

**Farm Tourism Awareness and its Integration in the Curriculum of BSIHM and BSTO Programs**

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**Abstract**

This study sought to determine the awareness of the students and faculty of the College of Tourism and Hospitality Management on farm tourism. Specifically, it assessed the perceptions of the students, faculty and farm owners relative to the concepts and benefits of farm tourism and evaluates the level of awareness of faculty and students on farm tourism activities and products. Also, the study identified the challenges/difficulties/problems of farm owners relative to farm tourism and how to address them which can be included in the proposed syllabus. Statistical tools such as weighted mean, frequency and percentage were used in determining the level of awareness of the respondents on the concepts and benefits of farm tourism as well as on the farm tourism activities and products. To analyze the differences on their responses, the Analysis of Variance (ANOVA) was utilized. Scheffe's Test for Multiple Comparison of Means was further applied to follow-up on the ANOVA and to underscore post hoc comparisons other than just pairwise comparisons of means. The results of the study shows that both faculty members and farm owners agreed that farm tourism could be an avenue for educational and recreational purposes. Moreover, respondents agreed that it educates the public about agriculture. Further, the respondents should have awareness on the different activities and farm products that could be found on the farm. According to the study, one of the major challenges encountered by farm owners is the lack of government support. Thus, with the abovementioned results, the researchers recommended integrating Farm Tourism as an elective course for BS in International Hospitality Management and BS Tourism Management curriculum.

*Keywords:* Agri-Tourism, farm tourism products and activities, curriculum integration, Philippines

**Introduction**

Tourism is one of the industries that is currently on boost. It has grown into one of the world's major industries and has thus also become increasingly important (Aguba, Tamayo & Barlan, 2013). Although tourism has been widespread, it cannot be denied that problem does exist that hinder growth in every place (Buted, Ylagan & Mendoza, 2014). It is a dynamic and competitive industry that requires the ability to constantly adapt to customers' changing needs and desires, as the customers' satisfaction, safety and enjoyment are particularly the focus of tourism businesses. It is a major factor contributing to the development of Philippine economy. Farm tourism is

a growing industry in the country today as they give another venue to leave the corporate jungle and the opportunity to be one with nature.

Philippine tourism development today takes giant leaps when it incorporated agricultural and environmental activities into its programs. The said program motivated people to be involved and to participate in the circle of their community. Such endeavors of institutions that may include organizations, local government units, or even individuals uplift the promotion of agritourism and eco-tourism. In the process, these individuals may use technologies generated and developed out of agricultural research and development (R&D) and environmental protection and sustainability as profitable activities for tourists, including its aesthetic valuation. However, until this time, farm tourism has overlooked many of these processes, and while conceptualizing the farmer as an entrepreneur, it lacks important theories on entrepreneurial skills and competency.

The author of the House Bill 3745 AAMBIS-OWA Representative Sharon Garin said that the fusion of tourism and agriculture would benefit both sectors as it will boost the country's economy by improving the income and potential economic viability of small farms and rural communities". Furthermore, according to her, "milking cows, fruit-picking, horseback riding, watching butterflies, tending bees, tasting wines or juices, and sight-seeing are just some of the exciting recreational and educational activities tourist can do in a farm tourism spots". (Sunstar Cebu 2014)

In the Department of Agriculture (DA), farm tourism is a welcome initiative that opened doors for development. Since it has started several years, R&D breakthroughs are the key factors that made the fusion of these two broad areas to address social and economic development jointly. Agri-tourism incorporates the benefits of research and development, particularly the innovative and modern technologies that produce quality products. Such technologies vary from protective and precision agriculture, organic agriculture, food processing and development, agricultural information and communications management, and even biotechnology.

Part of the Agricultural Policy Framework (APF) of Alberta, Canada, which is a Federal-Provincial-Territorial Initiative, is the Educational Agriculture Tourism or the opportunity to experience rural Alberta thru events such as farmers' markets, farm tours, agriculture festivals or fairs, country vacation farms and market gardens where people have the opportunity to learn more about the life outside the city. Likewise, Formal Education (K-12) presents a relatively bright opportunity for agriculture tourism. While the Classroom Agriculture Program has been highly successful in coming into classrooms across the province to talk to students, it is where the producers and farm tourism operators play an important role in broadening student awareness and understanding of agriculture. Their teachers are required to follow official Programs of Study, which specifies what they are required to teach. Educational Agriculture Tourism provides an excellent way to combine educational requirements in many subject areas with Agriculture Tourism to give meaningful and educational first-hand rural experiences to students.

