

in Tuguegarao City. Those who visited St. Peter Metropolitan Cathedral had higher expectations than those who did not visit.

IV. DISCUSSION

Profile of the Respondents

This study was conducted on 46 respondents who visited the tourism destinations in Tuguegarao City and experienced the kalesa as tourism transportation from June to September. Based on the results, most of the respondents who experienced riding a kalesa are 20-39 years old. In general, more female than male respondents in the study visited and experienced riding kalesa. In terms of the respondents' place of origin, it displayed that the majority of respondents are from Isabela, followed by Cagayan, Kalinga and the least is Vigan City. Multiple answers were accepted at the destination where the visitors had visited. The results showed that Rizal Park is the most visited destination in Tuguegarao City, followed by St. Peter Metropolitan Cathedral, then Cagayan Provincial Museum, San Jacinto Church, and lastly Spanish Port/Horno. Cagayan has a variety of areas of tourism destinations, including beaches, bird sanctuaries, limestone caves, museums, historical landmarks, centuries-old churches, and others (Maguigad, 2019). As in Tuguegarao City, historical landmarks considered heritage sites are present as tourism destinations built since the city's colonial past.

Visitors' Assessment of their Expectation and Experience Satisfaction on Kalesa as Tourism Transportation in Tuguegarao City

According to the findings, the overall expectation of visitors resulted in an above average expectation, implying that the visitors had high expectations for their experience in kalesa as tourism transportation in Tuguegarao City. On the other hand, the overall rating of visitors as regards their experience was moderately satisfied, which was assigned to the visitor's insight into how satisfied they were with their experience while using kalesa as a mode of tourist transportation. It implies that the visitors in Tuguegarao City had moderate satisfaction regarding their kalesa experience, indicating that their high expectations were met but did not exceed. According to Ragavan et al. (2014), visitor expectation is one of the key antecedents of tourist satisfaction.

The study revealed a high expectation concerning comfort, and the visitors were reasonably satisfied. The factors indicating high expectations of comfort concern the kalesa seats, which have enough space for each passenger and are covered with foam. It implies that the kutseros in Tuguegarao are also putting effort into pleasing the tourists by providing comfortability with the services offered. However, some of the kalesa in Tuguegarao have foams equipped in their seats, while others do not. In the study of Montefalcon et al. (2018), improvements in ergonomic standards were suggested to reduce discomfort for visitors and kutseros while enjoying their kalesa ride. Foams are now used in tricycles and jeeps, among other modes of transportation, to improve passenger comfort. Even though kalesa is part of the old transportation system in the Philippines, tourists anticipate that the carriage seats will be covered with foam in this contemporary time. Comfortability is

TABLE IV. SIGNIFICANT DIFFERENCE IN THE ASSESSMENT OF VISITORS' EXPERIENCE SATISFACTION ON KALESA AS TOURISM TRANSPORTATION IN TUGUEGARAO CITY WHEN GROUPED ACCORDING TO PROFILE VARIABLES

Profile Variables	T-value/F-value	P-value	Description
Age	.324	.772	Not Significant
Gender	1.772	.084	Not Significant
Place of Origin	1.218	.315	Not Significant
Destination Visited such as St. Peter Metropolitan Cathedral Visited - 3.85 Not Visited - 4.36	-2.807	.007	Significant
San Jacinto Church	.775	.442	Not Significant
Rizal Park	-1.464	.150	Not Significant
Cagayan Provincial Museum	1.721	.092	Not Significant
The Spanish Port/Horno	-.1036	.918	Not Significant

As revealed in Table 4, there is no significant difference between the experience satisfaction and the variables such as age, gender, place of origin, and destination visited, namely San Jacinto Church, Rizal Park, Cagayan Provincial Museum, and the Spanish Port/ Horno. This means that the profile variables of the visitors are not related to their experience satisfaction on *kalesa* as tourism transportation in Tuguegarao City. Those who did not visit St. Peter Metropolitan Cathedral experienced significantly higher satisfaction than those who visited the destination.

