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Introducing Native Chicken Competitions as a Catalyst for Sustainable Rural Tourism Development

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Abstract

Background and Aims: The study examines how native chicken competitions serve as agritourism and impact farmers' motivation to raise native chickens in Isabela province. These competitions promote local agriculture and cultural traditions and provide economic benefits. By fostering a sense of pride and community among farmers, these events encourage greater participation in native chicken farming. The research aimed to determine whether involvement in such competitions motivates farmers to invest more in raising native chickens, thus supporting the rural economy and preserving native chicken breeds. The study analyzed farmers' participation from 2018 to 2020.

Methodology: The study used descriptive-correlational research to examine participants' characteristics and motivations. The snowball sampling methods were applied for the primary and secondary data collection. Most participants predominantly engaged in small-scale native chicken farming. The research aimed to identify the intrinsic and extrinsic factors influencing their decisions to raise native chickens based on demographic information and their competition experiences.

Results: The study found that farmers had strong intrinsic motivations for raising native chickens, driven by affection for the animals and the desire to preserve their breeds. Many appreciated the health benefits and additional income native chickens provided. Participants believed the competitions highlighted the chickens' value and could help expand market opportunities. Both male and female farmers exhibited similar motivation levels. However, older, married, unemployed, and more educated farmers raising fewer chickens with lower incomes were more intrinsically motivated. In contrast, older, widowed, highly educated farmers raising more chickens, with higher incomes and employment in farming or public roles, showed stronger extrinsic motivations.

Conclusion: The study concluded that the native chicken beauty contest, as an agritourism activity, positively influenced the motivation of farmers to raise native chickens. These events fostered intrinsic and extrinsic motivations among a diverse group of farmers. Intrinsically,

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farmers were motivated by their love for native chickens and the personal satisfaction they gained from raising them. Extrinsically, the contests helped farmers believe in the future potential of native chicken farming, offering hope for industry growth and economic stability. The study demonstrates that native chicken competitions significantly enhance farmer motivation and community engagement, suggesting a viable model for sustainable tourism development.

Keywords: Community Development; Sustainable Agriculture; Rural Economy; Tourism Development

Introduction

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 % 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 % 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 % increase. Conversely, the population of native chickens witnessed a decline of 2.30 % (Authority, 2018).

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 (Bondoc, 2015).

The production of native chickens in the Philippines has declined due to the rise of commercial chicken farming. To counter this, there is a need to promote native chicken farming and motivate growers to continue raising them. Agritourism festivals, particularly competitions for native chickens, offer an innovative way to generate excitement and participation among farmers. While native chickens have strong potential in the market and

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for food sustainability, many locals fail to see this opportunity for improving their livelihoods. Establishing a native chicken agritourism industry could significantly contribute to income generation and food security for rural farmers, but a clear framework for breeders is still lacking. Understanding farmers' motivations and the impact of such competitions can help drive this initiative forward (Liangco et al., 2024).

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.

Objectives

The present study aimed to a) Describe the profile of the native chicken beauty competition in terms of their Gender, Age, Civil status, Highest educational attainment, Major occupation, Number of Heads being managed, Income from Raising Native Chicken, and Training related to Raising Native Chicken b) Determine the factors that motivate the participants to raise native chicken. C) Assess the influence of the beauty contest for native chickens on the participants' motivation to move towards a tiny circular economy.

Literature review

The 'circular economy' (CE) is quickly becoming a new paradigm for sustainable growth (Skawinska and Zalewski, 2028). 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 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

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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).

Rural tourism has been recognized as a significant contributor to the socio-economic development of rural areas, particularly in developing countries. It fosters rural livelihoods by providing new sources of income through tourism-related activities. As defined by Sharpley and Roberts (2004), rural tourism encompasses a wide range of activities, including cultural tourism, eco-tourism, and agritourism, each focusing on utilizing the rural environment as a resource for tourism development. Agritourism, a subset of rural tourism, has become an emerging trend in countries that wish to combine agriculture and tourism to benefit rural economies. This form of tourism allows tourists to engage in farming activities, providing educational experiences while promoting local agricultural products (Barbieri, 2013). Agritourism has proven to be a sustainable development strategy by encouraging the preservation of traditional farming practices, enhancing cultural heritage, and supporting environmental conservation (Philip et al., 2010). In this context, native chicken farming offers an excellent opportunity to improve agritourism activities through innovative approaches like livestock competitions. Figure 1 represents the graphical representation of the native chicken employed as a beauty pageant to support rural tourism and enhance the tiny economy.

