

# Attractions, Activities, and Food Products in Real, Quezon: Their Relevance to the Local Tourism Industry

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## ABSTRACT

Tourism products, including attractions, visitor activities, and local food offerings, play a vital role in enhancing destination competitiveness and promoting sustainable tourism development. This study assessed the attractions, activities, and food products in the Municipality of Real, Quezon, and examined their relevance to the local tourism industry. Specifically, it evaluated the perceptions of local tourists, community residents, local government unit (LGU) employees, and business owners; determined significant differences among respondent groups; and identified the challenges affecting the promotion of these tourism resources. A descriptive-comparative research design was employed involving **60 purposively selected respondents** representing the four stakeholder groups. Data were collected using a validated and reliable researcher-developed questionnaire and analyzed using frequencies, percentages, weighted means, and one-way analysis of variance (ANOVA). The findings showed that the municipality's tourist attractions and tourism activities were rated **Very Good**, while its local food products were rated **Excellent**, highlighting their significant contribution to destination attractiveness and visitor satisfaction. Significant differences were observed among respondent groups in selected aspects of tourism product assessment, reflecting variations in stakeholder perspectives and experiences. Respondents likewise identified challenges related to accessibility, infrastructure, destination promotion, and tourism support services. The study concludes that Real, Quezon, possesses strong tourism potential and that sustained improvements in destination management, product development, infrastructure, and stakeholder collaboration are essential to strengthen destination competitiveness and support sustainable local tourism development.

**Keywords:** tourism products, tourist attractions, tourism activities, local food products, destination competitiveness, sustainable tourism, Real, Quezon, Philippines

## 1. INTRODUCTION

Tourism has become one of the world's most significant economic sectors, generating employment, stimulating local enterprises, preserving cultural heritage, and promoting regional development. Modern tourism extends beyond the simple movement of visitors from one destination to another; it encompasses a comprehensive travel experience shaped by attractions, recreational activities, hospitality services, cultural encounters, and local culinary offerings. As destinations increasingly compete in the global tourism market, developing distinctive tourism products has become essential in attracting visitors, increasing tourist satisfaction, and sustaining local economic growth. Tourism products that integrate natural attractions, cultural experiences, recreational opportunities, and authentic local cuisine create memorable visitor experiences while strengthening the identity and competitiveness of destinations.

In the Philippines, tourism remains an important driver of inclusive economic development, particularly for municipalities endowed with abundant natural and cultural resources. National tourism policies encourage local government units to develop sustainable tourism destinations by enhancing attractions, promoting community participation, preserving local heritage, and supporting tourism-related enterprises. Local destinations are increasingly encouraged to diversify their tourism offerings through nature-based, culinary,

and cultural tourism, as well as outdoor recreation, to improve visitor experiences while generating employment and livelihood opportunities for local communities.

The Municipality of Real in the Province of Quezon possesses diverse tourism resources that have significant potential for local economic development. The municipality is recognized for its coastal attractions, waterfalls, surfing destinations, outdoor recreational activities, and unique local food products that reflect the area's cultural identity. Attractions such as Balagbag Falls, Nonoc Falls, Magra Beach, and the Malapad Coastal Area, along with recreational activities like surfing, swimming, boating, camping, and sightseeing, offer visitors diverse tourism experiences. Complementing these attractions are locally produced delicacies such as Pancit Habhab, Sinantol, Fresh Buko Juice, Nilupak, and other traditional food products that enrich the municipality's tourism appeal.

Despite these tourism assets, several challenges continue to limit the municipality's ability to maximize its tourism potential. The original manuscript identifies concerns related to transportation accessibility, limited infrastructure, inadequate promotion of destinations, pricing disparities among local products, insufficient safety measures for tourism activities, and varying levels of stakeholder participation in tourism development. These issues may affect visitor satisfaction, destination competitiveness, and the long-term sustainability of the local tourism industry. Addressing these concerns requires a comprehensive understanding of how various stakeholders perceive the municipality's attractions, tourism activities, and local food products.

Recognizing the importance of tourism products in destination competitiveness, this study assessed the attractions, activities, and food products in Real, Quezon from the perspectives of local tourists, community residents, local government unit employees, and business owners. Specifically, the study evaluated the quality of tourism products, examined differences among stakeholder assessments, identified operational concerns affecting tourism development, and generated empirical evidence that may support tourism planning, destination marketing, and sustainable local tourism development. The findings provide valuable information for tourism practitioners, policymakers, local government officials, and tourism entrepreneurs seeking to enhance the competitiveness of Real, Quezon as a tourism destination.

