



{ MUDIMA }



Exploring the Locally Produced Wine to the Tourism Industry in Abulug, Cagayan, Philippines

Jhoanne Rae M. Bunagan^{1*}, Denice Faye L. Comonical², Zhea Charis B. Gamiao³, Christina Ericka Lopez⁴, Jean Aidan Pierre P. Tolentino⁵, Karen Joy Catacutan⁶

University of Saint Louis

Corresponding Author: Jhoanne Rae M. Bunagan karenjoyannang@yahoo.com.ph

ARTICLE INFO

Keywords: Contributions, Challenges, Local Wine, Opportunities, Tata Wine, Tourism Industry

Received : 1 August

Revised : 19 September

Accepted : 19 October

©2023 Bunagan, Comonical, Gamiao, Lopez, Tolentino, Catacutan: This is an open-access article distributed under the terms of the [Creative Commons Attribution 4.0 International](https://creativecommons.org/licenses/by/4.0/).



ABSTRACT

This study aimed to explore the contributions, challenges and opportunities of the locally produced wine in Abulug, Cagayan, Philippines. A qualitative research design was used in the study. Results revealed that the Municipality of Abulug had difficulties in promoting the locally produced wine. The study concludes that the findings are more of challenges than contributions to the tourism industry. The researchers recommend to the Local Government of Abulug to conduct feasibility studies, mass production of nipa wine and create design and development of packaging to enhance marketability of the product

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 are still operating these days (Gumangan et al., 2014). Abulug is magnificent that even beaches-alluring and beautiful. Thus, it is bountiful with many exotic edible shells live. Its vast swamp lands are rich with crabs and giant Lobster as they are nurtured by the Nipa. The reason why Abulug is well-known for its traditional wine commonly known, "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 Tree which are 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 event tourists (Ali, 2011). The day 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 dancing, enticing drum beats, and parades. Not only are activities featured throughout the festival, but there are also other notable local delicacies and local products 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 to the tourism industry in Abulug, Cagayan and enable tourism officers to provide inputs through their shared insights and experiences. This study explored the locally produced wine in the tourism industry in Abulug, Cagayan. 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 to 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 in 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.

METHODS

A qualitative design was utilized from 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, to explore the challenges encountered and opportunities encountered in utilizing locally produced wine as a tourism product in Abulug, Cagayan. Narrative analysis was used in the analysis of data.

RESULTS AND DISCUSSION

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

Contributions of Locally Produced Wine to the Tourism Industry in Abulug Cagayan

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 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 have a better quality. Note that the quality and flavor of the Tata wine depends 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 our 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 following is the verbalization:

TO: As what I've mentioned, tata wine has been known since before. But as the time pass, it is not known only in Abulug but also throughout the region. Not only the people of Abulug, there are people like balik-bayans, they also really come here and they witness the processing and how.

Based on the results, it shows that the tata wine serves as a tourism product which contributes to the tourism industry in Abulug Cagayan because it is being known throughout the region making the tata wine as a functional tourism product in promoting a 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 because 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 site/wineries in Abulug results as prime motivating factors for visitors. Since Abulug is known for tata

wine, the "balik-bayans" entices their foreign spouses to try the tata 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 people who are "Balik-bayans" and/or foreigners who visit the town and production site to see how the tata wine is made.

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 verbalizations are as follows:

TO: 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 tourist's visits for.

TO: 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 that tata wine is Abuluguenos' primary source of income because it is our livelihood since then, especially those residents before. Tata wine is super effective in attracting tourists that is why our municipality has been known.

Based on the results, it shows that the locally produced wine contributes to the tourism industry in 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 an essential component of the visitor experience, representing local traditions and indigenous cultures while also serving as a valuable souvenir. 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).

Challenges of Locally Produced Wine to the Tourism Industry in Abulug Cagayan

Lack of Person Aligned to do the Job

The productivity of an organization is affected by its flexibility, and this determines its organizational performance. Tourism officials, on the other hand, plays an important role on how the tourism industry in a specific location needs to operate, especially in materializing projects for the growth of the local community as tourist attractions. They are also in charge of working with the tourist department and its affiliated organizations and companies to develop and promote tourism in their town. Some verbalizations are as follows:

TO: Just look upon my situation, I am not really the tourism officer but I a, grateful because I am able to handle this kind of work for so many years now regardless of my chosen field.

TO: Since I was the one who's been in-charge in this position, this job was never been easy. Because, I also have other responsibilities because I should be in the field of health and sanitation only, but I still take upon as sanitary inspector, population officer, and also as the designated tourism officer. The first challenge that we encountered is that we lacked tourism personnel which is essential to ensure our municipality's tourism in order to not be neglected.

TO: First off, we want to prioritize the expected position or fill in the expected positions in the supposed tourism office of Abulug in that way we can focus more on developing and exporting Abulug's products in different places. Therefore, when we will move to the new municipal building, we will transform this old municipal building into a tourism office, guest house, museum or souvenir shop, but it still depends on what we can discuss because that is what we intend to accomplish.