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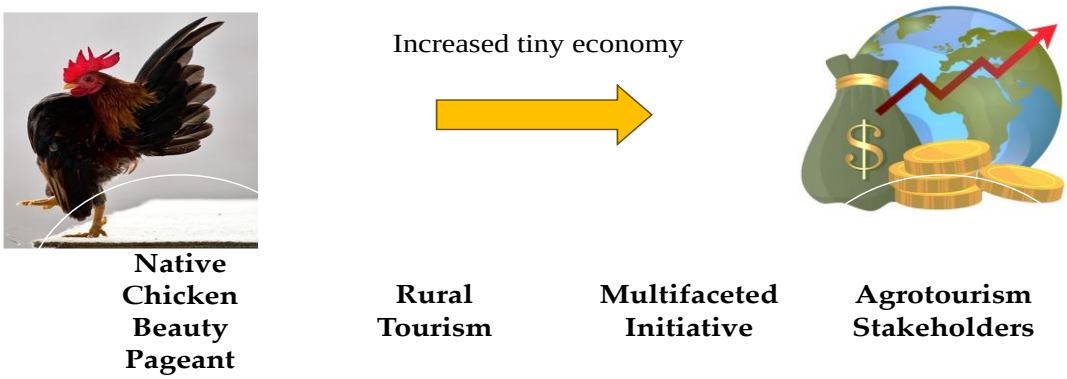

Figure 1 The native chicken is employed as a beauty pageant to support rural tourism and enhance the tiny economy.

Native chickens have played a crucial role in rural Philippine agriculture, particularly in smallholder farming systems. They are valued for their resilience, ability to thrive in tropical climates, and adaptability to free-range and scavenging systems (Madalang & Abao, 2018). Native chickens also benefit farmers, including meat and egg production, with minimal input and management (Dizon et al., 2020). Their meat is often preferred over commercial broilers due to its unique flavor, nutraceutical content, and the absence of synthetic chemicals, which appeals to the growing global demand for organic products. However, despite these advantages, the popularity of native chicken farming has decreased due to the rise of commercial poultry production. According to Liangco et al. (2024), native chickens are often overlooked for mass-market consumption because they are perceived as less productive than their commercial counterparts. As a result, farmers may lack motivation to continue raising native chickens, which hinders the potential for sustainable growth in this sector.

One strategy to promote native chicken farming is by integrating it into rural tourism through competitive events, such as native chicken beauty contests. This form of competition provides a platform for farmers to showcase their livestock, increasing awareness and recognition of the value of native chicken breeds. Similar competitions have been successfully implemented in other livestock sectors, such as cattle and horse shows, where they have fostered community participation and promoted traditional livestock breeds (El Benni et al., 2021). In the Philippines, native chicken competitions have emerged as a fresh innovation within agritourism festivals. These competitions provide entertainment for visitors and

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encourage farmer engagement, helping to elevate native chicken farming from a local practice to a source of cultural pride and economic opportunity (Liangco et al., 2024). Agritourism events centered on native chickens can promote the preservation of these breeds, increase market demand for their products, and generate additional income for farmers through tourism-related activities.

Sustainable rural tourism hinges on carefully integrating local culture, environment, and economic practices. As tourism increases in rural areas, it is vital to ensure that development remains environmentally and socially sustainable (Liu, 2003). In this regard, native chicken competitions could catalyze sustainable rural tourism by promoting the conservation of local chicken breeds, supporting traditional farming practices, and enhancing the socio-cultural fabric of rural communities. Figure 2 highlights the different pillars of rural tourism that support the concept of agrotourism.

