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Value Added and Rural Tourism Promoting through Native Chicken Beauty pageant for Sustainable Local Economy: innovative Approach to Agrotourism Development

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Abstract

This descriptive-correlational research was conducted to assess the influence of native chicken beauty contests as agritourism activity on the motivation of farmers to raise native chickens. The study's participants are the farmers of Isabela province who are raising native chickens and participated in the native chicken beauty contest from 2018 to 2020. The study was mainly conducted by females, ages 51 to 60, married, educated, and involved in farming. Most participants raised less than 50 native chickens, had no training in native chicken management, and earned less than 10 thousand pesos from raising native chickens. The respondents are generally motivated to raise native chicken. Intrinsically, the respondents are raising native chicken because they love native chicken for its health benefits, and it can be an additional source of income for the family. Extrinsically, the respondents are motivated to raise native chicken because they believe it will become a strong industry and a stable market is available. The study also found that male and female respondents have comparable internal and external motivations for raising native chickens. Intrinsically, the respondents who are older, married, and unemployed, have higher education, are raising less than 50 heads, and are earning less than 10 thousand are more motivated to raise native chickens. Extrinsically, older respondents, widows/er, with higher education, a higher number of chickens being raised, and income generated from growing native chickens, engaged in public employment and farming are more motivated to raise native chickens. The study revealed that the native chicken beauty contest as an agritourism activity has a positive impact on the motivation of the farmers to raise native chickens.

Keywords: Native Chicken Beauty Pageant, Motivation, Circular Economy, Sustainable Tourism Development

Introduction

The 'circular economy' (CE) is quickly becoming a new paradigm for sustainable growth (Skawińska, E., & Zalewski, R. I. (2018). A circular economy is one in which goods and resources are recycled, mended, and reused rather than discarded, and waste from one industrial activity is transformed into a valuable input into another. Creating and improving resource

'loops' along value chains might assist in fulfilling the material demands of expanding populations by dramatically lowering per capita primary resource usage. The CE is now essential to the EU's 2050 Long-Term Strategy for a Climate-Neutral Europe and China's five-year plans. Japan has prioritized the CE (Li, Y., et al.(2022). Despite significant technological and regulatory development, developing nations must pay more attention to CE paths. The agricultural sector, for example, has received little attention in global CE talks but will need to assume a vital role in developing-country CE routes due to structural and political constraints and the quick speed of expansion and industrial development. In developing nations, innovation is already underway in the agriculture sector and elsewhere, and developing-country governments are beginning to adopt ambitious policies for more re-source-efficient and circular patterns of industrial growth (Mukherjee et al., 2023). In addition to the traditional manufacturing-led growth route, the CE provides a viable alternate method for industrial development and employment creation. The CE is still generally seen as a waste management and recycling plan, although the economic prospects are significantly more extensive and diversified. With the correct enabling conditions, the CE might open new avenues for economic diversification, value creation, and skill development. Developing nations can capitalize on new economic prospects (Cantú et al., 2021).

Native chicken rearing is vital to agricultural practices in rural areas across the Philippines (Cabarles, 2013). According to the Philippine Statistics Authority (PSA), the country experienced a 3.1 percent rise in the average annual inventory of native chickens from January 2020 to January 2021, contributing to the nation's overall chicken population, which tallied 12.86 million heads by January 1, 2021. By March 31, 2022, the total chicken inventory was estimated at 187.66 million birds, marking a 2.4 percent increase compared to the previous year's inventory of 183.27 million birds during the same period. The inventory of broiler chickens grew by 10.7 percent, while layer chicken inventory saw a 0.5 percent increase. Conversely, the population of native chickens witnessed a decline of 2.30 percent.

The country holds substantial potential for these native chickens. These chickens are adept at thriving in tropical conditions and are typically raised under a scavenging system. They are perceived as resilient against common chicken diseases and parasites. From a farm management perspective, the production of native chickens serves as the primary source of meat and eggs for Filipino farmers. Their capacity to yield meat and eggs with minimal management, intervention, and inputs has led to their widespread population and popularity. Consumers have consistently favored native chicken meat over commercial broilers because of its distinctive taste, unique flavor, texture, richness in nutraceutical compounds, and lower fat content. As it is typically free-range, native chicken is commonly perceived as devoid of antibiotics and synthetic chemical residues. The ongoing global shift in consumer preferences towards organically and naturally sourced products in recent years supports the justified premium pricing of native chicken compared to its commercial hybrid counterpart. Figure 1 displays the native chicken is employed as a beauty pageant to support rural tourism and enhance the tiny economy.

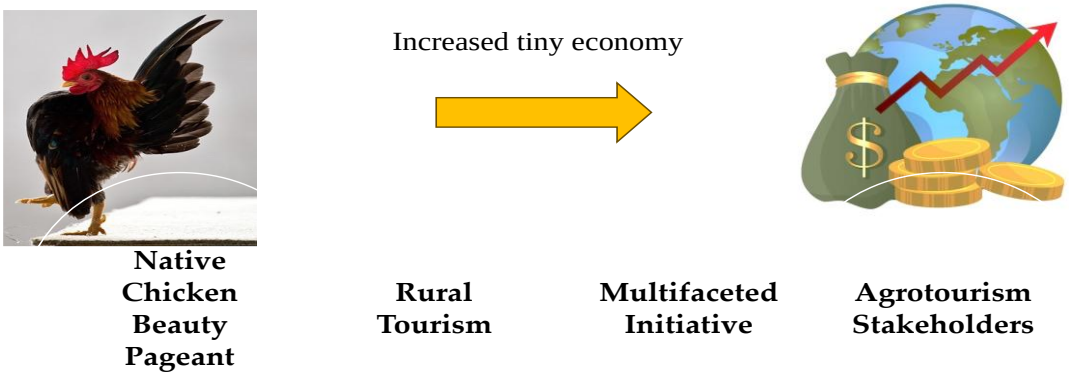

Figure 1. The native chicken is employed as a beauty pageant to support rural tourism and enhance the tiny economy.