Based on the results, it shows that the lack of person aligned to do the job is considered to be a challenge for the local government of Abulug, Cagayan in producing locally produced wine. Thus, local governments have always played an essential role in promoting tourism development in their

communities. This includes infrastructure provision, the development of tourism sites and experiences, festival and event support, and the implementation of tourist promotion programs (Anonymous, 2017). One of the reasons why the government's role in boosting Abulug's tourism industry was deemed critical is that every organization has objectives and requires adequate employees to improve management. As a result, having adequate staff will result in good management, which will aid in problem solving as well as meeting the essential targets. Importantly, local governments play a critical collaborative role in assisting local communities and companies in capitalizing on their areas' tourist potential (Anonymous, 2017). Thus, having competent tourism personnel who are knowledgeable and action-oriented has a big contribution in attaining success in producing high quality tourism products. Moreover, the organizational framework facilitates the advancement of professional abilities in tourism. The growing demand of tourism firms for competent people capable of supplying excellent tourist products necessitates the need to improve human performance in the field of tourism under current social and economic conditions (Fedulin et al., 2015). If Abulug's tourism office is understaffed, they must prioritize employing qualified individuals capable of providing great tourism products. Staffing is a human resource function that employs talented, skilled, and sufficient personnel, which explains why good staffing benefits the firm and ensures its success. As a result, staffing concerns contribute to the problem of insufficient personnel. Finally, sufficient people who are aligned to perform the job are required by every organization, including Abulug, because they will profit not only from it by planning, controlling, leading, and staffing functions, but also for the entire tourism department to function properly.

Lack of Financial Support

A lack of financial support for the tourism industry can be seen in a variety of ways, including a lack of materials and other facilities, a lack of management and supervision, a lack of poor quality

of packaging, and a lack of attention to standards and quality assurance. Each of these outcomes can act as a barrier to the development of a specific town. Some verbalizations are as follows:

TO: I didn't receive a single peso from the government, and they're continually asking for reports, which is why I'm losing interest because I'm not getting paid, and it's also exhausting.

TO: That is why, the facilities and equipment necessary to make our products, particularly tata wine, are also affected. It would be better if we had adequate financial support that we could access and use in case of emergency, but there is none.

Based on the results, it shows that the lack of financial support is considered to be a challenge for the local government of Abulug, Cagayan in producing locally produced wine. In this situation, it is seen that a lack of financial support can cause an employee to lose interest for not being paid, as well as a lack of funds in supporting Abulug's tourism sector. With this, it is critical to have adequate facilities and equipment to produce high-quality products because in producing such, financial support is what matters the most. Brands ownership (Pugh & Fletcher; 2002), successfully influence tourists (Cambourne & Macionis; 2000), having adequate monetary resources (Mahoney & Pandian; 1992), and the firm's competency (Ritchie & Crouch; 2000) is considered to be as having resources in the whole winery business. The key causes of business failure are a lack of financial planning, limited access to funds, a lack of capital, unplanned expansion, low strategic and financial projections, excessive fixed-asset investment, and capital mismanagement. Many of these failure causes are issues that the Municipality of Abulug's Tourism is encountering, which can be successfully controlled by the organization's financial plans. Furthermore, due to lack of financial assistance from their government, Abulug tourism was unable to flourish and adapt to change rapidly. In terms of bottling and packaging, they were unable to make a higher-grade Tata wine. As a result, Abulug's tourism business must work hard to gain government support because cultural

heritage is one of the town's advantages, which provides chances to capitalize on such assets.

Disadvantage of Production Location

The Philippines is prone to typhoons which have been the primary impediment to the growth of our tourism industry. The tourism industry, like other sectors associated with it, has been exposed to the risk of being affected, damaged, and/or completely destroyed by natural disasters, making it vulnerable. The location of the tata wine production has become prone to risk of being affected by typhoons, which leads to loss of resources and destruction of the site that may seriously compromise the raw materials needed in the overall production of the tata wine. Some verbalizations are as follows:

TO: The town's location, and because we are situated here in the downstream, we are highly vulnerable to natural disasters such as typhoons, which create floods and even destroy our raw materials (our nipa), which is why it is risky and frightening. Aside from that the processing area is affected as well making it difficult for us to start over.

Based on the results, natural disasters such as typhoons are considered to be a challenge in producing locally produced wine. It only shows that typhoons will never bring good to the industry and will just make things complicated and difficult to deal with. Its effect on the production of tata wine will only make it harder for the locals to cope and thrive. Raw materials and site destruction will only discourage the local winemakers from producing the wine. Tourists are formed by a diverse range of variables and forces, including exogenous ones unrelated to the tourism industry. Natural disasters and unexpected events are prime examples of such deciding factors, as they have serious influence on individuals and society, and thus have the potential to drastically completely change tourist flows (Rosselló et al., 2020). Thus, disasters and other types of crises (for example, diseases, violence, and pollution) might reduce visitor numbers to the afflicted area (Bhati et al., 2016). Therefore, in any kind of disaster be it man-made or natural it will still greatly affect the entire tourism industry and it will

become more difficult to produce tourism products consistently. Furthermore, most natural catastrophes have a significant influence on persons, organizations, and communities, and hence on tourist activities. The effects of a catastrophe are likely to have an immediate impact on tourism in the destination country, but indirect effects on travel to and from the impacted area are also possible (Rosselló et al., 2020). Thus, natural (or man-made) catastrophes of any type are one of the factors that make it more difficult to create tourist goods on a consistent basis.

Poor Packaging

Packaging plays an important role in the purchasing behavior of customers in buying a certain product. Thus, good packaging is one factor in knowing if a product is produced with proper procedure, thus, having a good quality. Poor packaging on the other hand disappoints customers, which may discourage them from purchasing a product. This highlights how improper packing of goods may lead to sales losses. Poor packaging causes product damage; if packaging is not sturdy enough to endure the circumstances encountered throughout the supply chain, the product is likely to arrive in much less condition. Some verbalizations are as follows:

JO: Our tata wine here in Abulug is really well known already. That's why we are also doing our best, but we cannot also avoid to encounter challenges, for instance, we are under pressure to improve more our product, including the processing and packaging, and most especially labelling the product because that is essential before the product will be marketed to different places. The labeling itself is time consuming process.