## Research Gap

Previous studies on tourism product development have primarily focused on destination marketing, tourist satisfaction, cultural heritage preservation, sustainable tourism, and tourism competitiveness. While these studies provide valuable insights into tourism development, relatively few investigations have comprehensively examined the combined dimensions of **tourist attractions, tourism activities, and local food products** within a single destination using multiple stakeholder perspectives. Existing literature often evaluates only one component of tourism products or focuses exclusively on visitor perceptions, thereby providing a limited understanding of how different local stakeholders collectively assess destination resources.

Moreover, there remains a scarcity of empirical studies on the Municipality of Real, Quezon, despite its growing tourism potential and rich array of coastal, ecological, recreational, and culinary resources. Previous research has also given limited attention to comparing the perceptions of local tourists, community residents, local government unit employees, and business owners regarding the municipality's tourism products. By addressing these gaps, the present study contributes localized evidence that may assist local government units, tourism planners, and business stakeholders in strengthening destination competitiveness, improving tourism products, and supporting sustainable tourism development in Real, Quezon.

## Objectives of the Study

This study aimed to assess the **Attractions, Activities, and Food Products in Real, Quezon, and determine their relevance to the local tourism industry.**

Specifically, it sought to:

1. Assess the attractions in Real, Quezon as perceived by: local tourists; community residents; local government unit employees; and business owners;
2. Assess the tourism activities available in Real, Quezon, according to the four groups of respondents;
3. Evaluate the local food products of Real, Quezon, based on the respondents' assessments;
4. Determine whether significant differences exist among the assessments of local tourists, community residents, local government unit employees, and business owners regarding the attractions, activities, and food products in Real, Quezon;
5. identify the problems encountered in relation to the municipality's tourism products; and
6. Provide evidence-based recommendations for strengthening tourism product development and enhancing the competitiveness of the local tourism industry.

### Theoretical Framework

This study is anchored on four complementary theories that explain the development, evaluation, and competitiveness of tourism products.

The primary theoretical foundation is Ritchie and Crouch's Destination Competitiveness Model, which posits that a tourism destination's competitiveness depends on the effective integration of natural attractions, supporting facilities, tourism services, destination management, infrastructure, and stakeholder collaboration. According to the model, destinations that successfully develop and manage these components are more likely to attract visitors, generate economic benefits, and sustain long-term tourism growth. In this study, the model provides a framework for evaluating how the attractions, activities, and food products of Real, Quezon contribute to its competitiveness as a local tourism destination.

The study is likewise supported by the **Experience Economy Theory** proposed by **Pine and Gilmore**, which argues that tourists seek memorable experiences rather than merely consuming products or services. Visitor satisfaction is created through meaningful interactions with attractions, recreational activities, cultural experiences, and local cuisine. This theory explains why authentic tourism experiences, including nature-based activities and local gastronomy, significantly influence tourists' perceptions and intentions to revisit a destination.

Another important theoretical foundation is **Tourism Product Theory**, developed by **Middleton and Clarke**, which views tourism products as integrated combinations of tangible and intangible elements, including attractions, accessibility, accommodation, activities, hospitality services, and supporting facilities. The theory emphasizes that visitors evaluate destinations based on the totality of these experiences rather than on individual attractions alone. This perspective supports the comprehensive assessment of attractions, activities, and food products undertaken in the present study.

Finally, the study adopts the principles of **Sustainable Tourism Development** advocated by the **United Nations World Tourism Organization (UN Tourism)**. Sustainable tourism emphasizes balancing economic growth, environmental conservation, cultural preservation, and community participation. Applying these principles, the study recognizes that the long-term success of tourism in Real, Quezon depends not only on the attractiveness of its tourism products but also on responsible destination management, stakeholder collaboration, and the preservation of local resources for future generations.

Collectively, these theories provide a comprehensive framework for understanding the relevance of attractions, activities, and food products to local tourism development. The Destination Competitiveness Model explains destination performance, Experience Economy Theory emphasizes memorable visitor experiences, Tourism Product Theory highlights the integration of tourism offerings, and Sustainable Tourism Development underscores the importance of responsible tourism management. Together, they provide a strong theoretical

basis for evaluating the tourism products of Real, Quezon, and their contribution to the municipality's tourism industry.

### 3. METHODOLOGY

#### Research Design

This study employed a **descriptive-comparative research design** to assess the attractions, activities, and food products in the Municipality of Real, Quezon, and determine their relevance to the local tourism industry. The descriptive component was used to determine respondents' level of assessment of the municipality's tourism attractions, tourism activities, and local food products. The comparative component was employed to determine whether significant differences existed among the perceptions of local tourists, community residents, local government unit (LGU) employees, and business owners regarding the identified tourism products.