This local genetic resource provides livelihood in terms of additional income, food security, and the opportunity to convert farm wastes and by-products into high-value products such as meat and eggs. Native chickens also provide socio-cultural services to rural communities. The role of native chicken in Philippine agriculture remains a significant contributor to the continuous supply of meat and eggs and extra income for many rural Filipino farmers. However, the production of native chickens has become unpopular to farmers due to the advancement in commercial chicken production. There is, therefore, the need to promote the increase in the production of native chicken and motivate growers to continue raising native chicken. One way to revitalize and popularize the raising of native chicken is its promotion during agritourism festivals. The conduct of beauty contests for native chickens in agritourism festivals is a fresh innovation that will trigger excitement and participation among native chicken farmers/growers (Liangco et al., 2024).

In the Philippines, raising native chickens is an unpopular agricultural practice for mass-market consumption. However, even though native chickens have strong potential for a competitive market and food sustainability position, many locals do not see this as an opportunity to uplift their well-being. Establishing a native chicken agritourism industry in the nation has great potential. Still, no clear prototype is currently available for use by promising breeders who understand the importance of native chickens in Philippine agriculture as a significant source of ongoing meat and egg supplies and additional income for many rural Filipino farmers. In the Philippines, raising native chickens is an unpopular agricultural practice for mass-market consumption. However, even though native chickens have strong potential for

a competitive market and food sustainability position, many locals do not see this as an opportunity to uplift their well-being. Establishing a native chicken agritourism industry in the nation has great potential. Still, no clear prototype is currently available for use by promising breeders who understand the importance of native chickens in Philippine agriculture as a significant source of ongoing meat and egg supplies and additional income for many rural Filipino farmers. Assess the relationship between the participants' motivations in raising native chickens and the influence of the beauty contest for native chickens.

Public awareness is needed to help the community conquer the pressing issue of food insecurity. People of the community should maximize their capacity and knowledge in raising every household's protein and in industrializing native chicken raising. For three straight years, the native beauty contest was the highlight of the agritourism festival. Through strategic planning and conceptualization, the was able to be endorsed by the provincial agriculture office to its municipal satellites. In the implementation period, the researcher attempted to assess the project's motivational impact in elevating the public's interest in engaging in native chicken livestock raising. The motivational effect of this platform of showcasing native chicken raisers' creativity was evaluated by this study to determine the effectiveness and extent of its implementation for three consecutive years. The present study aimed to: 1. Describe the profile of the participants of the native chicken beauty contest in terms of their Gender, Age, Civil status, Highest educational attainment, Major occupation, Number of Heads being managed, Income from Raining Native Chicken, and Training related to Raising Native Chicken 2. Determine the factors that motivate the participants to raise native chicken. 3. Assess the influence of the beauty contest for native chickens on the participants' motivation to move towards a tiny circular economy.

Methodology

Study Location

This study was carried out in Isabela, Philippines (Figure 2). The Province of Isabela is the second-largest province in the country, situated in the Cagayan Valley region, occupying the The province is located in the northeastern section of Luzon. It has four trade centers in Cauayan, Ilagan, Santiago, and Roxas. It comprises three cities, thirty-four municipalities, and 1,055 barangays. The major industries are agriculture, commerce, livestock, poultry, fishing, and mining.

Figure 2. Study location: The province of Isabela, Philippines.

Research Design

This study used a descriptive-correlational research method. This process includes gathering quantitative data through interviews and survey questionnaires about the socio-demographic profile of the respondents, their motivations for raising native chickens, and their perception of the influence of the beauty contest for native chickens as an agrotourism initiative. In this study, the differences in the motivations of the native chicken raisers when grouped according to their profile were ascertained. The extent of the relationship between the motivations of the participants in raising native chickens and the influence of the beauty contest for native chickens was explored.

Population and Sampling

This study used snowball sampling because prospective respondents' listings were not available. The sample size was determined with a 95% confidence level and a 5% margin of error. The respondents were composed of native chicken growers who attended and participated in the native chicken beauty contest conducted at three consecutive agrotourism festivals. The community participants were randomly selected.

Table 1. Distribution of respondents by municipality

No.	Municipality	N	Percent
1	Cordon	46	15.59
2	Dinapigue	35	11.86
3	Echague	35	11.86
4	Jones	36	12.20
5	Ramon	26	8.81
6	San Agustin	27	9.15
7	San Isidro	45	15.25
8	Santiago City	45	15.25
	Total	**259**	**100.00**

Measurement of Variables

The data were obtained for each variable and tabulated manually; they were grouped by variable, and their values and weights were coded. Before transcription of the data on the coding sheet, the entries were re-checked against the master data sheet to check for faulty entries. The Statistical Package for Social Science (SPSS Version 2.0 Windows) was used to analyze the data.