Based on the information, results show that poor packaging is considered to be a challenge for the local government of Abulug, Cagayan in producing locally produced wine. In this situation, it is seen that consumers are dismayed by poor packaging, which may discourage tourists from purchasing a product. This emphasizes how bad packing affects the sales of a specific product. Poor

packing causes product damage if not done properly. According to new research the packaging of ourism products may develop, offering visitors with a nice, convenient, and fairly priced goods. Excellent product packaging has several benefits and is vital in selling things to a larger audience (Leatherdale & Kuebler, n.d.). Thus, packaging has evolved into an excellent instrument for capturing customer buying intent (Ranjbarian, 2009 & Rosselló et al., 2020)). Furthermore, packaging helps to differentiate the product or achieve competitive edge. As a result, it just shows how crucial good packaging is in drawing client attention and giving them a competitive advantage over their competitors when it comes to marketing the tata wine (Klimchuk et al., 2007). Therefore to avoid this circumstance, tourism product packaging of tata wine may be improved by making sure that the goods are properly made and that they are well packed.

Difficulty in Complying to Regulations

All businesses, regardless of type, must comply with statutes and regulations issued by different organizations to carry out the purposes of statutes. An organization cannot be compliant by merely complying. Consistent updating of regulatory requirements, assessing the areas where they affect an organization and adopting and monitoring policy changes are required. The foundation of every organization's operations is the ability to meet the different standards imposed by governing authorities. Organizational processes may quickly devolve into chaos if there is no some kind of standardization and structure in place to direct what employees should do and how they should accomplish it. Some verbalizations are as follows:

JO: You need to comply with various requirements required by various government agencies affiliated with tourism. Of course, we wouldn't want to produce any substandard products, that's why we are very strict about such.

Based on the results, it shows that compliance to achieve a high-quality standard product is considered to be a challenge for the local government of Abulug, Cagayan to produce a locally made wine. Thus, this is due to the fact that the local

government of Abulug finds it difficult to achieve the numerous criteria from various organization concerning the production of tourism products and the tourism business as a whole since they require various requirements that needs to comply for a high-quality standard product. Hence, people are being stringent by having their own standard before advancing to the aforementioned affiliated organizations. Compliance standards differ by industry and nation. However, in nations with a vibrant commercial and economic environment, regulatory compliance is a fundamental necessity for every industry and every enterprise (Reciprocity, 2021). Thus, standards and regulations are an important basis for the development of products (Lunz et al. 2015). Moreover, a firm and a rigorous ethics program are essential in business today. Since tourism is regarded to be an alternative for boosting one's economy, it is only reasonable to impose a requirement that will benefit a worthy purpose. Despite difficulties in meeting statutory standards, regulatory compliance with precise specifications provides various benefits to businesses or organizations, which is why it should be handled seriously (Geddes, 2017).

Call for Modernized Production Method

A new era of global competition for tourist enterprises has emerged as a result of changes in lifestyle, employment, and travel patterns brought about by modernization. As a consequence of these possibilities and restrictions, there is a widening divide between high-tech and internationally linked tourist firms and small firms, which are generally defined by low-tech business methods. To date, much emphasis has been given to online marketing and e-commerce as a means of accessing new markets, interacting with consumers, and establishing companies' names. However, in an increasingly competitive global marketplace, these advancements have become less successful at promoting productivity or creativity than they are at expanding market access and awareness, increasing connectivity, and facilitating finance. Some verbalizations are as follows:

TO: The local people of Abulug are the ones who produce and make tata wine. But because today's generation is different, higher tourism officials suggested to us that instead of the traditional way of processing tata wine, it should be done in a modernized way, such as aluminum, stove etc. as well as the raw materials that should be collected for the locals already.

Based on the results, it shows that a modernized production method is considered to be a challenge for the local government of Abulug, Cagayan in producing locally produced wine. Considering that the locals of Abulug are the ones who produce the tata wine which is considered as their livelihood. But then, the higher tourism officials suggest the process to be developed, yet, should be done in a modernized way instead of the traditional way which will take time for the locals to get used to, which will also lead to loss of their income. And one of the main reasons it became a challenge is that if it is not done in the proper way of cooking the authenticity of the tata wine may be lost. Thus, process management of wine fermentations is a crucial aspect in maintaining consistently good product quality (Claus, H. 2019). In research from McKenzie (2021) getting the fermentation temperature just right is also an important element of the winemaking process. Modernization can be an advantage in developing or improving our industry hence, may result in loss of culture which will lead to loss of livelihood of the locals. Nevertheless, adoption will also lead to a more successful industry. Thus, economic prosperity results in widespread cultural changes). However, they argued that cultural values have a long-lasting and independent impact on society. The same is true in the given situation; modernizing the process of making tata wine from the traditional method will result in pervasive changes that everyone must adopt. As a result, what the locals are used to influences the entire society and culture (Inglehart & Baker, 2000).

Diverse Preferences

Having a diverse preference in a diverse society is normal. No one can control someone else's wants aside from themselves only. People's preferences vary depending on how they perceive things or situations. As a result, we cannot claim that what one wants is what everyone wants. That being said, businesses and/or service providers find it tough to provide and/or cater the needs and wants of their guests/clients. However, even though businesses and/or service providers find it challenging to cater customers and clients with different preferences, they still thrive and keep on doing their best in order for their product to succeed. Some verbalizations are as follows:

JO: Because we really want to develop our product which is the tata wine, even though it's difficult and challenging to cater tourists with different preferences, we are still doing our best.