The descriptive-comparative research design was considered appropriate because the study sought to describe existing tourism resources and compare stakeholder perceptions without manipulating any research variables. It enabled the researcher to obtain a comprehensive evaluation of the municipality's tourism products, identify areas for improvement, and generate empirical evidence that may inform tourism planning and local destination development. This research design is widely used in tourism and hospitality studies because it provides reliable information on destination attributes, visitor perceptions, and evaluations of tourism products under natural conditions.

#### Research Locale

The study was conducted in the **Municipality of Real**, Province of **Quezon**, Philippines. Situated along the eastern coast of Luzon and facing the Philippine Sea, Real is recognized as one of the province's emerging tourism destinations for its abundant natural attractions, including coastal resources, waterfalls, rivers, beaches, and recreational tourism opportunities. The municipality likewise possesses diverse local culinary products that contribute to its growing tourism identity.

Real has increasingly attracted both domestic and regional visitors due to its surfing destinations, eco-tourism attractions, outdoor recreational activities, and locally produced delicacies. Tourism has become one of the municipality's important economic sectors, providing livelihood opportunities for local residents through accommodation establishments, restaurants, transportation services, food enterprises, and tourism-related businesses. These characteristics make Real, Quezon an appropriate setting for assessing tourism products and their contribution to local tourism development.

#### Respondents of the Study

The respondents consisted of **sixty (60)** purposively selected individuals representing four stakeholder groups: Local Tourists, Community Residents, Local Government Unit (LGU) Employees, and Business Owners

Each stakeholder group provided valuable perspectives on the municipality's tourist attractions, activities, and local food products.

Local tourists were included because they directly experience the municipality's tourism products and provide valuable information regarding visitor satisfaction and destination attractiveness.

Community residents were selected because they continuously interact with the tourism industry and possess firsthand knowledge regarding local attractions, community participation, and tourism-related developments.

Local government unit employees were included because they participate in tourism planning, policy implementation, destination management, and local government initiatives supporting tourism development.

Business owners likewise served as respondents because they actively participate in the local tourism economy through accommodation establishments, food enterprises, transportation services, souvenir shops, and other tourism-related businesses. Their assessments provided important insights regarding tourism demand, visitor preferences, and destination competitiveness.

The inclusion of these four stakeholder groups enabled the study to obtain a comprehensive assessment of the municipality's tourism products from multiple organizational and community perspectives.

### **Sampling Technique**

The study used purposive sampling to select the respondents.

Purposive sampling was considered appropriate because the researcher intentionally selected respondents possessing direct knowledge and experience regarding tourism activities within the Municipality of Real. Only individuals who regularly interact with the municipality's tourism industry—including tourists, local residents, government personnel, and tourism-related entrepreneurs—were included in the investigation.

The use of purposive sampling ensured that respondents possessed sufficient familiarity with the municipality's attractions, tourism activities, and local food products, thereby enhancing the relevance and credibility of the information gathered.

### **Research Instrument**

The study used a researcher-developed survey questionnaire as the primary instrument for collecting quantitative data. The questionnaire was developed after an extensive review of tourism literature, destination competitiveness studies, local tourism policies, tourism product evaluation models, and prior studies on attractions, tourism activities, and local food products.

The instrument consisted of **four major parts**.

#### **Part I – Respondents' Profile**

This section obtained demographic information regarding the respondents.

The profile variables included: age; sex; civil status; educational attainment; respondent classification; and frequency of visits (for tourists).

These variables provided contextual information describing the respondents.

#### **Part II – Attractions, Activities, and Food Products**

This section assessed the tourism products of Real, Quezon, in terms of:

##### **A. Tourist Attractions**

The indicators evaluated the municipality's natural attractions, accessibility, environmental condition, uniqueness, safety, visitor appeal, and overall attractiveness.

##### **B. Tourism Activities**

The respondents assessed the availability, diversity, safety, organization, accessibility, and overall quality of recreational and tourism activities offered within the municipality.

##### **C. Local Food Products**

This section evaluated the quality, authenticity, affordability, availability, presentation, taste, cleanliness, and tourism value of local food products and delicacies offered in Real, Quezon.

### **Part III – Problems Encountered**

This section identified the operational concerns affecting tourism development.

The indicators covered issues related to: accessibility; transportation; destination promotion; tourism facilities; sanitation; environmental management; safety and security; availability of tourism information; pricing of tourism products; and stakeholder participation.

The responses served as important inputs in formulating recommendations for local tourism development.

### **Part IV – Suggestions for Tourism Improvement**

The final section invited respondents to provide recommendations for improving tourism attractions, recreational activities, food products, visitor services, destination marketing, and overall tourism management in Real, Quezon.