Research Instruments

Researchers prepared a survey questionnaire as the main data-gathering instrument addressing the study objectives. They were developed by adapting instruments from previous studies in agritourism as farm enterprise diversification (Peira, G., et al.(2021). The researcher estimated that the questionnaire would require approximately 15 minutes for the respondents to complete all questions. The questionnaire was distributed among the faculty of the College of Agriculture, Nueva Vizcaya State University located at Bayombong, Nueva Vizcaya, and Isabela State University located at Echague, Isabela, for a review of the reliability and clarity of instruction. Face validity was established through a review conducted by the Department of Agriculture, which is heavily involved in developing agritourism in the Province of Isabela.

Data Collection

The preliminary investigation was conducted through the Provincial Agriculture Office. A letter of intent was furnished to PAO for endorsement at the municipal level. The researcher held a dialogue with the participants for joint strategic planning regarding their counterparts as participants in the Native Chicken Beauty Pageant. Individuals selected randomly from each participating city/town served as the respondents for the project. Both primary and secondary data were gathered and utilized for this study. Secondary data were obtained through desk research and interviews with key informants. These sources included a review of published and unpublished materials encompassing past studies. The researcher conducted surveys among participants of the native chicken beauty contest using a questionnaire checklist, unstructured interviews, and post-conference interactions. The instruments were administered to the respondents, who were given sufficient time to respond to ensure the reliability and validity of the collected data. Subsequently, the researcher meticulously retrieved, organized, analyzed, and presented the data in textual form and Table 1.

Data Analysis

Here are the methods and statistical treatments employed in the analysis of data:

1. Descriptive statistics, such as frequency and percentage, were used to outline the profile of the native chicken raisers and participants concerning age, marital status, highest educational attainment, number of years in raising native chickens, and seminars/pieces

of training related to native chicken management. Mean was used to describe the respondents' motivation to raise native chickens.

2. Non-parametric tests of difference, such as the Mann-Whitney U-Test and Kruskal-Wallis H-Test, were used to determine the difference between the participants' motivations in raising native chickens when grouped according to their profiles (Peira, G., et al.(2021).
3.

Results of Research

Table 2 presents the profile of the respondents in terms of their gender, age, civil status, educational attainment, principal occupation, number of heads being managed, income for raising native chickens (per month), and training related to raising native chickens.

Table 2. The Profile Variables of the Respondents.

Profile	Frequency (n=295)	Percentage (100%)
Gender		
Male	124	42.03
Female	171	57.97
Age		
31 – 40	71	24.07
41 – 50	92	31.19
51 – 60	132	44.75
Civil Status		
Married	221	74.92
Separated	22	7.46
Widow/er	52	17.63
Educational Achievement		
Elementary Undergraduate	89	30.17
Elementary Graduate	98	33.22
Secondary Undergraduate	67	22.71
Secondary Graduate	30	10.17
College Undergraduate	11	3.72
Major Occupation		
None	24	8.14
Farming	221	74.92
Government Employee	29	9.83
Private Employee	21	7.12
Number of Heads being Managed		
Less than 50	219	74.24
51 – 100	57	19.32
101 – 150	19	6.44
Income for Raising Native Chicken (per month)	178	60.34
Less than 10, 000	101	34.24
10, 001 – 20, 000	16	5.42

20, 001 – above		
Trainings Related to Raising Native Chicken	265	89.83
None	20	6.78
Local/Municipal Level	10	3.39
Provincial Level		

Table 2 revealed that females dominated the respondents. They comprise 171 or 57.97 of the total respondents. On the other hand, the study participants were 124, or 42.03%, male. In terms of age, the study was participated in by senior native chicken growers. There were 132 respondents whose ages ranged from 51 to 61. They compose 44.75% of the total respondents. There were also 92 or 31.19% of respondents in the age bracket of 41 to 50. The lowest number of respondents belonged to the age group from 31 to 40. They compose 71 or 24.07% of the total respondents. It can also be seen from the table that most of the respondents were married. The study was participated in by 221 married individuals. They compose 74.92% of the total respondents. 52 respondents are widows or widowers, while 22 are separated from their spouses. As to the respondents' educational attainment, most of the respondents are elementary graduates. They constitute 98, or 33.22% of the total respondents. 89 (30.17) respondents were elementary undergraduates, and 67 (22.71) finished their secondary education. Also, 11 (3.72%) college undergraduate respondents participated in the study.

Regarding significant occupation, the table shows that most of the native chicken growers who participated in the survey were farming as an essential source of income. They comprised 221 (74.92%) of the total respondents. 29 (9.83) were employed in government agencies, while 21 (7.12%) were used in the private sector. On the other hand, 24 participants were unemployed. They comprised 8.14% of the total respondents.

As breeders of native chickens, the table shows that most respondents manage fewer than 50 heads of native chickens, constituting 219 individuals or 74.24% of the total respondents. Additionally, the table displays those 57 individuals, or 19.32%, manage 51 to 100 heads, while the remaining 19 respondents, or 6.44%, oversee 101 to 150 heads of native chickens. Regarding their monthly earnings derived from native chicken rearing, the table indicates that many respondents earn less than 10,000 monthly. Specifically, 178 individuals, or 60.34% of the respondents, earn less than 10,000 from their native chicken endeavors. Moreover, 101 respondents, or 34.24%, generate earnings ranging between 10,001 to 20,000, while a smaller group of 16 participants earn above 20,001 from their native chicken activities.

The table reveals that most respondents did not undergo formal training in native chicken management, accounting for 265 individuals or 89.83% of the total respondents. Only a few received trainings related to native chicken management. The study involved 20 respondents (6.78%) who received local training from their municipal office and 10 individuals (3.39%) who received training from provincial offices.