TABLE V. SIGNIFICANT RELATIONSHIP BETWEEN THE EXPECTATION AND EXPERIENCE SATISFACTION OF THE VISITORS ON KALESA IN TUGUEGARAO CITY

Variables	Pearson-R	P-value	Decision
Comfortability	.700	.000	Significant
Capacity of the <i>Kalesa</i>	.755	.000	Significant
Excitement Factor	.824	.000	Significant
Safety and Security	.672	.000	Significant
Pricing	.750	.000	Significant
Cleanliness of the <i>Kalesa</i>	.796	.000	Significant
Condition of the <i>Kalesa</i>	.528	.000	Significant

It can be gleaned from the table that there is a significant relationship between the expectation and experience satisfaction of the visitors to *kalesa* as tourism transportation in Tuguegarao City. The visitors' satisfaction was related to what they had expected from the *kalesa* experience. Their expectation rating influenced the visitors' rating for satisfaction. The variables such as comfortability, capacity of the *kalesa*, excitement factor, safety and security, pricing, cleanliness of the *kalesa*, and condition of the *kalesa* had a strong relationship between expectation and experience satisfaction of the visitors.

critical in-service quality's human and dependability components (Kaura et al., 2012). Felleson and Friman (2008) identified travel comfort as an important service dimension. This factor describes features needed for a comfortable trip that covers space, seat availability, etc.

Another aspect that should be considered in kalesa is its carriage capacity. The visitors were reasonably satisfied and had high expectations for the kalesa, which could accommodate up to six people appropriately seated inside the carriage. It implies that the visitors were satisfied with the seating capacity of the kalesa as they were properly fit inside and enjoyed their ride to the destination. The capacity of the kalesa in Tuguegarao can accommodate up to six persons depending on the body size of the passengers. Five passengers can fit inside the cart; then, one passenger will sit beside the kutsero. Philippine culture will never be the same without the existence of the kalesa. It claims that the kalesa approximately accommodates five people (The Kalesa, 2017). However, the carriage's capacity now depends on its design, structure, and decorative features. As stated in the study of Leurent (2011), insufficient capacity results in passengers' discomfort and a waste of their time as it is a factor of congestion, which can trigger a disastrous gear. In order to wait comfortably, there should be sufficient seating, shelters, etc. The presence of these facilities affects how satisfied customers are with the transportation service (Eboli and Mazzulla, 2007).

Kutseros, on the other hand, play a significant role in boosting the excitement of the tourists throughout their trip. In this study, the tourists had extremely high expectations about the excitement factor, concerning the distinctiveness of the kalesa ride experience, and the conduct of the kutsero. It implies that the visitors expected the kalesa to provide a unique experience and expressed great satisfaction from their experience. In Cagayan Valley, kalesa is primarily dominant in Tuguegarao City, and only a few kalesa can be seen in Solana and Cabagan, Isabela; this reason affected the expectation of the visitors. Riding a kalesa offers a much different experience than riding on regular transportation. Multiple experiences shared by tourists guarantee their excitement in riding kalesa. Kalesa, as a mode of transportation in Tuguegarao City, is a heritage transportation that is timely and environment-friendly, and regarded as "one way of honoring the past heritage of the city" (Lagasca, 2008). However, the visitors were only moderately satisfied with the behavior of the kutseros. It is common for kutseros and the passengers to communicate throughout the tour to not get bored, and additional information can be acquired by the visitors from the kutseros. The kutseros, however, are not trained as tour guides, but only as drivers, which leaves the visitors with unfulfilled expectations regarding the kutseros' jolliness or engagement with them. Le-Klahn et al. (2014) indicated that in order to enhance tourist passengers' experiences and increase their satisfaction with their travels, it is better to understand their behavior. A great aspect of pleasure intended to attract visitors who may want to experience a kalesa ride is the knowledge that riding kalesa is exciting, such as taking the tourist back in time (Adriano, 2022).