### **Validation of the Research Instrument**

#### **Validation of the Research Instrument**

Prior to data collection, the research instrument underwent a systematic validation process to ensure that it appropriately measured the constructs examined in the study. The questionnaire was reviewed by experts in tourism management, research methodology, and local tourism development, who evaluated its clarity, relevance, content coverage, organization, and alignment with the study's objectives. The validators' recommendations were incorporated to improve the wording, sequencing, and overall structure of the instrument before its administration.

The revised questionnaire was subsequently pilot-tested with respondents whose characteristics were similar to those of the target population to assess its clarity, usability, and internal consistency. The pilot testing confirmed that the instrument was understandable and appropriate for the intended respondents and provided the basis for refining several questionnaire items prior to the actual survey. Although the instrument underwent expert validation and reliability testing, the manuscript does not report the numerical validity and reliability indices, such as the **Content Validity Index (CVI)** and **Cronbach's alpha coefficients**. Future studies are encouraged to include these statistical measures to enhance methodological transparency, facilitate replication, and further strengthen the credibility and rigor of the research instrument.

### **Data Gathering Procedure**

Prior to data collection, the researcher secured permission from the Municipal Government of Real, Quezon, and coordinated with appropriate tourism and local government offices regarding the conduct of the study.

After obtaining institutional approval, the researcher personally administered the survey questionnaires to the selected respondents. Before questionnaire administration, respondents were informed about: the objectives of the study; voluntary participation; the confidentiality of responses; participant anonymity; ethical safeguards; and the academic purpose of the research.

Completed questionnaires were retrieved, reviewed for completeness, coded, and organized for statistical analysis.

### **Ethical Considerations**

The researcher strictly observed accepted ethical principles governing research involving human participants.

Participation in the study was entirely voluntary. All respondents were informed regarding the objectives of the investigation, their right to decline participation, and their freedom to withdraw at any stage without adverse consequences.

Strict confidentiality and anonymity were maintained throughout the study. Individual responses were treated confidentially and were reported only in aggregate form. The collected information was utilized exclusively for academic and research purposes, and the researcher ensured compliance with institutional ethical standards governing research involving human participants.

### Statistical Treatment of Data

Appropriate descriptive and inferential statistical techniques were employed in analyzing the collected data.

- **Frequency and Percentage** were used to describe the demographic profile of the respondents.
- **Weighted Mean** determined the respondents' assessment of the attractions, tourism activities, local food products, and problems encountered.
- **One-Way Analysis of Variance (ANOVA)** determined whether significant differences existed among local tourists, community residents, LGU employees, and business owners regarding their assessments of the municipality's tourism products.

All statistical analyses were interpreted using the **0.05 level of significance**.

## 4. RESULTS AND DISCUSSION

### Profile of the Respondents

The respondents represented four important stakeholder groups in the tourism sector of the Municipality of Real, Quezon, namely local tourists, community residents, local government unit (LGU) employees, and business owners. This composition enabled the study to capture diverse perspectives regarding the municipality's tourism products and their contribution to local tourism development.

The demographic profile indicates that respondents possessed sufficient familiarity with the municipality's tourism destinations, recreational activities, and local food products. Their varied experiences as visitors, residents, policymakers, and entrepreneurs provided a comprehensive understanding of the municipality's tourism resources from both the demand and supply sides of the tourism industry.

The inclusion of multiple stakeholder groups strengthened the credibility of the findings by enabling comparisons among respondents who directly experience, manage, promote, and benefit economically from tourism activities within the municipality.

### Tourist Attractions in Real, Quezon

The respondents assessed the tourist attractions of Real, Quezon as **Very Good**, indicating that the municipality possesses highly attractive natural and recreational resources that significantly contribute to its tourism appeal. The assessment reflects respondents' positive perceptions regarding the beauty, uniqueness, environmental condition, accessibility, and overall attractiveness of the municipality's tourism destinations.

The findings suggest that Real, Quezon, has successfully utilized its natural resources as primary tourism assets. Coastal beaches, waterfalls, rivers, mountain landscapes, and nature-based recreational sites collectively offer visitors diverse travel experiences that set the municipality apart from neighboring destinations. These attractions support various tourism markets, including ecotourism, adventure tourism, beach tourism, recreational tourism, and family-oriented travel.

Respondents particularly recognized the municipality's natural scenery, environmental beauty, and relaxing atmosphere as important factors contributing to destination attractiveness. Such characteristics strengthen visitors' overall travel experiences while encouraging repeat visitation and positive word-of-mouth promotion.

Nevertheless, respondents also recognized opportunities for improving accessibility, visitor facilities, destination interpretation, environmental conservation, and tourism infrastructure. Continuous enhancement of these supporting services would further increase visitor satisfaction and strengthen the municipality's competitiveness within the regional tourism market.

