

Local Products as a Catalyst for Memorable Tourist Experience in Puerto Galera Oriental Mindoro

Trissha Lorraine B. Camus, CTP, MBA^{1*}, Lariz R. Abas¹, Mark Lester G. Afalla¹, Jon Vincent A. Bagsic¹, Bernadeth G. Dazo¹, Daniel C. Lasic¹, Patricia A. Trinidad¹

1 – City College of Calapan, Guinobatan, Calapan City, Oriental Mindoro, Philippines
trisshalorraine22@gmail.com

Date Submitted:
January 5, 2026

Date Accepted:
January 27, 2026

Date Published:
February 4, 2026

DOI:
10.5281/zenodo.18475672

ABSTRACT

This study examines the role of local products in creating memorable tourist experiences in Puerto Galera, Oriental Mindoro. Local products such as handicrafts, souvenirs, and cultural items reflect the town's identity and contribute to tourist satisfaction and sense of belongingness. The objective is to determine the connection between tourists' perceptions of local products—quality, price, and variety—and their memorable experiences measured by satisfaction, recommendation, and revisit intentions.

A descriptive-correlational design was used with a survey questionnaire as the main instrument. The sample of 391 respondents was selected using the Slovin formula. The instrument was validated by field experts, and data were analyzed using SPSS with weighted mean, Cronbach Alpha, and Spearman rho correlation.

Results showed that tourists viewed the local products as quality, affordable, and culturally diversified. Perceptions of local products had a significant positive relationship with memorable tourist experiences, implying that unique and well-developed products can increase satisfaction, recommendations, and revisit intentions.

The study concludes that local products help create meaningful tourist experiences and promote sustainable tourism. It recommends that local artisans and stakeholders maximize authenticity, innovation, and marketing strategies to strengthen cultural identity and economic growth.

Keywords: local products, memorable tourist experience, sustainable tourism, souvenir authenticity, cultural heritage

INTRODUCTION

Puerto Galera is one of the most popular tourist destinations in the Philippines known for its white sand beaches, diving spots, and beautiful natural scenery. The study of Valdez et al., (2025) argues that the tourism sector in Puerto Galera remains vibrant, and it provides a lot of support to the economy as well as the community of Puerto Galera. The analysis also emphasizes that the development of tourism in the region has raised the demand of local food and crafts, indicating that tourists appreciate local products of quality that represent the culture and innovativeness of the town. According to the data provided in Puerto Galera Tourism Office, the municipality counted 18,662 tourist arrivals in August 2025, which demonstrates the persistence of the destination among local and foreign tourists. These tangible products are more than just souvenirs; they are fountains of heritage and cultural pride of Puerto Galera.

Tourists who buy the local products will also take home with them a little souvenir of their visit and contribute to the local economy and inclusive local development. Due to these initiatives, Puerto Galera is on its way to attaining sustainable tourism. These tangible local products are more than just souvenirs; they are sources of the heritage and cultural pride of Puerto Galera. Tourists who buy such local products will leave home with a small reminder of their experience and help drive the local economy and inclusive local development. Due to these initiatives, Puerto Galera is on its way to attaining sustainable tourism.

A study in the Journal of Humanities, Social Sciences, and Business, conducted by Lubis, Firmansyah, Masriani, Sari, & Ningsih (2025), determined that traditional handicrafts and arts are promoted to make village tourism sites more ancestral and that the cultural identity of the destination is reinforced with a greater degree of tourist satisfaction. Sustainable economic growth of both the visitors and the local communities are being brought through such initiatives. A study conducted by Valdez et al., (2025) points out incorporating local services and products into the entire tourism plan. Their results indicate that sustainable tourism is attained via the involvement of the local communities, whereby their goods are encouraged and valued. Also, the Philippine Information Agency (2025) explained the overall beneficial effects the local infrastructure and community-based tourist attraction activities have had in improving the tourist experience as well as the local participation in the further development of the Puerto Galera economy.

This research paper is concerned with what local products can do to maximize the memorable tourist experience in Puerto Galera. This gives locals an identity through local products. They offer a unique and real-memory perspective to the people traveling, besides the common scenery or adventure.

Not all tourists today are interested only in sightseeing; they want a connection with the place where they are visiting. Those connections are represented in the form of local products. According to Yin (2023), in the situations of cultural creative tourism, the creation of memorable tourist experiences is becoming a result of embodied experience and authenticity, which tangible products can facilitate by connecting the senses of visitors with their stories and the identity of a place with the travel experience.

Based on the sustainable development goals of SDG 8, which calls upon decent work and economic growth, this paper will show how tourism and local products can complement each other to facilitate more livelihood opportunities for the local community members. Use of local products by tourists would mean that they are creating revenues for the small business owners, crafters, and local entrepreneurs. This helps in creation of jobs, in addition to ensuring that economic benefits of tourism remain local. Therefore, local products are not only a tourism package requirement but also the understanding that tourism makes tourism more inclusive and sustainable.

This study will be conducted in all local shops in Barangay San Isidro and Aninuan in Puerto Galera, Oriental Mindoro. It has as an objective to understand the impact of local products on the memorable tourist experience. It will address how they are displayed, received, and appreciated by the tourists in addition to contributing to the appeal of the tourist attraction in the region in general. The study will inform the interested parties, namely the local artisans and business owners, and the tourism planners who may be keen on enhancing the contribution of the local products towards the tourist experience. The study will guide stakeholders, including the local artisans and business owners, as well as the tourism planners who might be interested in boosting the contribution of the local products towards the tourist experience.

In line with this, this research is focused on studying local products as a catalyst for memorable tourist experience in Puerto Galera, Oriental Mindoro. The researchers were driven to identify and analyze the extent to which the local products can influence the overall memorable experience of the tourists visiting Puerto Galera and the local owners can develop strategies to promote the products and to improve the quality of the memorable tourist experience. The data gathered would be used as the basis for the development of the strategic management model to enhance the tourist experience in the selected local shops in Barangay San Isidro and Aninuan, Puerto Galera, Oriental Mindoro.

Statement of the Problem

This study examines local products as a catalyst for memorable tourist experience in Puerto Galera, Oriental Mindoro to better understand their relationship. Specifically, it seeks to answer the following questions:

1. What is the extent of local tourist perceptions regarding local products in Puerto Galera, Oriental Mindoro in terms of:
 - 1.1 Quality;
 - 1.2 Price; and
 - 1.3 Variety
2. What is the level of memorable tourist experience in Puerto Galera, Oriental Mindoro in terms of:
 - 2.1 Satisfaction;
 - 2.2 Recommendation; and
 - 2.3 Revisit Intention
3. Is there a relationship between the local tourist perceptions of local products and the overall memorable tourist experience?
4. What strategic management model for enhancing the memorable tourist experience through local products may be proposed, based on the findings of the study?

Statement of the Hypothesis

To guide the researcher in reaching the inferences and building conclusions, the following hypotheses are formulated:

Null Hypothesis (H_0): There is no relationship between the local products and the memorable tourist experience in Puerto Galera, Oriental Mindoro.

Alternative Hypothesis (H_1): There is a significant relationship between the local products and the memorable tourist experience in Puerto Galera, Oriental

Mindoro.

Theoretical Framework

These three theories; Experience Economy Theory, Tourist Gaze Theory, and Service-Dominant (S-D) Logic Theory, help to explain the role of local products as a catalyst for creating memorable tourist experiences in Puerto Galera. The frameworks support the study by highlighting the cultural, experiential, and value co-creation functions of local products in tourism. The theories also focus on the fact that tourists are not only consumers; the tourist is also subject to the influences of meaningful experience, cultural symbols, and interactive value creation. Taken together, they reflect the objective of the study to appreciate how local products act as a driver towards the creation of memorable tourist experiences.

