

Editor's Note

The innovation in food products and elements affecting a tourist attraction's influx of visitors are the main topics of this issue of Flavours.

The first article sought to identify the factors that directly affect the tourist influx at Tila Pilon Hills in Doña Remedios Trinidad, Bulacan. The study's parameters were significant. All factors influence tourism growth and have a big impact on how a particular location is perceived by travelers. However, the result of the study showed that the quality of service provided by the destination itself, which meets the satisfaction of tourists both local and foreign, was a major factor in the influx of visitors to Tila Pilon Hills.

The second article studied the relationship between perceived factors and acceptability of using apple concentrate as alternative sweetener for cakes and breads. The research showed that apple fruit concentrate provides pleasant and acceptable flavor to cakes and breads. It also adds moisture, stabilizes and does not affect the color of cakes and bread.

Similar to the second article is a study on the acceptability of pumpkin coffee crumble ice cream among children ages 7-12 years old. The study was conducted in Baliwag, Bulacan. Squash, a vegetable with many health advantages, is sometimes avoided by kids, known to be picky eaters especially when it comes to these vegetables. The findings indicate that the pumpkin coffee crumble ice cream is highly acceptable in terms of its color, aroma, texture, appearance, taste, and general acceptability, which leads to the conclusion that the pumpkin coffee crumble ice cream can be a useful innovation for providing kids with nutritious food they'll like.

The fourth study examined the acceptability and palatability of sweet potato spread among Generation Z, a particular age group. The findings show that the spread is consequently fairly agreeable to the respondents and may therefore be of interest to the general public.