

LUCBAN SPECIALTY FOODS AS CULINARY ATTRACTION IN QUEZON PROVINCE, PHILIPPINES

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ABSTRACT

This study determined the contribution of Lucban specialty foods to its tourism industry in terms of social and economic benefits and to propose a plan of action to promote Lucban as food specialty destination. The researchers used descriptive and qualitative method with Tourism Officer, Residents and restaurant owners as respondents. The researchers found out that the contributions of the Lucban specialty foods for economic benefits are considered as the source of income and it helps to increase demand and taxes. In promoting Lucban as food specialty destination, restaurant owners are using some marketing tools especially the word of mouth to spread their culinary tourism. The researchers recommended that the restaurant owners may enhance these specialty foods of Lucban to be more attractive and refreshing for the tourists. To maintain the tourism industry in Lucban, Quezon they may provide additional services to satisfy tourists, maintain the quality of the product and the characteristics of people in Lucban and create more products that continuously develop their social and economic resources.

Keywords: Specialty Food, Delicacy, Culinary Attraction, Quezon Province

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INTRODUCTION

Philippines is also known as the Pearl of the Orient Seas. Chinese, Spanish, American, Japanese and Malay influences have uniquely molded Philippine culture and cuisine to its category. Filipino foods are simple and quick to do. The traditional Filipino ways of cooking have combined with Western or Asian ways, which make Filipino dishes different from other Western or Asian tastes. It influences and improved the manner of cooking. According to Sudhir (2007), food and beverage is an intrinsic part of travel. Specialty food is what a particular place known for. (Lorica et al., 2008). They it is often extraordinary food which is difficult to prepare and usually being served for special occasions. The difficulty to prepare a dish causes for the food to become expensive than the other local foods.

Moreover, many tourist attractions are located in Quezon Province. (Libosada, 2003). These are: Church of St. Louis of Toulouse in Lucban surrounded by garden and grottos, fenced in by old stone walls known locally as the “quince-quince”; Lamon Bay located in Northern Part of Quezon, a very rich fishing ground and home of various living corals. The church of St. Michael Archangel Minor Basilica in Tayabas that built in 1585 is one of the oldest in the Philippines, as well as the longest Spanish colonial church in the country, with a length of 103 meters. In Tiaong, the Villa Escudero, originally a coconut plantation and now a vast resort with own church, an interesting museum, and a unique restaurant in the middle of a stream. It can be explored either by foot or by riding carabao-pulled wagons. And the Feast of San Isidro Labrador in Lucban, Sariaya, Tayabas and Gumaca when every May 15, people celebrate the feast day of the patron saint of farmers, which culminates a religious procession by decorating their houses with native pahiyas usually made of kiping (hanging decorations) and taking part in various festivities.

Tourism is a service-oriented industry, has emerged to be a revolutionizing phenomenon, especially in the second half of the present century, outpacing the manufacturing and extractive industries as a catalyst of the development process in the national and global levels (Kamra, 2004). Tourism is one of the largest and dynamically developing sectors of external economic activities and its high growth and development rates, considerable volumes of foreign currency

inflows, infrastructure development, and introduction of new management and educational experience actively affect various sectors of economy, which positively contribute to the social and economic development of the country as a whole (Mirbabayev et al, 2004).

The researchers conducted this study to be able to share concept related to the Tourism Industry. To the Department of Tourism, this could serve as basic information and guidelines with regards to specialty foods. To Tourism Industry of Quezon, the findings of the study may help to improve and promote the social, cultural and economic life of Lucbanins. To CITHM students, to know that there are lots of recipes Lucban cuisines offer and which may help them in their related courses. To the researchers, it will help them broaden their knowledge about Lucban cuisine.

OBJECTIVES OF THE STUDY

This study determined the potential of Lucban Specialty Foods as Culinary Attraction in Quezon Province. More specifically, it presented the specialty foods of Lucban, Quezon, determined the contribution of Lucban specialty foods to its tourism industry in terms of social and economic benefits and proposed a plan of action to promote Lucban as a food specialty destination.

MATERIALS AND METHOD

This study entitled “Lucban Specialty Foods as Culinary Attraction in Quezon Province” will utilize the descriptive and qualitative method of research. A descriptive study consist of a set of gathered information, analyzed, summarized and interpreted along certain line thought to pursue the specific purpose of the study (Gelera, et al., 2003). Qualitative research method is a situational and concentrates on emergent concept or categories and consists of the description of the characteristics or properties of the research subject (Adanza, 2002).

The study was conducted in Lucban, Quezon. The informants of the study are the ten (10) residents, ten (10) restaurant owners, and one (1) Tourism Officer of Lucban, Quezon. The

reason of choosing them as respondents is because they have experienced tasting their specialty foods. The interview was the main data gathering instrument to obtain the necessary information regarding the Lucban Specialty Foods as Culinary Attraction in Quezon Province. The study will use an interview guide which is composed of ten (10) questions which will be asked to the participants.

The draft of the interview guide was submitted to the adviser for approval and consultation. Subsequent to the approval and consultation, the researchers sent letter to the participants to conduct the said interview. After the approval of the letter, the researchers started to carry out the interview. All the information gathered by the researchers became part of the discussion.

RESULTS AND DISCUSSION

Specialty Foods of Lucban Quezon

According to Hall, et al. (2003), food is an essential element of the tourist experience. Yet it is such an integral part of the experience that it is only recent years that has become a subject of study in its own right. Food, just like tourism, was many years a fringe academic discipline, and was frowned upon as a research by student of more serious disciplines.