Experience Economy Theory stated by Pine and Gilmore (1999) focuses on the evolution of economic value beyond goods and services, to include meaningful and memorable experiences. This theory seeks to explain that tourists in tourism want real and value-added experiences that are not mere consumption. The significance of local products is essential, as they embody the culture, craftsmanship, and identity of a destination. In line with this, the theory is relevant in our study since it demonstrates that local goods of Puerto Galera act as a catalyst to generate unforgettable tourist experiences and to enhance the connection between tourists and the destination. These products are not only purchased as souvenirs but also represent stories and traditions that enhance the overall tourist experience. This theory helps our research by showing how the implementation of local products which acts as a catalyst can increase destination appeal in terms of experience-based tourism.

Tourist Gaze Theory, developed by John Urry, which was elaborated by Larsen (2024) explains that destinations are viewed and experienced by tourists based on their cultural and visual impressions. Visitors seek authentic and personal experiences, and their activities are influenced by the representations of places, objects, and encounters. In line with this, the theory is connected in our study since it shows that the local products of Puerto Galera can be seen as a catalyst in the development of memorable tourist experience, as they become visual and cultural symbols that determine perception and emotional attachment to the destination. These products highlight cultural and visual elements that guide visitors' focus and influence their value judgments. This theory supports the research because it explains the role of local products as a catalyst to lead to memorable cultural and visual experiences of tourists.

Service-Dominant (S-D) Logic Theory created by Vargo and Lusch (2004) put emphasis on the change of the perception of goods as the primary source of exchange into service and value co-creation as the essence of economic behavior. This theory tries to explain that value is not only found in products, but it is co-created by providers and consumers interaction. The significance of local products is essential, as they serve not just as commodities but as mediums through which culture, identity, and

shared experiences are exchanged. Relatively, the theory is relevant in our study since it demonstrates that the local products of Puerto Galera act as a catalyst for co-creating memorable tourist experiences and for strengthening the connection between tourists and the destination.

These products are not only purchased as souvenirs but also represent collaborative value that arises when tourists engage in the cultural and social meanings behind them. This theory helps our research by showing how the use of local products, acting as a catalyst can increase destination appeal in terms of co-created and experience-based tourism.

These three theories are useful in supporting an effective analysis of the role of local products in the overall tourist experience in Puerto Galera. They highlight the importance of creating value, cultural and visual perceptions, and unforgettable experiences as the means of influencing the ways in which tourists communicate and develop appreciation of local products.

Conceptual Framework

The major concept of this study focuses on the local products as a catalyst for memorable tourist experience in Puerto Galera, Oriental Mindoro.

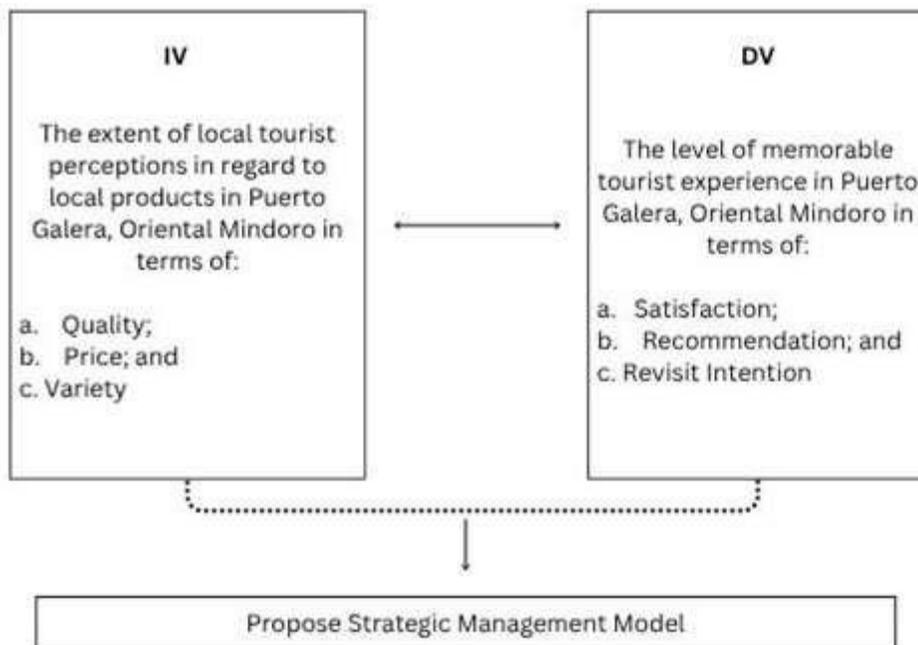


Figure 1: Hypothesized Relationship of the Variables

Figure 1 shows the propose relationship between the variables to be measured. The independent variable of the study concerns the perceptions of local tourists to local products by their quality, price and variety. The dependent variable is the memorable tourist experience in Puerto Galera that is measured in terms of tourist satisfaction, recommendation, and revisit intention. As illustrated, the

researcher intends to study the connection between the two variables to propose a strategic management model, which will strengthen local products as a catalyst with regards to a better memorable tourist experience in Puerto Galera in Oriental Mindoro.

METHODS

Research Design

This study utilized a descriptive-correlational approach it was the best design for it provides static pictures of situations as well as the relationship between two variables. Torneo and Clamor-Tomeo (2017) descriptive research is generally concerned with investigating, measuring, and describing one or more aspects or characteristics of one or more groups, communities, or phenomena. Relative to this study, descriptive correlational approach will be used to describe tourist perceptions of local products and their relationship to the local tourist experience in Puerto Galera, Oriental Mindoro.

Bhandari (2021) a correlational research design investigates relationship between variables without the researcher controlling or manipulating any of them. The direction of a correlation can be either positive or negative. This will be used to describe the tourist perceptions in terms of quality, price, and variety of local products, and the tourist experience in terms of satisfaction, recommendation, and revisit intention.

Sampling Techniques

We calculated our total population by the sum of the number of visitors in Puerto Galera in the month of August in the information presented in the Municipal Tourism Office, it revealed that there were 18, 662 visitors. Even though we could only select two barangays, namely San Isidro and Aninuan, we used this total because there was no record available as to the number of the tourists in each of the barangays.

To obtain the correct number of respondents we used the Slovin Formula that is applied in cases of large population to ensure that the sample size remains valid and representative. The result was 391 respondents.

The consideration of these two barangays as sources of information was because they are the most frequented and have active local shops and high number of visitors and therefore, they are good examples of the tourism activity in Puerto Galera. It was the reason why despite the entire population belonging to the entire Puerto Galera, our sample still represents valid and informative data regarding the research.

Respondents of the Study

The respondents of the study were composed of local tourists in Puerto Galera, Oriental Mindoro. A sample was taken from the total population of 391 respondents to answer research questions regarding tourist perceptions of local products and their influence on the memorable tourist experience.

Research Instrument

The study employed researcher-made survey questionnaires as the main data gathering instrument for this study to be used by the researcher. Mcleod (2018) defined questionnaire as a research instrument consisting of series of questions for the purpose of gathering information from respondents.

The survey questionnaire was distributed to the tourist to determine their perceptions in terms of quality, price, and variety of local products, and the local tourist experience in terms of satisfaction, recommendation, and revisit intention. The researcher utilized researcher-made questionnaires in a checklist format as the main data gathering instrument. The survey questionnaires were distributed through face-to-face interactions, and online distribution methods.

Validity of the Instrument

To determine whether the instruments have high quality, measurement properties, validity were assessed. It is important to measure the accuracy and consistency of the research instruments. A drafted questionnaire was prepared by the researchers to establish validity. To ensure the validity of the research instrument the researcher sought the advice and suggestions of the three (3) experts, professionals in the field of tourism who are knowledgeable enough about Puerto Galera's local shop industry and tourist behavior.

These experts helped ensure that the questionnaire accurately reflects the connection between tourist perceptions of local products in terms of quality, price, and variety, and the memorable tourist experience in terms of satisfaction, recommendation, and revisit intention. With the guidance of the research adviser, the researcher identified the significant elements needed to validate the survey questionnaire. Finally, the instrument was revised and refined based on the comments and suggestions of the experts to improve and substantiate its content.

