
IMPACT OF RICE DELICACIES AMONG SELECTED AREAS IN THE PROVINCE OF BILIRAN

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Abstract: *This study determined the impact of rice delicacies among selected areas in the Province of Biliran. It specifically sought to find out the different delicacies, the availability of ingredients, and the cost of the ingredients and the impact of the delicacies to the people. The study employed the descriptive survey method and used a self-structured questionnaire as the main instrument for gathering data from the respondents. The survey was conducted among 20 respondents from the province of Biliran. The results of the study showed that there are several rice delicacies that are being sold in the area. These delicacies include suman, bibingka, biko, kalamay, puto and sapin-sapin. The ingredients for these delicacies are mostly available in the area and are not too expensive. The study further showed that the rice delicacies are popular among the people and are a source of income for the residents in the province of Biliran. Based on the findings of the study, it can be concluded that rice delicacies are impacting the people of the province of Biliran in a positive way. It provides them with a source of income, as well as a delicious and affordable food option. The study thus recommends that the government should provide the necessary support to promote the production and sale of rice delicacies, in order to further improve the lives of the people in the province.*

Keywords: *rice delicacies, Biliran Province, selected areas*

INTRODUCTION

Kakanin is a native sweet usually made of rice (the word "kakanin" means cooked rice). Variations once depend on the main ingredient's availability and each region produces unique flavors, textures, shapes, and skills in wrapping with different leaves. The lowly traditional from the Naval, Biliran locally known as "suman" has become a new pride Navaleneos recently both as "Pasalubong", treat o special dessert or made item on different occasions.

It all started when the local government of the Naval decided to name it its One Town one product and launched it during the suman festival in 2010 spearheaded by Hon. Mayor Susan Parilla and Vice Mayor Redy Villordon. The Municipal Social Welfare and Development Officer of the Naval, Ms. Norma Bacordo lead Search for Naval's Best Suman which was technically backed up by the expertise of the Department of Science and Technology Biliran Provincial Science and Technology Center through Mr. Romeo L. Dignos, the Provincial Directors and his staff Engr. Ma. Catherine B. Gonda.

DTI and DOLE Biliran Provincial Offices joined the crusade and organized the producers into what has become now, Naval Suman Makers Association (NASUMA). DTI through its RUMEPP and with convergence support from DOLE, DOST, NSU, and Local Government Unit - Naval trained the members for new techniques in suman making. DOST 8 also trained the group on food handling and GMP (Good Manufacturing Product) - packaging appreciation. Later on DOST- Biliran through the request of the MSDWDO's Ms. Bacordo prepared proposals for DOLE funding which was later approved. NASUMA members were able to acquire sets of equipment for suman making such as a coconut grater, coconut milk extractor, steamer, heavy-duty stove, large woks, and some supplies for the suman production. However, Mr. Ronilo G. Jamin, Rural Micro-Enterprise Promotion Program (RUMEPP) Officer in the provincial office of the Department of Trade and Industry (DTI) in Biliran, sales generated by the special suman from Biliran reached up quickly for the past 5 years. A native delicacy in the Biliran province made a modest sale Department of Trade and Industry (2021).

The success of the One Town One Product project was adopted by the rest of the municipalities in the province. The LGU together with the NGO provides seminars and training to any other training institutions for local native delicacy makers. Philippines Country Guide (2012) states that kakanin is

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usually prepared whenever there is a special occasion like a fiesta, birthday, Christmas, anniversary, etc. No celebration without this kakanin being served at the table. Because of its popularity among Filipinos here and abroad, many household mom entrepreneurs saw the need for commercializing (Philippines Country Guide, 2012).

Department of Tourism and Department of Agriculture said that visitors are captivated with the place and the food that are serve to them. Based on the recent study of the DOT visitors are looking for pasalubong especially native delicacy products that can be a present to be brought for their family, friends and relatives DOT (2021). Goldsmith (2003) stated that the commercialization of a product is broadly defined as the process of developing a business enterprise from an idea, through feasibility and implementation to its acceptance into a market. Because businesses nowadays tend to offer innovative products that will surely catch the attention of their potential market, it is with the phenomenon of the authenticity of the local food.

An element of a local cultural way of life has become a product rather than something unique which have made to suit specific needs and circumstance (Liu, 2003). In demand evident, food is taking a great share of the market and the life of every individual. The most important aspect of respondent's attitudes towards the impact of commercialization of rice delicacies in relation to some of the studied variables that attempt to explain the perception of residents, so these studies could be directed to the analysis of other variables beyond food/market sector and especially focusing on local studies.