Based on the results, it shows that diverse preferences are considered to be a challenge in the production of local wine because preferences are not met. Having the capacity to identify the consumers' preferences is a good step in knowing how to deal with the consumers' differences. This way service providers would be able to know what approach or technique is the most appropriate in accommodating the consumers' diverse preferences. Thus, cultural background has a significant impact on attitudes and purchasing habits in respect to green tourism goods. In other words, visitors' views and purchasing habits are influenced by their degree of knowledge and values (Chan and Chau, 2021). Moreover, consumer preferences are subjective and are determined by an individual's likings, personal preferences, and genetic predispositions. To get the greatest results, whether developing or marketing a product to your target customers, you must consider their particular preferences (Booker, 2017). Hence, in order to meet consumers' preferences, service providers must understand the differences in consumers' perspectives. Service providers must understand that consumers' preferences may be influenced and/or based on his/her goals and beliefs, and/or affected by individual concepts and norms. According to new

research, accurate view of consumer demands is critical whether you sell a product or provide a service. This is because customers determine how likely to succeed a firm becomes (Clark, 2015). Know that all profits come from customers after all thus, businesses and service providers must satisfy their customer's needs and understand their preferences to an extent that businesses and service providers can anticipate their needs and deliver beyond their expectations. With local government of Abulug's desire to develop their product, they thrive to do their best to cater customers with diverse preferences. This implies that local government find it challenging to cater customers having diverse preferences. It is pretty much essential for new brands to gain and understand their potential customers and their wants and needs before trying to sell to them.

Improvement of Marketing Strategies

Marketing strategies are crucial in providing goods and services with the highest profit potential. Having said that, a strong marketing plan aids in identifying areas of prospective development and, as a result, in catering to a broader range of client demands. To accomplish this, a well-thought-out and detailed plan aids in filtering out distractions and/or less successful techniques and unneeded tactics that may disrupt the desired growth and development. With that, marketing is essential to any organization since it allows things to strengthen brand values, boosting sales, gain competitive advantage, sales growth, and larger returns, all of which contribute to a company's total success. Marketing a certain product is not all about the packaging and labelling of the brand and its position to the market. To properly market a product, businesses also have to process legal matters that concern their product. This is to assure that the product they put in the market is with high quality that is approved and accredited by various regulatory authorities such as DOLE, DTI, FDA, and such. Marketing a product could also be in a form of establishment such as souvenir shops, guest house, museum, and such more. However, marketing doesn't end on the aforementioned information for marketing also need

qualified and expert people to properly market a product. Some verbalizations are as follows:

JO: The problems I can see aside from processing, packaging, and labeling, but also those accredited by regulatory authorities like DOLE, DTI, FDA, and others.

Based on the results, it shows that improvement of marketing strategies is considered to be a challenge for the local government of Abulug, Cagayan in producing locally produced wine. A well-defined and coordinated marketing plan is critical for a company's management. Having a team of skilled experts and talented in-house employees is a key role in achieving a company's overall goals and objectives. Thus, understanding the complexities and importance of marketing strategy is critical for corporate management if the organization is to achieve its long-term and short-term objectives successfully. A good marketing strategy is where a company's future will be determined. Whether it is for the short or long term, it is preferable to create one with sufficient knowledge and skill (Bhasin, 2018). In order to achieve this, having people whose expertise is in line to their field of work is important. This is one of the challenges that local government of Abulug faces because they would want to prioritize first to fill in the expected position in their tourism office. Moreover, a well-planned marketing strategy opens up a plethora of chances for both large and small enterprises. Things that are strived by the local government of Abulug to achieve like proper labeling and packaging affect customer loyalty and being accredited by various regulatory agencies will strengthen the brand and its ability to triumph over market competitors become more obtainable (Langford, 2021). Hence, marketing strategies, as opposed to individual marketing plans, should ideally have longer lifespans because they consist service offerings and other key elements of a company's brand, which generally remain constant over time (Barone, 2021). This implies that local government of Abulug is challenged with their marketing strategies for they recognize problems that concerns their products aside from the processing, packaging, and labelling, there's also a problem in

being accredited by various regulatory authorities affiliated to it. Part of their marketing strategy is to convert their old building into a guest house, souvenir shop, and museum. However, they also included in their marketing strategy to prioritize first the filling of the expected position in their tourism office in order for them to focus more on the development and exportation of the product. Small communities with distinct and authentic qualities may play an important role in attaining long-term tourism growth. Local products and traditional ways of life that have been preserved are essential marketing tools for potential tourists. In this context, wine tourism should be viewed as a significant and untapped area for tourism development.

Opportunities of Locally Produced Wine to the Tourism Industry in Abulug Cagayan.

Attend Seminars

Attending a seminar may help to improve professional communication skills, receive expert information, network with others, and refresh one's confidence and motivation, among other things. Seminars provide thorough exposure to a subject through many expert lectures and conversations. As a consequence, participants leave the seminar with renewed determination to pursue specific objectives and a sense of fresh excitement. This may result in increased productivity and the achievement of professional and academic objectives. Seminars equip people with the right knowledge and skills which could qualify them enough for a certain job their wish to pursue. Attending seminars gives also an opportunity for businesses or enterprises to find certified people who are qualified enough to do specific job. Some verbalizations are as follows:

TO: Even so, we continue to attend seminars and are eager to train others because we are finding qualified people to fill the roles, especially now that we are re-opening for positions on the Devolution Transition Plan in 2022 so that we will have our own office and personnel in charge of tourism in Abulug.