Another factor that should be taken into consideration in transportation, which carries a lot of responsibility, is the safety and security of all passengers (Joewono et al., 2006). The study revealed equal expectations and experience satisfaction. It implies that the visitors were satisfied with the kutsero giving them a sense of security on their kalesa and assurance that the ride is completely safe. Since a person's willingness to travel may be impacted by their sense of safety, increasing supervision on the kalesa by ensuring that passengers feel safe and secure during the ride improves their sense of security and affects their overall satisfaction as tourists. These characteristics were identified as critical for tourists traveling by transportation. This is in line with the findings from Somuyiwa and Adebayo (2014). Due to the intimate connection between transportation and human life, safety and security concerns are of utmost importance. Visitors are less willing to go to a place if they feel that it is risky. Safety and security are among the fundamental demands of travelers, according to the study by Shahrivar (2012).

Furthermore, the variable pricing revealed that visitors had high expectations and were moderately satisfied. It implies that the visitors were satisfied with the kutsero's price matrix and they were not overcharged. Price or fare has a significant impact on the attractiveness of public transportation (Redman et al., 2013). The kutseros in Tuguegarao should be aware that overcharging will disappoint passengers' expectations and will ruin their experiences. In Tuguegarao City, some drivers commonly overcharge for their services, assuming that visitors have a huge budget and lack awareness of the pricing matrix. Paulley et al. (2006) found that overpricing services, especially in tourist regions, might reduce demand for the items or services. The decline in the number of passengers riding kalesa in Intramuros demonstrates this. Pricing should always be reasonable enough for tourists to receive excellent services. The experience of riding a kalesa will never be replaceable of any worth. The price reflects the value that visitors receive. Better pricing of goods and services, as well as informing tourists about the reasons for pricing services, could enhance their visit to the destination (Shahrivar, 2012).

The kalesa's variable cleanliness showed high expectation ratings from the visitors, but they were slightly satisfied. It implies that high expectations from the visitors resulted in a slightly satisfying experience concerning the kalesa's smell and the presence of trash bin inside the carriage. Some of the kalesa in Tuguegarao have trash bins inside, while others do not. It is not inevitable for passengers to look for trash bins for their litter. On the other hand, visitors expected the odor of the kalesa to be pleasant, but they were not satisfied. Some kutseros in Tuguegarao City deal with kalesa odors by removing the sacks containing animal wastes and replacing them with new sacks. Visitors' experiences are impacted by smell, so they expect that there would be no offensive odors. According to Stopka et al. (2015), they noticed that passengers were concerned about the cleanliness of the vehicle's interior, such as seats, trash, and odor. The study recommended taking care of the cleanliness of the transport vehicle, both interior and exterior aspects. As stated in the study of Tyrinopoulos et al. (2008), one of the most

essential customer satisfactions is vehicle cleanliness. Also, according to Mounica (2014), poor standards of cleanliness in transportation can lead to an image of a neglected and poorly maintained transport system.

As stated in the study of Leurent (2011), the vehicle's condition is influenced by the vehicle's capacity and past transactions, as well as the state of the infrastructure in the area where the vehicle is operating. Visitors had high expectations and were satisfied with the pleasantness of the exterior of the kalesa. Results imply that visitors see the kalesa to be in good condition. However, some external development is required. During the feast in Tuguegarao City, there is a program and activity called "Kalesa Painting Contest", where in participants paint kalesa as an entry for the contested activity. The participating kalesas were used as part of the heritage tour operated in the city. It shows that the activity of Tuguegarao City, every fiesta, plays an essential role in the condition of kalesa, especially in the expectation of the tourists on it. Since it increases the aesthetic factor that captures the visitors' attention, as the community and visitors enjoy the kalesa, they must not forget to take care of them and preserve their culture and heritage. They need to contribute to the development of strong, positive, and inspirational passenger connections and experiences (Naidoo, 2014.) Previous research indicates that high-quality transportation services improve overall travel satisfaction (Olsson et al., 2020). This satisfaction with public transportation is related to quality of life (Ettema et al., 2010).

In general, variables comfortability, capacity of the kalesa, safety and security, pricing, and condition of the kalesa met the expectations of the visitors, which implies that the kutseros should continue their current practices in providing satisfactory service and the need to further strengthen those areas to exceed visitor's expectation, thus increase the positive image of the kalesa experience in Tuguegarao City. On the other hand, the areas excitement factor and cleanliness of the kalesa did not match the expectation of experienced satisfaction, which implies that these areas require further improvement and will be taken into consideration by the local government unit and city tourism office. All customers expect very high or excellent service from the providers. As stated in the study of Robles et al. (2021), customers' expectations must match. To ensure customer satisfaction, the perceived quality of service must be high. Dissatisfied customers can result in revenue loss, missed opportunities, and even customer loss (Stopka et al., 2015).