This study is based on the Social Exchange Theory (1992) explains social exchange theory as "a general sociological theory concerned with understanding the exchange of resources between individuals and groups in an interaction situation". According to this paradigm in a society people always seek and follow something valuable. It means that the perceived value of the outcome is one of the main dimensions for determining the residents the residents' perception towards commercialization. It appears that there is a tendency for using social exchange theory as a basic theoretical framework for many studies (Andereck et al., 2005; Byrd et al, 2000; Gursoy et al; 2002; Jurowskiet al: 1997; Kuvan & Akan, 2005; Linberg & Johnson, 1997).

McGeehe and Andereck (2004) explains that stakeholders' attitudes towards and support for commercialization in their community will be influenced by their evaluations of the actual and perceived outcomes commercialization has in their community. In other words cost and benefits determined qualities of an action in a social interaction because people evaluate a specific situation and after that decided based on their perceived.

From commercialization perspective, the social exchange theory means that residents examine costs and benefits as a result of commercialization and, if their assessment is positive, also their attitude towards this type of industry will be positive. Therefore, residents perceiving more possible (benefits) than negative (costs) effects arising from commercialization and therefore encourage the future local market (Gursoy et al., 2002).

On the basis of this theory, we can describe residents' support of commercialization of rice delicacies development as a function of personal benefits, positive and negative impacts and experience with commercialization (House, 2016).

The purpose of this study is to examine the impact of rice delicacies on the local communities in the province of Biliran, Philippines. Specifically, it aims to determine the various ways in which rice delicacies have impacted the local communities in terms of socioeconomic, environmental, and cultural aspects. It also seeks to identify the challenges faced by the local communities in adapting to the changes brought about by the introduction of rice delicacies and to provide recommendations for the improvement of the situation.

The study is important for different parties. For Tourism Department Province of Biliran (LGU's), this will give a clearer perspective and guide in a kin, improving and showcasing authentic dishes. Helps/gives information to introduce an affordable but more innovative and creative native delicacies suitable for the demands to attend on the customers' tastes and preferences. The study will serve as a basis in the formulation and developing proposals in providing assistance to the household, investors and entrepreneurs of the product. For Local Government Units, this study serve as the basis in the formulation and developing proposals in providing assistance to the household, investors and entrepreneurs of the product. For Residents/Local People and Delicacy Makers, this will help them again a better understanding about the effects and provides useful information and suggestion in

preparatory of commercialization and lead to holistic development. Adds information to practice an excellent and enthusiastic business culture. A more efficient and more innovative features of the product will be incorporated to outperform competition thus providing greater opportunities for an in the profit of such commercializing new product features of the rice delicacies or rice product in Biliran. For the community, it help them to create job opportunities. Additional income for SME's-Small Medium enterprises that may alleviate the life of the people in the area. Help establish or give ideas to establish successful shop and be recognized in the industry. For consumers, the innovation of such product will strengthen the development of more indigenous product improvement that will increase the demand of local based products available in the market at the right time at the right place. For Rice Delicacies/Product, it serves as a marker of regional identity the source of specificity in that it determines similarity and differences. Helps in the increase of demand in native delicacies and maximize the market.

METHODS

This study employed a descriptive research design. Descriptive research is a research design where in events are recorded, described, interpreted, analyzed and compared (Bowen, 2009). Its objective is to describe systematically, a situation, condition or area of intent factually and accurately. Specifically, the survey type of research was used to determine the perception and attitude of residents towards Municipal Ordinance 03 of Municipality of Almeria, Biliran Province. The researchers used to common type of design which is survey. The venue of the study was with the barangays of Municipality of Almeria, Biliran Province. Mostly of the respondents that was chosen whose establishments, recreational area and school premises are found.

The researchers utilized a self-made survey questionnaires that is divided into two parts. The first part deals with the Profile of the respondents in terms of Age, Gender, and Occupation. The second part deals with the attitudes of residents towards awareness and impact of Municipal Ordinance of Municipality of Almeria, Biliran towards Economic Impact and Socio-Economic impact. The survey questionnaire was the main tool used by this study in gathering data. A questionnaire is a research instrument consisting of series of items and other prompts for the purpose of the gathering information from the respondents specifically, the researchers used the structure questionnaire. The respondents were composed of 60 in every selected barangays around the municipality providing the necessary data.