Pansit Habhab- Lucban has its own version of pansit. It is made of noodle and placed on banana leaf and served without utensils. The experience is eating it straight from. One of the restaurants serving this dish is Buddy's. It is the original store here in Lucban and is one of the few air-conditioned restaurants. They introduced pancit habhab and langgonisang Lucban in Manila.

Langgonisang Lucban- is a famous native delicacy in Lucban, Quezon. It is a sour-y and garlicky. This langgonisa is quite similar to the Vigan longganisa and chorizo de bilbao, the famous garlic sausage from Spain. It has stronger garlic flavor and a bit more sour compared to other longganisa recipes. Best eaten as a viand for garlic rice and fried egg and dipped in vinegar.

Cassava Cake or Budin- is one of the most popular and enjoyed delicacies or *Kakanin*. It is made of grated cassava (*Kamoteng Kahoy*) mixed with coconut milk, eggs, butter and topped with a creamy milk mixture.

Sinukmani- is a native rice cake and a favorite snack of many Filipinos. It is made of malagkit or glutinous rice, gata or coconut cream and sugar (brown sugar is traditionally used). It is topped with caramelized latik to enhance the flavor. It is usually served during family gatherings. Sinukmani is called Biko in the northern region of the Philippines.

Espasol- is a cylinder-shaped Filipino rice cake. It is made from rice flour cooked in coconut milk and sweetened coconut strips, dusted with toasted rice flour.

Tikoy- is a dessert made out of steamed glutinous rice.

Broas- or toasted lady fingers, is crunchy bread yet so puffy that it melts inside the mouth. It is slender, fingered-shaped biscuit (hence the named “lady fingers”) which originally baked for Spaniards friars and government officials.

Apas- or thin biscuits, are wafers with hint of sweetness. A favorite take-home goodie, complemented with hot beverages.

Uraro- or arrowroot cookies, is an easily digested starch extracted from the roots of the arrowroot plant locally known as uraro.

Puto Seko- is a dry and crispy rice cracker baked sweet Filipino snack. The powdery Puto Seko was able to capture the delectable taste of the genuine puto seko cracker, which originated in Lucban. Its bite size proportion makes it easy to swallow. Puto seko is only one of the Filipino rice-based delicacies.

Sinangtomas- a spicy stew of slow cooked pork ribs in tomato sauce and chilies.

Kinulog- pork and carabao beef that has been cooked in cane vinegar, onions, peppercorns, pimenton powder, and simmered in stock for hours until the acidity is gone and the meat is tender. The meat keeps for months. It is eaten with a sawsawan or dipping sauce of vinegar, onions, and calamansi.

Hardinera / Jardinera– looks like embotido or meatloaf but it is steamed in a lanera (oval pan). It contains pork cubes stewed in tomato sauce, sausage chunks, pineapples, bell peppers, raisins (optional), and eggs.

Kiping – the décor made from rice flour thus can be eaten. The locals usually grilled it with margarine and sugar. It can also be fried like kropek. Kiping is made up of colored rice flour batter. It is then molded into kabal leaves and then steamed. Then the rice wafers are hanged to dry and peeled off the leaves.

Pako salad- is made from fiddlehead fern, which has a flavor similar to watercress but not as peppery.

Contribution of Food Specialty in terms of:

Social Benefits

From the viewpoint of the Tourism Officer, the social benefits that the culinary tourism give in the town is that the place will become more popular and will be known for being hospitable every time specialty foods are served to the visitors. The benefit that the culinary tourism gives to the place is the growing number of tourists which basically provide jobs to the residents. According to the residents, the growing number of tourists will give them job opportunities. And this will happen if the tourists enjoyed on their specialty foods. As such, some business persons can help the culinary tourism of Lucban in promoting tourism by using their products.

Social benefits are always been upon by the Tourism stakeholders whether it provides opportunities, upgrade the social living of the residence and improve the community to function effectively and efficiently. The social benefits to the tourism bring outside dollars to support community facilities and services that encourages civic involvement and pride. It provides cultural exchange between hosts and guests. The tourism encourages the preservation and celebration of local festivals and cultural events, and the learning of new languages and skills. Facilities and infrastructure developed for tourism can also benefit residents. Tourism related funds have contributed towards schools being built in some areas.

Economic Benefits

Local and foreign tourists generate income to the local government because tourist not only stay in the hotel but also buys delicacies and souvenirs. Specialty foods of Lucban can alleviate economic growth of the community. Hence, they are improving the quality of their products to make it more appealing to the customers. The benefit in terms of economy that the culinary tourism gives in their community helps the tourism sector to generate and increase income of the local government, especially during the Pahiyas Festival. They also assured that they are paying taxes on time. By giving quality services to the customers, they assure that the customers will be satisfied. They make it possible that their price is affordable.

CONCLUSION AND RECOMMENDATION

The specialty foods of Lucban, Quezon are the following: pancit habhab, langgonisang Lucban, cassava cake, sinukmani, espasol, tikoy, broas, apas, uraro, puto seko, sinangtomas, kinulog, hardinera, kiping and pako salad. The contributions of specialty foods to tourism industry when it comes to social benefits are: job opportunities, beautification of the place and makes the place a popular destination. However, the contributions of these specialty foods for economic benefits are: it is a source of income, and it helps to increase demand and taxes. In promoting Lucban as a food specialty destination, they are using some marketing tools especially the word of mouth to spread their culinary tourism.

The restaurant owners may enhance these specialty foods of Lucban to be more attractive and refreshing for the tourists. To maintain the tourism industry in Lucban, Quezon they may provide additional services to satisfy tourists, maintain the quality of the product and the characteristics of people in Lucban and create more products that continuously develop their social and economic resources. The Tourism office may use internet, television, radio station and some billboard to advertise the place by giving exact information about the place and its products to encourage visitors and make their place known in other communities.

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