Significant Difference in the Assessment of Visitors' Expectation of Kalesa as Tourism Transportation in Tuguegarao City when Grouped According to Profile Variables

The findings on the significant difference in the assessment of visitors' expectation of kalesa as tourism transportation revealed that there is no significant difference in the expectation when grouped according to profile variables of age, gender, place of origin, and the destination/s visited such as San Jacinto Church, Rizal Park, Cagayan Provincial Museum, and Spanish Port/Horno. This means that their expectations are not significantly different regardless of age, gender, place of origin,

or destination visited, as opposed to other tourist destinations that offer a variety of activities open to all.

The findings of the study contrasted with the claim of Revita et al. (2020), which stated that older visitors have higher expectations and different motivation than younger visitors. Moreover, Wang et al. (2016) revealed that gender has a moderating effect on tourist expectation formation. A probable reason for the result is that everyone has an expectation, motivation, and behavior toward everything, regardless of sexual orientation. It was also agreed by Oh et al. (2002) that male and female travelers had different expectations and perceptions, while their disconfirmation, satisfaction, and behavioral intention were comparable. Female travelers tended to form significantly higher expectations and perceptions than male travelers. Both studies contrasted the result related to gender, which has no significant difference.

On the other hand, results revealed that those who did not visit St. Peter Metropolitan Cathedral have higher expectation level as compared to those who visited it. They did not visit St. Peter Metropolitan Cathedral because it may be a common destination for them already, so they disregarded visiting the place, or they preferred to see other tourist destinations present in the city. Since the reason for not visiting the destination is not investigated in this study, it can be considered for further investigation.

Significant Difference in the Assessment of Visitors' Experience Satisfaction on Kalesa as Tourism Transportation in Tuguegarao City when Grouped According to Profile Variables

The findings on the significant difference in the assessment of visitors' experience satisfaction on kalesa as tourism transportation showed that there is no significant difference in experience satisfaction when grouped according to profile variables of age, gender, places of origin of the visitors, and the destination they visited namely San Jacinto Church, Rizal Park, Cagayan Provincial Museum, and Spanish Port/Horno. This means that their experience satisfaction is not significantly different regardless of their age, gender, place of origin, and those destinations visited, unlike other destinations or places that offer various activities intended only for kids, couples, and families or those intended only for a targeted market.

However, the results of this study contrasted the study of Rudjanakanoknad (2011), who provided a research result that the demographic of tourists has different preferences and dissimilar factors that affect satisfaction levels. It also contrasted the study of Li et al. (2017), which found a strong correlation between visitors' personal characteristics and their satisfaction with or behavioral intentions toward a destination. Additionally, these connections are usually better for younger visitors.

Moreover, visitors' experience satisfaction is mainly derived from what they really experienced during their ride, not their demographics or characteristics. This supports the research conducted by Haron et al. (2010), who found that tourist

characteristics have no impactful relationship with tourist satisfaction. In addition, Olsen (2007) highlighted that consumer loyalty and behavior are primarily influenced by satisfaction. In this case, assessing the visitor's satisfaction should mainly focus more on their experience rather than on how they think based on their profile variables and where they came from.

Furthermore, results revealed that those who did not visit St. Peter Metropolitan Cathedral have higher satisfaction level as compared to those who visited it. It revealed that more tourists did not visit the St. Peter Metropolitan Cathedral because of the other choices or destinations present in Tuguegarao, which they have not yet visited before or are new to their knowledge. Since the reason for not visiting the destination is not investigated in this study, it can be considered for further investigation.

Significant Relationship between the Expectation and Experience Satisfaction of the Visitors on Kalesa in Tuguegarao City

The decision revealed a significant relationship between the expectation and experience satisfaction of visitors on kalesa. Results implied that tourists' experience satisfaction was related to their expectation of the kalesa as tourism transportation to their destination in Tuguegarao City. In that sense, there is a positive relationship between expectation and experience satisfaction. The visitors' expectations have been met, resulting in a satisfactory experience on the Kalesa.