Since farm tourism sector is still largely private-sector-driven, a few challenges in meeting Farm Tourism's potential in the Philippines include confusion on whether the Department of Tourism or Department of Agriculture that will lead the potential and the limited standardization and accreditation. Prof. Fresnoza (SEARCA 2011) put forward a few specific recommendations to meet these challenges. These include: education and curriculum development in secondary and post-secondary schools, improvement of access to capital, technical training and accreditation and certification,

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setting up of a Farm Tourism center for research, development and innovation as well as an Farm Tourism destination marketing bureau.

At present, Farm Tourism is not included in the curriculum of BS International Hospitality Management and BS Tourism Management of the University of Batangas. However, in the new curriculum issued by the Commission on Higher Education No. 62 series of 2017, Policies, Standards and Guidelines for Bachelor of Science in Tourism Management (BSTM) and Bachelor of Science in Hospitality Management (BSHM), one of the suggested free electives is Agri-Tourism. Thus, the need to offer this subject proved to be practicable.

### Objectives

The study seeks to determine the awareness of the students and faculty on farm tourism and its integration into the curriculum of BS Tourism and BS International Hospitality Management courses. Specifically, it has the following objectives:

1. to assess the perceptions of the students, faculty and farm owners relative to the following:
  - 1.1 concepts of farm tourism; and
  - 1.2 benefits of farm tourism
2. to evaluate the level of awareness of faculty and students on farm tourism activities and products
3. to identify the challenges/difficulties/problems of farm owners relative to farm tourism and how these can be addressed which can be included in the proposed syllabus.
4. to integrate farm tourism in the curriculum of BS Hospitality Management and BS Tourism Management as an elective course and propose a syllabus for it.

### Research Questions

1. What are the perceptions of the students, faculty and farm owners relative to the following:
  - 1.1 concepts of farm tourism; and
  - 1.2 benefits of farm tourism
2. What is the level of awareness of faculty and students on farm tourism activities and products?
3. What are the challenges/difficulties/problems of farm owners relative to farm tourism and how these can be addressed which can be included in the proposed syllabus?
4. How will farm tourism be integrated in the curriculum of BS Hospitality Management and BS Tourism Management as an elective course?

### Methodology

This descriptive research examined the perceptions of the respondents on the concepts and benefits of Farm Tourism. Similarly, their level of awareness in terms of farm tourism activities and products were also looked into. A total of 204 students out of 584 total population of BSIHM and BSTO and 9 faculty members from the College of Tourism and Hospitality Management of the University's two campuses were taken randomly. Based on the result of the reliability test, the perceptions on the concepts of farm tourism has an  $\alpha$  of .76, the perceptions on the benefits of farm tourism has an  $\alpha$  of .88, awareness on farm tourism activities has an  $\alpha$  of .88 and awareness on farm

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tourism products has an  $\alpha$  of .91. At present, there are 10 farm tourism sites, which are accredited by the Department of Tourism in CALABARZON (Region IV-A). Among these sites surveyed, eight actively participated in this research giving the researchers an 80% retrieval rate. The survey instrument (questionnaire) was validated by the experts from the Department of Agriculture and the Provincial Tourism and Cultural Affairs Office. A pre-test was also conducted prior to the actual survey.

Farm owners were interviewed on the challenges/difficulties/problems they encountered relative to farm tourism operations and they were also asked to give their recommendations as to how farm tourism can be integrated in the curriculum of BS IHM and BS Tourism Management courses. The differences of responses among the three groups of respondents were also determined for better analysis of data.

Statistical tools such as weighted mean, frequency and percentage were used in determining the level of awareness of the respondents on the concepts and benefits of farm tourism as well as on the farm tourism activities and products. To analyze the differences on their responses, the Analysis of Variance (ANOVA) was utilized. Scheffe's Test for Multiple Comparison of Means was further applied to follow-up on the ANOVA and to consider post hoc comparisons other than just pairwise comparisons of means.