Based on the results, it shows that attending seminar is considered to be an opportunity in of locally produced wine to the tourism industry in Abulug. Thus, entrepreneurs must enlist highly qualified individuals, whether employees or outsiders, to help their businesses thrive (Yeboah, 2015). Attending seminars play a big role for employees to be competent. They should see this as an opportunity to grow and take it seriously for it will also affect the growth of their business. Local government of Abulug should not tolerate personnel and employees who lacks and not qualified enough in the tourism department. They should be encouraged first to be equipped with the right knowledge and skills before stepping as a tourism official. Moreover, attending seminar may help you improve your communication skills, receive expert information, network with others, and reinvigorate your drive and confidence (Morgan, 2021). Thus, seminars are recommended for courses that demand debate and critical thinking since they help to scaffold deep learning (Al'Adawi, 2017). Thus, regardless if an employee is a new or old employee, they must still attend seminars and workshops to gain and retain their knowledge as much as possible. This way they'd be able to be a good tourism employee that could help their community. As a result, it is considered to be an opportunity in their municipality.

Promotional Media and Tools

Business owner may believe that digital marketing services are the most important in today's fast-paced digital world. Things like this should always be a top priority so that the business will thrive. Also, some other enterprises promote their product in a mixed of traditional and modernized way such as town festival video clips, brochures and posters. Some verbalizations are as follows:

TO: Of course, we want to promote our product also through town festival (Tata Festival), video clips, brochures, and posters.

Based on the results, it shows that promotional media and tools is considered to be an opportunity to produce a locally produced wine to the tourism industry of Abulug. In research from Urgel (2016) because they highlight the newest trends and

sales deals, promotions play an important role in attracting people to the business. In promoting such product, just like in Abulug, they promote tata wine not just through their fiesta but also through promotional media such as video clips, brochures and posters. Thus, the component of marketing that includes delivering corporate, brand, or product messages to target buyers is known as promotion. Traditional techniques of marketing, such as print and television advertisements, are increasingly supplemented by new message channels made feasible by digital communications. Companies utilize a variety of technologies to help in the delivery of both paid and unpaid promotional strategies. Each tool helps in a unique manner to reaching clients and achieving communication goals (Kokemuller, 2019). Thus, posters and flyers are not only employed in the digital era, but they are also ideal for memorable marketing campaigns that may be executed on a shoestring budget (PrintPlace, 2017). This is considered as an opportunity for well-used promotional media and tools bring good to a specific town. This way reaching out to a wider range of customers would be more far obtainable. Hence through these ways of promotion enterprise may able to know what tool is appropriate for a specific promotion for different tool contributes differently in a way it could be best in attaining objectives and reaching customers.

Involvement in Trade Fair

The Municipality of Abulug Cagayan joined the agri-trade fair during the celebration of Aggao Nac Cagayan which is held annually. A trade fair is also known as a trade exhibition, trade show, or trade exposition. It is an exhibition organized for organizations to highlight and showcase their new products and services, to meet with industry partners and customers, and to assess current market trends and opportunities. Joining various events is a great way to make a certain tourism product known to a large number of people. In general, the Abulug Tourism Sector there had the chance to join a trade show with booths where they showcased their products or services. Some verbalizations are as follows:

TO: As well as joining Aggao Nac Cagayan. With that, we will also have the opportunity to promote and showcase our different products especially our Tata Wine and destinations here in Abulug.

Based on the results, it shows that joining in trade fairs is an opportunity for the locally produced wine to be more known and popular. Trade fairs play a significant role in marketing as well as business networking. Thus, large events draw a lot of attention to the host city and generate a lot of money (Zima, 2011). Moreover, the tourism product of Abulug which includes the tata wine that is properly positioned in the market and is exposed to the public plays an important factor in attracting tourists and/or visitors. They are a great way to get feedback from customers and establish a potential market; conduct research and analyze competition; build commercial structures by finding new partners and distributors; and start joint projects and project partnerships. Furthermore, the people who visit them are most probably on the look-out for relevant or related products and services. It gives a company the chance to gain direct exposure for its products and services in front of its target audience (Bhasin, 2020). Thus, having the tata wine as well-positioned in the market and supported by the public brings economic advantages in the town. The advantage that affects the economy is such a huge potential, not just for the locality of Abulug but especially for the community. Hence, it aids in the networking process because you meet with numerous people who become impressed with the offerings. This therefore results in profitable alliances for the Abulug's Tourism Industry (Bhasin, 2020).

Attract Foreign Investors

Direct foreign investment is seen as a crucial component of a growing country's economic growth plan. Increased employment, foreign exchange through exports, technical and managerial experience, and a rise in the government's tax base are all significant economic advantages for the host nation. The Municipality of Abulug was invited to represent their product mainly the tata wine in WOW Philippines. From there, they had the opportunity to attract those foreign investors that were interested in

partnering with them. Some verbalizations are as follows:

TO: From there, we had the opportunity to attract those foreign investors that are interested in partnering with us. Of course, it would not be possible without the help of our congresswoman Baby Alin Vargas, because she have us financial support during her term as mayor that is why, we are grateful for her support that she gave for the town of Abulug.