The result was likewise affirmed in the study of Börjesson et al. (2019), which has shown that satisfaction depends on expectations and performance in public transport. Similarly, Bosque et al. (2006) and Kim (2010) suggest that tourist satisfaction is positively affected by tourist expectations, in which a significant and positive relationship is detected between expectations and satisfaction. These relationships imply that meeting the consumer's expectations is essential to their satisfaction. In addition, Virkar et al. (2018) stated that tourist satisfaction with transportation results from multiple factors, including the expectations generated before and during the trip. Further, the extent to which service performance matches customer expectations influences the degree to which customers feel satisfied (Lai et al., 2011).

However, the findings of this study contrasted the study of Song et al. (2012), which shows that there is typically a negative correlation between visitor satisfaction and expectations. Other studies have yielded similar results, as Chan et al. (2003) noted. According to some scholars, the relationship between expectations and satisfaction may be context-dependent (Hellier et al., 2003; Spreng et al., 2001). Additionally, statistical significance was examined in the study of Kamaruddin et al. (2012) and it was found that all of their hypotheses were supported, except for the relationship between customer expectations and satisfaction in public transport.

Lastly, having very high tourist expectations indicates great importance in evaluating the visitor's satisfaction upon experiencing the Kalesa as a tourism transportation in

Tuguegarao City. The higher the expectation, the higher it influences the satisfaction decision of the visitors.

V. CONCLUSION

The launch of the heritage tour by the city tourism office made kalesa more recognized in the city. In addition, kalesa is becoming a popular transportation mode and an additional attraction.

In this study, the visitors' expectation and experience satisfaction on kalesa as tourism transportation in Tuguegarao City were assessed. The study's results revealed that the strong point for the expectation of the kalesa ride experience in the city is mainly focused on the excitement factor. Experience satisfaction in the aspect of comfortability, capacity of the kalesa, safety and security, pricing, and condition of the kalesa is equal to its expectation. Moreover, the kalesa's cleanliness was considered a concern for immediate attention and enhancement. Visitors were satisfied but needed improvement in all areas.

VI. RECOMMENDATIONS

Based on the results of the study, the researchers recommend the following:

The Local Government Unit (LGU) may use the findings of this study in collaboration with the City Tourism Office of Tuguegarao in the proceeding ordinance concerning the use of kalesa as tourism transportation. It can be used to improve the formal regulations and policies regarding the kalesa as tourism transportation. Authorities concerned must hold a seminar and workshop for kutseros to become a tour guide kutseros rather than just a kalesa driver (kutsero). Also, a seminar on the proper fare matrix to avoid overpricing should be held for all kutseros in Tuguegarao City. To keep travelers and visitors safe, kutseros should constantly ensure their security in the kalesa ride. Furthermore, to prioritize and maintain cleanliness inside the kalesa, trash bins inside the carriage must be provided. Lastly, kutseros should add enough foam to make their kalesa more comfortable.

The researchers also recommend that the City Tourism Office must have a published paper about the history of kalesa and the launch of the heritage tour in Tuguegarao City, wherein they used the kalesa as tourism transportation. Also, during the creation of this research study, researchers had difficulty finding relevant studies about kalesa in Tuguegarao City because of its lack of availability. Thus, researchers recommend having a follow-up study with much larger samples and broader parameters. Such study may be highly beneficial in boosting the tourism sector and the economic industry of Tuguegarao City.

Lastly, future researchers may use the result of this study to address the problems connected to this study. It is further recommended to improve the questionnaire of this study by adding other variables to the expectation and experience satisfaction that will make this paper more relevant. Moreover, future researchers may include other profile variables for the

visitors' requirements, such as the frequency of the visitors' use or ride of the kalesa when they visit Tuguegarao, and if the kutseros took advantage of them before, regarding the fare matrix.