Factors that Motivate the Participants to Raise Native Chicken

Internal Factors

Table 3 outlines the respondents' perceptions regarding internal factors that drive their engagement in raising native chickens. This study examined two internal factors: personal attitudes and economic benefits. The table's findings indicated that most statements received positive ratings from the respondents concerning personal attitudes. Four out of five statements were rated as "agree" based on mean values ranging from 3.58 to 3.88. Meanwhile, the remaining statement was considered "moderately agree," with a mean rating of 3.49. The respondents agreed to raise native chickens because of their passion for it, the satisfaction derived from witnessing the healthy growth of their native chickens, the belief that native chicken consumption promotes family health, and how raising these chickens contributes to their physical and mental well-being. However, the respondents were moderately aligned with the notion that raising native chickens was part of their family's tradition.

Additionally, Table 3 displayed the respondents' perceptions of the economic benefits of raising native chickens. Three of the five statements received an "agree" rating, with mean values ranging from 3.61 to 4.39. Conversely, the respondents considered the remaining two statements "moderately agree", receiving mean ratings of 3.25 and 3.41, respectively. The respondents acknowledged that the native chicken industry was flourishing in their locality, providing an avenue to earn and support their families, and viewed it as a stable income source. However, they moderately agreed that inputs were more affordable while native chicken prices were notably higher in the market than other chicken types and that higher income through exports could be reached with proper support.

Table 3. Perceived internal factors that motivate the respondents to raise native chicken.

Internal Factors	Mean	Description
Personal and Attitude		
I love raising native chicken	3.88	Agree
I feel energize when I see my native chicken growing healthy	3.72	Agree
It is part of our family tradition to raise native chicken	3.49	Moderately Agree
I believe native chicken is healthy, hence, I am raising them for family consumption	3.84	Agree
Raising native chicken helps me maintain my physical and mental health	3.58	Agree
Economic Benefit		
I believe that native chicken is a growing industry in my locality	3.88	Agree
I can earn and support my family's need by raising native chicken	3.72	Agree
The inputs are cheaper while the price of native chicken is significantly higher that other types of chicken in the market	3.49	Moderately Agree
It can be a stable source of income for the family	3.84	Agree
	3.58	Moderately Agree

When properly supported, it can be exported for higher income.		

External Factors

Table 4 illustrates the respondents' views regarding the external factors that drive their involvement in raising native chickens. This study examined two external factors: training and support and market demand. Regarding training and support, all statements were rated as "moderately agree," with mean ratings ranging from 3.10 to 3.49. The respondents expressed a moderate level of agreement that government agencies offer support to native chicken growers through various means, such as training sessions and logistical assistance. They also moderately agreed that nearby universities provide short-term training and courses in native chicken management. Additionally, they moderately decided that local government bodies aid native chicken growers in product distribution and marketing and provide financial assistance.

Table 4. Perceived external factors that motivate the respondents to raise native chicken.

Internal Factors	Mean	Description
Training & Support		
Appropriate government agencies are extending their support to native chicken growers in the form of trainings, logistics, etc.	3.49	Moderately Agree
Nearby universities are offering short term training and courses in native chicken management	3.46	Moderately Agree
The local government is helping the native chicken growers to dispose their products	3.42	Moderately Agree
The government is helping the native chicken growers to market their products.	3.10	Moderately Agree
Financial aid is provided for native chicken growers.	3.13	Moderately Agree
Demand from the Market		
There is a stable market for native chicken	3.93	Agree
The demand for native chicken is stable and increasing	3.80	Agree
There is a just and balanced competition in the market	3.83	Agree
The price is just and acceptable	3.90	Agree
Mass production is seen to the future for native chicken grower	4.02	Agree

Concerning market demand, all five statements in the table received an "agree" rating from the respondents, with mean ratings ranging from 3.80 to 4.02. The respondents concurred that a stable market exists for native chickens, with demand showing stability and an upward trend. Additionally, they agreed that the market presents fair and balanced competition, and they found the pricing of native chickens fair and acceptable. Moreover, the respondents recognized the potential for future mass production in native chicken farming.

Influence of the Native Chicken Beauty Contest on the Motivation of the Participants in Raising Native Chicken

Table 5 illustrates the perceived influence of the native chicken beauty contest on the respondents' motivation to breed native chickens. From the table data, it is evident that from the perspective of the native chicken growers, four out of five statements received a rating of "strongly agree," with mean ratings ranging from 4.51 to 4.79. The respondents collectively rated the remaining statement as "agree," with a mean rating of 4.46.

The respondents strongly affirmed that the native chicken beauty contest encourages them to continue raising native chickens, contributes to an expanded market, provides an additional income source, and ensures government support. They also acknowledged that the contest showcases their best practices in native chicken rearing.

Table 5. The respondents' Perceptions of the Impact of the Native Chicken Beauty Contest on their Motivation to raise native Chickens.

Internal Factors	Mean	Description
Native Chicken Grower		
It encourages them to continue raise native chicken	4.79	Strongly Agree
There is an additional market	4.55	Strongly Agree
There is an additional income	4.51	Strongly Agree
It showcases their best practices	4.46	Agree
Support from government is ensured.	4.76	Strongly Agree
Community		
It raises awareness on the benefits of consuming native chicken	4.49	Agree
It encourages them to support native chicken industry	4.54	Strongly Agree
It raises attractions from nearby provinces and companies	4.44	Agree
It elevates the possibility of becoming and agro-tourism industry	4.52	Strongly Agree
Positive outlook for native chicken industry	4.50	Strongly Agree

Regarding the impact on the community, three (3) statements were rated as “strongly agree,” with a mean rating from 4.50 to 4.54. The respondents rated the remaining statements as “agree,” with mean ratings of 4.44 and 4.49, respectively. The respondents strongly agreed that it encourages the community to support the native chicken industry, it elevates the possibility of becoming an agro-tourism industry, and there is a positive outlook for the native chicken industry. Also, the respondents agreed that it raises awareness of the benefits of consuming native chicken and attracts visitors from nearby provinces and companies.

