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## Preface

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Richard Aquino (2019) in his article titled “Towards decolonising tourism and hospitality research in the Philippines”, lamented the miniscule publication by Filipino authors in these fields. He cited several reasons why the Philippines has remained “on the sidelines of tourism and hospitality knowledge production.” These include the difficulty of accessing data; hefty publication fees required by some publishers; the challenge of writing in the English language, and the difficulty of penetrating through “Western gatekeepers” (editors and publishers) of the leading international journals. Dr. Daryl Ace V. Cornell, immediate past president of PART, shared that a local journal demanded 2,500 to 3,000 pesos to get his article published, which he declined.

Frequent conversations with colleagues in tourism and hospitality education community has made me realize the challenges faced by most tourism and hospitality academics in our country. Many are saddled by lack of time due to hefty academic loads, lack of incentives, and the absence of a specialized journal in tourism and hospitality. Many educators are given 21 to 24 units per semester, equivalent to the same number of class contact hours per week. There are often no administrative support or financial reward for producing research papers. Thus, research becomes an additional burden that teachers have to do outside office hours. Those who want to get published have to try local “multidisciplinary” journals where competition is even greater. Many editors of such local journals, not being familiar with the concepts, tend to ignore or reject submissions on these subjects. Moreover, even experienced researchers, lacking familiarity with sophisticated statistical methods that are often favored by the more established journals, tend to just withhold their submissions.

To address the aforementioned issues, PARTH has produced the Journal of Philippine Tourism and Hospitality Studies. Our organization envisions this journal to provide a more accessible venue for publishing the works of Filipino faculty, students, and staff from higher educational institution offering tourism and hospitality at the undergraduate and graduate levels. Studies written in either English or Filipino on Philippine tourism and hospitality topics, by Filipinos as solo or primary authors will be accepted. The goal is to publish twice a year with at least six articles per issue. Our dream is to publish regularly in the next three years with the end of getting accredited by Scopus. Given the volume of theses being produced in our schools, and the number of faculty seeking to be published for tenure or promotion purposes, the target seems to be attainable.

This maiden issue carries six articles: two hospitality-related, three tourism-oriented, and one about culinary heritage. Three of the primary authors hail from public universities, and three from private institutions. The original submissions were subjected to a blind review process for plagiarism check, grammar check, technical specifications, and content. The evaluators were all from the PARTH board but beginning with the second issue in December 2019, distinguished researchers in the field will be invited to form the honorary board of editors. We wanted the journal to be inclusive and to just have our names inside the Board of Editors box but requirements for obtaining the ISSN made us indicate names for the positions of editor-in-chief, managing editor, and layout and design.

While we at PARTH take pride in this collective work, we are open to comments and suggestions for improvement. After all this is just the first issue. With your help we can make JPTHs the leading repository of knowledge about tourism and hospitality in the Philippines, recognized by tourism educators and the larger academic community.



## Message from the President

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The publication of the Journal of Philippine Tourism and Hospitality Studies marks the realization of the long-standing dream of the Philippine Association of Researchers for Tourism and Hospitality to come up with its own journal to serve the needs of the country's tourism and hospitality education and research community. Finally there is now an avenue for research papers carried out by students and faculty alike could be published for accreditation purposes. JPTHs aims to be a repository of the best research papers produced by PARTH members. It is also a matter of pride for us at PARTH to be able to produce this journal since the organization's thrust is to promote a culture of research among its individual and institutional members. Our initial goal is to be able to disseminate the journal in the entire country since our members come from all regions of the Philippines. We shall begin this process by tapping our annual such as the Roundtable Discussions (RTD), Tourism and Hospitality Annual Research Convention (THARC) and Annual Tourism and Hospitality Student Research Conference (ATHSRC) as its primary channels. While it may seem like a small step, our ultimate dream is to be accredited by the international citation indices. Grow with PARTH and let's have JPTHs to soar high in the coming years. #letstakeourPARTH

*Jojo M. Villamin, MSC*  
PARTH President





## Message from the Immediate Past President

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I am delighted to celebrate the launch of the Journal of Philippine Tourism and Hospitality Studies, a new disciplinary, peer-reviewed journal that publishes research in tourism and hospitality.

Tourism and hospitality comes with an unprecedented change that is brought about by several factors and key players. Our country, the Philippines, as an emerging destination, faces a number of issues and concerns that must be put in focus to deter the components of development which is very much needs.

The Journal of Philippine Tourism and Hospitality Studies is a journal for all stakeholders pursuing this endeavor in the arena of tourism and hospitality. It provides a significant forum to address critical issues in the field, exchange new ideas and disseminate the latest developments in tourism and hospitality research, travel updates, industrial development and regulatory issues. The Journal of Philippine Tourism and Hospitality Studies plays an important role in getting scientific and systematic data and promoting industrial development and harmonization of regulatory issues for the Tourism and Hospitality Industry.

We hope that this journal will become the primary platform for researchers to share findings and discuss all aspects of the larger tourism and hospitality industry, especially, in the Philippines. We are now welcoming submissions for future issues of the journal. Together, let's continue being the largest, fastest growing industry in the world and with research help it make better!

*Dr. Daryl Ace V. Cornell*

PARTH President, 2015-2019

## Table of Contents

---

<b>Rekado ng Kwento:</b> <i>The Culinary Heritage Significance of Lomi in Lipa City, Batangas, Philippines</i>	1
---	---

Jame Monren T. Mercado<sup>a</sup> & Eric B. Zerrudo<sup>b</sup>

*a* University of Santo Tomas, The Graduate School, College of Tourism and Hospitality Management,

*b* UST Research Center for Social Sciences and Education & Center for Conservation of Cultural Properties  
and the Environment in the Tropics

<b>Sustainability Science in Indigenous Cultural Landscapes –</b> <i>A methodological guide for the collaborative development of sustainability indicators</i>	17
---	----

Ivan Anthony S. Henares<sup>a, c</sup>, Roberto S. Soriano<sup>b</sup>, Virginia J. Soriano<sup>b</sup>, Richard Philip A. Gonzalo<sup>a</sup>,  
Erickson L. Llaguno<sup>b</sup>, Kristine Mae C. Gotera<sup>b</sup>, and Jonathon Day<sup>c</sup>

*a* Asian Institute of Tourism, University of the Philippines, Diliman, Quezon City, Philippines

*b* College of Engineering, University of the Philippines, Diliman, Quezon City, Philippines

*c* School of Hospitality & Tourism Management, Purdue University, West Lafayette, Indiana, USA

<b>Manila Tourism:</b> <i>Maximizing the Capital City's Culture and Heritage Potential</i>	38
---	----

Sarah Andrea L. Briones and Maria Criselda G. Badilla

University of the Philippines, Asian Institute of Tourism

<b>Comparative Analysis on Tourism Impacts as Experienced by Agritourists and Host Communities</b>	46
--	----

Carl Francis T. Castro

La Consolacion College- Manila, School of International Hospitality and Tourism Management

<b>Job displacement due to the Fourth Industrial Revolution in the hospitality industry in the Philippines</b>	55
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Pia Rhoda Pinpin-Lucero

Cavite State University Main Campus - Indang, Cavite

<b>Drivers of Customer Delight and Loyalty in a Boutique Hotel:</b> <i>An Application of Online Review Analysis</i>	66
--	----

Lorena P. Valerio

De La Salle College of Saint Benilde

School of Hotel Restaurant and Institution Management