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Exploring The Locally Produced Wine In The Tourism Industry of Abulug, Cagayan

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Abstract— This study aimed to explore the locally produced wine in Abulug, Cagayan. Specifically, it is intended to explore the contributions, challenges and opportunities of the Tata wine in Abulug, Cagayan. To extract vital information, the data were gathered and analyzed to answer the formulated questions. Thus, it was analyzed using a narrative analysis. Hence, results revealed that the Municipality of Abulug had difficulties in promoting the locally produced wine (Tata wine) despite having its contributions. However, there is still a need for improvement in order to reach a wider market in tourism. Despite the limitations, the Tata wine as a tourism product has potentials, as there are also opportunities presented. Hence, the following recommendations are forwarded: Enhance the sample size and broaden the scope, Improve some aspects that could help market tata wine, Strengthen present strategies and/or formulate new ones, Focus on putting permanent employees in the tourism department, Encourage the Local Government of Abulug to conduct studies, Undertake mass production of the nipa wine as part of the income generating activities of Abulug, and Design and develop packaging materials for an added market value.

Keywords— *Contributions, Challenges, Opportunities, Local Wine, Tata Wine, Tourism Industry*

I. INTRODUCTION

Abulug, Cagayan is one of the few tourist attractions in the Philippines that can be described as both cultural and stunning. It is a typical Ybanag settlement which is located on the northwest coast of Cagayan, between the towns of Ballesteros and Pamplona, near the China Sea. The immigrant Ilocano had made a significant contribution to the town's development. Moreover, silk weaving was once a thriving

industry in Abulug, but with the abdication of Spanish control and the disappearance of the Spanish friars who brought the art and silk culture has all but eventually vanished. Rice, vegetables, lumbers, and fishes are key agricultural and industrial products. Mat weaving, pottery, nipa shingle, and local wine making are traditional crafts, cottages, and trades. But then, native crafts such as basketry, mat-weaving and native wine making are the few major local products that still operate these days (Gumangan et al., 2014). Abulug is magnificent that even beaches are alluring and beautiful. Thus, numerous exotic yet edible shells live. Its vast swamp lands are rich with crabs and giant lobsters as they are nurtured by the Nipa. The reason why Abulug is well-known is due to its traditional wine commonly known as, "tata" from where the local nurture wine called "layaw" is drawn (Gumangan et al., 2014).

In addition, Abulug celebrates "Tata Festival" held annually in May in honor of the enormous and bountiful blessings that people are receiving from the Nipa Trees found in the massive rivers of Abulug as a source of income and livelihood of the local community. The use of visual techniques such as researcher-created video can facilitate a richer understanding of the motivations, preferences and experiences of festival and tourist events (Ali, 2011). The celebration begins early in the month of May where the streets are already bustling with people dancing and guests from all around the town. The local government and its people have planned a variety of interesting activities for everyone to enjoy including colorful street dance, enticing drum beats, and parades. Not only are activities featured throughout the festival, but also other notable local delicacies and local products are on exhibit throughout the gymnasium and plaza.

The Binibining Abulug, which takes place at night, is the most exciting phase. This study of inhabitants' opinions along wine trails reveals future route management, and more crucially, the long-term development of local communities in terms of really involving residents and maximizing their advantages (Xu et al., 2016).

For the above reasons, the researchers explored the contributions, challenges, and opportunities of locally produced wine in the tourism industry of Abulug, Cagayan and enabled tourism officers to provide inputs through their shared insights and experiences. Knowing more about how Tata wine affects the town, the Municipality of Abulug, communities, winemakers, and consumers will become aware and participative in engaging and preserving their local products such as the Tata wine, and reducing possible challenges in the future. However, despite various researches conducted on wine, there have been limited studies focusing primarily on exploring the contribution, challenges, and opportunities of a wine in the tourism industry of a town as its topic. Thus, the researchers are motivated to conduct this study to explore the locally produced wine in the tourism industry of Abulug, Cagayan. Moreover, this study may provide relevant information to the public and private sectors, particularly in terms of conceptualizing entrepreneurial development and strategies while optimizing the use of Tata wine as a tourism product to its maximum potential, as there is still room for improvement in order to reach a larger tourism market.