Reliability of the Instrument

To ensure the reliability of the research instrument, the researchers conducted a pre-survey questionnaire, and after that, the result of the gathered data will be checked and validated. The instrument determined the reliable data with test-retest, which encompasses the accuracy of the assessment from time to time to ensure that the respondents to the study are consistent. To measure reliability, the researchers used a test-retest method, by which we administered the validated questionnaire to 10-20 non-respondents of the study. After a week or a month, the same questionnaire was readministered to the same group. The result has been analyzed using Cronbach's alpha (can be treated to SPSS), items with computed value greater than 0.8 are considered reliable. If the computed r-value is less than 0.75 (rounded to 0.8) it needs to be rephrased or removed.

The research sought help from three (3) experts to validate the instrument crafted with statements that fit the goals to be attained by the study. To ensure the reliability of the study, the study employed pilot test of the instrument among twenty (20) non-respondents. The tests were given within an interval of a week and were analyzed using Cronbach alpha.

Table 1. Reliability Analysis Table using Cronbach Alpha

Indicators	Cronbach Alpha	Interpretation
Quality	0.82	Good
Price	0.86	Good
Variety	0.89	Good

Satisfaction	0.94	Excellent
Recommendation	0.96	Excellent
Revisit Intention	0.94	Excellent

Scaling and Quantification

This study employed both weighted mean and four-point Likert scale method used to determine the tourist perceptions in terms of quality, price, and variety of local products, and the memorable tourist experience in terms of satisfaction, recommendation, and revisit intention.

The researcher employed a four-point Likert scale, numerical interpretation, and verbal interpretation in describing the tourist perceptions of local products and their relationship to the memorable tourist experience in Puerto Galera, Oriental Mindoro. The following scales were used:

Table 2. Scaling and Qualification: Four-point Likert Scale

Scale	Statistical Limits	Verbal Description	Interpretation
4	3.28 – 4.00	Strongly Agree	Very Great Extent
3	2.52 – 3.27	Agree	Great Extent
2	1.76 – 2.51	Disagree	Low Extent
1	1 – 1.75	Strongly Disagree	Very Low Extent

Data Gathering Procedure

The following processes must be done to collect the essential data for this, and minimum health standard guidelines must be rigorously followed: First, a letter of request was signed by the Institute of Hospitality and Tourism to conduct the study and was sent to the management of selected tourist sites in Puerto Galera for approval. Upon its approval, the researchers personally conduct the study. Respondents were given 30 minutes to finish answering the survey questionnaires.

Retrieval of the questionnaires was done personally by the researchers immediately after respondents had finished answering. Their responses were collated and tabulated thereafter. Finally, analysis and interpretation were done to discuss the results and discussion to come up with conclusions and recommendations.

Statistical Treatment of Data

The statistical data was used and analyzed with the help of SPSS and Microsoft Excel. The statistical tools and methods used to analyze the data collected from the respondents were the following:

Weighted Mean. The level of local tourist perceptions towards local products in terms of quality, price, and variety, and the level of memorable tourist experience in terms of satisfaction, recommendation, and revisit intention were calculated by use of weighted mean to determine the degree of the local tourist perceptions towards the local products. This approach offered a numerical and verbal explanation of the level of agreement of the respondents on a four-point Likert scale.

Cronbach Alpha. It was used to test the internal consistency reliability of the research instrument. The reliability of both constructs in the variables of local product perception and memorable tourist experience was determined using the computed alpha coefficients. The Cronbach's Alpha was determined to be 0.70 and above, which could be deemed as an acceptable value of the questionnaire items being consistent and reliable.

Spearman Rho Correlation. It was used to measure the relationship between local tourist perceptions of local products (independent variables) and the memorable tourist experience (dependent variables) in Puerto Galera. The analysis that was carried out was a non-parametric test which determined the degree and the direction of the association between the two variables without assuming that the distribution is normal. It was thus the most appropriate method for analyzing ordinal data obtained through Likert-scale responses.

The relationship was computed using the following formula:

$$\rho = 1 - \frac{6 \sum d^2}{n(n^2 - 1)}$$

Where:

ρ = Spearman's rho (correlation coefficient)

d = difference between the ranks of each pair of variables n = number of paired observations.

The correlation coefficient (ρ) and p -value that were calculated served as the indicators for the relationship between local product perceptions—such as quality, price, and variety—and the memorable tourist experience variables, including satisfaction, recommendation, and revisit intention. A positive ρ value meant that an increase in the level of perception of local products would result in an increase in tourists' memorable experience. On the other hand, a negative ρ value pointed to an opposite or inverse relationship.

Ethical Consideration

In this study, several aspects were considered. Firstly, researchers asked permission to conduct the survey and obtain consent from the participants. The questionnaires given to the respondents were validated by experts to test its validity and test re-test will be performed to test its reliability. Additionally, the researchers will maintain confidentiality and anonymity of participants will be ensured to protect their privacy. Lastly, the researchers applied the principles of beneficence and non-maleficence by making sure that the findings contribute to the development and empowerment of the local tourism industry, while reducing the risk of potential harm and ridicule.

RESULTS & DISCUSSIONS

1. Extent of Local Tourist Perception regarding Local Products in Selected Local Shops in Puerto Galera, Oriental Mindoro.

This section discusses the local tourist perception in terms of quality, price, and variety. The results of the data gathered from the respondents in relation to local products are presented in tables 3 to 5 as follows:

1.1 Quality

Table 3. The Extent of Local Tourist Perception regarding Local Products in Puerto Galera in terms of Quality

Items	Mean	Description	Interpretation
1. The products have clear finishes that do not easily wear out.	3.27	Agree	Great Extent
2. The components and parts of the products are properly joined and stable.	3.20	Agree	Great Extent
3. The products have smooth surfaces and proper structure.	3.14	Agree	Great Extent
4. The handles, straps, or carrying parts of the products are strong and durable.	3.00	Agree	Great Extent
5. The products retain their shape and appearance after handling.	2.92	Agree	Great Extent
6. The products are designed to function properly and last over time.	2.98	Agree	Great Extent
7. The colors and designs of the products are evenly applied and visually consistent.	3.00	Agree	Great Extent
8. The joining of different materials in the products is secure and stable.	3.31	Strongly Agree	Very Great Extent
9. The products are resistant to fading or discoloration when exposed to sunlight.	2.96	Agree	Great Extent
10. The materials used in the products feel solid and of good quality.	3.19	Agree	Great Extent
11. The design details of the products highlight cultural or traditional elements.	3.31	Strongly Agree	Very Great Extent
12. The products are not dangerous to utilize and there are no damaging materials.	3.13	Agree	Great Extent
13. The products are lightweight, smooth, and comfortable to use or wear.	3.09	Agree	Great Extent
14. The products can withstand frequent use without losing shape or quality.	3.10	Agree	Great Extent

15. The products are also manufactured using environmentally friendly or sustainable materials.	3.10	Agree	Great Extent
OVERALL MEAN	3.11	Agree	Great Extent

The table shows that the overall average is 3.11, and the respondents agree to the statements concerning the quality of the local products in Puerto Galera, meaning to a Great Extent. This means that the tourists are largely persuaded that the products are well-designed, strong, and representative of good workmanship.

The highest mean of 3.31 was on the statement “The design details of the products indicate cultural or traditional elements,” and the verbally stated mean was Strongly Agree and understood as Very Great Extent. This indicates that tourists highly value the fact that the products use cultural and traditional designs that are not only appealing but also significant symbols of local identity.

Yin (2023) states that tangible cultural products make the experience memorable due to the fact that they associate the tourists with the true identity and innovativeness of a destination. This supports the finding that the quality and meaning of products made in Puerto Galera have been unique because of the craftsmanship and traditional designs.

On the other hand, the item “The products retain their shape and appearance after handling” received the lowest mean of 2.92, still described as

Agree and interpreted as Great Extent. This implies that even though the products are usually high quality, some of the tourists may have observed that some of them changed shape or appearance with time.