### Findings and Discussion

This part of the paper presents, analyzes, and interprets the data resulting from the study conducted by the researchers. For clarity of presentation and consistency in the discussion, the data are presented according to the objectives of the study.

Table 1  
Profile of Farm Tourism Sites

Demographic Profile	Frequency	Percentage
DOT Classification		
Day Farm	6	75
Farm Resort	2	25
Length of Operation		
0-5 years	1	12.50
6-10 years	4	50
11-15 years	1	12.50
16-20 years	1	12.50
more than 20 years	0	0
No Answer	1	12.50
Ownership		
Sole Proprietorship	3	37.50
Corporation	5	62.50
Number of Guestrooms (farm resorts only)		
small-sized (less than 50 guestrooms)	5	62.50
Occupancy Rate in a year of domestic tourists (for farm resorts only)		
Less than 25%	1	12.50
41 – 55%	1	12.50
No Answer	3	50
Occupancy Rate in a year of international tourists (for farm resorts only)		
Less than 25%	2	25

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Demographic Profile	Frequency	Percentage
No Answer	3	75
Tourist Arrival in a year of domestic tourists (for day farm only)		
less than 500	3	37.50
500 – 1,000	1	12.50
1,000 – 1,500	2	25
No Answer	2	25

Among the ten (10) DOT accredited farm tourism sites, eight (8) responded positively. Six of them are Day Farms and the other two are Farm Resorts. Fifty percent have also been operating for almost 6 to 10 years. One is operating for 11-15 years and the other one for 16 to 20 years. Only one of them has been new in the industry. Concerning location, all of them are located in agricultural land area, which is away from the highway, town proper and commercial areas. Most of the farm tourism sites are owned by corporations. For Farm Resorts, all of them are operating in small-scale having less than 50 guestrooms. This is what they call Bed and Breakfast. Most of their guests opt to stay at the farm away from the hustle and bustle of city life to experience nature at its best. In terms of occupancy rate for domestic and international tourists, the majority did not give their answers but some have less than 25% and has one is 41-55% occupancy rate. When it comes to Day Farm, the rate of tourist arrival in a year of domestic tourists is less than 500, two of the respondent farms did not answer while the other two have 1,000-5,000 guests and the other one has 500-1,000 visitors in a year. Based on the ocular visit that we had, the majority of the farms are focused on the operations of their farm regarding food production. However, they are very much into developing their accommodation services so that they can attract more visitors.

Table 2  
Perceptions on the Concepts of Farm Tourism

Concepts of Farm Tourism	Faculty		Students		Farm Owners		Overall	
	WM	VI	WM	VI	WM	VI	WM	VI
1. Farm tourism is the practice of attracting visitors and tourists to farm areas for production, educational, and recreational purposes	3.89	SA	3.42	A	3.88	SA	3.73	SA
2. Farm Tourism involves agricultural based operation	3.89	SA	3.42	A	3.88	SA	3.73	SA
3. Philippines is one of the ASEAN Countries offering equally well-developed farm tourism.	3.22	A	3.33	A	3.63	SA	3.39	A
4. Farm Tourism is a growing sector of tourism in the country.	3.56	SA	3.26	A	3.88	SA	3.57	SA
5. Farm Tourism is a growing sector of tourism in Calabarzon.	3.33	A	3.27	A	3.88	SA	3.49	A

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6. Farm Tour is a form of an educational activity.	3.78	SA	3.44	A	3.88	SA	3.70	SA
7. Integration of Farm tourism course in the curriculum of BS TM and BS IHM will be beneficial to the students.	3.67	SA	3.36	A	3.63	SA	3.55	SA
8. Inclusion of Farm Tours and other educational activities in the farm is a must for the students of BS TM and BS IHM.	3.67	SA	3.36	A	3.75	SA	3.59	SA
Composite Mean	3.63	SA	3.36	A	3.80	SA	3.59	SA

Likert Scale: 3.50-4.00-Strongly Agree (SA), 2.50-3.49-Agree (A), 1.50-2.49-Disagree (DA), 1.00-1-1.49 Strongly Disagree (SD)

It is evident that both faculty members and farm owners strongly agreed (WM= 3.89 and 3.88, respectively) that Farm Tourism can be a venue for outdoor recreation and accessible family outings. It can also be a venue for educational and recreational purposes, which involve any agricultural or fishery-based operation. Moreover, all respondents strongly agreed that Farm tourism is a growing sector of tourism in the country and it is a form of an educational activity. An overall weighted mean of 3.57 and 3.59 means that respondents strongly agreed that Farm Tourism course can be integrated in the curriculum of BS in International Hospitality Management (BSIHM) and BS Tourism Management (BSTM) and inclusion of Farm Tours and other educational activities in the farm is a must for the students of BS TM and BS IHM respectively.

