits for the stakeholders which can provide better position for their family and community.

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, vegetables, livestock, etc. The province is considered to be the rice granary of the north. Because of the cultural and natural characteristics of the province, a number of tourists-foreign and local, are coming to experience the cultural uniqueness and biodiversity of the place. According to Tumabao (2022), the province of Isabela recorded the highest number of tourist arrival in Region 02 for the last three (3) years. In recognition to various tourism sites in the province, 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 develop to further enhance the tourism and agritourism industries in the province. 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).

Government and non-government agencies of the country are looking at agritourism to be a promising industry in the country. However, perennial and emerging issues and problems is continuously hunting the industry. Most of the time, the farmers and the community are not the biggest

beneficiaries of agritourism in the country. According to Montefrio and Sin (2019), the country's agritourism industry is determined by the elite and rich member of the society supported by some of the highest and influential political leaders. By the existence of this problem, elite members of the society are continuously owning large scale of land and influence the agritourism industry. While small farmers are left behind. Also, there is a problem on the farmers' knowledge and skills in relation to management of possible agritourism sites in the country. According to Yamagishi *et al.* (2020), farmers are lacking of skills and training, capital investment hinder them to convert their farmland into agritourism site despite high potential.

In this light, in 2018, the native chicken beauty contest was introduced in the province of Isabela, Philippines. It is conducted annually through an inter-agency initiative of the Department of Tourism Industry, Department of Agriculture in coordination with expert from the academe, non-government organizations and the provincial and local government agencies. The primary participants were the native chicken growers and farmers from the different municipalities and cities of the province of Isabela. They were identified and invited by the office of the municipal and city agriculture. Aside from the actual pageant activity, various socio-cultural and art activities were also conducted such as visual competition depicting the life of native chicken farmers and ways to improve their socio-economic status through the native chicken beauty contest. These activities were participated by students coming the different private and public schools in the province.

The native chicken beauty contest promotes sustainable management practices towards healthy and beautiful native chicken. The competition focusses on assessing the physical and non-physical characteristics the native chicken such as height, color, weight, earlobes, combs and wattles. Also, the contest assess the creativity of the chicken owner to prepare creative attire for their chicken ensuring that it will not harm the chickens. The native chicken beauty contest as an agritourism initiatives aimed at motivating the farmers to continuously raise native chicken for family consumption and commercialization. Also, the initiative's goal is to develop a sustainable agritourism activity among the farmers. which in return will help them financially.

For several years, the implementation of the initiative was a success. Hoping for a brighter future for tourism industry in the province, the initiative can be instituted as a regular agritourism initiative in the province to help the farmers alleviate their financial status while promoting culture and the arts of the province. An assessment of the initiative is therefore in order and imperative for the purpose of improving it and developing a policy framework which will ultimately provide appropriate guidelines and directions of the initiatives.

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 (Philippine Statistics Authority, 2022).

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).

Native chicken in the Philippines is commonly characterize as free ranged, friendly among the children and with great resistant to illness while maintaining good taste of meat and eggs (Morales, 2012). In Thailand, native chicken is usually characterized by common color black, red and red-black feather (Buranawit, *et al.*, 2016). Thai native chicken can easily be raised, tolerate all kinds of weather, and can be fed with low-quality food (Larit and Phon-ngam, 2016). Indonesian native chicken on the other hand has a very tasty meat which is the reason on being the best choice for food by the Indonesia family despite having various genetic variation and diverse physical appearance. The native chicken has also strong disease resistant characteristics (Prayogi, 2011).

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 PCAARRD (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.

This paper assessed the perceived political and environmental impact of the native chicken beauty contest as an agritourism initiatives in the province of Isabela, Philippines. The result of the

study became a basis in developing a proposed policy framework that will focus on the intervention that local and provincial government may provide and advocate environmental sustainability.

Materials and Methods

The study was conducted to develop a policy framework which the local and provincial government of Isabela, Philippines may use in crafting policies and guidelines in setting the future directions of the native chicken beauty contest as an agritourism initiatives in Isabela, Philippines. The framework was based from the assessment of the perceived political, economic and environmental impact of the native chicken beauty contest as an agritourism initiatives in Isabela, Philippines. The 639 participants of the study were the farmers coming from the different municipalities of Isabela who joined the initiatives and the various members of the organizing team of initiatives. They were selected using the probability sampling of 97% confidence level and 3% allowable error. Data were gathered using a survey question adapted questionnaire from Aideed (2021). Data were processed using the Statistical Package for Social Science (SPSS). Descriptive statistics like frequency counts, percentages, and mean were used to describe the demographic characteristics and the perceived economic, political and environmental impact of the native chicken agritourism initiative.