Relationship between the Motivation of the Participants in Raising Native Chicken and the Influence of the Native Chicken Beauty Contest

Table 6 depicts the connection between the internal motivation of respondents involved in native chicken farming and the influence of the native chicken beauty contest on these chicken growers. As observed from the table, four statements related to personal attitudes exhibit a significant and direct correlation with the impact of the native chicken beauty contest. This is evidenced by the correlational values ranging from 0.14 to 0.31, with a significance level not exceeding 0.02. This suggests a higher likelihood that as the impact of the native chicken beauty contest contributes to offering additional market opportunities, increased income, and government support and displays best practices, respondents display a more positive attitude towards raising native chickens. Specifically, their internal motivation, such as their affection for and enthusiasm for raising chickens and continuing family traditions, would likely be enhanced through the sustained positive impact of the native chicken beauty contest. This outcome led to the rejection of the study's null hypothesis, which posited that there is no significant relationship between the internal motivation of respondents and the impact of the native chicken beauty contest.

Table 6. Relationship between the Respondents' Internal Motivation in Raising Native Chicken and the Influence of the Native Chicken Beauty Contest.

Statements	**Corr.**	**Sig.**
Personal and Attitude		
I love raising native chicken	0.24 *	0.00
I feel energize when I see my native chicken growing healthy	0.14 *	0.02
It is part of our family tradition to raise native chicken	0.21 *	0.00
I believe native chicken is healthy, hence, I am raising them for family consumption	- 0.09 ns	0.12
Raising native chicken helps me maintain my physical and mental health	0.31 *	0.00
Economic Benefit		
I believe that native chicken is a growing industry in my locality	0.80 *	0.00
I can earn and support my family's need by raising native chicken	- 0.05 ns	0.41
The inputs are cheaper while the price of native chicken is significantly higher that other types of chicken in the market	0.34 *	0.00
It can be a stable source of income for the family	0.06 ns	0.26
When properly supported, it can be exported for higher income.	0.36 *	0.00

*Significant; ns Not Significant

Regarding economic benefits, Table 6 exhibits a notable and direct association between the internal motivation of respondents and the influence of the native chicken beauty contest. This is evidenced by correlational values ranging from 0.34 to 0.80, alongside a significant level of 0.00. This highlights a considerable and direct impact of the native chicken beauty contest on motivating respondents to engage in raising native chickens. Furthermore, it suggests a higher likelihood that the continuous showcasing of best practices in native chicken rearing, coupled with the provision of additional market opportunities, increased income, and government support through the native chicken beauty contest, positively influences the

motivation of respondents in breeding native chickens. Consequently, the sustained conduct of this activity will directly benefit native chicken growers in the province of Isabela. This outcome led to the rejection of the study's null hypothesis, which proposed no significant relationship between the internal motivation of respondents and the impact of the native chicken beauty contest.

Table 7. Relationship between the Respondents' Internal Motivation in Raising Native Chicken and the influence of the Native Chicken Beauty Contest in terms of the Community.

Statements	Corr.	Sig.
Personal and Attitude		
I love raising native chicken	0.23 *	0.00
I feel energize when I see my native chicken growing healthy	0.42 *	0.00
It is part of our family tradition to raise native chicken	- 0.08 ns	0.17
I believe native chicken is healthy, hence, I am raising them for family consumption	0.16 *	0.01
Raising native chicken helps me maintain my physical and mental health	- 0.05 ns	0.39
Economic Benefit		
I believe that native chicken is a growing industry in my locality	0.20 *	0.00
I can earn and support my family's need by raising native chicken	0.16 *	0.02
The inputs are cheaper while the price of native chicken is significantly higher that other types of chicken in the market	0.27 *	0.00
It can be a stable source of income for the family	0.17 *	0.01
When properly supported, it can be exported for higher income.	0.80 *	0.00

*Significant; ns Not Significant

Table 7 portrays the connection between the internal motivation of respondents involved in native chicken farming and the impact of the native chicken beauty contest within the community. Regarding personal attitudes, the table reveals three statements that exhibit a significant and positive correlation with the influence of the native chicken beauty contest within the community. This is substantiated by correlational values ranging from 0.16 to 0.42 and a significance level not surpassing 0.01. These findings indicate a higher likelihood that when the native chicken beauty contest heightens awareness regarding the benefits of native chicken, supported by the community, and attracts tourists for agritourism purposes, there is an increased probability that the internal motivation of the native chicken growers will be enhanced. Specifically, enhancements will be observed in areas where they believe in the love for raising native chickens, deriving energy from it, and perceiving it as a healthier choice. The outcomes suggest that with community involvement, particularly in awareness and support, as the native chicken beauty contest develops into an agritourism industry, native chicken growers will continue to pursue raising native chickens as an integral part of the agricultural industry in the province of Isabela.