The students also agreed that Farm Tourism can be integrated in the curriculum of BS IHM and BSTM and it can be a venue for outdoor recreation and accessible family outings for educational and recreational purposes, which involves any agricultural or fishery-based operation as shown by the composite mean of 3.36.

Though, the perception of the respondents on Farm Tourism has an overall weighted mean of 3.59 or strongly agreed it is evident that the students need more awareness about Farm Tourism. Based on the result of their responses, they only agreed on the factors under the concepts of Farm Tourism.

Table 3

Comparison on the Perceptions on Farm Tourism Among the Three Groups							
Source of Variation	Sum of Squares	df	Mean Square	f-value	Probability Value	Significance	
Between Groups	3.348	2	1.674	11.809	< 0.01	Highly Significant	
Within Groups	32.041	226	0.142				
Total	35.389	228					

  

Multiple Comparisons Using Scheffe's Test			
(I) VAR00009	(J) VAR00009	Mean Difference (I-J)	Probability Value

Students	Farm Owners	-0.43964	< 0.01	Highly Significant
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The table shows that there is a highly significant difference in the means of between groups based on the f value of 11.809 in the result of ANOVA test on their perception about Farm Tourism. To further determine which pair it is, the result of Scheffe’s test revealed that the responses of the students and farm owners have a highly significant difference. Thus, the null hypothesis is rejected. Looking at the results of Table 2, there was a significant gap in the answers given by students and the farm owners specifically on the following: The Philippines is one of the ASEAN countries offering equally well-developed farm tourism and Farm Tourism is a growing sector of tourism in the country and in Calabarzon. An owner of one of the farm sites revealed in an interview that guests from Thailand will undergo seminar, training and immersion in their farm concerning its operations and how to do farm tourism.

DOT launched the travel guidebook highlighting Calabarzon’s farm tourism destinations (Business World, 2017). The DOT Secretary said that although Calabarzon is one of the highly urbanized regions in the country, abound with rural areas where tourists could feel the cool breeze and experience the diversity of living things. The Department will continue to promote agri-tourism in the country for this is a unique experience for visitors in the farm fields. It was also emphasized that Calabarzon is one of the country’s agricultural haven. The DOT Region IV-A Director likewise cited the importance to educate the non-farming public about farms and farm products, as well as the maintenance of the rural landscape. Agri-tourism or farm tourism is seen to be an alternative option to usual sun and beach activities and contributor to sustainable source of income for farmers.

Table 4  
Perceptions on the Benefits of Farm Tourism

Benefits	Faculty		Students		Farm Owners		Overall	
	WM	VI	WM	VI	WM	VI	WM	VI
1. Farm Tourism offers a path to economic development in rural areas.	4.00	SA	3.35	A	3.75	SA	3.70	SA
2. The state can achieve a balance in tourism development between urban and rural areas;	3.89	SA	3.32	A	3.75	SA	3.65	SA
3. More farmers are encouraged to preserve their land and prevent agri-land conversion.	3.78	SA	3.34	A	3.75	SA	3.62	SA
4. The harvest season in the Philippines spells a boon (blessing/bounty) for farmers	4.00	SA	3.29	A	3.63	SA	3.64	SA
5. The influx of tourists calls for better modes of transportation to bring them to and from their destinations.	3.56	SA	3.23	A	3.75	SA	3.51	SA

