



ABSTRACT

Food Tourism has been one of the reasons for the increasing growth of tourists to visit a destination. This paper examines the different local cuisines that can be found in selected towns in the province of Cavite. It specifically focused in Cavite City, General Trias, Kawit, Naic, Imus and Tanza. But since there is lack of marketing strategies to promote the local cuisines in the said province, the Department of Tourism in Cavite should acquire promotional tool to be able to disseminate information for the local awareness of the residents and prioritize organizing event that would involved the different cuisines. The main objective of the study is to determine the unique local cuisines for the awareness of Caviteños, to boost food tourism which may help increased tourists arrivals and contribute to economic development locally by creating marketing strategies. The researchers used questionnaires answerable of Likert Scale and contain open-ended questions. It is from the experts of different fields in food tourism industry who are locals of residents Cavite and are knowledgeable with the local cuisines using quantitative research and Delphi Technique as a research design. It implies that the dishes reflect the tradition of Caviteños, which are different from the usual foods in other parts of the country.

Keywords: Awareness, Food Tourism, Local Cuisine, Province of Cavite, Marketing Strategies