In terms of economic benefits, the table illustrates that all statements exhibit a notable and positive relationship with the community aspect of the native chicken beauty contest. This

is evidenced by correlational values ranging from 0.16 to 0.80, with a significance level not exceeding 0.02. These findings reveal that as the native chicken beauty contest increases awareness about the advantages of consuming native chicken, gains community support, and the potential transformation into an agro-tourism industry, the motivation of native chicken growers will be enhanced. Exceptionally, enhancements will be evident in areas related to the burgeoning native chicken industry, income growth, and potential future export opportunities. The outcomes indicate that the native chicken beauty contest, as an agritourism industry in the province of Isabela, positively impacts the economic aspect of native chicken growers. Hence, continuing this activity will yield a positive impact on native chicken growers in the province (Lan Phuong et al., 2015).

Table 8. Relationship between the Respondents' External Motivation in Raising Native Chicken and the Impact of the Native Chicken Beauty Contest on the Native Chicken Grower.

Statements	**Corr.**	**Sig.**
Training & Support		
Appropriate government agencies are extending their support to native chicken growers in the form of trainings, logistics, etc.	0.17 *	0.00
Nearby universities are offering short term training and courses in native chicken management	0.15 *	0.01
The local government is helping the native chicken growers to dispose their products	0.37 *	0.00
	0.15 *	0.01
The government is helping the native chicken growers to market their products.	0.88 *	0.00
Financial aid is provided for native chicken growers.		
Demand from the Market		
There is a stable market for native chicken	- 0.09 ns	0.12
The demand for native chicken is stable and increasing	0.36 *	0.00
There is a just and balanced competition in the market	0.12 *	0.04
The price is just and acceptable	0.27 *	0.00
Mass production is seen to the future for native chicken grower	- 0.02 ns	0.69

*Significant; ns Not Significant

Table 8 displays the association between the external motivation of respondents engaged in native chicken farming and the impact of the native chicken beauty contest concerning the native chicken growers. Regarding training and support, all statements demonstrate a significant and direct relationship with the execution of the native chicken beauty contest. This is supported by correlational values ranging from 0.15 to 0.88 and significance levels ranging from 0.00 to 0.01. These findings indicate a higher likelihood that when the native chicken beauty contest provides additional market opportunities, increased income, government support, and showcases best practices, it positively impacts the motivation of respondents involved in raising native chickens. Sustaining the native chicken beauty contest

as an agritourism industry will notably benefit the provision of technical and financial support from the government and university training opportunities.

Regarding market demand, the table highlights a significant and direct relationship between the impact of the native chicken beauty contest and the demand within the market. This is supported by correlational values ranging from 0.12 to 0.36 and significance levels ranging from 0.00 to 0.04. These outcomes suggest a higher likelihood that if the native chicken beauty contest, operating as an agritourism industry in the province of Isabela, provides additional support, markets, and shares best practices, it will lead to improved perceived market demand, particularly in stabilizing and increasing the market for native chickens, fostering fair competition, and maintaining reasonable prices (Eshun, G.,et al. (2014). The study's results further indicated a higher probability that continuing the native chicken beauty contest will enhance the market demand for native chicken growers (Peñaloza, L., 2000).

Table 9. Relationship between the Respondents' External Motivation in Raising Native Chicken and the Impact of the Native Chicken Beauty Contest on the Community.

Statements	**Corr.**	**Sig.**
Training & Support		
Appropriate government agencies are extending their support to native chicken growers in the form of trainings, logistics, etc.	0.23 *	0.00
Nearby universities are offering short term training and courses in native chicken management	0.14 *	0.00
The local government is helping the native chicken growers to dispose their products	0.87 *	0.00
	- 0.10 ns	0.09
The government is helping the native chicken growers to market their products.	0.37 *	0.00
Financial aid is provided for native chicken growers.		
Demand from the Market		
There is a stable market for native chicken	0.14 *	0.02
The demand for native chicken is stable and increasing	0.23 *	0.00
There is a just and balanced competition in the market	0.32 *	0.01
The price is just and acceptable	0.16 *	0.01
Mass production is seen as the future for native chicken growers	0.33 *	0.00

*Significant; ns Not Significant

Table 9 presents the relationship between the respondents' training and support as external motivations in raising native chickens and the impact of the native chicken beauty contest on the community. The table revealed a significant and positive relationship between the training and support and the effect of the native chicken beauty contest. This is based on the correlational value from 0.14 to 0.37 and a significance level of 0.00. The result denotes a significant and direct relationship between the impact of the native chicken beauty contest on the training and support of the native chicken grower. This further implies a higher tendency when the native chicken beauty contest is continually conducted. It raises awareness of the

benefits of consuming native chicken, encourages support from the government, and develops an agri-tourism industry; the motivation of the native chicken grower in terms of external factors like technical and financial support from the government and training from the universities will improve. The result further denotes that when the native chicken beauty contest continues, awareness from the government and universities will be ensured, thereby allowing these agencies to support and aid native chicken growers in the province of Isabela.

Regarding demand from the market, the native chicken beauty contest has a significant and positive impact. As is provided in the table, a correlational value from 0.14 to 0.32 and a significance level from 0.00 to 0.02 signifies that there is a higher chance that when the native chicken beauty contest is continued and as it raises awareness and support from the community, the demand for native chicken in the market will improve. Hence, a higher chance of earning higher profits and income is ensured among the native chicken growers in the province of Isabela (Moges, F. (2010).

