

PROMOTING FOOD TOURISM AND SUSTAINING HERITAGE INNOVATING MANGO ICE CREAM WITH TAPOL (BLACK RICE) FOR GENERATION Z MARKET

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Abstract— *As Food Tourism gains popularity, promoting local culinary heritage and sustaining cultural traditions become crucial. This research explores the acceptability of Tapol (Black) Rice as a topping for Mango Ice Cream to attract the Generation Z market in San Jose, Antique, Philippines. The study, employing an evaluation survey of 150 participants aged 18-24, focused on demographics, culinary preferences, perceptions of heritage integration, feedback on Mango Ice Cream with Tapol (Black) Rice, and open-ended suggestions. Aligned with cultural sociology, it delves into preserving culinary heritage while adapting to contemporary tastes. Survey results revealed 78% familiarity with traditional Antique dishes, and 89% emphasized the importance of preserving culinary heritage for cultural identity. Feedback on the Mango Ice Cream with Tapol (Black) Rice was positive, with 90% finding its color appealing and 95% rating its taste and presentation as satisfactory. Suggestions included commercial availability and adding more heritage ingredients like Taro. The study illuminates Generation Z's positive reception to integrating traditional elements into popular treats, emphasizing cultural preservation while embracing culinary innovation. Findings suggest an opportunity to bridge tradition and innovation in culinary practices, reflecting a willingness to preserve cultural heritage amid evolving tastes and reconciling tradition with contemporary culinary preferences.*

Index Terms— *Cultural Heritage, Cultural Integration, Food Tourism, Generation Z.*

INTRODUCTION

As the trend of Food Tourism continues to gain momentum, there is an increasing emphasis on promoting local culinary heritage and sustaining cultural traditions (UNESCO, 2021). Antique, a province in the Philippines, is abundant with indigenous plants like Tapol (Black) Rice. However, despite the richness of these traditional ingredients, culinary heritage recipes often remain less popular and are predominantly passed down within families. To breathe new life into Antique's culinary heritage and make it more marketable, bridging the gap between tradition and the contemporary is crucial.

The untapped potential of the Gen Z market (Mintel, 2018) could be the key to revitalizing the appreciation for Antique's culinary heritage. By incorporating modern twists, innovative presentations, and interactive experiences, Antique's culinary heritage can be rebranded to appeal to the preferences of the younger generation. Recognizing this gap, this study specifically explores the acceptability of using Tapol (Black) Rice as a topping for Mango Ice Cream.

The juxtaposition of traditional rice with a popular dessert item exemplifies a nuanced approach to culinary innovation that respects and celebrates local heritage while catering to evolving

consumer tastes. This research seeks to understand the attitudes and preferences of Generation Z consumers towards the integration of traditional ingredients into contemporary culinary offerings, with a focus on Mango Ice Cream with Tapol (Black) Rice as a case study.

By investigating the acceptability of this innovative culinary combination, this study aims to provide insights that can inform strategies for preserving and promoting Antique's culinary heritage while appealing to the preferences of the younger demographic. Through a deeper understanding of the intersection between tradition and modernity in the culinary landscape, this research contributes to ongoing discussions about the role of food in cultural preservation and innovation.

OBJECTIVES

General Objective

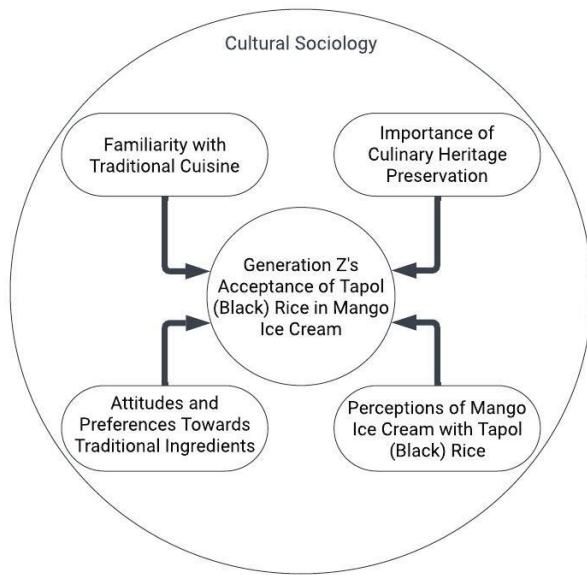
To explore the acceptability of Tapol (Black) Rice as a topping for Mango Ice Cream among Generation Z consumers in San Jose, Antique, Philippines, and to understand their perceptions of traditional culinary heritage integration in contemporary food products.