Based on the information, results show that the local product of Abulug, Cagayan which is the tata wine is an opportunity to attract foreign investors. Thus, a foreign firm may invest in a host country's communities to start new enterprises, give finance for development initiatives, build or expand manufacturing facilities, or take over an existing business (Brickman, 2009). In fact, foreign investors have a significant advantage in increasing the competitiveness of tata wine and allowing it access to a larger market. Not only can being well-known around the world but it also helps to attract greater opportunities for both the goods and the economy. Moreover, foreign direct investment, as a form of international capital mobility, represents an important contributor to more efficient activities in the economy. Furthermore, they enable a speedier entry into the worldwide market and, as a result, enhance the society's living standards. The benefit of foreign investors in the production of the local product of Abulug, which is the tata wine, is that it creates new jobs and more opportunities (Susic et al., 2017). This can lead to an increase in income and more purchasing power for locals, which in turn leads to an overall boost in targeted economies. Hence, foreign investors can stimulate a target country's economic development and create a more conducive environment for companies and investors while also stimulating the local community and economy (Research FDI, 2021).

Word of Mouth

The first user or innovator of a product or service is a valuable asset to a company. As a result, it is often stated that your best salesman is a satisfied customer. Innovators must share their experiences

with others because word-of-mouth has a large influence in the business world. For small businesses who undertake affiliate marketing, word-of-mouth is one of the most essential data sources. Furthermore, for small firms, word-of-mouth can be a very effective marketing tactic. It's a sort of free advertising that relies on your existing consumers to spread the word about your products and services. Word-of-mouth marketing is popular among marketers since it raises brand awareness. As a result, word-of-mouth marketing is five times more powerful than sponsored advertising. Some verbalizations are as follows:

JO: I know you are tourism students so, word of mouth is not new to you anymore. And isn't it that word of mouth is effective in advertising? Because of that, even foreign tourists who visit our municipality are the ones who insist on trying tata wine. Also, everytime that there are tourists from other places who visit here, we are the ones who voluntarily give them tata wine as souvenirs. And that is also our way to promote our municipality because the feedback is from people who already experienced our product and who's already been to Abulug.

Based on the results, it shows that word of mouth is an opportunity for locally produced wine to be known in the industry of Abulug, Cagayan. Thus, word of mouth is usually considered as one of the most powerful influences on customer behavior. When making purchase choices and planning future behavior, customers consider word of mouth to be the most important source of information. Tourist satisfaction, for example, is extremely important since it influences behavioral intentions, word of mouth, and purchasing decisions (Daugherty and Hoffman, 2014). In other words, total satisfaction leads to the potential of revisiting the destination and promoting a specific product. Moreover, a single recommendation can have significantly larger impact in today's hyper-connected society, leading to word of mouth marketing (WOMM) or word of mouth advertising tactics to capitalize on the potential (Glover, n.d.). Therefore, word of mouth is seen as an efficient means of marketing the tata wine in order

to attract more customers who are interested in it. Because of word-of-mouth, it is helpful in advertising, which includes any way that people talk about a brand, products, or services in dialogue with others. Feedback from the people who have already experienced the Tata wine and who have already been to Abulug, foreigners are the ones who insist on trying the Tata wine. Hence, with word-of-mouth marketing, your customers and other fans effectively conduct your marketing for you at little or no expense to your company. They promote directly to their network, either in person or through social media, making word of mouth not only cost-effective but also very valuable (Mosley, 2022).

Tata Festival

Festivals and other events are major attractions for destination marketers when it comes to attracting potential tourists. In fact, special events have proven to be a good strategy for places to get attention and establish a reputation. Events provide a number of advantages in addition to helping to promote the location and improve its image. When building better products and services, it is critical to understand visitors' motivations because they are strongly tied to pleasure, which is a key component in comprehending festival-goers' decision-making process.

TO: Of course, we want to promote our product through town Festival which is the Tata Festival.

Based on the results, it shows that the Tata Festival is one of their ways to promote their locally produced wine which contributes to the tourism industry in Abulug Cagayan. Worldwide, festivals and local special events are used as key elements within regional development strategies. Festivals and local special events are widely acknowledged to make an important contribution to the economic development of their local areas, as they provide opportunities for tourism promotion, commercial outcomes and increased inward investment in host regions (Getz, 2007; Van de Wagen, 2005) and contribute to the extension of the tourism season (Huang, Li & Cai, 2010; Boo and Busser, 2006; Kotler, Haider & Rein, 1993; Mehmetoglu and Ellingsen, 2005). However, the question of their

contribution to the conservation of cultural heritage and traditions through an interpretation in tourism also requires attention. Thus, Tata Festival is a major attraction for destination marketers when it comes to attracting potential tourists. In fact, Tata Festival is an efficient strategy for Abulug to get attention and reputation not just for its municipality but as well as for their local products to be known and marketed, most especially their major product which is the Tata

Wine. Undoubtedly, worldwide, festivals and local special events are used as key elements within regional development. Therefore, Tata Festival in promoting Tata Wine make a significant economic contribution as they provide for the development of their local community, tourism promotion opportunities as well as a boosting inbound investment to other places (Stankova, 2015).