Discussion of Research

Rural tourism is portrayed as a distinct activity with unique characteristics that can vary in intensity and geographical area. The discussion explores the distinctions between agritourism and rural tourism, delving into the reasons for establishing a special relationship between tourism in rural areas and the concept of sustainable tourism (Lane, B. 1994; Sharpley, R., & Sharpley, J. (1997). This descriptive-correlational study aimed to evaluate the influence of the native chicken beauty contest as an agritourism activity on farmers' motivation to raise native chickens. This present research concept supports rural tourism. Figure 3 displays the different pillars of rural tourism that support the idea of agrotourism. The study involved farmers in the Isabela province who were engaged in raising native chickens and had participated in the native chicken beauty contest between 2018 and 2020. The number of participants was determined using a 95% confidence level and a 5% margin of error. Data collection utilized a translated questionnaire validated by an expert in the field. The gathered data underwent processing using the Statistical Package for Social Science (SPSS) Research. Descriptive statistical measures, such as frequency, percentages, and means, were employed to delineate the participants' profiles and evaluate their motivations for raising native chickens and the impact of the native chicken beauty contest on their motivation.

The study mainly involved females, ages 51 to 60, married, educated, and engaged in farming. Most participants raised less than 50 native chickens, had no training in native chicken management, and earned less than 10 thousand pesos from raising native chickens. Regarding internal factors of raising native chicken, the respondents agreed that they are raising it because they love it and it’s healthy to consume it. Also, the respondents agreed that native chicken is a growing industry, and it can be a stable source of income for the family. For the external factors in raising native chicken, the respondents agreed that there will be a massive production of native chicken in the future because of its possible demand and stable market. However, the

respondents moderately agree that government agencies and nearby universities are extending their help regarding training and technical support among native chicken farmers.

The study uncovered the perceived influence of the native chicken beauty contest as an agritourism activity among native chicken growers and the local community. The findings indicated a strong consensus among the respondents that the contest significantly encouraged them to persist in raising native chickens. Similarly, there was a prevalent agreement that because of the native chicken beauty contest, growers acquired additional market opportunities and a broader clientele. Furthermore, the contest was observed as a catalyst for increased government support for the growers. In terms of the community, the study demonstrated that the native chicken beauty contest has stimulated community members to endorse the native chicken industry. The respondents strongly concurred that through the beauty contest, the native chicken industry in the province would evolve into a robust and sustainable agritourism sector. Findings from comparable studies indicate that most farmers are receptive to diversifying their enterprises, yet they encounter significant challenges with profound implications. Australian and Brazilian farmers identify supportive public policies, effective knowledge transfer, and stable demand for alternative products as crucial factors for facilitating a swift and equitable transition from traditional meat cattle and chicken raising to alternative activities (Bogueva, D. et al., 2023; Villano, R.A. et al., 2023).

As to the test of difference, it was found that regardless of gender, their perception of internal factors in raising native chicken is comparable. On the other hand, the study revealed that older, married, and unemployed respondents have a more positive perception that they love raising native chicken; it helps them provide for their families. It helps them maintain physical and mental health. The study also found that respondents with higher education have a higher perception that raising native chicken is due to its health benefits; it is a growing industry with cheaper input, and with proper support, it can be developed for exportation. In addition, the respondents who are raising less than 50 heads of native chicken and earning less than 10 thousand have a more positive perception of the idea that native chicken is a growing industry and that it can help the financial status of their family. They can produce chickens for exportation if the government will support them. The study also found out that the respondents who have received a provincial level of training have a more positive perception that raising chicken helps them become energized and maintain their family's health and income and that native chicken is a growing industry. It can be a stable source of income. The previous findings indicate that the origins of circular economy (CE) are predominantly grounded in ecological and environmental economics and industrial ecology (Ghisellini, P., et al.(2016).

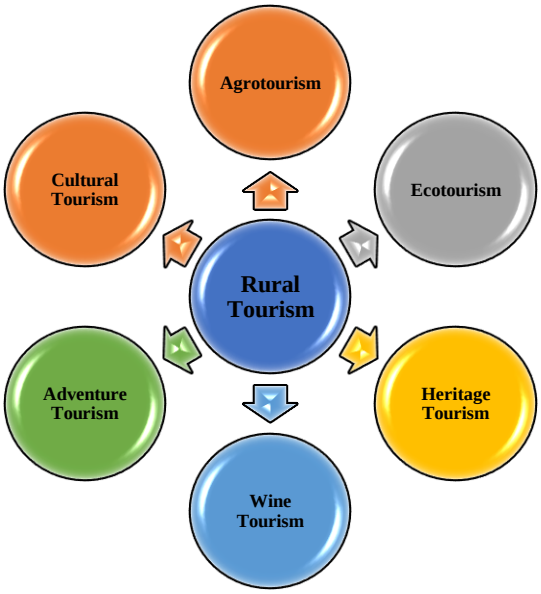

Figure 3. The different pillars of rural tourism which support the agrotourism concept.

For the test of the difference in the external factors that motivate the respondents to raise native chicken, male and female respondents have a comparable perception of it. On the other hand, older respondents, widows/er, with higher education, and with higher income generated from growing native chicken have a more positive perception of the idea that the local government units and nearby universities are helping them in the management and marketing of their native chickens, that native chicken has a stable market with just and balanced price and competition, and mass production is seen in the future. Also, respondents engaged in public employment and farming have a more positive perception that the government is helping the native chicken grower, that there is a stable market for native chicken with acceptable prices, and that mass production is seen in the future. Also, respondents with a higher number of chickens have a more positive perception of the idea that nearby universities provide technical assistance and that in the future, mass production of native chicken is seen. The respondents with a provincial level of training had a more positive perception of the idea that native chicken price is acceptable, there is a stable market for it, and mass production is possible in the future.