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Benefits	Faculty		Students		Farm Owners		Overall	
	WM	VI	WM	VI	WM	VI	WM	VI
6. It is vital to have appropriate accommodation arrangements for tourists visiting the Philippines.	3.67	SA	3.35	A	3.63	SA	3.55	SA
7. Farm Tourism educates the visitors and public about agriculture.	4.00	SA	3.42	A	3.88	SA	3.77	SA
8. Farm Tourism preserves farms and farmland.	3.78	SA	3.38	A	3.75	SA	3.64	SA
9. Farm Tourism shares agricultural heritage and rural lifestyles with visitors.	3.89	SA	3.33	A	3.63	SA	3.62	SA
10. Farm Tourism preserves rural heritage and traditions.	3.78	SA	3.41	A	3.88	SA	3.69	SA
11. Farm Tourism generates quality local products and produce.	4.00	SA	3.40	A	3.63	SA	3.68	SA
12. Farm Tourism improves relationship between farmers and local community.	3.89	SA	3.44	A	3.63	SA	3.65	SA
13. Farm Tourism develops interaction between visitors and farmers.	3.89	SA	3.33	A	3.88	SA	3.70	SA
14. Farm Tourism preserves natural resources and ecosystem.	3.89	SA	3.47	A	3.88	SA	3.75	SA
15. Farm Tourism enhances the tourism appeal of rural areas.	4.00	SA	3.43	A	3.75	SA	3.73	SA
16. Farm Tourism revitalizes local economies.	3.89	SA	3.38	A	3.63	SA	3.63	SA
17. Farm Tourism provides job opportunities for farm household members.	3.89	SA	3.37	A	3.63	SA	3.63	SA
18. Farm Tourism enhances the quality of life of local people.	3.78	SA	3.51	SA	3.63	SA	3.64	SA
19. Farm Tourism provides scenic beauty and landscapes.	4.00	SA	3.45	A	3.75	SA	3.73	SA
20. Farm Tourism provides recreational activities for visitors.	3.67	SA	3.42	A	3.63	SA	3.57	SA
<b>Composite Mean</b>	<b>3.86</b>	<b>SA</b>	<b>3.38</b>	<b>A</b>	<b>3.71</b>	<b>SA</b>	<b>3.65</b>	<b>SA</b>

Likert Scale: 3.50-4.00-Strongly Agree (SA), 2.50-3.49-Agree (A), 1.50-2.49-Disagree (DA), 1.00-1.49 Strongly Disagree (SD)

As shown on the table, it can be underscored that both the faculty and the farm owners strongly agreed that Farm Tourism educates the visitor and public about agriculture (WM= 4.00 and 3.88, respectively). However, the students' perception has the weighted mean of 3.42 with the verbal interpretation of Agree. Furthermore, both

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the faculty and farm owners as well strongly agreed that the influx of tourists calls for better transportations system to bring them to and from their destinations (WM= 3.56 and 3.75, respectively). On the other hand, the students' perception has the weighted mean of 3.23 with the verbal interpretation of Agree.

The overall perception of the respondents about the benefit of tourism has the weighted mean of 3.77, and the verbal interpretation of Strongly Agree. It can be concluded that the students still need more knowledge about the benefits of farm tourism.

Table 5  
Comparison on the Benefits of Farm Tourism among Three Groups

Source of Variation	Sum of Squares	df	Mean Square	f-value	Probability Value	Significance
Between Groups	2.452	2	1.226	121.286	< 0.01	Highly Significant
Within Groups	0.576	57	0.01			
Total	3.029	59				

  

Multiple Comparisons Using Scheffe's Test	Mean Difference (I-J)	Probability Value	Significance
(I) Faculty Student	0.48	< 0.01	Highly Significant
(J) Faculty Farm Owner	0.14	< 0.01	Highly Significant
(I) Farm Owner Student	0.34	< 0.01	Highly Significant

The table above shows that regarding perceptions of respondents on the benefits of Farm Tourism, there is a highly significant difference in the means between groups based on the f value of 121.286 in the result of ANOVA test. The result of the Scheffe's test revealed that there are highly significant differences in the responses between the faculty and students, faculty and farm owners and student and farm owners.

When farm owners were interviewed, they mentioned that education on the latest technologies in organic farming, giving inspiration to go back to agriculture, and showing them the opportunities to earn more in farming compared to other careers in the city are some of the benefits that the students will gain from visiting day farm/farm resorts. They are all in agreement that the students should be brought back to the farm as they need to have experiential learning or actual lessons from the farmers regarding the essence of food production.