Results and Discussion

Table 1 presents the profile of the respondents of the study. It can be gleaned from the table that as to sex, most of the respondents were female. Female participants of the study had a frequency of 341 or 53.79%. Moreover, the study was participated by 293 male respondents. 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 educational attainment most of the respondents are educated. There were 166 respondents who were able to finish elementary education. In addition, there were 157 respondents who were able to start an elementary education. Furthermore, there were 135 respondents who able to reach secondary education while there were 98 who were able to finish it. Moreover, there were 78 respondents who were able to reach college education. Available data concurs 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 revealed that most of the respondents are engaged in farming. The study was participated by 306 farmers. In addition, the

Table 1. The profile variables of the respondents

| Profile | Frequency (n=634) | Percentage (100%) |
|---|----------------------|----------------------|
| Sex | | |
| Male | 293 | 46.21 |
| Female | 341 | 53.79 |
| Educational attainment | | |
| Elementary undergraduate | 157 | 24.76 |
| Elementary graduate | 166 | 26.18 |
| Secondary undergraduate | 135 | 21.29 |
| Secondary graduate | 98 | 15.46 |
| College undergraduate | 78 | 12.30 |
| Major occupation | | |
| None | 109 | 17.19 |
| Farming | 306 | 48.26 |
| Government employee | 114 | 17.98 |
| Private employee | 105 | 16.56 |
| Trainings related to raising native chicken | | |
| None | 378 | 59.62 |
| Local / municipal level | 133 | 20.98 |
| Provincial level | 123 | 19.40 |

study was participated by 114 government employees and 109 private employees. On the other hand, there were 109 participants who do not have any job at all. The findings of this study is 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.

Table 2 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 was 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 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 industry of the country. It will provide another source of income for the farmers and in return in will benefit the economy of the country.

Tugade (2020) explains that farmers' motivation to engaged 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 2. Respondents' perceived economic 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. Create jobs and improve standard of living among the local residents. | 4.65 | Strongly agree |
| 2. Stimulate business and trade opportunities | 4.55 | Strongly agree |
| 3. Help economic revival and attracts investment | 4.61 | Strongly agree |
| 4. Attract future businesses for local and foreign investor | 4.48 | Agree |
| 5. Local government generates more tax revenues and improve local economy | 4.41 | Agree |
| 6. Promote the area as a tourism destination through 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 3. The difference on the perceived economic 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. Create jobs and improve standard of living among the local residents | 4.78 | SA | 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.

Table 3 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 future businesses for local and foreign investor, and local government generates more tax revenues and 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, more shopping facilities were built, and improving residents' standard of living.

It can also be noted from the table that 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 and help economic revival and attracts investment. Also, the respondents agreed that the conduct of the native chicken beauty contest has able to increase 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 attracts 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 more shopping facilities were built.

Table 3 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 future businesses for local and foreign investor, local government generates more tax revenues and improve local economy, extend the tourism season and visitors' expenditure, and 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 an 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 their 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. This result leads to the acceptance of the null 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 of native chicken is a gender issue. Literatures provide that female are less to participate in agricultural activities including native chicken raising. In the study if Alemayehu *et al.* (2018), they argued that while raising of 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, the Philippines, initiatives were implemented to empower women in native chicken raising. According to Baleza (2018), explained that the local government unit 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 4 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 jobs and standard of living among local residents when they are grouped according to their educational attainment.

Further, the table implied that there is significant difference in the perceptions of the respondents when they are grouped according to their educational attainment on their perceptions as to how the activity stimulate business and trade opportunities. It is further clear 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. The same group of respondents also Strongly Agreed that the Native Chicken Beauty Pageant in the Philippines is able to help economic revival attract investment with mean a rating of 4.75 denoted as "Strongly Agree". Overall, the respondents showed significant differences in their perception of impact of native chicken beauty pageant to help economic revival and attract investment when the respondent 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 4 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