The study revealed that the native chicken beauty contest as an agritourism activity has a positive impact on the motivation of the farmers to raise native chickens. The study revealed that when the native chicken beauty contest is impacted by providing additional market, income, and government support and showcasing best practices, their respondents become more positive about raising native chickens. Specifically, their internal motivation, like loving and being energized in raising chickens and continuing family tradition, will be improved upon the continuance of the positive impact of the native chicken beauty contest. It further suggests that there is a higher probability that as the native chicken beauty contest is continuously showcasing best practices in raising native chickens and providing additional market, income, and support from the government, the motivation of the respondents to raise native chickens will be improved.

The study further revealed that there is a higher tendency when the native chicken beauty contest raises awareness of the benefits of native chicken, which is supported by the community, and as it attracts tourists for agritourism purposes, a higher tendency that an internal motivation from the native chicken grower will be improved. Specifically, improvement will be seen in the areas where they believe they love raising native chickens as it energizes them and the perception that it is healthier. The result amplifies that as the community is involved, in terms of awareness and support, in the development of the native chicken beauty contest as part of the agritourism industry, native chicken growers will continue to pursue raising native chickens as part of the agricultural industry of the province of Isabela. The previous study results were recognized as the practices implemented by farmers and their influence on achieving various goals, including environmental sustainability, heightened productivity, and enhanced profitability (Piñeiro, V. et al., 2020).

The study also revealed that as the native chicken beauty contest raises awareness of the benefits of consuming native chicken, as it gains support from the community and the possibility of transforming it into the agritourism industry, the motivation of the native chicken grower will be improved. Specifically, the improvement will be seen in the growing sector of native chicken, income development, and possible exportation in the future. The result suggests that the native chicken beauty contest as an agro-tourism industry in the province of Isabela has a positive impact on the economic aspect of the native chicken grower.

Conclusion

The study was participated mainly by females, ages 51 to 60, married, educated, and involved in farming. Most participants raised less than 50 native chickens, had no training in native chicken management, and earned less than 10 thousand pesos from raising native chickens. The respondents are generally motivated to raise native chicken. Intrinsically, the respondents are raising native chicken because they love native chicken for its health benefits, and it can be an additional source of income for the family. Extrinsically, the respondents are motivated to raise native chicken because they believe it will become a strong industry and a stable market is available.

On the other hand, the respondents have a less positive perception that the government and nearby universities are supporting them. The native chicken beauty contest as an agritourism activity positively impacts the respondents' motivation to learn about native chickens. Specifically, because of the activity, the respondents are motivated to continue raising native chickens. Also, the beauty contest helps the grower gain additional market, and the government is encouraged to extend their support. In addition, due to the native chicken beauty contest, the community has shown positive support to growers, and it is seen to be a growing agritourism industry in the future. The study revealed that male and female respondents have comparable motivations for raising native chickens.

On the other hand, older, married, and unemployed respondents are more motivated to raise native chickens because they love raising them, as it helps them provide for their families

and maintain physical and mental health. The higher-education respondents are more motivated to raise native chickens due to their health benefits, growing industry, cheaper input, and proper support, which can be developed for exportation. In addition, the respondents who are raising less than 50 heads of native chicken and earning less than 10 thousand are more motivated to raise native chicken because it is seen as a growing industry, it can help the financial status of their family, and they can produce chickens for exportation if the government supports them. The study also found out that the respondents who have received a provincial level of training have a more positive perception that raising chicken helps them become energized and maintain their family's health and income and that native chicken is a growing industry. It can be a stable source of income. The study revealed that males and females have comparable motivation for extrinsic motivation. On the other hand, respondents who are older, widows/er, and with higher education, and with a higher number of chickens being raised and income generated from growing native chickens, engaged in public employment and farming are more motivated to raise native chickens because the local government units and nearby universities are helping them in the management and marketing of their native chickens, that native chicken has a stable market with just and balanced price and competition, and mass production is seen in the future. The study revealed that the native chicken beauty contest as an agritourism activity has a positive impact on the motivation of the farmers to raise native chickens.

Future Recommendations

Farmers are highly encouraged to raise native chickens because of their health and financial benefits. Local universities are encouraged to extend their technical assistance through extension programs among the native chicken growers in their locality. Assistance may focus on proper management and marketing strategies. Also, the farmers may be trained on strategies for value-added chains that may improve their income through the native chicken industry. The Local Government Unit (LGU) and the Department of Agriculture (DA) may provide technical and financial support to those willing to engage in the native chicken industry. The Department of Tourism (DOT) is encouraged to spearhead the native chicken beauty contest continuously. This should be conducted on an annual basis. Also, they may lead the publication of this activity on their various print and social media sites for the activity to become known in the region and the whole country. To further motivate the farmers to grow native chicken and to help the native chicken beauty contest as an agritourism industry, the government, through its provincial level, is recommended to pass a resolution or an ordinance that will officially declare the native chicken beauty contest as an agritourism industry in the province, thereby creating an inter-agency committee and providing funds from that place. The committee members of the native chicken beauty contest are encouraged to gather baseline information about the cultural and historical aspects of native chickens in the province. This may help develop enhanced policies and programs related to this industry. The community is advised to support the farmers who are raising native chickens continuously. Further research may be conducted focusing on the community members, government, and non-government organizations, which can gauge their perception, support, and initiatives that may be given to native chicken farmers.

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