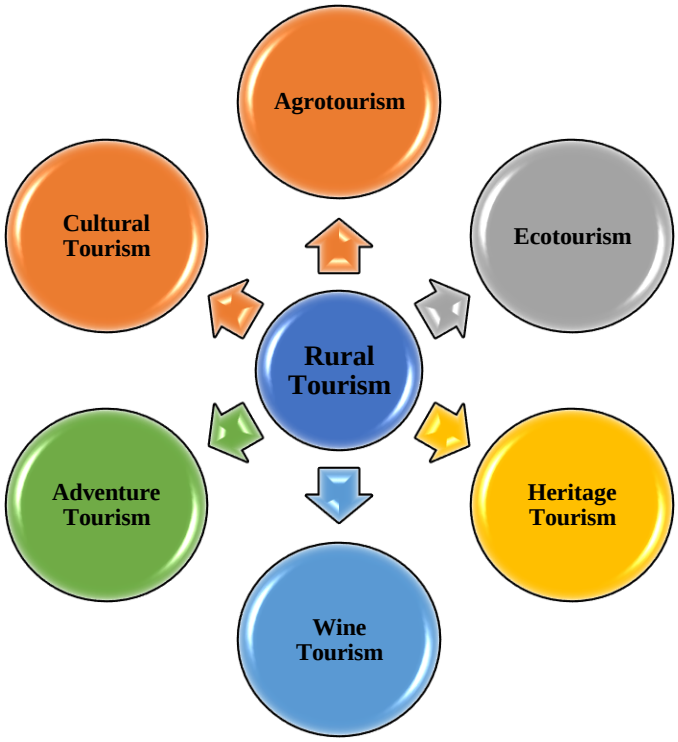

Figure 2 The different pillars of rural tourism which support the agrotourism concept.

Previous research highlights the positive socio-economic impacts of agritourism on rural livelihoods. For instance, Bagi and Reeder (2012) suggest that agritourism activities can diversify farmers' income, reduce migration from rural to urban areas, and improve overall community welfare. Similarly, studies in Italy and the USA indicate that agritourism helps rural areas become more resilient by offering an alternative source of revenue while promoting agricultural heritage (Busby & Rendle, 2000; Tew & Barbieri, 2012).

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Incorporating native chicken competitions into agritourism festivals not only revitalizes interest in native chicken farming but also opens up opportunities for farmers to interact with tourists and other stakeholders. This can strengthen local economies, promote food security, and encourage the preservation of indigenous agricultural knowledge. Moreover, the educational aspect of these competitions, where tourists learn about the unique attributes and advantages of native chickens, can raise awareness about sustainable farming practices, leading to greater consumer demand for organic and naturally raised poultry products. Despite the potential of native chicken competitions, challenges remain in fully realizing their contribution to sustainable rural tourism. The lack of institutional support, such as training and resources for farmers, can hinder the development of native chicken farming. Liangco et al. (2024) argue that while native chicken competitions help motivate farmers, more structured support from the government and local universities is needed to improve farmers' knowledge of chicken management and marketing strategies. Additionally, there is a need for a precise model or prototype for establishing a native chicken agritourism industry, which could guide farmers in maximizing the benefits of such events.

The growing consumer demand for organic and naturally sourced products presents an opportunity to expand native chicken production for local and international markets. With proper promotion and strategic planning, native chicken competitions can serve as a gateway for farmers to access premium markets while contributing to sustainable rural development. Native chicken competitions as part of agritourism present a promising pathway to sustainable rural tourism development in the Philippines. These events not only revive interest in native chicken farming but also serve as a tool for preserving agricultural heritage, promoting environmental sustainability, and providing economic benefits to rural communities. As more farmers participate in these competitions, the potential for expanding native chicken farming into a robust industry grows, aligning with the global shift towards organic and sustainable agricultural practices. However, the success of these competitions depends on adequate institutional support, the development of a transparent agritourism model, and continuous engagement with farmers and stakeholders to sustain long-term benefits.