The findings strongly support the **Destination Competitiveness Model**, which emphasizes that natural attractions are among the primary determinants of destination competitiveness. However, the long-term attractiveness of destinations likewise depends upon effective destination management, accessibility, environmental protection, and supporting infrastructure.

### Tourism Activities

The tourism activities available in Real, Quezon, were likewise assessed as **Very Good**, indicating that the municipality offers a diverse range of recreational experiences that complement its natural attractions. Respondents generally agreed that visitors can engage in a range of outdoor activities, including surfing, swimming, boating, camping, sightseeing, river exploration, beach recreation, and nature appreciation.

The findings demonstrate that tourism activities significantly enhance destination attractiveness by transforming natural resources into meaningful visitor experiences. Rather than simply observing attractions, tourists actively engage with the destination through recreational, adventure, and leisure activities that create memorable travel experiences.

Respondents likewise recognized that organized tourism activities encourage longer visitor stays, increase tourism expenditures, and generate additional livelihood opportunities for local communities through accommodation establishments, food services, transportation providers, and recreational businesses.

Despite the favorable assessment, respondents identified opportunities to further diversify tourism activities through cultural festivals, heritage tours, ecotourism programs, marine conservation activities, educational tours, and community-based tourism experiences. Expanding these tourism offerings would broaden the municipality's tourism market while promoting sustainable local economic development.

These findings reinforce the **Experience Economy Theory**, which explains that tourists increasingly seek memorable and meaningful experiences rather than merely visiting physical attractions. Well-organized tourism activities, therefore, play an important role in enhancing visitor satisfaction and destination loyalty.

### Local Food Products

Among the three tourism product components, **local food products received the highest overall assessment**, indicating that respondents consider the municipality's culinary offerings as one of its strongest tourism assets. The food products were evaluated as **Excellent**, reflecting their quality, authenticity, affordability, taste, cultural significance, and contribution to the municipality's tourism identity.

The findings indicate that local delicacies significantly enrich visitors' travel experiences by providing authentic cultural encounters through gastronomy. Traditional food products not only satisfy tourists' culinary preferences but also preserve local traditions, promote indigenous ingredients, and generate additional livelihood opportunities for local food producers and entrepreneurs.

Respondents particularly appreciated the freshness, affordability, uniqueness, and cultural authenticity of locally prepared food products. Such characteristics strengthen destination branding by creating memorable gastronomic experiences that distinguish Real, Quezon from competing tourism destinations.

The results likewise highlight the growing importance of culinary tourism within local destination development. Food products have become integral tourism attractions because they encourage tourist spending, support micro-enterprises, preserve culinary heritage, and enhance destination competitiveness.

These findings support **Tourism Product Theory**, which holds that tourism products comprise integrated tangible and intangible experiences. Local cuisine represents a valuable tourism resource because it combines cultural identity, visitor satisfaction, economic development, and destination marketing into a single tourism product.

### Overall Assessment of Attractions, Activities, and Food Products

Collectively, the findings demonstrate that the tourism products of Real, Quezon are **highly favorable** and contribute significantly to the municipality's attractiveness as an emerging tourism destination. Respondents consistently recognized the municipality's natural attractions, recreational activities, and local food products as valuable tourism assets that can attract visitors and support local economic development.

Among the three components, **local food products received the highest assessment**, followed by **tourist attractions**, while **tourism activities** also obtained a favorable evaluation. These findings suggest that Real, Quezon possesses a well-balanced tourism product portfolio that integrates natural resources, recreational experiences, and authentic local cuisine.

The overall assessment indicates that the municipality already possesses many of the essential components required for destination competitiveness. However, sustaining tourism growth requires continuous improvements in destination management, infrastructure development, environmental conservation, tourism promotion, visitor services, and stakeholder collaboration.

## INTEGRATED DISCUSSION

The findings demonstrate that the attractiveness of Real, Quezon as a tourism destination results from the successful combination of natural attractions, recreational activities, and authentic local food products. Rather than functioning independently, these tourism products complement one another to create comprehensive visitor experiences that contribute to destination competitiveness and sustainable tourism development.

The results strongly support the **Destination Competitiveness Model**, which emphasizes that destinations become competitive when natural resources, tourism products, supporting services, accessibility, and destination management operate cohesively. The favorable assessment of Real's tourism products indicates that the municipality has a strong foundation to strengthen its position in the regional tourism market.

The findings likewise reinforce the **Experience Economy Theory**, demonstrating that visitors value memorable experiences created through participation in recreational activities, interaction with natural environments, and consumption of authentic local cuisine. Tourism experiences, therefore, extend beyond sightseeing to include emotional, cultural, recreational, and gastronomic engagement.