Table 4. 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 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. Create jobs and improve standard of living among the local residents | 4.70 | SA | 4.53 | SA | 4.78 | SA | 4.51 | SA | 4.23 | A | 1.95 * | 0.05 |
| 2. Stimulate business and trade opportunities | 4.76 | SA | 4.47 | A | 4.52 | SA | 4.42 | A | 4.58 | SA | 2.20 * | 0.03 |
| 3. Help economic revival and attracts investment | 4.75 | SA | 4.59 | SA | 4.53 | SA | 4.61 | SA | 4.55 | SA | 3.40 * | 0.00 |
| 4. Attract future businesses for local and foreign investor | 4.89 | SA | 4.55 | SA | 4.36 | A | 4.40 | A | 4.18 | A | 3.25 * | 0.00 |
| 5. Local government generates more tax revenues and improve local economy | 4.61 | SA | 3.73 | A | 4.50 | SA | 4.61 | SA | 4.58 | SA | 2.41 * | 0.02 |
| 6. Promote the area as a tourism destination through proper branding | 4.93 | SA | 4.59 | SA | 4.89 | SA | 4.88 | SA | 4.75 | SA | 0.05 ^{ns} | 0.96 |
| 7. Increase number of tourist visitor | 4.68 | SA | 4.19 | SA | 4.62 | SA | 4.45 | A | 4.57 | SA | 3.44 ^{ns} | 0.83 |
| 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} | 0.87 |
| 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.

when they are grouped according to their educational attainment.

Respondents who are clustered at elementary level educational attainment were found out to be having the highest perception that the Native Chicken Beauty Pageant can extend the tourism season and 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 a "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 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 future business from local foreign investors. The group of respondents with at 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 concur 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 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 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) statement 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 future businesses for local and foreign investor. Both respondents

Table 5. 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 | 7.67* | 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 6. 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.

have strong agreement that the native chicken beauty contes 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 contes as an agritourism activity in the province of Isabela, Philippines has able to allow local government generates 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 contes 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 contes 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 contes as an agritourism activity in the province of Isabela, Philippines has able 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 "Agee" with mean rating from 4.11 to 4.44. The respondents agreed that that the native chicken beauty contes as an agritourism activity in the province of Isabela, Philippines has able stimulate business and trade opportunities, help economic revival and attracts investment, attract future businesses for local and foreign investor, and allow local government generates more tax revenues and improve local economy. Also, the respondents strongly agreed that the native chicken beauty contes as an agritourism activity in the province of Isabela, Philippines has able increase number of tourist visitor, extend the tourism season and visitors' expenditure, more shopping facilities are to build, 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 contes as an agritourism activity in the province of Isabela, Philippines has able 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 contes as an agritourism activity in the province of Isabela, Philippines has able stimulate business and trade opportunities, attract future businesses for local and foreign investor, allow local government generates more tax revenues and improve local economy, extend the tourism season and visitors' expenditure, more shopping facilities are to build, and improve residents' standard of living.

Table 5 present the difference on the perceived economic impact of the native chicken beauty contes 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 difference 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 has been identified on the statements the native chicken beauty contes as an agritourism activity in the province of Isabela, Philippines has able 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 more shopping facilities are to build. The table also revealed that among the groups of respondents, the unemployed one gave a significantly higher ratings 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 grouped 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 6 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 in native chicken, their perception on the economic impact of the native chicken beauty contest as an agritourism activity in the province of Isabela, Philippines. Significantly, the respondents have differences on their perception on the idea that the native chicken beauty contest as agritourism activity has able to create jobs and

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 a significantly lower rating. This signifies that the 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 in 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.

Training is an important aspect of native chicken production. The study revealed that those who have trainings in native chicken management and production has 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.

Conclusions

The study aimed at developing a policy framework for the implementation of native chicken beauty contest as an agritourism initiatives in the province of Isabela, Philippines. The paper revealed a positive assessment of the participants on the impact of the native chicken beauty contest as an agritourism initiative in the province of Isabela. Generally, they are positive that this initiative may improve the economic status of the locals and the government through additional tax collection and the creation of another jobs and activities that may generate income. Furthermore, the participants are positive that the initiative will draw strategic and financial support from their political leaders. However, concern is drawn from the reality that community members are not consulted on the establishment of any agritourism initiatives in the province. Also, the study found out about the doubt of the participants on the creation of proper image of the province in relation to the initiatives. Based on the findings, it is highly recommended that the government shall approved a policy on the creation of an agritourism board, promote trainings and skills development among the community, and infrastructure development that will cater future needs of tourists.

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