II. METHODS

A qualitative design was utilized in this study. This study was conducted in Barangay Tayak, Abulug Cagayan where one of the production sites of Tata wine is located. The informants of this study were 1 Municipal Tourism Officer (coded as TO) and 1 Job Officer (coded as JO) of Abulug, Cagayan. The researchers used an interview to gather the data needed. The interview guide questions were designed to ask the informants to get qualitative data and to further analyze the contributions of the locally produced wine to the tourism industry of Abulug, Cagayan. Thus, this study explored the challenges and opportunities in utilizing locally produced wine as a tourism product in Abulug, Cagayan. The researchers sought approval from the appropriate authorities and offices such as the Vice President for Academics, Academic Dean, Municipality of Abulug Cagayan, and Barangay Officials before the data gathering. After that, the researchers proceeded to the Municipality Office to push through with the data collection process. The researchers notified the target informants about the relevance of their participation in this study. They explained some terms to the participants for them to answer the interview questions clearly, be cognizant of their role as the target of this study, and answer it honestly without any pressure. Hence, ethical consent from the respondents was obtained. The researchers then interviewed the respondents at their most convenient time. The data were gathered and analyzed thoroughly to answer the formulated questions. Thus, narrative analysis was used in this study.

III. RESULTS AND DISCUSSIONS

This study explored the contributions, challenges, and opportunities of locally produced wine in the tourism industry of Abulug, Cagayan. Specifically, the results were categorized in three themes (1) Contributions of locally produced wine, (2) Challenges of locally produced wine, and (3) Opportunities of locally produced wine.

Wine tourism plays an essential role in development. Tata wine contributes to the promotion of the town through its efforts. It contributes to the economic development of the community by providing work opportunities.

Theme 1: Contributions of Locally Produced wine to the Tourism Industry of Abulug, Cagayan

A. Tata Wine as a Tourism Product

Tata wine is known to be the main product of Abulug Cagayan. It is made out of the juice of Tata, which the wine makers need to kick 300 times in order to produce. The juice accumulated needs to be cooked for two hours through the use of "fugon" or "pugon". After cooking, the juice becomes wine, which is called "Tata wine." The wine needs to be fermented to achieve a better quality. Note that the quality and flavor of the Tata wine depend on the duration of the fermentation period; the longer it rests, the more flavorful it becomes. On the other hand, this wine attracts tourists not just from neighboring towns but also "balik-bayans" and foreigners who visit the country. Wine and tourism provide the lifestyle package that tourists seek. Therefore, Tata wine represents a great opportunity for Abulug to expand and increase consumer value.

The verbalization is as follows:

TO: *"As what I've mentioned, kilala na kasi ang tata dati pa. Kaso habang tumagal na... hindi nalang siya sa abulug kilala but also throughout the region. Not only the taga Abulug, may mga kagaya ng mga balik-bayans, talagang pumupunta rin sila dito at winiwitness nila yung processing at kung paano"*
[As what I've mentioned, Tata wine has been known since before. But as time goes by, it is not only known in Abulug but also throughout the region. Aside from the people of Abulug, there are people like balik-bayans who would also come here and witness wine processing.]

Based on the results, it shows that the Tata wine serves as a tourism product which contributes to the tourism industry of Abulug, Cagayan. It is being known throughout the region making the Tata wine as a functional tourism product in promoting the town as a tourism destination. Wineries have been able to innovate and vary their wine tourism products as part of the revitalization of the winery and tourism area life cycles (Ferreira et al.,

2013). Tata Wine, as a tourism product in Abulug, can also innovate and diversify itself as it is a part of the tourism life cycle. It contributes to the tourism sector of Abulug, Cagayan where it should not only improve, but also expand as a face of the tourism product in Abulug. Wine industry cannot only help to develop rural tourism, but it may also earn substantial direct marketing and value-added sales advantages. Thus, Tata wine can help to improve rural tourism while also gaining valuable marketing and increasing value added sales (Williams et al., 2001). Additionally, it has become well-known not only in Abulug but also throughout the region, which is a valuable asset for them as they seek to expand their wine-making business and make it the primary tourism product in Abulug. Furthermore, tourism is described as travels to vineyard, winery, festivals, and wine exhibits where the primary motivators for tourists are wine tasting and/or experiencing the features of a grape wine region (Brzovska, 2018). Visiting the Tata wine production sites/wineries in Abulug results as prime motivating factor for visitors. Since Abulug is known for the Tata wine, the "balik-bayans" entice their foreign spouses to try the wine which piques their interest in the product. With this, it became Abulug, Cagayan's main product, attracting tourists not only from neighboring towns but also the "balik-bayans" and/or foreigners who visit the town and production site.