Zhang and Dolah (2024), in their study *Designing Strategies of Pingyao Lacquerware Tourist Souvenirs Based on Tourists’ Demand*, explained that the durability and physical appearance of souvenir products have a big effect on tourist satisfaction and repeat purchases. Their research shows that maintaining the form and appearance of products after handling is crucial in strengthening tourist trust and perception of quality. This supports the finding that local producers in Puerto Galera may still improve in keeping their products’ shape and appearance after use.

Overall, the results indicate that local products in Puerto Galera have a good perception of quality with strong craftsmanship and creativity. However, enhancing the product durability and preserving their structure even after being touched by tourists could help to ensure the increase of tourist satisfaction and sustainable growth of the local products.

1.2 Price

Table 4. The Extent of Local Tourist Perception regarding Local Products in Puerto Galera in terms of Price

Items	Mean	Description	Interpretation
1. The cost of local products influences the decision to purchase.	3.31	Strongly Agree	Very Great Extent
2. The expense of buying local products impacts the overall travel budget.	3.40	Strongly Agree	Very Great Extent

3. The budget-friendly prices encourage local sellers.	3.31	Strongly Agree	Very Great Extent
4. The low prices of products make local tourists buy more often.	3.28	Strongly Agree	Very Great Extent
5. The price of local products reflects their perceived value.	3.27	Agree	Great Extent
6. The price acts as a deciding factor whether tourists buy or not.	3.33	Strongly Agree	Very Great Extent
7. The discounted deals on local products encourage a greater number of tourists to purchase.	3.28	Strongly Agree	Very Great Extent
8. The affordable pricing of local products fosters greater trust among travelers	3.28	Strongly Agree	Very Great Extent
9. The price of local products supports impulse purchases that feel worthwhile.	3.34	Strongly Agree	Very Great Extent
10. The price of local products leads to allocating more budget to souvenirs.	3.34	Strongly Agree	Very Great Extent
11. The attractive price of local products draws more attention from tourists.	3.36	Strongly Agree	Very Great Extent
12. The clear pricing of local products avoids confusion when purchasing.	3.31	Strongly Agree	Very Great Extent
13. The price of local products encourages exploring more market stalls.	3.32	Strongly Agree	Very Great Extent
14. The price of local products motivates bringing home keepsakes as trip reminders.	3.31	Strongly Agree	Very Great Extent
15. The price of local products encourages buying gifts for family or friends.	3.40	Strongly Agree	Very Great Extent
OVERALL MEAN	3.32	Strongly Agree	Very Great Extent

The table shows an overall mean of 3.32, which suggests that most people strongly agree about the price of local goods in Puerto Galera. This is a very high level of agreement. It means that tourists think the costs of local goods are fair, reasonable, and worth what they are paying for.

The highest mean of 3.40 was obtained by the statements “The expense of buying local products impacts the overall travel budget” and “The price of local products encourages buying gifts for family or friends.” which means they were strongly agreed with and assessed as being very great extent.

According to Kotler (2016) in Marketing Management, pricing is one of the most critical elements that influence the consumer purchasing decisions since it symbolizes both the product’s value and perceived quality. In the same way, Han and Hyun (2018) in their study Tourist Decision-Making and Destination Satisfaction said that fair and clear pricing makes tourists more trusting and happier, which leads to repeat purchases.

The statement “The price of local products reflects their perceived value” obtained the lowest mean score of 3.27, which was considered Agree and interpreted as Great Extent. This suggests that most

tourists think the prices are reasonable, but some may think that some things don't fully match what they expected to pay for them. This shows that there is potential for development in matching price with quality or originality.

Chen (2022) in their study, Price Fairness and Perceived Value in Tourist Souvenir Purchasing found that tourists are more likely to buy again when they think the price of a product reflects its quality. The study says that when price represents workmanship and uniqueness, it makes the tourist more likely to buy.

Overall, the findings show that the price of local products in Puerto Galera is perceived very positively, it shows affordability and value for money. Maintaining a good and reasonable pricing of products can continue to attract tourists and sellers can increase sales, while tourists are satisfied to its price.

1.3 Variety

Table 5. The Extent of Local Tourist Perception regarding Local Products in Puerto Galera in terms of Variety

Items	Mean	Description	Interpretation
1. The printed T-shirts designed with Puerto Galera themes are among the most purchased souvenirs of tourists.	3.03	Agree	Great Extent
2. The knitted clothes sold locally are often purchased items for visitors.	3.09	Agree	Great Extent
3. The slippers made in Puerto Galera are commonly bought footwear options for travelers.	2.99	Agree	Great Extent
4. The printed tote bags are popular choices for purchase among tourists.	3.19	Agree	Great Extent
5. The knitted bags offered by local sellers are frequent buys for visitors.	3.16	Agree	Great Extent
6. The rattan bags displayed in the shops are regular purchases of travelers.	3.32	Strongly Agree	Very Great Extent
7. The keychains featuring Puerto Galera designs are usual purchases of tourists.	3.34	Strongly Agree	Very Great Extent
8. The wallets made locally are convenient products which are usually bought as souvenirs.	2.76	Agree	Great Extent
9. The refrigerator magnets with the Puerto Galera landmarks are common purchases by tourists.	2.49	Disagree	Low Extent
10. The wood carvings crafted into native figurines are often taken as purchased keepsakes.	2.60	Agree	Great Extent

11. The carved wooden display items, such as small statues, are popular purchases for souvenirs.	3.15	Agree	Great Extent
12. The shell jewelry and other accessories created from pearls are favorite items bought as souvenirs.	3.16	Agree	Great Extent
13. The nito baskets handmade by local artisans are unique products frequently purchased.	3.23	Agree	Great Extent
14. The Mangyan handicrafts, such as woven goods, are traditional items regularly bought by travelers.	3.16	Agree	Great Extent
15. The hats printed with Puerto Galera designs are souvenir products usually purchased.	2.96	Agree	Great Extent
OVERALL MEAN	3.04	Agree	Great Extent

The table data shows that the total average score is 3.04 which is a clear sign that the respondents agree that there are a variety of local products in

Puerto Galera, the level of agreement is interpreted as to a Great Extent.

Therefore, the products are seen as being diverse, innovative, and reflecting the local culture and tradition. The item with the statement, “The keychains featuring Puerto Galera designs are the usual purchases of tourists” was rated the highest with a mean of 3.34, which is described as Strongly Agree and to a Very Great Extent. Tourists purchase keychains made in Puerto Galera and appreciate these souvenirs as they are small tokens that are easy to carry.

Based on the research of Hernandez and Liu (2022) titled "Diversity and Creativity in Local Souvenir Markets", the authors argue that the availability of numerous local products attracts tourists and enables them to establish a personal relationship with the destination while they are buying products. This can be seen with the variety of souvenirs available in Puerto Galera, especially the keychains that are made with local designs are chosen most by the tourists since they are handy and have a personal value.

In contrast, the lowest mean of 2.49 was recorded by the statement, "The refrigerator magnets with Puerto Galera landmarks are common purchases by tourists," which was Disagree and Low Extent as its interpretation. This implies that although these products are obtainable, tourists do not consider them as attractive as other handcrafted souvenirs.

Tan and Ocampo (2020) mentioned that places that provide a wide range of unique and meaningful souvenir items are likely to be more attractive to tourists whereas completely identical items may not be able to obtain the authenticity and the cultural value. This is consistent with the result that tourists choose distinctive, handmade, and locally inspired products rather than common souvenir types.

The results represent the local products in Puerto Galera to be varied and positively perceived by the tourists as they recognize and value the diverse range of creative souvenirs available. By upgrading the distinctiveness of these products and giving away locally inspired designs, the cultural identity of the destination and the tourist’s attraction can be elevated.