The study also supports **Tourism Product Theory**, which views tourism products as integrated combinations of attractions, activities, hospitality services, and supporting facilities. The positive evaluation of all three tourism product components suggests that visitors perceive the municipality as offering a complete tourism experience rather than isolated attractions.

Finally, the findings are consistent with the principles of **Sustainable Tourism Development**, emphasizing that long-term tourism success depends upon balancing economic development, environmental conservation, cultural preservation, and community participation. While Real, Quezon already possesses valuable tourism resources, continuous investments in infrastructure, destination marketing, environmental management, stakeholder collaboration, and product innovation remain necessary to ensure sustainable tourism growth and improved visitor satisfaction.

### Significant Difference in the Assessment of Attractions, Activities, and Food Products Among the Respondents

To determine whether significant differences existed among the assessments of **local tourists, community residents, local government unit (LGU) employees, and business owners**, **One-Way Analysis of Variance**

(ANOVA) was employed. The analysis revealed significant differences in selected aspects of the municipality's tourism products, indicating that respondents' perceptions varied with their roles, experiences, and involvement in the local tourism industry.

The results indicate that differences existed among stakeholder groups in their assessments of the tourism resources of Real, Quezon. These variations may be attributed to the distinct experiences, expectations, and levels of involvement of each stakeholder group within the local tourism industry. Residents, tourism employees, entrepreneurs, visitors, and government personnel often evaluate tourism products from different perspectives shaped by their respective economic interests, frequency of interaction with tourists, familiarity with local resources, and professional responsibilities. Consequently, differences in assessment should not necessarily be interpreted as conflicting opinions but rather as complementary viewpoints that collectively provide a more comprehensive understanding of the destination's tourism assets.

From a destination management perspective, these findings emphasize the importance of adopting a participatory and stakeholder-oriented approach to tourism planning. Tourism development programs should recognize that different stakeholder groups may prioritize different aspects of destination development. Local government units and tourism planners should therefore strengthen stakeholder consultation, encourage collaborative decision-making, and regularly conduct visitor and community perception surveys to ensure that tourism development initiatives respond to the diverse needs and expectations of all tourism stakeholders. Such an inclusive approach contributes to more sustainable destination management while improving visitor satisfaction, community support, and long-term tourism competitiveness.

Although statistically significant differences were identified in selected indicators, the overall assessments of the four respondent groups consistently remained favorable. This indicates that despite differences in stakeholder perspectives, there is broad agreement regarding the municipality's tourism potential and the positive contribution of its attractions, activities, and local food products to tourism development.

The findings further demonstrate the importance of incorporating multiple stakeholder perspectives in tourism planning. Effective destination management requires balancing visitor expectations with community interests, government priorities, and private-sector participation to ensure that tourism development remains inclusive and sustainable.

### **Problems Encountered in Relation to the Municipality's Tourism Products**

Despite the generally favorable assessment of the municipality's tourism products, respondents identified several operational concerns that continue to affect tourism development in Real, Quezon. These concerns relate primarily to destination accessibility, tourism infrastructure, visitor services, destination promotion, and environmental management.

Among the most frequently identified concerns were: inadequate transportation accessibility to certain tourist destinations; limited directional signage and tourist information centers; insufficient promotion of tourism attractions and local food products; inadequate public facilities, including restrooms, parking areas, and visitor waiting areas; inconsistent maintenance of selected tourist sites; limited availability of trained local tour guides; insufficient safety and emergency response facilities for outdoor tourism activities; inadequate waste management and environmental conservation measures in some tourism areas; seasonal fluctuations in tourism demand; and limited collaboration among tourism stakeholders in destination promotion.

Overall, these concerns were assessed as **Moderately Encountered**, indicating that while they do not substantially diminish the municipality's attractiveness, they represent important operational issues that require ongoing attention from local government authorities, tourism stakeholders, and community organizations.

The findings suggest that the municipality's tourism challenges are primarily related to destination management rather than deficiencies in tourism resources themselves. Real, Quezon possesses attractive tourism products; however, maximizing their economic and tourism potential requires strengthening the supporting systems that facilitate positive visitor experiences.

## DISCUSSION OF KEY TOURISM ISSUES

One of the principal issues identified by respondents concerns **destination accessibility**. Although Real, Quezon possesses numerous attractive tourist sites, transportation options, and road conditions leading to certain destinations, directional signage still needs improvement. Accessibility remains one of the most important determinants of destination competitiveness because convenient transportation influences visitors' travel decisions, satisfaction with the destination, and the likelihood of repeat visitation.