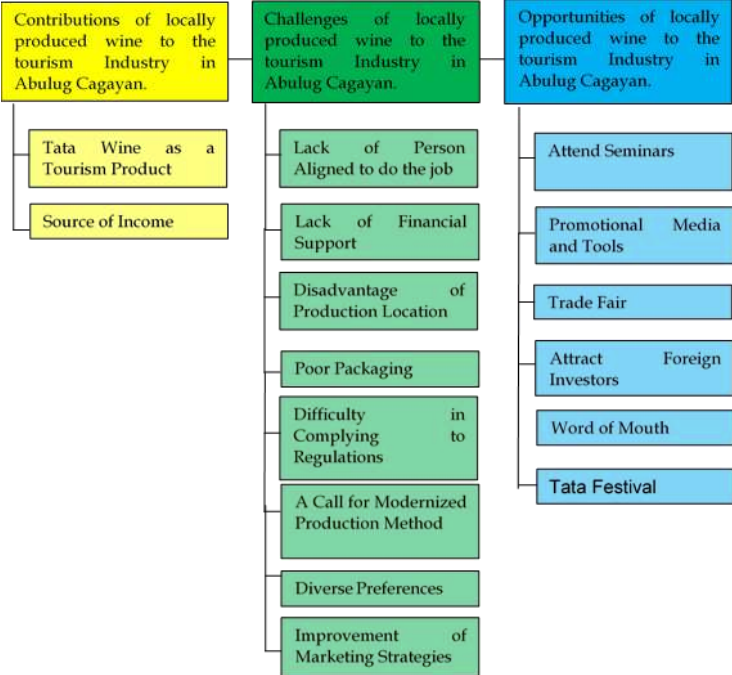


Figure 1. Contributions, Challenges and Opportunities of Locally Produced Wine to the Tourism Industry in Abulug Cagayan

CONCLUSION

This study concluded that upon exploring, the locally produced wine has contributions which are as follows: (1) tata wine as a tourism product; (2) source of income; and (3) tata festival. There were, however, challenges associated with the presence of these contributions which are as follows: (1) lack of person aligned to do the job; (2) lack of financial support; (3) disadvantage of production location; (4) poor packaging; (5) difficulty in complying to regulations; (6) a call for modernized production

method; (7) diverse preferences; and (8) improvement of marketing. Despite of this, the study concludes that the locally produced wine still thrive for there were opportunities presented which are as follows: (1) attend seminars; (2) promotional media and tools; (3) trade fair; (4) attract foreign investors; and (5) word of mouth. All in all, this study concludes that the findings are more of challenges than contributions. But there were also opportunities that are revealed.

REFERENCES

- Abreu, C., Gonçalves, A., Jesus, A., Rodrigues, B., Santos, J., Teives, M., & Garcias, J. (2019). Madeira Wine contributions for Madeira Island sustainable tourism. *Journal of Spatial and Organizational Dynamics*, 7(4), 339-350.
- Albayrak, T., Caber, M., & Aksoy, S. (2010). Relationships of the Tangible and Intangible Elements of Tourism Products with Overall Customer Satisfaction. *International Journal of Trade, Economics and Finance*, 1(2), 140.
- Alebaki, M., & Iakovidou, O. (2010). Segmenting the Greek wine tourism market using a motivational approach. *New Mediterranean Journal of Economics, Agriculture and Environment= Revue Méditerranéenne d'Economie Agriculture et Environment*, 9(4), 31.
- Ali-Knight, J. M. (2011). The role of niche tourism products in destination development [neobjavljena doktorska disertacija]. Napier University.
- Amarando, M., Assenov, I., & Visuthismajarn, P. (2019). Sustainable wine tourism and vineyards' environmental consciousness in Thailand. *African Journal of Hospitality, Tourism and Leisure*, 8(3), 1-13.
- Andrade-Suárez, M., & Caamaño-Franco, I. (2020). The relationship between industrial heritage, wine tourism, and sustainability: A case of local community perspective. *Sustainability*, 12(18), 7453.
- Badenhorst-Weiss, J. A., & Naudé, R. T. (2020). The challenges behind producing a bottle of wine: Supply chain risks. *Journal of Transport and Supply Chain Management*, 14(1), 1-15.
- Baird, T., Hall, C. M., & Castka, P. (2018). New Zealand winegrowers attitudes and behaviours towards wine tourism and sustainable winegrowing. *Sustainability*, 10(3), 797.
- Banaag, R. A. C., De Castro, V. T. T., Miranda, J. M., Mortel, M. A., Quadrante, J. M. A., & Pulhin, J. C. B. (2018). Economic Impact of Lambanog Wine Processing Industry to the Tourism of Batangas City, Philippines. *Journal of Tourism and Hospitality Management*, 15(1).
- Balenović, I., Ignjatijević, S., Stojanović, G., Vapa Tankosić, J., Lekić, N., Milutinović, O., ... & Duđak, L. (2021). Factors influencing wine purchasing by generation y and older cohorts on the Serbian wine market. *Agriculture*, 11(11), 1054.
- Caoli, M. A., & Magsino, R. F. (2017). Acceptability of Kamias (Ave rhoabilimbi) Wine. *Asia Pacific Journal of Multidisciplinary Research*, 5(2).
- Carlsen, P. J. (2004). A review of global wine tourism research. *Journal of wine research*, 15(1), 5-13.
- Dela Rosa, J. G. L., & Medina, P. M. B. (2021). Philippine rice wine (Tapuy) made from Ballatinao black rice and traditional starter culture (Bubod) showed high alcohol content, total phenolic content, and antioxidant activity. *Food Science and Technology*, 42.
- Deng, X., & Butler, J. S. (2018). Expenditures on Wine in General and Local Wine in Particular: Marketing and Econometric Analysis. *Journal of Agribusiness*, 36(2), 109-132.
- Di Vita, G., Caracciolo, F., Brun, F., & D'Amico, M. (2019). Picking out a wine: Consumer motivation behind different quality wines choice. *Wine Economics and Policy*, 8(1), 16-27.
- Duan, B., Arcodia, C., Ma, E., & Hsiao, A. (2018). Understanding wine tourism in China using an integrated product-level and experience economy framework. *Asia Pacific Journal of Tourism Research*, 23(10), 949-960.
- Festa, G., Shams, S. R., Metallo, G., & Cuomo, M. T. (2020). Opportunities and challenges in the contribution of wine routes to wine tourism in Italy—A stakeholders' perspective of development. *Tourism Management Perspectives*, 33, 100585.