2. Level of Memorable Tourist Experience in Selected Local Shops in Puerto Galera Oriental Mindoro.

This section discusses the memorable tourist experience in terms of satisfaction, recommendation, and revisit intention. The results of the data gathered from the respondents in relation to memorable experience are presented in tables 6 to 8 as follows:

2.1 Satisfaction

Table 6. Level of Memorable Tourist Experience in Selected Local Shops in Puerto Galera, Oriental Mindoro in terms of Satisfaction

Items	Mean	Description	Interpretation
1. The local product brings enjoyment to tourists by exploring different local products from the local shop.	3.13	Agree	Great Extent
2. The local products great neatness brings joy and satisfaction to the tourists.	3.14	Agree	Great Extent
3. The local products give satisfaction to tourists because they are long-lasting.	3.19	Agree	Great Extent
4. The local products bring lasting happiness to the tourists.	3.10	Agree	Great Extent
5. The local products' creative design brings satisfaction to the tourists.	3.16	Agree	Great Extent
6. The local products satisfied tourists by providing a different range of product choices.	3.09	Agree	Great Extent
7. The local products satisfy tourists by being widely accessible in souvenir shops.	3.06	Agree	Great Extent
8. The local products satisfied tourists by giving comfort through using them.	3.05	Agree	Great Extent
9. The local products satisfied tourists with their originality and uniqueness.	2.99	Agree	Great Extent
10. The local products satisfy tourists by giving them something fun to explore during their trip.	3.04	Agree	Great Extent
11. The local products satisfy tourists because they gain more personal value than just the item itself.	3.09	Agree	Great Extent
12. The local products bring satisfaction to tourists because they are reliable and functional.	3.24	Agree	Great Extent
13. The local products provide satisfaction to tourists by being easy to carry as gifts.	3.19	Agree	Great Extent

14. The local products bring satisfaction to tourists by being a reminder of the trip.	3.25	Agree	Great Extent
15. The local products satisfy tourists by looking both traditional and stylish.	3.29	Strongly Agree	Very Great Extent
OVERALL MEAN	3.13	Agree	Great Extent

The table provides an overall mean of 3.13 suggesting the respondents agree with the statements on the satisfaction with the local products in Puerto Galera which is interpreted to a Great Extent. This implies that the tourists have a general satisfaction with the local products since they like them, perceive them as valuable, and can improve their experience during the travels. It also means that these products not only match the expectations of the tourists as souvenirs but also as something that can be considered as the embodiment of the destination creativity, culture, and identity.

The highest mean of 3.29, which is considered Strongly Agree and Very Great Extent, is the following statement, "The local products satisfy tourists by appearing both traditional and stylish". This is a sign that the local products in Puerto Galera have the best mix of the traditional and modern in the eyes of the tourists. This balancing of the cultural authenticity and the visual beauty contributes to the attractiveness of the products and makes them memorable objects which represent the rich heritage of the locality, and which can be used still despite the modern tastes.

Huang et al. (2025) in their article "How traditional cultural load affects tourists purchasing intention of tourist souvenirs" argue that souvenirs that incorporate traditional cultural influences have a positive impact on tourist satisfaction and purchasing intention. It confirms the observation that cultural authenticity and modern design of the products in the Puerto Galera increase the satisfaction of tourists since they are not just a commodity, but a piece of local culture.

Conversely, the one that received the lowest mean of 2.99 as Agree and to a Great Extent is "The local products satisfied tourists with their originality and uniqueness". This still shows that there is agreement, but it suggests that some tourists consider some of the products to be less unique than others. This can be an indication that the products are good but can be enhanced in the aspect of innovation, clear branding and emphasizing their uniqueness as a way of increasing tourist satisfaction.

To prove this, in their research, Liu et al. (2024, titled "The influence of value perceptions on tourist souvenir purchase intentions", highlighted that tourist tend to buy original and unique souvenirs because these factors reinforce emotional bonding and satisfaction. The fact that products with no distinctiveness can be viewed as less valuable can also explain the significance of innovation and authentic design in promoting the overall tourist satisfaction.

Overall, the findings show that tourists are very satisfied with the Puerto Galera local products to a large extent. They value their quality, design, and their culture that make their travel experience a good and unforgettable one. Nevertheless, a stronger focus on originality and innovation in products development may enhance the satisfaction of the tourists and build a stronger brand of Puerto Galera as a culturally creative destination.

2.2 Recommendation

Table 7. Level of Memorable Tourist Experience in Selected Local Shops in Puerto Galera, Oriental Mindoro in terms of Recommendation

	Items	Mean	Description	Interpretation
1.	The products of Puerto Galera are highly recommended to other tourists.	3.20	Agree	Great Extent
2.	The products of Puerto Galera deserve positive feedback from tourists.	3.37	Strongly Agree	Very Great Extent
3.	The products of Puerto Galera are worthy to be suggested as gifts.	3.29	Strongly Agree	Very Great Extent
4.	The products of Puerto Galera are worth being included in online recommendations	3.09	Agree	Great Extent
5.	The products of Puerto Galera are recommended as part of a complete travel experience.	3.25	Agree	Great Extent
6.	The products of Puerto Galera are recommended for word-of-mouth sharing among tourists.	3.17	Agree	Great Extent
7.	The products of Puerto Galera are worthy to be suggested as souvenirs for special occasions.	2.93	Agree	Great Extent
8.	The products of Puerto Galera are suitable for including personal travel stories or blogs.	2.85	Agree	Great Extent
9.	The products of Puerto Galera are recommended for inspiring others to explore local culture.	3.01	Agree	Great Extent
10.	The products of Puerto Galera are worthy of recommendation for personal collection.	2.98	Agree	Great Extent
11.	The products of Puerto Galera are recommended for enhancing personal travel memories.	3.05	Agree	Great Extent
12.	The products of Puerto Galera are recommended for helping tourists connect with local traditions.	2.81	Agree	Great Extent
13.	The products of Puerto Galera are worthy of recommending for showing the creativity of the community.	3.08	Agree	Great Extent
14.	The products of Puerto Galera are recommended for enhancing the uniqueness of a tourist's experience.	3.08	Agree	Great Extent

15. The products of Puerto Galera are recommended for making travel stories more interesting.	3.12	Agree	Great Extent
OVERALL MEAN	3.09	Agree	Great Extent

An overall mean of 3.09 is presented in the table, meaning that the respondents agree with the statements about the recommendation of the local products in Puerto Galera, which can be understood as to Great Extent. This implies that the products have a high degree of recommendability and

attractiveness to the tourists, which is based on their satisfaction and willingness to recommend or market the products to their families or friends. It also demonstrates that local products contribute to the tourist experience as they can be used as a tangible symbol of the Puerto Galera culture and identity.

The statement which received the highest mean of 3.37 and is classified as Strongly Agree and interpreted as Very Great Extent is the statement that "The products of Puerto Galera deserve positive feedback by tourists". This indicates that tourists are very positive with the local products and come out to say good things about them. This implies that the quality, originality and cultural value of such products leave an indelible mark that compels tourists to discuss it in a favorable sense and mention it to other individuals.

According to the article of Kuhn (2020) entitled *Conspicuous Souvenirs: Analysing Touristic Self-Presentation through Souvenir Display*, tourists are ready to use souvenirs as the symbol of memorable tourist experiences and self-identification. The article identifies that product that have a high cultural or emotional value become markers of experiences worth remembering and sharing. This justifies the outcome that the locals of Puerto Galera receive high ratings in their products because they enable the tourists to acknowledge their travel experiences and craftsmanship of the destination.

Alternatively, the item "The products of Puerto Galera are suitable to include personal travel stories or blogs" had the lowest mean of 2.85 which is defined as Agree and perceived as Great Extent. It does not imply that tourists do not like the products, but they will be less likely to include them in personal posts, travel blogs, and social media posts. It implies that the products are not possibly distinctive or storytelling enough to motivate sharing on the Internet or online marketing.

In their article, *Exploring Tourists Intentions to Purchase Homogenous Tourism Souvenirs*, Wu and Zhang elaborated that less distinctive or distinctive souvenirs are more likely to be perceived with low value by the tourist. Their work demonstrates that specific and significant products are more influential in the desire of the tourists to demonstrate them online or relate them to the personal narratives. This confirms the fact that a local product of Puerto Galera can probably require more branding and emotional narratives to become more attractive as a digital sharing and traveling story.