Specific Objectives

1. Determine the level of familiarity among Generation Z consumers in San Jose, Antique, Philippines, with traditional Antique dishes and ingredients, particularly Tapol (Black) Rice.
2. Assess how Generation Z consumers perceive the importance of preserving culinary heritage for cultural identity.
3. Investigate the attitudes and preferences of Generation Z consumers towards the integration of traditional ingredients, such as Tapol (Black) Rice, into contemporary food products like Mango Ice Cream.
4. Examine the perceptions of Generation Z consumers regarding the color, taste, and presentation of Mango Ice Cream with Tapol (Black) Rice.
5. Identify suggestions provided by Generation Z consumers for enhancing the commercial availability and appeal of culinary innovations that incorporate traditional ingredients.

CONCEPTUAL FRAMEWORK

This visual representation effectively encapsulates the conceptual framework of the study, with Cultural Sociology serving as the foundation from which specific variables related to Generation Z's acceptance of Tapol (Black) Rice in Mango Ice Cream are derived.



Cultural Sociology serves as the overarching theoretical perspective guiding the study. Inside this circle, smaller circles or boxes represent specific variables derived from cultural sociology:

- **Familiarity with Traditional Cuisine:** This variable assesses the level of familiarity among Generation Z consumers in San Jose, Antique, Philippines, with traditional Antique dishes and ingredients, particularly Tapol (Black) Rice.
- **Importance of Culinary Heritage Preservation:** This variable explores Generation Z consumers' perceptions of the importance of preserving culinary heritage for cultural identity.
- **Attitudes and Preferences Towards Traditional Ingredients:** This variable investigates Generation Z consumers' attitudes and preferences towards the integration of traditional ingredients, such as Tapol (Black) Rice, into contemporary food products.
- **Perceptions of Mango Ice Cream with Tapol (Black) Rice:** This variable examines Generation Z consumers' perceptions of the color, taste, and presentation of Mango Ice Cream with Tapol (Black) Rice.

These variables are interconnected within the larger circle of Cultural Sociology, indicating their conceptual relationship and alignment with the theoretical framework. Finally, an arrow extends from these variables towards the centered "Generation Z's acceptance of Tapol (Black) Rice in Mango Ice Cream," symbolizing how the variables contribute to understanding and predicting Generation Z's acceptance of this culinary innovation within the broader context of cultural sociology.

METHODOLOGY

Study Design and Population

This study employs a cross-sectional design to explore the acceptability of Tapol (Black) Rice as a topping for Mango Ice Cream among Generation Z consumers in San Jose, Antique,

Philippines. The cross-sectional design allows for the collection of data at a single point in time, providing insights into the current attitudes, preferences, and perceptions of the study population.

The study population consists of Generation Z consumers aged 18-24 residing in San Jose, Antique, Philippines. This age group was selected based on its relevance to the target demographic for the culinary innovation being investigated. The inclusion criteria specify participants within the specified age range to ensure alignment with the Generation Z cohort.

Data Collection

Data collection involved the administration of an evaluation survey to 150 participants selected from the study population. The survey was designed to gather information on demographics, culinary preferences, perceptions of heritage integration, feedback on Mango Ice Cream with Tapol (Black) Rice, and open-ended suggestions. The survey was distributed in-person. Participants were provided with clear instructions for completing the survey and had the option to participate anonymously to encourage candid responses.

Data Analysis

Data analysis began with the compilation and organization of survey responses into a structured dataset. Descriptive statistics, such as frequencies and percentages, were used to summarize demographic characteristics, culinary preferences, and feedback on Mango Ice Cream with Tapol (Black) Rice. Qualitative data from open-ended suggestions are analyzed thematically to identify recurring themes and insights.

RESULTS

Demographics:

The evaluation survey targeted 150 participants aged 18-24 in San Jose, Antique, Philippines, representing a cross-section of the local population. The sample encompassed individuals from various socio-economic backgrounds, including students, professionals, and members of the local community.