Another important concern relates to **destination marketing and promotion**. Respondents indicated that many of the municipality's attractions, recreational activities, and local food products remain relatively unknown outside neighboring provinces. Strengthening digital marketing strategies, social media campaigns, tourism websites, destination branding, and participation in regional tourism exhibitions would increase destination visibility and expand tourism demand.

The findings also emphasize the need to strengthen **tourism infrastructure and visitor services**. Continuous improvement of public facilities, tourism information centers, sanitation services, emergency response systems, parking facilities, and visitor assistance programs would enhance the overall tourism experience while improving visitor safety and comfort.

Respondents likewise recognized opportunities to expand **culinary tourism** by promoting local food products as primary tourism attractions rather than supplementary visitor experiences. Organizing food festivals, culinary demonstrations, local product exhibitions, and gastronomic tourism events would strengthen destination identity while generating additional income for local entrepreneurs.

Finally, the findings highlight the importance of **environmental sustainability and stakeholder collaboration**. Sustainable tourism development requires active participation from local government units, tourism enterprises, community organizations, environmental agencies, and residents to preserve natural attractions while ensuring that tourism growth benefits local communities.

### Integrated Tourism Management Discussion

The findings demonstrate that the Municipality of Real, Quezon, possesses considerable tourism potential due to its diverse array of natural attractions, recreational activities, and authentic local food products. Collectively, these tourism resources create distinctive visitor experiences that contribute positively to destination attractiveness, local economic development, and community identity.

The results strongly support the **Destination Competitiveness Model**, which emphasizes that successful tourism destinations integrate attractions, tourism services, infrastructure, accessibility, destination management, and stakeholder cooperation. While the municipality's tourism products received favorable evaluations, strengthening supporting infrastructure and destination management practices would further improve its competitiveness within the regional tourism market.

The findings likewise reinforce the **Experience Economy Theory**, demonstrating that memorable visitor experiences are created through meaningful participation in recreational activities, interaction with natural environments, and authentic culinary experiences. Modern tourists increasingly seek destinations that provide immersive, experiential, and culturally authentic travel opportunities, making Real, Quezon well-positioned to expand its tourism market.

The study also affirms the principles of **Tourism Product Theory**, which explains that destinations should be evaluated as integrated tourism systems rather than isolated attractions. The favorable assessments of attractions, activities, and food products indicate that Real already offers a relatively complete tourism product capable of satisfying diverse visitor interests. However, maximizing this potential requires stronger destination branding, improved product packaging, enhanced infrastructure, and coordinated tourism promotion.

Finally, the findings support **Sustainable Tourism Development Theory**, emphasizing that long-term tourism success depends upon balancing environmental conservation, community participation, cultural preservation, and economic development. Continuous collaboration among local government units, tourism businesses, residents, and community organizations will be essential in ensuring that tourism growth remains sustainable, inclusive, and beneficial to future generations.

## 5. CONCLUSIONS

Based on the findings of the study, the following conclusions are drawn:

1. **The Municipality of Real, Quezon possesses highly attractive tourism resources**, and its attractions, tourism activities, and local food products collectively contribute to the municipality's growing tourism potential.
2. **Tourist attractions were assessed as Very Good**, indicating that the municipality's natural landscapes, beaches, waterfalls, and recreational sites effectively attract visitors and enhance destination appeal.
3. **Tourism activities were likewise evaluated as Very Good**, demonstrating that recreational opportunities significantly enrich visitor experiences and encourage longer tourist stays.
4. **Local food products received the highest assessment**, confirming that authentic local cuisine serves as one of the municipality's strongest tourism assets and contributes substantially to destination identity.
5. **Significant differences were observed among the assessments of local tourists, community residents, LGU employees, and business owners**, reflecting variations in stakeholder perspectives and experiences regarding tourism development.
6. **The identified concerns primarily involve destination management rather than tourism resources themselves**, suggesting that improvements in accessibility, infrastructure, promotion, and visitor services would substantially enhance tourism competitiveness.
7. **Stakeholder collaboration remains essential** for sustaining tourism development and improving the municipality's tourism products.
8. **Destination marketing requires further strengthening** to increase visitor awareness and promote Real, Quezon, beyond its existing tourism markets.
9. **Environmental conservation and sustainable tourism practices are necessary** to preserve the municipality's natural attractions while supporting long-term tourism growth.
10. **Overall, the tourism products of Real, Quezon provide a strong foundation for sustainable local tourism development**, provided that continuous investments are made in destination management, infrastructure, promotion, and stakeholder cooperation.

## 6. RECOMMENDATIONS

Based on the study's findings and conclusions, the following recommendations are proposed.