The results overall indicate that local products in Puerto Galera could be positively rated in terms of recommendation because the tourists consider local products attractive, memorable and worth recommending to others. Nevertheless, enhancing their distinctiveness and symbolism may also make tourists mention the products in their own travel posts or blogs, to increase the exposure of products and the cultural marketing of Puerto Galera.

2.3 Revisit Intention

Table 8. Level of Memorable Tourist Experience in Selected Local Shops in Puerto Galera, Oriental Mindoro in terms of Revisit Intention

	Items	Mean	Description	Interpretation
1.	The local products provide a strong reason to visit Puerto Galera again.	3.18	Agree	Great Extent
2.	The creativity of the local products promotes return visits.	3.17	Agree	Great Extent
3.	The uniqueness of the local products creates a desire to return.	3.22	Agree	Great Extent
4.	The good experience of the previous purchase of local products motivates the visit.	2.93	Agree	Great Extent
5.	The stories and meaning behind the local products inspire return visits.	3.10	Agree	Great Extent
6.	The presence of local products encourages repeat visits to Puerto Galera.	3.17	Agree	Great Extent
7.	The quality of local products increases the likelihood of returning to Puerto Galera.	3.24	Agree	Great Extent
8.	The diversity of the local products increases the desire to revisit Puerto Galera.	3.05	Agree	Great Extent
9.	The range of local products available influences the decision to revisit Puerto Galera.	3.07	Agree	Great Extent
10.	The experience of exploring local products increases the likelihood of returning.	2.89	Agree	Great Extent
11.	The availability of unique local products that cannot be found elsewhere motivates a return visit.	2.96	Agree	Great Extent
12.	The variety of souvenirs from local products encourages repeat visits.	3.17	Agree	Great Extent
13.	The uniqueness of locally made products strengthens the intention to return.	3.18	Agree	Great Extent
14.	The positive experience of previous purchases of local products motivates repeat visits.	3.09	Agree	Great Extent
15.	The enjoyment derived from learning about the origins of local products motivates revisiting intentions.	3.22	Agree	Great Extent
	OVERALL MEAN	3.11	Agree	Great Extent

The table shows an overall mean of 3.11, which states that respondents agree with the statements on the revisit intention towards the local products in Puerto Galera, but to what extent to Great Extent. This implies that tourists will mostly be willing to visit the destination again due to their pleasant experiences and attitudes towards the local products that the area offers.

The statement having the highest mean 3.24, a declaration which says that "The quality of local products increases the likelihood of returning to Puerto

Galera" scored the highest Agree from Interviewees and interpolator to Great Extent. This indicates that the tourists have great incentive to make another visit when they believe that the products are of high quality, which indicates the local quality and dependability of the producers. The implication of this outcome is that the general quality of local items is a key determinant of the revisit intentions of tourists as quality can be seen as a symbol of authenticity and satisfaction with what they have bought before.

The study "Enhancing Memorable Experiences, Tourist Satisfaction, and Revisit Intention through Smart Tourism Technologies", by Jung et al. (2022) states that tourist satisfaction is directly affected by memorable and quality experiences, which enhance revisit intentions. In the study, it is stressed that the destinations that provide authentic and interesting experiences, be it via technological, creative, or the quality of products, are more likely to make the tourists revisit the location. This validates the observation that the high standard of the local products in Puerto Galera is very crucial in creating an unforgettable experience for the tourists, thus creating a good desire to go back to the destination.

Conversely, the mean of the statement, "The experience of exploring local products increases the likelihood of returning." was the lowest of 2.89 still viewed as Agree to a Great Extent. This is a positive but slightly negative outcome since it means that tourists are not that motivated by the act of exploration alone. This can imply that although the products themselves may be an aspect that is appealing, the method of their discovery or exploration may still be enhanced to make the process of the shopping experience more thrilling and memorable.

In relation, in their article *The Influence of Cultural Contact and Tourism Memory on the Intention to Revisit*, Li and Yang (2021) described that meaningful cultural contact and a strong tourism memory are the factors that influence tourists to visit a destination again. In their study, they discovered that tourists who get to experience the local culture more through authentic products and experiences come up with emotional memories that encourage them to visit the place again. This helps to confirm the observation that the local products be explored, and better interaction enhanced to tourists around Puerto Galera might help in boosting the intention of tourists to revisit the destination.

Overall, the results indicate that the revisit intention of tourists in Puerto Galera depends significantly on the quality, uniqueness, and meaningful connection that tourists have with the locals with the help of local products. Tourists treasure products that are not just well-created, but they have a story or cultural meaning to them that defines the destination. Nevertheless, the exploration and purchasing experiences can be improved, which can also raise the motivation of tourists to revisit. The enhancement of these factors may assist the local producers and tourism stakeholders to get more repeat visitors and sustainable tourism development in Puerto Galera.

3. Is there a relationship between the local tourist perceptions of local products and the overall memorable tourist experience?

Table 9. Correlation Matrix of the Extent of Local Tourist Perception regarding Local Products and the Level of Memorable Tourist Experience

Variable	Spearman's ρ	p-value	Interpretation Relationship
Quality – Satisfaction	0.115	0.023	Very weak positive significant relationship
Quality – Price	0.007	0.890	No significant relationship
Quality – Variety	-0.112	0.027	Very weak positive significant relationship
Price – Satisfaction	-0.166	< .001	Weak negative significant relationship
Price – Variety	0.139	0.006	Weak positive significant
Variety – Satisfaction	-0.071	0.160	No significant relationship
Satisfaction – Recommendation	0.045	0.377	No significant relationship
Satisfaction – Revisit Intention	0.050	0.325	No significant relationship
Recommendation – Revisit Intention	0.144	0.004	Weak positive significant relationship

The table shows the correlation analysis that reveals a number of significant but only weak relationships between variables of local product perceptions and memorable tourist experience. A very weak positive but significant relationship between quality and satisfaction ($\rho = 0.115$, $p = 0.023$) was found by the result, which means that tourists who see local products as being of high quality tend to be more satisfied with their experience, although only slightly. On the other hand, no significant relationship between quality and price was observed ($\rho = 0.007$, $p = 0.890$), thus indicating that tourists' perceptions of quality do not have any connection with their views on the pricing. I should also note that quality and variety had very weak but significant negative correlation ($\rho = -0.112$, $p = 0.027$), which means that when tourists see more variety in local products, their perception of quality goes down a little.

Moreover, the association between price and satisfaction was significantly negatively weak ($\rho = -0.166$, $p < .001$), which is to say that higher perceived prices would have the effect of decreasing the satisfaction of tourists. Meanwhile, a weak but still positive correlation was observed between price and variety ($\rho = 0.139$, $p = 0.006$): as the assortment of goods increased, tourists were less likely to criticize the price. However, the number of different options did not have a strong correlation with satisfaction ($\rho = -0.071$, $p = 0.160$), satisfaction was not significantly correlated with a recommendation ($\rho = 0.045$, $p = 0.377$) and satisfaction was not significantly correlated with return visit plans ($\rho = 0.050$, $p = 0.325$), thus these three factors barely interacted. There was a weak, somewhat positive, correlation between the willingness to recommend and the plans to return ($\rho = 0.144$, $p = 0.004$): the tourists who say nice things about the place are a little bit more likely to come back.

Overall, the findings suggest that the product quality and price only determine satisfaction to a moderate extent and changes in tourist behaviors such as telling friends to visit or booking another trip remain almost unnoticeable

4. What strategic management model for enhancing the memorable tourist experience through local products may be proposed, based on the findings of the study?

The proposed strategic management model is based on the findings of the study to enhance the role of local products as a catalyst in creating a memorable tourist experience in Puerto Galera, Oriental Mindoro.

Objectives:

1. To enhance the overall quality and craftsmanship of local products to ensure the positive impact of product quality on tourist satisfaction.
2. To ensure reasonable and fair pricing to reduce the adverse effects of high prices on tourist satisfaction.
3. To manage the balance between variety of products and the same quality to overcome minor quality perceptions when the quantity of products provided in the offer increases.
4. To enhance cultural and emotional product experiences to generate a meaningful engagement that can drive recommendation and revisit intention beyond the level of satisfaction.
5. To encourage the value, authenticity and uniqueness of local products and offer follow-up or loyalty activities to attract tourists by encouraging them to recommend and return.