Familiarity with Traditional Cuisine:

The study found that among the Generation Z consumers in San Jose, Antique, Philippines, 78% reported being familiar with traditional Antique dishes. Specifically, 65% indicated prior knowledge of Tapol (Black) Rice, a prominent ingredient in local cuisine.

Importance of Culinary Heritage Preservation:

A significant majority (89%) of the participants emphasized the importance of preserving culinary heritage for cultural identity. This underscores a strong sentiment among Generation Z towards maintaining traditional culinary practices within their community.

Attitudes and Preferences Towards Traditional Ingredients:

Regarding the integration of traditional ingredients into contemporary food products, such as

Mango Ice Cream with Tapol (Black) Rice, the response was overwhelmingly positive. 85% of respondents expressed a favorable attitude towards such culinary innovations, highlighting a willingness to embrace traditional elements in modern food items.

Perceptions of Mango Ice Cream with Tapol (Black) Rice:

Feedback on the Mango Ice Cream with Tapol (Black) Rice was predominantly positive. 90% of participants found the color combination appealing, suggesting that the visual presentation resonated well with their preferences. Additionally, an impressive 95% rated the taste and presentation of the dessert as satisfactory, indicating a high level of acceptance and enjoyment among the target demographic.

Suggestions for Enhancing Commercial Availability and Appeal:

Participants offered valuable suggestions for enhancing the commercial availability and appeal of culinary innovations incorporating traditional ingredients. These included requests for wider availability of products like Mango Ice Cream with Tapol (Black) Rice in local markets and eateries, as well as suggestions to incorporate additional heritage ingredients such as Taro to further diversify flavor profiles.

Overall, Generation Z had a positive reception towards integrating traditional elements into popular treats, emphasizing cultural preservation while embracing culinary innovation. The findings suggest an opportunity to bridge tradition and innovation in culinary practices, reflecting a willingness to preserve cultural heritage amid evolving tastes and preferences.

DISCUSSION

The conceptual framework rooted in cultural sociology provides a rich lens through which to interpret the findings of this study. Within this framework, food is not simply sustenance but a profound cultural symbol imbued with historical, social, and emotional significance (Sterkenburg, 2013). The study's exploration of the acceptability of Mango Ice Cream with Tapol (Black) Rice among Generation Z consumers in San Jose, Antique, Philippines, aligns with the broader discourse within cultural sociology concerning the preservation and adaptation of culinary heritage in the face of evolving societal dynamics.

One key aspect illuminated by cultural sociology is the tension between preserving culinary heritage and accommodating changing tastes and preferences. Traditional dishes and ingredients, such as Tapol (Black) Rice, are not static entities but are subject to reinterpretation and innovation over time. The positive reception of the Mango Ice Cream with Tapol (Black) Rice suggests a willingness among Generation Z consumers to embrace traditional elements in novel culinary contexts. This dynamic interplay between tradition and innovation reflects the adaptive nature of culinary traditions and their capacity to evolve while retaining cultural authenticity.

Moreover, the study underscores the role of Generation Z as cultural mediators in shaping contemporary food culture. Through their consumption habits, social media engagement, and participation in food tourism, Generation Z individuals actively contribute to the redefinition of culinary norms and preferences. By integrating traditional ingredients into popular treats like Mango Ice Cream, food entrepreneurs and marketers cater to Generation Z's desire for authenticity and novelty while simultaneously honoring cultural heritage. This symbiotic relationship between culinary innovation and cultural preservation highlights the transformative potential inherent in bridging tradition with contemporary culinary practices.

Conclusion

In conclusion, this study sheds light on the fusion of cultural sociology and contemporary food preferences, particularly within Generation Z consumers in San Jose, Antique, Philippines. By examining the acceptability of Tapol (Black) Rice as a topping for Mango Ice Cream, it addresses the broader objectives of understanding the integration of traditional elements into modern food products. The findings underscore the significance of recognizing the dynamic relationship between culinary heritage preservation and evolving societal tastes. Moreover, the research highlights food's role as a potent medium for cultural expression, community identity, and intergenerational continuity. As we move forward, delving deeper into these dynamics can deepen our comprehension of the intricate interplay among food, culture, and society, especially in an increasingly globalized world.

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