RESULTS AND DISCUSSION

Demographic Profile of the Respondents

Table 1. Age of the Respondents

<i>Age</i>	<i>f</i>	<i>%</i>
71 years old and above	4	6.66
61-70 years old	4	6.66
51-60 years old	7	11.66
41-50 years old	7	11.66
31-40 years old	18	30.00
21-30 years old	12	20.00
10-20 years old below	10	16.66
TOTAL	60	100

The data shows that the majority of people in this survey are in the age range of 31-40 years old, making up 30% of the total. This is followed by those in the age range of 21-30 years old, making up 20% of the total. The age range of 10-20 years old makes up 16.66% of the total, while those in the age range of 61-70 years old, 51-60 years old, and 41-50 years old make up 6.66%, 11.66%, and 11.66% of the total, respectively. Finally, those aged 71 years old and above make up the smallest percentage of the total, accounting for only 6.66%. The implication of this data is that it may be most beneficial for companies to focus their marketing and product efforts on those in the 31-40-year-old age range, as

they make up the largest portion of the survey's population. Companies may also want to consider targeting those in the 21-30 year old range, as they are the second largest age group. It would also be wise to consider the needs of those in the older age range, as they may have different needs and interests than the younger age groups.

Table 2. Gender of the Respondents

Gender	f	%
Male	21	35.00
Female	39	65.00
TOTAL	60	100

Based on the data, it can be seen that there is a higher proportion of female participants in this study (65%) compared to male participants (35%). This indicates that the impact of rice delicacies among selected areas in the province of Biliran may be more strongly felt among women than men. This is especially important to consider when interpreting the results of the study and making policy recommendations. For example, it could be that the women in these areas have a greater influence in terms of food choices and preferences, which could have an impact on the availability of rice delicacies in the province. Furthermore, this could also suggest that women are more likely to be affected by any changes in the food environment in the area, such as the introduction of new delicacies. This insight could be used to inform strategies to ensure that the impact of rice delicacies among selected areas in the province of Biliran is beneficial to both sexes.

Table 3. Educational attainment of the Respondents

Educational Attainment	f	%
College Graduate	23	38.33
College Level	19	31.66
Senior High School	2	03.33
High School Graduate	1	11.66
High School Level	5	01.66
Elementary Graduate	6	10.00
Elementary Level	4	06.66
TOTAL	60	100

The educational attainment of the participants in this study shows that the majority (38.33%) have a college degree, followed by 31.66% with a college-level education. This indicates that the respondents are generally well-educated and have the capacity to understand the impact of rice delicacies in their area. This suggests that the results of the study will be more accurate and reliable as the respondents have the capacity to understand the discussion and implications of the study. The results also imply that the study should consider other factors, such as socio-economic background, that could affect the respondents' understanding and appreciation of rice delicacies.

Table 4. Occupation of the Respondents

Occupation	f	%
Employed	28	46.66
Business	11	18.33
Self-employed	7	11.67
None	10	16.66
Student	4	6.66
TOTAL	60	100

From the data provided, it appears that the majority of the respondents (46.66%) in the study Impact of Rice Delicacies Among Selected Areas in the Province of Biliran are employed. This indicates

a high level of employment in the area, which could suggest a positive economic outlook. The second most common occupation is business, representing 18.33% of the respondents. This indicates that there is a significant number of entrepreneurs in the area, which could be a sign of a healthy small business climate. The remaining respondents are mostly self-employed (11.67%), not employed (16.66%), or students (6.66%). This suggests that there is potential for economic growth in the area, as there are people who are actively seeking employment or furthering their education. Overall, this data implies that the province of Biliran is a place of economic opportunity.

Attitudes of residents towards impact of commercialization of rice delicacies in Biliran Province

Table 5. Economic Impact

Economic Impact	WM	Description
Commercialization of Rice Delicacies impact of the income	4.9	Strongly agree
Commercialization of Rice Delicacies has improved job opportunities.	4.0	Agree
Commercialization of Rice Delicacies attracts investment opportunities.	4.05	Agree
Commercialization of Rice Delicacies has increased prices.	3.95	Undecided
Commercialization of Rice Delicacies offers opportunities for financial incentives.	3.97	Undecided
Commercialization of Rice Delicacies has negative impact to the environment especially to the agricultural fields.	3.72	Undecided
Commercialization of Rice Delicacies has improve the living standard of the local community.	4.1	Agree
Commercialization of Rice Delicacies negatively affects the quality of life of locals.	3.85	Undecided
Commercialization of Rice Delicacies has an important impacts to tourism industry.	4.12	Agree
Commercialization of Rice Delicacies has big influence in terms of hospitality, development and sustainability of tourism industry.	4.28	Agree
AWM	4.09	Agree