B. Source of Income

Tourism is now a significant industry for the economic development of the Philippines, which is developing in many places, including Abulug. One of the most important aspects of tourism-related activities is the generation of cash. In this context, Abulug's tourism sector has the potential to be a big driver of Tata wine promotion. As one of Abulug's sources of income, Tata wine fueled growth to the point of causing significant economic changes. The town underwent changes as a result of Abulug's growing local product, Tata wine. They have increased production and export not only in the region, but also outside the region.

Some of the verbalizations are as follows:

TO: "*Kaya ayon, dati kasi diba tata wine lang ang source of income in Abulug. Pero dahil sa willingness and effort namin to market our municipality gamit ang "tata wine," naging tourism destination nadin ito, kase ito na madalas yung dinadayo ng taga ibang lugar.*" [That is why, before, Tata wine is only the source of income in Abulug. But because of the willingness and effort to market our municipality with the use of "Tata wine", it has also become a tourism destination because this product is what the tourists visit for.]

TO: "*Gaya ng sabi ko sa inyo kanina... Tata wine kasi is considered as our livelihood kahit dati dati pa. It is uhhh... Abulug's very first product, at ito ang main source of income dito sa amin.*" [Just like what I've told you a while ago, Tata wine is considered as our livelihood

even before. It is Abulug's very first product and it is our main source of income.]

JO: "*In addition to what Mr. Pablo has said, I agree na tata wine is Abulugenos' primary source of income talaga kasi yan na yung livelihood kahit nung mga nauna pang residents dito. Tsaka yung Tata wine super effective kasi niyan in attracting tourists, kaya dahil doon, nakikilala na din yung municipality namin.*" [In addition to what Mr. Pablo has said, I agree that Tata wine is Abulugenos' primary source of income because it is our livelihood since then, including the old residents here. Tata wine is really effective in attracting tourists that is why our municipality has become known.]

Based on the results, it shows that the locally produced wine contributes to the tourism industry of Abulug, Cagayan. Thus, local residents are able to earn an income from the locally produced wine that is provided in the area. Tourism is recognized globally as a large industry that is a crucial area of development in various nations, providing a significant source of income, jobs, and wealth creation while also influencing complementary investment and domestic policies (OECD, 2013). The primary economic benefit of tourism for a place or country is the chance for job development and money generating at the international, national, regional, and local levels. Furthermore, tourism can also boost economies at the regional and local levels, as money flows into urban and rural areas, stimulating new business ventures and promoting a more positive image of a place (Cooper et al., 1993). Tata wine, Abulug's main local product that generates income for the town, is viewed as a key sector of development. It provides an opportunity for local job creation in the production of Tata wine. Furthermore, Tata wine contributes to Abulug's economy by generating revenue locally and regionally. Thus, it has greatly helped the town in stimulating new business enterprises such as the Tayak Agri-Fisheries Producers Association, which promotes a more positive image of the town. Moreover, tourism products are essential components of the visitor experience, representing local traditions and indigenous cultures while also serving as valuable souvenirs. Many countries profit from these since they give people with a source of money and job possibilities; nevertheless, the benefit differs from country to country (Mustafa, 2011). More so, the situation with the other products associated with tourism, Tata wine is an important element of the tourist experience. In fact, one of the reasons why Abulug has become known as a tourist destination is because of the Tata wine produced locally.

The wine industry faces numerous challenges that endanger its survival. Apart from the potential impact of the government's land reform push, the industry is facing financial and operational challenges, which have been exacerbated by drought and high temperatures harming crops. These factors have an impact not only on winemakers, but also on the entire wine supply chain (Naude et al., 2020).