- Fiscal, R. R., & Chavez, A. C. C. Wine Potential of Different Philippine Fruits.
- Foltz, J. C., Woodall, S., Wandschneider, P. R., & Taylor, R. G. (2007). The contribution of the grape and wine industry to Idaho's economy: Agribusiness and tourism impacts. *Journal of Agribusiness*, 25(345-2016-15137), 77-91.
- Fountain, J., & Menival, D. (2016, February). The impact of New Zealand visitation on Chinese perceptions of New Zealand wine. In 9th Academy of Wine Business Research Conference (p. 572).
- Güzel, Ö., Ehtiyar, R., & Ryan, C. (2021). The Success Factors of wine tourism entrepreneurship for rural area: A thematic biographical narrative analysis in Turkey. *Journal of Rural Studies*, 84, 230-239.
- Hristov, H., & Kuhar, A. (2014). Young urban adults preference for wine information sources: An exploratory study for Republic of Macedonia (No. 727-2016-50308).
- Joy, A., Belk, R. W., Charters, S., Wang, J. J. F., & Peña, C. (2018). Performance theory and consumer engagement: Wine-tourism experiences in South Africa and India. In *Consumer culture theory* (Vol. 19, pp. 163-187). Emerald Publishing Limited.
- Lavandoski, J., Pinto, P., Silva, J. A., & Vargas-Sánchez, A. (2016). Causes and effects of wine tourism development in wineries: The perspective of institutional theory. *International Journal of Wine Business Research*, 28(3), 266-284.
- Mozell, M. R., & Thach, L. (2014). The impact of climate change on the global wine industry: Challenges & solutions. *Wine Economics and Policy*, 3(2), 81-89.
- Musso, F., & Francioni, B. (2015). Agri-food clusters, wine tourism and foreign markets. The role of local networks for SME's internationalization. *Procedia Economics and Finance*, 27, 334-343.
- Nella, A., & Christou, E. (2021). Market segmentation for wine tourism: Identifying sub-groups of winery visitors. *European Journal of Tourism Research*, 29, 2903-2903.
- Ocampo, R. O., & Usita, N. P. (2014). Improving The Quality Of Nipa (*Nypa fruticans*) Wine. *Asia Pacific Journal of Education, Arts and Sciences*, 1 (1).
- Palmieri, N., & Perito, M. A. (2020). Consumers'willingness To Consume Sustainable And Local Wine In Italy. *Italian Journal Of Food Science*, 32(1).
- Riviezzo, A., Garofano, A., Granata, J., & Kakavand, S. (2017). Using terroir to exploit local identity and cultural heritage in marketing strategies: An exploratory study among Italian and French wine producers. *Place Branding and Public Diplomacy*, 13, 136-149.
- Robustin, T. P., Sularso, R. A., Suroso, I., & Yulisetiari, D. (2019). Contribution of tourism products in creating satisfying quality of tourism services and tourist loyalty. <https://journals.aserspublishing.eu/jemt/article/view/4214>, 10(6), 1382-1391.
- Sabina del Castillo, E. J., Díaz Armas, R. J., & Gutierrez Tano, D. (2021). An extended model of the theory of planned behaviour to predict local wine consumption intention and behaviour. *Foods*, 10(9), 2187.
- Santos, V. R., Ramos, P., Almeida, N., & Santos-Pavón, E. (2019). Wine and wine tourism experience: A theoretical and conceptual review. *Worldwide Hospitality and Tourism Themes*.
- Schäufele, I., Pashkova, D., & Hamm, U. (2018). Which consumers opt for organic wine and why? An analysis of the attitude-behaviour link. *British Food Journal*, 120(8), 1901-1914.
- Scorrano, P., Fait, M., Maizza, A., & Vrontis, D. (2019). Online branding strategy for wine tourism competitiveness. *International Journal of Wine Business Research*.
- Sellers-Rubio, R., & Nicolau-Gonzalbez, J. L. (2016). Estimating the willingness to pay for a sustainable wine using a Heckit model. *Wine Economics and Policy*, 5(2), 96-104.

- Serra, M., Antonio, N., Henriques, C., & Afonso, C. M. (2021). Promoting sustainability through regional food and wine pairing. *Sustainability*, 13(24), 13759.
- Stankova, M., & Vassenska, I. (2015). Raising cultural awareness of local traditions through festival tourism. *Tourism & Management Studies*, 11(1), 120-127.
- Thanh, T. V., & Kirova, V. (2018). Wine tourism experience: A netnography study. *Journal of Business Research*, 83, 30-37.
- Todd, M. J., Kelley, K. M., & Hopfer, H. (2021). Usa mid-atlantic consumer preferences for front label attributes for local wine. *Beverages*, 7(2), 22.
- Var, T., Kaplan, M. D., & Yurt, O. (2006). Challenges and opportunities of developing wine tourism in a small community in Turkey. *E-Review of Tourism Research*, 4(1), 9-18.
- Vukovic, D. B., Maiti, M., Vujko, A., & Shams, R. (2020). Residents' perceptions of wine tourism on the rural destinations development. *British Food Journal*.
- Xu, S., Barbieri, C., Anderson, D., Leung, Y. F., & Rozier-Rich, S. (2016). Residents' perceptions of wine tourism development. *Tourism Management*, 55, 276-286.
- Yuan, J., Morrison, A. M., Cai, L. A., & Linton, S. (2008). A model of wine tourist behaviour: A festival approach. *International Journal of Tourism Research*, 10(3), 207-219.