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Conceptual framework

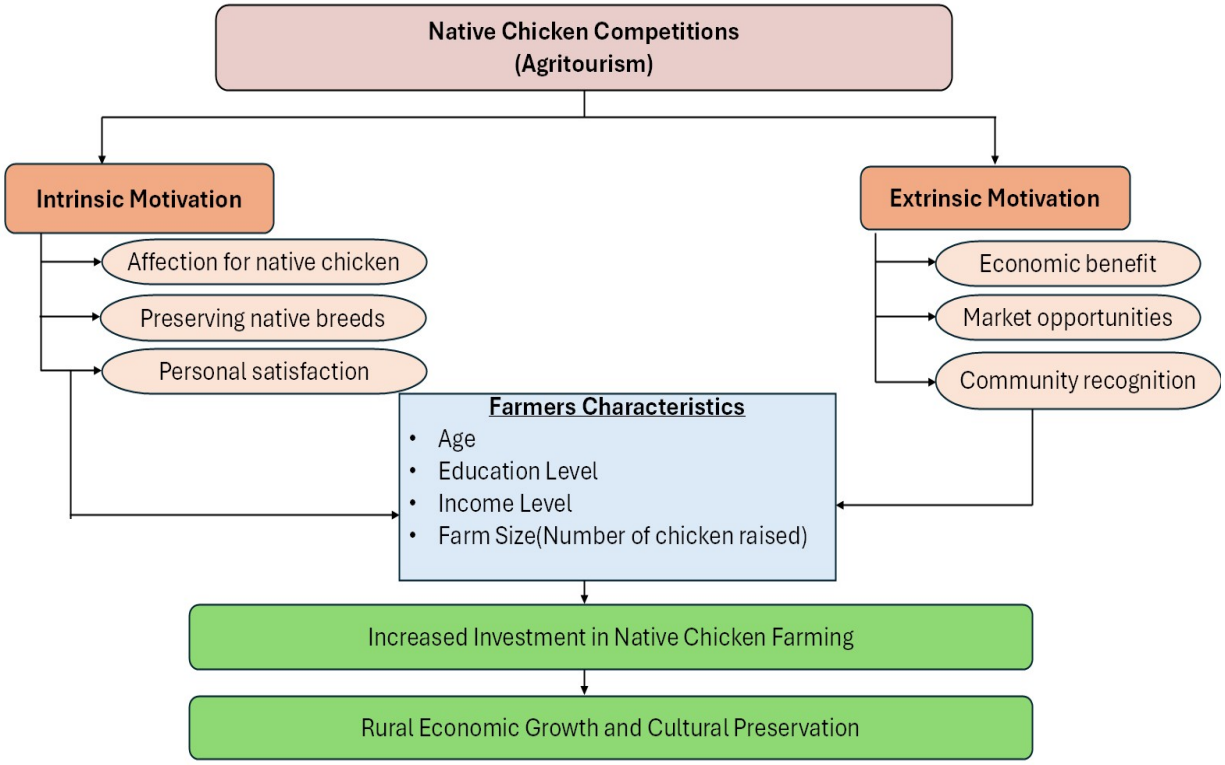

Figure 3 Conceptual framework of the study

Materials and Methods

Study Location

This study was carried out in Isabela, Philippines (Figure 4). The Province of Isabela is the second-largest province in the country, situated in the Cagayan Valley region, occupying the province in the northeastern section of Luzon. Isabela is the "Rice and Corn Granary of the Philippines," contributing significantly to the country's food security. Isabela has been positioning itself as an agritourism destination, promoting farm-based tourism activities that allow visitors to experience local agricultural practices. This includes activities such as farm visits, native chicken farming showcases, and other farm-to-table experiences that highlight the rural lifestyle of the region. 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.

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Figure 4 Study location: The province of Isabela, Philippines.

Research Design

This study used descriptive-correlational research to collect quantitative data through interviews and survey questionnaires. The data gathered covered the socio-demographic profile of the respondents, their motivations for raising native chickens, and their perceptions of the native chicken beauty contest as an agritourism initiative. The descriptive part of the research aimed to provide a detailed picture of the respondents' characteristics, while the correlational aspect sought to identify relationships between different variables. Specifically, the study examined how the motivations of native chicken raisers varied when grouped according to their demographic profiles, such as age, education, and income levels. Additionally, it explored the extent to which the participants' motivations for raising native chickens were influenced by the beauty contest, aiming to assess whether this agritourism activity significantly impacted their decisions and enthusiasm for continuing native chicken farming. This method allowed the researchers to describe and analyze the potential influence of the beauty contest on enhancing farmers' engagement in native chicken production.

Population and Sampling

This study employed snowball sampling as a critical method for selecting participants, primarily due to the unavailability of comprehensive listings or databases of potential respondents. Snowball sampling is a non-probability sampling technique often used in research when the target population is difficult to access or identify. In this context, the process began with a small number of initial respondents who were known to meet the criteria for participation, specifically those involved in native chicken farming. 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, as presented in Table 1.