Figure 2. E.M.B.R.A.C.E Model for Enhancing Memorable Tourist Experience through Local Products

Based on the findings of the study, the following model is proposed to assist local product sellers in Puerto Galera, Oriental Mindoro to improve the overall perception of their products and get more memorable tourist experiences. The E.M.B.R.A.C.E. Strategic Model will incorporate product quality, reasonable prices, balanced variety, and emotional attachment to enhance the interaction between tourists

and the local products in Puerto Galera. The goal of this strategic model is to make common buying a meaningful and memorable experience that could result in increased tourist satisfaction, recommendation, and revisit intentions, which ultimately can lead to the further development of the local tourism sector and community pride.

SUMMARY OF FINDINGS

The research evaluated the effect of the local products in the memorable tourist experience in Puerto Galera, Oriental Mindoro. It examined the degree of perception of local products given by local tourists in terms of quality, price, and variety, and the degree of memorable tourist experience in terms of satisfaction, recommendation, and revisit intention. The results offer an understanding of the role of local products in forming the impressions and experiences of tourists in the region.

The findings indicated that local products in Puerto Galera are generally perceived to be of high quality. The most common thing that was agreed upon by the tourists regarding the products made in the destination was that most of the local products are durable, well designed and creative and cultural. The use of traditional designs and craftsmanship makes these products unique and attractive. Nonetheless, a few tourists have observed that some of their products may change their shape or appearance with time, which means that their stability and reliability in their material quality still can be enhanced.

With regards to the price, the respondents strongly accepted that the local products were priced fairly, affordable, and worth their value. It has been revealed that the affordable prices of goods attract many visitors to buy their friends and relatives gifts and souvenirs. The findings also suggested that transparent pricing leads to trust between sellers and buyers. Nevertheless, it was noted that most of the prices are reasonable, and certain products may align it with their perceived quality and originality. It is also important to keep prices fair and reasonable to ensure the tourist interest and repeat buying.

Regarding variety, the study confirmed that there is a huge range of creative and culture-based merchandise, such as T-shirts, bags, keychains, crafts, and accessories, in local stores in Puerto Galera. Tourists found the range of goods available to them quite interesting, especially those which had some cultural meaning and those who represented the locals. However, the most common souvenirs like refrigerator magnets were ranked lower- that is, customers will readily accept something different, homemade, and significant when it comes to mass-made souvenirs. Tourist engagement to the destination can also be improved by making the local designs even more unique and authentic.

To achieve a memorable tourist experience, findings revealed that tourists tend to be satisfied with their purchases and derive pleasure and satisfaction in the local products they purchase. The traditional-modern balancing is a positive contributor to satisfaction. However, the tourists complained that some of the merchandise was not unique enough which could be enhanced through innovative branding and creativity.

In line with the recommendations, the willingness to recommend the local products of Puerto Galera to others was high among tourists. They value the cultural worth of the products and perceive them to be deserving of positive feedback. They are likely to be suggested as gifts or souvenirs by most of them. However, although tourists are usually content, there are those who are less likely to include the products in online platforms or personal travel accounts, and this requires more intense branding and emotional narrative to enhance digital and word-of-mouth marketing.

Concerning revisit intention, the results show that the tourists would come back to Puerto Galera primarily due to the pleasant experience that they have attached to the quality and uniqueness of the local products. Tourists are also willing to consume products of cultural interest and local craftsmanship, and this creates a sense of attachment to the destination. However, the process of searching and purchasing these items could be done even better to make the process of shopping more interesting and memorable.

Overall, the results show that local products play a significant, but average role in the memorable tourist experience in Puerto Galera. Although tourists have positive perceptions of local products in the context of quality, prices, and variety, the impact of these products on satisfaction, recommendation, and the intention to revisit is still rather poor. This implies that local goods add to the memorable experience, but they must be accompanied by additions in quality of durability, uniqueness, and a marketing edge. The results of this study emphasize the significance of ongoing innovations, innovative branding, and cultural conservation as the means of reinforcing the influence of local products and improving the sustainability of the tourism development of Puerto Galera.

Conclusion

1. The research showed that local customers in Puerto Galera usually perceive local products positively in terms of quality, price, and variety. This implies the local products of the community are indicative of good craftsmanship, affordability, and cultural authenticity which attracts visitors. This good perception enhances the status of Puerto Galera as a creative and authentic destination and offers economic opportunities to the local artisans and promotes the growth of sustainable cultural tourism in the area.
2. The findings indicated that the contact of the local products by tourists in Puerto Galera was positive and memorable as evidenced by their satisfaction, recommendation, and revisit intention. The local products add to pleasure, worth, and emotional attachment that enriches the entire travel experience. This means that the tourists feel that the products are meaningful and appealing to them, which motivates them to market Puerto Galera to others and keep visiting it, thereby enhancing visitor loyalty and satisfaction.
3. The findings also indicate a weak yet significant correlation between the perception of local products with the overall memorable tourist experience in Puerto Galera. Although product quality, price, and variety are known to affect satisfaction, they do not have a significant impact on recommendation or revisit intentions. This implies that the experience of tourists is influenced by other factors like the environment, the quality of the services, and local interactions. Thus, tourist satisfaction and long-term loyalty can be reinforced through enhancing product quality, fair pricing, and variety, as well as improving the destination experience.
4. The E.M.B.R.A.C.E. Strategic Management Model was constructed based on the results of the findings to improve the memorable tourist experience with the help of local products. The model states the role of quality improvement, price equity, variety and craftsmanship, and cultural reinforcement. It is also about emotional connections, narrative, and customer loyalty to make a basic purchase meaningful cultural experience. The model is a long-term sustainable model that can assist the local product sellers and tourism stakeholders in Puerto Galera to enhance visitor satisfaction, raise the levels of recommendation and revisit intention, and advance the long-term expansion of cultural and community-based tourism.
5. Overall, it can be concluded that the role of local products in developing the image and sustainability of the tourism industry in Puerto Galera is critical. The fact that the tourists have positive perceptions and experiences with the local goods is not only a boost to economic growth but also cultural preservation and community pride. Through constant reinforcement of the quality, affordability, and

cultural authenticity of local products, as guided by the proposed strategic model, Puerto Galera will become a memorable, sustainable, and culturally rich destination that would favor both tourists and the local community.

Recommendations

Based on the findings and conclusions, the researchers presented the following recommendations and suggestions:

1. The craftsmanship, authenticity, and durability of what the local artisans and product sellers in Puerto Galera do should also be enhanced to maintain the positive perception of the tourists. Consistently, traditional, and cultural designs should be used to ensure that Puerto Galera remains a true and creative destination. Price fairness and transparency will make the tourists perceive that the products are affordable and of value and a product variety expansion without quality reduction will result in additional satisfaction among both local and international tourists.
2. Local tourism and stake holders need to enhance tourist satisfaction through offering culturally interesting and participatory experiences. Such activities include demonstrations of product-making, explanations of the origins of crafts, and interactive workshops on souvenirs, which should be adopted in an attempt to establish meaningful relationships between the tourists and the local community. The regular provision of high-quality customer service and hospitality-related behavior will help to increase the emotional attachment and repeat attendance.
3. Integrated marketing and tourism marketing should be used to support the fact that the perceptions of the tourists regarding local products and their general memorable experience are related to one another. Local government units and tourism organizations are advised to incorporate local product promotion in the tour packages, cultural fairs and destination branding campaigns. Seller capacity-building training on communication skills, destination narration, and experiential selling methods will assist in relating the quality of products with the memorable experiences.
4. The E.M.B.R.A.C.E. Strategic Management Model should be implemented as a guiding paradigm in terms of sustainable improvement of local products and tourist experiences. This model presupposes the need to enhance the quality of products, offer fair prices, and balance the variety and craftsmanship as well as encourage cultural representation. The implementation itself will allow local sellers and tourism stakeholders to provide emotional engagement, greater satisfaction to tourists, and subsequent revisions and recommendations, which will lead to the long-term development of cultural and community-based tourism in Puerto Galera.
5. Researchers in future ought to investigate the perceptions and experiences of the international guests to give a wider picture of the impact of the local product on the total tourism experience. It can also be further investigated in the research on the role of digital marketing, online platforms, and social media engagement in the promotion of local crafts and the impact on tourist behavior. Such research will be used to further advance sustainable tourism activities and to maintain the culture in Puerto Galera.