According to Randall (2011), Agri-tourism gives educational value by creating awareness about rural life and knowledge about agricultural science among urban school children. It provides opportunity for hands on experience for urban college students in Agriculture. It is a means for providing training to future farmers. It would be effectively used as educational and training tool to train agriculture and line department officers. This provides unique opportunity for education through recreation where learning is fun, effective and easy. Seeing is believing, doing is learning and most importantly, experiences are the USP or unique selling proposition of agri-tourism

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Table 6  
Awareness on Farm Tourism Activities

Activities	Faculty		Students		Overall	
	WM	VI	WM	VI	WM	VI
1. Dining	3.11	MA	3.35	MA	3.23	MA
2. Accommodation/Staycation (bed and breakfast)	3.11	MA	3.37	MA	3.24	MA
3. Team Building Activities	3.00	MA	3.28	MA	3.14	MA
4. Art of Doing Nothing Lessons	3.11	MA	3.20	MA	3.16	MA
5. Soul Searching and Relaxation Activities	3.44	MA	3.38	MA	3.41	MA
6. Organic Training and Workshops	3.33	MA	3.27	MA	3.30	MA
7. Farm Tours/Educational Tour	3.44	MA	3.30	MA	3.37	MA
8. Healing Power of Touch	3.33	MA	3.24	MA	3.29	MA
Composite Mean	3.24	MA	3.30	MA	3.27	MA

Table 6 shows that both faculty members and students are more aware of the different activities that tourist can do in farm as shown by the composite mean of 3.27. The highest weighted mean of 3.41 suggests that the respondents believe that soul searching and relaxation activities are what farm activities are about. Since farm tourism connotes nature, the respondents thought this the best venue to relieve stress and to unwind.

According to a review by Larson and Kreitzer, (Healthway and Wellbeing 2016) humans regardless of age or culture, find nature pleasing. Researchers also found that more than two-thirds of people choose a natural setting to retreat to when stressed. This explains why there is an increase of Farm Owners who are developing their farm into a farm tourism destination. As more and more farms exist, it helps increase the awareness of students and faculty members on farm tourism also increases.

The International School of Sustainable Tourism (ISST) President and former DOT Secretary said that, “farm tourism attracts visitors and travellers to farm areas, generally for educational and recreational purposes that encourage economic activity and provide income to the community.” Moreover, according to her, the country’s sunshine industries which can be developed because of the agricultural nature of the economy. It also augments the farmers’ income when an activity in an area is used or visited by foreign or local tourists. She added that farm tourism encourages the younger generation to eventually venture into farming, which has been stereotyped as a low-level kind of job.

Jack Randall, (2011) emphasized that Agri-tourism is a viable income generating activities in many developed countries, which would provide lead to promote the same with modifications suiting to our conditions.

Table 7  
Awareness on Farm Tourism Products

Products	Faculty		Students		Overall	
	WM	VI	WM	VI	WM	VI
1. The Apothecary	3.00	MA	3.20	MA	3.10	MA
2. Country Store (handmade wares and linens)	2.78	MA	3.22	MA	3.00	MA
3. Herbal Plants	3.11	MA	3.37	MA	3.24	MA

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4. Organic Farm Products	3.33	MA	3.49	MA	3.41	MA
5. Honey, Bee Pollen, Royal Jelly and Bee Venom	3.44	MA	3.37	MA	3.41	MA
6. Household Products	3.33	MA	3.30	MA	3.32	MA
7. Beeswax Products	3.33	MA	3.21	MA	3.27	MA
Composite Mean	3.19	MA	3.31	MA	3.25	MA

Likert Scale: 3.50-4.00- Most Aware (MA), 2.50-3.49-More Aware (Ma), 1.50-2.49-Less Aware (LA), 1.00-1.49-Not Aware (NA)

Table 7 reveals that in terms of Farm Tourism products, the faculty and students are more aware on the different products of Farm Tourism. However, among the products of farm tourism, organic farm products and honey, bee pollen, royal jelly and bee venom got the highest rating with a weighted mean of 3.41. These products are vegetables and herbs, organic eggs, organic poultry, organic pork and water, organic coconut and dairy products. This may be because many of these items are already being sold in the supermarket and grocery stores. On the other hand, the Country Store such as handmade wares and linens got the lowest mean of 3.00 even though it got the verbal interpretation of More Aware.