1. **The Local Government Unit is to strengthen** tourism infrastructure by improving road access, directional signage, visitor information centers, public facilities, sanitation services, and safety measures in major tourism destinations.
2. **The Local Government Unit is to intensify** destination marketing through digital tourism campaigns, official tourism websites, social media promotion, participation in travel fairs, and partnerships with regional tourism organizations.

3. The **Tourism Business Owners are to** continue improving service quality, product innovation, pricing strategies, and customer experience while promoting authentic local culture and hospitality.
4. The **Tourism Business Owners are to** develop additional tourism packages integrating attractions, recreational activities, and culinary experiences to encourage longer visitor stays.
5. The **Community Residents are to** continue supporting community-based tourism initiatives through environmental conservation, cultural preservation, and active participation in tourism activities.
6. The **Tourism Organizations are to** expand hospitality training, tour guide development, emergency preparedness programs, and customer service enhancement activities.
7. **Future Researchers are to** conduct similar studies in other municipalities within Quezon Province and neighboring regions.
8. Future researchers are encouraged to broaden the scope of their investigation by increasing the sample size and, whenever feasible, employing probability sampling techniques to improve the representativeness and generalizability of the findings. Including a wider range of stakeholders—such as domestic and international tourists, tourism entrepreneurs, accommodation providers, transport operators, local residents, and government officials—from multiple tourism destinations would provide a more comprehensive understanding of local tourism development.
9. Researchers are also encouraged to employ advanced statistical analyses, including multiple regression, factor analysis, structural equation modeling, mediation analysis, moderation analysis, and other multivariate techniques, to assess the relative contributions of various tourism product dimensions to visitor behavior and destination performance. Reporting effect size statistics alongside significance testing would further strengthen the interpretation of quantitative findings by demonstrating their practical significance.
10. Future studies may likewise incorporate additional tourism variables, including tourist satisfaction, destination image, revisit intention, visitor loyalty, perceived service quality, destination competitiveness, digital destination marketing, tourism resilience, sustainability practices, community participation, and the economic impacts of tourism. Examining these variables alongside attractions, activities, and food products would provide a more holistic explanation of tourism performance and destination competitiveness.
11. Finally, future investigations may adopt mixed-methods or qualitative research designs by conducting interviews, focus group discussions, or case studies involving tourists, tourism operators, community leaders, and local government officials. Such approaches would provide richer contextual information regarding stakeholder experiences, challenges, and recommendations, thereby generating more comprehensive evidence to support sustainable tourism planning and destination management.

## Practical Implications

The findings suggest that Real, Quezon, possesses a competitive combination of natural attractions, recreational opportunities, and culinary resources that can support sustainable tourism development. However, maximizing these advantages requires coordinated destination management, infrastructure investment, strategic marketing, and stakeholder collaboration.

For local government officials, the study provides evidence supporting increased investment in tourism infrastructure, accessibility, visitor services, and destination promotion. For tourism entrepreneurs, the findings highlight opportunities to diversify tourism experiences, strengthen culinary tourism, and improve visitor satisfaction. For community organizations, the results emphasize the importance of environmental stewardship and cultural preservation as essential components of sustainable tourism.

## Limitations of the Study

This study provides important insights into the relevance of attractions, activities, and food products to the tourism industry of Real, Quezon; however, several limitations should be acknowledged. First, the study was conducted among selected respondents within the municipality of Real, Quezon, thereby limiting the generalizability of the findings to other tourism destinations with different geographical, cultural, and economic characteristics. Second, the use of a cross-sectional quantitative research design captured respondents' perceptions at a single point in time and therefore did not examine changes in tourism preferences, destination competitiveness, or stakeholder perceptions over time. Third, although the study examined major tourism product dimensions, it did not include other factors that may influence tourism development, such as tourist satisfaction, destination image, service quality, visitor loyalty, digital tourism marketing, tourism resilience, and economic impacts. Finally, the study relied primarily on survey questionnaires, which may not fully capture the depth and complexity of stakeholders' experiences, perceptions, and recommendations regarding tourism development. These limitations should be considered when interpreting the findings and provide opportunities for future research.

## CONTRIBUTION TO LOCAL TOURISM DEVELOPMENT

This study contributes to local tourism literature by providing a comprehensive assessment of attractions, tourism activities, and local food products from multiple stakeholder perspectives. It demonstrates the importance of integrating natural resources, recreational experiences, and culinary heritage in enhancing destination competitiveness.

The study also provides empirical evidence to support tourism planning, destination marketing, community participation, and sustainable tourism policies in Real, Quezon. By identifying both the strengths and operational concerns of the municipality's tourism products, the research provides a valuable reference for local government units, tourism practitioners, and policymakers seeking to strengthen tourism development while preserving the municipality's natural and cultural resources.

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