REFERENCES

- Ayala Foundation. (2023, October 30). Puerto Galera, home to Iraya Mangyan, a beautiful destination for cultural trips. <https://www.ayalafoundation.org/article/puerto-galera-home-to-iraya-mangyan-a-beautiful-destination-for-cultural-trips/>
- Baronia, N. K. B., Daño, J. S., Mingo, A. B. R., Miones, D. K. Y., & Gagani, F. S. (2022). Souvenir purchase motivations and product attribute preferences among Arts and Design students amidst COVID-19. *Journal La Bisecoman*, *3*(3), 118–128. <https://doi.org/10.37899/journallabisecoman.v3i3.670>
- Chen, C., Chen, H.-B., Yeh, S.-S., Tseng, L.-Y., & Huan, T.-C. (2022). Exploring tourists' purchase intentions of food-related souvenirs. *Tourism Management Perspectives*, *44*, 101035. <https://doi.org/10.1016/j.tmp.2022.101035>
- Dang, L., Steffen, A., Weibel, C., & von Arx, W. (2024). Behavioural pricing effects in tourism: A review of the empirical evidence and its managerial implications. *European Journal of Tourism Research*, *36*, 3603. <https://doi.org/10.54055/ejtr.v36i.2850>
- Duan, Z. Y., Tan, S. K., Choon, S. W., & Zhang, M. Y. (2023). Crafting a place-based souvenir sustaining cultural heritage. *Heliyon*, *9*(4), e15761. <https://doi.org/10.1016/j.heliyon.2023.e15761>
- Farhan, F., Nafiah, R., Zalzal, G. G., & Putranti, L. (2023). The influence of product quality, attitude, and price perception on souvenir T-shirt purchase behavior in Yogyakarta. In *Proceedings of the 2nd UPY International Conference on Education and Social Science (UPINCESS 2023)* (pp. 42–47). Atlantis Press. https://doi.org/10.2991/978-2-38476-176-0_7
- Gonda, T., Angler, A., & Csóka, L. (2021). The importance of local products in tourism and their impact on rural development. *Deturope – The Central European Journal of Regional Development and Tourism*, *13*(3), 35–52. <https://doi.org/10.32725/det.2021.020>
- Gonda, T., Angler, K., & Csóka, L. (2021). The role of local products in tourism. *European Countryside*, *13*(1), 119–139. <https://doi.org/10.2478/euco-2021-0006>
- Guzman, J. M. S., & Apritado, J. M. (2024). Product innovation, marketing strategies and local government support to handicraft industry in Ilocos Region: Inputs for local product development framework. *International Journal of Research Studies in Management*, *12*(7), 153–166. <https://doi.org/10.5861/ijrsm.2024.2013>

- Libre, A., Manalo, A., & Laksito, G. S. (2022). Factors influencing Philippine tourists' revisit intention: The role and effect of destination image, tourist experience, perceived value, and tourist satisfaction. *International Journal of Quantitative Research and Modeling*, *3*(1), 1–12. <https://doi.org/10.46336/ijqrm.v3i1.260>
- Maraña, E. C., Cabusay, B. M. M., Dela Torre, C. O., Rodriguez, A. P., Ruzol, L. M., De Leon, T. G. R., & Barrion, S. A. M. (2024). Influence of food tourism on tourist satisfaction and revisit intention in Laguna. *GSC Advanced Research and Reviews*, *19*(3), 191–198. <https://doi.org/10.30574/gscarr.2024.19.3.0191>
- Pizzichini, L., Temperini, V., & Gregori, G. L. (2020). Place branding and local food souvenirs: The ethical attributes of national parks' brands. *Journal of Place Management and Development*, *13*(4), 411–428. <https://doi.org/10.1108/JPMD-06-2019-0043>
- Qian, J., Law, R., & Wei, J. (2023). From tourist experience to satisfaction and loyalty: The mediating role of well-being. *Journal of Travel Research*, *63*(2), 210–225. <https://doi.org/10.1177/00472875231201509>
- Qiu, L., Rahman, A. R. A., & Dolah, M. S. B. (2024). The role of souvenirs in enhancing local cultural sustainability: A systematic literature review. *Sustainability*, *16*(10), 3893. <https://doi.org/10.3390/su16103893>
- Quinlan Cutler, S., & Carmichael, B. A. (2010). The dimensions of the tourist experience. In M. Morgan, P. Lugosi, & J. R. B. Ritchie (Eds.), *The tourism and leisure experience: Consumer and managerial perspectives* (pp. 3–26). Channel View Publications. <https://doi.org/10.21832/9781845411503-004>
- Sthapit, E. (2017). The more the merrier: Souvenir shopping, the absence of choice overload and preferred attributes. *Tourism Management Perspectives*, *26*, 126–134. <https://doi.org/10.1016/j.tmp.2017.10.001>
- Sthapit, E., Björk, P., & Rasoolimanesh, S. M. (2022). Toward a better understanding of memorable souvenir shopping experiences. *International Journal of Hospitality & Tourism Administration*, *25*(1), 59–91. <https://doi.org/10.1080/15256480.2022.2081278>
- Su, L., Lai, Z., & Huang, Y. (2023). How does tourism souvenir purchasing channels impact tourists' intention to purchase? The moderating role of souvenir authenticity. *Journal of Travel Research*, *62*(8), 1605–1622. <https://doi.org/10.1177/00472875231195062>

- Sibulan, F. C. T., Galay-Limos, J. A., & Lazaro, N. J. (2025). The cultural significance of Mangyan products in the tourism development of Occidental Mindoro. *International Journal of Research Studies in Educational Technology*, *9*(1), 11–31. <https://doi.org/10.5861/ijrset.2025.25002>
- Suttikun, C., & Meeprom, S. (2021). Examining the effect of perceived quality of authentic souvenir product, perceived value, and satisfaction on customer loyalty. *Cogent Business & Management*, *8*(1), 1976468. <https://doi.org/10.1080/23311975.2021.1976468>
- Wu, J., Zhang, L., Lu, C., Zhang, L., Zhang, Y., & Cai, Q. (2022). Exploring tourists' intentions to purchase homogenous souvenirs. *Sustainability*, *14*(3), 140. <https://doi.org/10.3390/su14030140>
- Xie, P. F., Wu, T.-C. (E.), & Hsieh, H.-W. (2020). Tourists' perception of authenticity in indigenous souvenirs in Taiwan. *Journal of Travel & Tourism Marketing*, *29*(5), 485–500. <https://doi.org/10.1080/10548408.2012.691400>
- Yan, H., Wang, L., Xiong, H., & Wei, Y. (2023). Uncovering the critical drivers of tourists' willingness to pay a premium for souvenirs: A mixed-method approach. *Current Issues in Tourism*, *27*(9), 1459–1476. <https://doi.org/10.1080/13683500.2023.2213878>
- Zainudin, D., Tan, S. K., & Choon, S. W. (2020). Commoditising indigenous crafts to enhance tourism experience: A case study on Mambong Pottery, Malaysia. *Tourism Management Perspectives*, *35*, 100697. <https://doi.org/10.1016/j.tmp.2020.100697>
- Zhou, G., Chen, W., & Wu, Y. (2022). Research on the effect of authenticity on revisit intention in heritage tourism. *Frontiers in Psychology*, *13*, Article 883380. <https://doi.org/10.3389/fpsyg.2022.883380>