### Challenges/Problems/Difficulties Encountered by the Farm Owners

Part of this research was an interview with farm owners concerning the challenges/problems/difficulties they have encountered in their operations. They have identified the following: 1.) Lack of government support in marketing, finance, technology and exposure to social media, youth education, tourism, farm to market road networks, buying stations for farm produce, security, utilities, communication, transportation and lower taxes; 2.) Lack of Awareness among people about the beauty of organic farming; 3.) Financial constraints; 4.) Resistance of the farmers on the new technology in farming; 5.) Lack of genuine commitment of farm workers; 6.) Availability of budget for expansion activities; Development of the farm is too costly; 7.) Workers are not being used to using organic practices; 8.) Sudden changes of weather or abnormal weather conditions; 9.) Different groups booked at the same time. They find it difficult to handle groups and thus the need to have training on customer service; and 10.) Maintenance of the property.

Given the above challenges, the farm owners have also identified the following courses of action to overcome those challenges/problems/difficulties, to wit: 1.) Constant dialogues, communication, visits to government offices, nearby educational centers, going to exhibits, training, conference, market penetration efforts, use of internet, FB, and other multimedia outlets; 2.) Partnership OFW to address the issue on finances and capitalization requirements; 3.) Creation of motivational activities for the local farmers, for them to be encouraged to also adopt new technologies on farming; 4.) Dividing projects into phases and co-funded by government agencies; 5.) Networking with government agencies, farmers/farming enthusiasts, attending seminars/training, getting involved in community development, spearheading the set up of farmer and women association to empower them; 6.) delaying the tours in case of adverse whether condition 7.) Time management and additional facilitators and; 8.) Hiring additional manpower.

### Conclusions

Among the DOT accredited farms surveyed in CALABARZON, six are day farms and others are farm resorts. Fifty percent of them have been operating for almost

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6 to 10 years, two of them have been operating for almost 15 years and only few are new in the industry. For farm resorts, all of them are operating in small-scale having less than 50 guestrooms. This is what they call Bed and Breakfast. Most of their guests opt to stay at the farm away from the hustle and bustle of city life to experience nature at its best.

Regarding the concepts of farm tourism, both faculty members and farm owners strongly agreed that farm tourism can be a venue for educational and recreational purposes. All the respondents also strongly agreed that farm tourism is a growing sector of tourism in the country and it is a form of an educational activity. The responses of the students and farm owners have a highly significant difference. Since the students' generation today is what is known as the "age of the millennial" they are not that aware anymore of organic living but are more into instant technology. However, farm owners are those older people who witness the way their ancestors lived before. They are longing for the organic living they were used to. It is also evident that the students need more awareness about Farm Tourism.

When it comes to the benefits of farm tourism, both faculty and farm owners strongly agreed that farm tourism educates the visitor and public about agriculture. However, on the part of the students, they only seem to agree. This has the same outcome on the perception that the influx of tourists calls for better modes of transportation to bring them to and from their destinations. The result of the Scheffe's test revealed that there are highly significant differences on the responses between the faculty and students, faculty and farm owners and student and farm owners. Therefore, the students still need more knowledge about the benefits of farm tourism.

Farm Owners must likewise bear in mind that when they fully venture into farm tourism, their respective farms must have these for their visitors: things to see (tourism sites), things to do (activities) and things to Buy (local produce). Another interesting point that came out from the interview with the farm owners is the need to conduct seminars on customer service for the staff (front liners) of farm sites. Farm Tourism requires people skills. Tourists expect to be greeted with a smile and that all staff will be warm, friendly, and helpful (Curtis, 2015). In this regard, the university can help farm owners in coordinating with the Department of Tourism to come up with seminars and in providing resource speakers in customer service. The said government agency can partner with educational institutions and farm owners to intensify the campaign on farm tourism awareness.

All farm owners strongly agreed on integrating Farm Tourism in the curriculum and they specifically cited the following reasons for doing such: 1.) The key to the country's success are the young generations. They emphasized the need to bring people back to basics in terms of food production and protection of environment; 2.) There is a need to teach the millennial about the beauty of farming by being business-minded and innovative and not just the traditional/conventional farming; and 3.) There is a need to secure the country's food and use of natural resources. According to them, the young generations must wake up and must be taught agri entrepreneurship to inculcate the value of money by teaching them the technical aspect.

### **Recommendation**

We strongly recommend the integration of Farm Tourism in the curriculum BS International Hospitality Management and BS Tourism Management courses in the Philippines

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