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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 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

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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

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. 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 et al., 2021).

Results and Discussion

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

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Profile	Frequency (n=295)	Percentage (100%)
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

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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 that 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 training 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.

In this study, respondents' perceptions were measured using a 5-point Likert scale, a widely utilized tool in survey research for assessing attitudes, opinions, or perceptions. This scale enabled participants to express their agreement or disagreement with various statements related to their motivations for raising native chickens and their views on the influence of the beauty contest as an agritourism initiative. The scale typically consists of five options: "Strongly

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Disagree (1)," "Disagree (2)," "Neutral (3)," "Agree (4)," and "Strongly Agree (5)." This structure allows for quantitative analysis, facilitating the assignment of numerical values to responses, which enables researchers to apply statistical techniques when analyzing the data, such as calculating means, standard deviations, and correlations. 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
When properly supported, it can be exported for higher income.	3.58	Moderately Agree

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

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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

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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 Competition on the Motivation

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	4.49	Agree
chicken	4.54	Strongly Agree
It encourages them to support native chicken industry	4.44	Agree
It raises attractions from nearby provinces and	4.52	Strongly Agree
companies	4.50	Strongly Agree
It elevates the possibility of becoming and agro-tourism		
industry		
Positive outlook for native chicken industry		

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

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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 for Raising and Competition of Native Chicken

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	- 0.09 ns	0.12
consumption	0.31 *	0.00
Raising native chicken helps me maintain my physical and mental health		
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	0.34 *	0.00
higher that other types of chicken in the market		
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

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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	0.16 *	0.01
consumption	- 0.05 ns	0.39
Raising native chicken helps me maintain my physical and mental health		
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	0.27 *	0.00
higher that other types of chicken in the market		
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

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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 among 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
The government is helping the native chicken growers to market their products.	0.15 *	0.01
Financial aid is provided for native chicken growers.	0.88 *	0.00
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

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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 et al., 2024). 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.

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
The government is helping the native chicken growers to market their products.	- 0.10 ns	0.09
Financial aid is provided for native chicken growers.	0.37 *	0.00
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

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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.

Discussion

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, 1994; Sharpley and Sharpley, 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. 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. 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.

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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 et al., 2023; Villano 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 about 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 et al., 2016).

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

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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 indicates that the native chicken beauty contest motivates farmers to raise native chickens by enhancing their internal motivation and fostering a love for the activity. It highlights that the contest, by providing additional markets, income, government support, and showcasing best practices, encourages a more favorable outlook among respondents regarding native chicken farming. This continuous support increases the likelihood of farmers engaging in this practice. Moreover, the contest raises awareness of the benefits of native chickens, attracting community support and tourists for agritourism purposes. As the community becomes involved, it amplifies farmers' enthusiasm and perceptions of native chickens as a healthier choice. The study emphasizes that as the native chicken beauty contest evolves into an agritourism venture, it not only boosts motivation among growers but also contributes to the economic aspects of the native chicken industry, including income development and future export potential. The findings echo previous research that recognizes the significance of farmers' practices in achieving various goals, such as environmental sustainability, increased productivity, and enhanced profitability (Piñeiro et al., 2020).

Conclusion

The study primarily involved female participants aged 51 to 60 who were married, educated, and engaged in farming. Most raised fewer than 50 native chickens, lacked formal training in chicken management, and earned less than 10,000 pesos from this activity. Generally, respondents were motivated to raise native chickens due to intrinsic factors, such as a love for the birds and their health benefits, as well as extrinsic factors, including the belief in the potential for a strong industry and stable market. Despite these motivations, participants had a less favorable perception of government and university support. The native chicken beauty contest, introduced as an agritourism initiative, positively influenced respondents' motivation to learn about and continue raising native chickens. It also provided growers additional market opportunities and encouraged community support, positioning the beauty contest as a growing agritourism sector. Older, married, and unemployed respondents were mainly motivated by personal enjoyment and the role of native chickens in supporting their families' health and finances. Those with higher education viewed raising native chickens more positively, recognizing their health benefits and potential for export. Respondents raising fewer than 50 chickens and earning lower incomes saw native chicken farming as an opportunity for economic improvement, contingent upon government support. Those who received provincial training felt more energized and believed in the growing stability of the native chicken industry. The findings indicated that both male and female participants shared similar motivations, with older and more educated individuals engaged in public employment showing greater motivation to raise native chickens, especially with local government assistance in

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management and marketing. Overall, the study highlighted the positive impact of the native chicken beauty contest on farmers' motivation to engage in native chicken farming. Figure 5 represents the mind-mapping setting of the conclusion as the new knowledge.