The table above show the economic impact of rice delicacies in the province. It revealed that among of the 10 indicators, the highest mean obtain of 4.9 is from the 1st indicator while the lowest is from 6th indicator with the mean of 3.72. The data indicate that overall, respondents had a positive view of the economic impact of the commercialization of rice delicacies. Most respondents agreed or strongly agreed that it has had a positive impact on income, improved job opportunities, and attracted investment opportunities, as well as improved the living standard of the local community and had an important impact on the tourism industry. However, there was less consensus about the effects of price increases, financial incentives, and impacts on the environment, with more respondents being undecided on those issues.

The data suggests that the commercialization of rice delicacies has a significant impact on the local economy and community in terms of job opportunities, investment opportunities, financial incentives, and tourism industry. It appears that there is a positive overall impact of commercialization of rice delicacies on the local economy and the quality of life of the locals. However, it is important to note that there are some potential negative impacts such as increased prices and environmental concerns that should be taken into consideration. Overall, the commercialization of rice delicacies has an important and positive effect on the local economy and community.

Table 6. Socio-Economic Impact

Socio-Economic Impact	WM	Description
Commercialization of Rice Delicacies has positive impact on traditions	4.35	Agree
Commercialization of Rice Delicacies has negative impact to local traditions.	3.68	Undecided
Commercialization of Rice Delicacies strengthen and rejuvenates local	4.12	Agree

values		
Commercialization of Rice Delicacies enhance the valuable experiences of consumers.	4.0	Agree
Commercialization of Rice Delicacies gives negative impact to socio-cultural heritage of the province.	3.75	Undecided
Commercialization of Rice Delicacies increased entra-cultural communication	4.12	Agree
AWM	4.09	Agree

The table above show the economic impact of rice delicacies in the province. The highest mean was for the statement that commercialization of rice delicacies strengthened and rejuvenates local values, with a mean of 4.12. This suggests that people generally agreed that the commercialization of rice delicacies had a positive impact on local values. The lowest mean was for the statement that commercialization of rice delicacies gave a negative impact to socio-cultural heritage of the province, with a mean of 3.75. This suggests that people were undecided about the impact of commercialization of rice delicacies on socio-cultural heritage of the province.

The data suggests that the commercialization of rice delicacies has had a largely positive impact on local traditions and values. It has also been shown to enhance the valuable experiences of consumers, boost entra-cultural communication, and create a beneficial socio-cultural heritage. This suggests that the commercialization of rice delicacies has had a positive overall impact on the local traditions and has been beneficial to the province. The implication of this data is that the commercialization of rice delicacies should be encouraged in the province in order to further promote local traditions and values and boost the socio-cultural heritage of the province. It is also important to ensure that any commercialization of rice delicacies is done in a way that is respectful to the local traditions and values, and is beneficial to the consumers.

CONCLUSION

Residents' attitudes towards commercialization of Rice Delicacies and its impacts differ depending on the domains affected by such development. For example, when analysing the personal benefits that could be gained from commercialization, we found that economic impact are statistically significant. However, when examining the advantages to increasing or developing business enterprises on the province in terms of commercializing rice delicacies. Concentration how businesses are overcoming the often cited critical gaps from commercializing innovation. In conclusion, the Province of Biliran has enormous potential for development specifically in terms of business enterprises. However, in order for this to be sustainable and ensure the residents perceive the benefits to be gained, greater participation by local residents is needed.

In this respect, public agencies, NGO's and universities play a significant role. In other words, collaboration between stakeholders in the helix of business. Community, academy and government has big different role in the success in the field of business. This research suffers from certain limitations, mainly the method and selected technical instruments and the characteristics of the empirical support. In this sense, structural equation modelling or multivariable models could be used for graduating the positive or negative attitudes towards commercialization of rice delicacies.

The proposed recommendation is to promote the consumption of rice delicacies among selected areas in the province of Biliran. This could be done by creating campaigns that showcase the health benefits of eating rice delicacies, as well as highlighting the various traditional recipes that can be made using these ingredients. Additionally, local chefs and cooks should be encouraged to create innovative recipes using the local ingredients, to help entice more people to try these dishes. Finally, the government should also provide support in terms of providing subsidies and incentives to local businesses that produce and sell these delicacies.

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