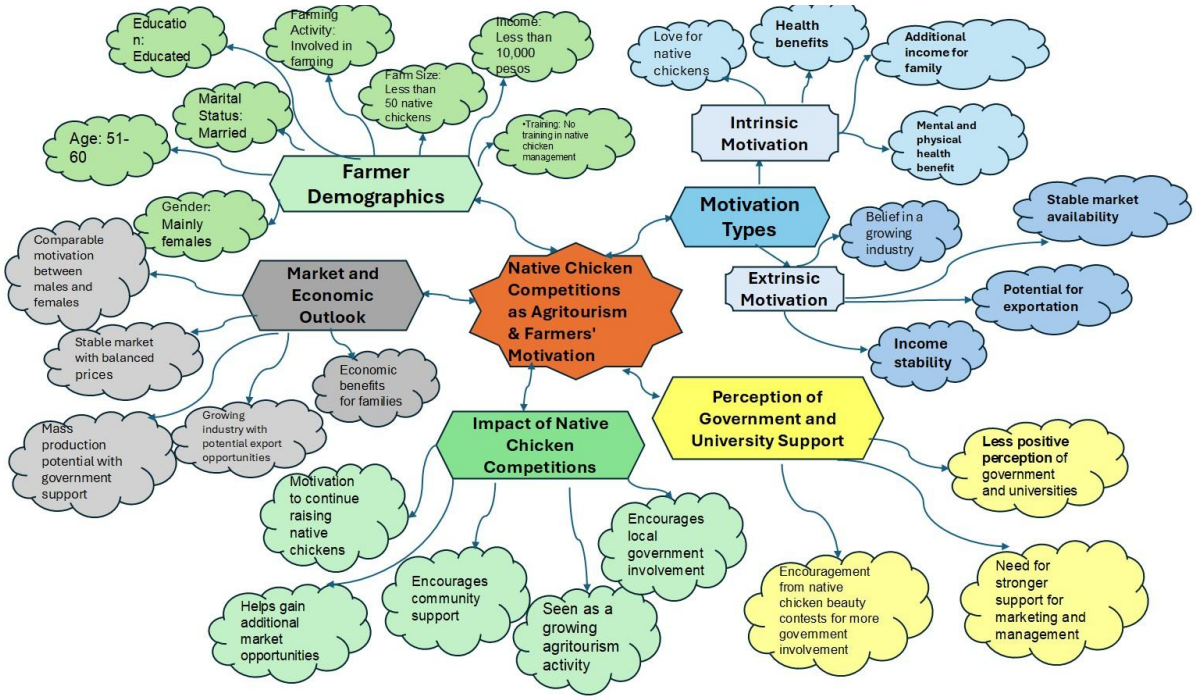

Figure 5 The mind mapping setting of the conclusion as the new knowledge

Future Recommendations

Present research encourages the promotion of native chicken farming due to its health and economic advantages for farmers. It calls for local universities to provide technical assistance and training on management, marketing strategies, and value-added chains to boost farmers' income. The Local Government Unit (LGU) and the Department of Agriculture (DA) are urged to offer technical and financial support to aspiring native chicken growers. The Department of Tourism (DOT) is encouraged to organize an annual native chicken beauty contest and publicize it widely to enhance regional and national awareness. To further promote native chicken farming as an agritourism venture, it is suggested that the provincial government passed a resolution to recognize the beauty contest as part of this industry, establish an inter-agency committee, and allocate funding. Committee members are encouraged to gather cultural and historical data about native chickens to inform policies and programs. Community support for native chicken farmers is emphasized, along with the need for further research to assess community, government, and NGO perspectives and initiatives related to native chicken farming.

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