

Bayombong, Nueva Vizcaya as a Farm Tourism Destination: Basis for Post-Pandemic Tourism Branding

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ABSTRACT

This study aims to assess Bayombong, Nueva Vizcaya and the farm tourism sites located in the municipality as a farm tourism destination using the variables from the study of Singh-Knights in 2020. The data were taken through a survey questionnaire using a Likert Scale. The results of its quantitative descriptive analysis were used as a basis for recommendations for the post-pandemic branding of Bayombong. The respondents agreed that Bayombong can be a farm tourism destination in all areas. The area of natural beauty was rated highest (mean=4.22) while Existing Tourism Activity was rated the lowest (mean=3.60). The respondents also agreed that the farm sites in Bayombong possessed the features of a farm tourism destination. The area of business skills and personal qualities was rated highest (mean= 4.01) while built features and cultural artifacts were rated the lowest (mean=3.50). The farm tourism stakeholders also recommended promotion, road development, and strong partnership of farm owners with the government to achieve the goal of branding Bayombong as a farm tourism destination.

Keywords: Leisure activities, lush greenery, natural beauty, rural dev

INTRODUCTION

The tourism industry is critical to the economic prosperity of many countries. It is a force for creating employment, improving local economies, and giving travelers and tourists unforgettable experiences. In this sense, tourists are often characterized as persons who go to destinations away from their homes for non-financial reasons on a short-term basis. (Revfine, 2021). Tourism enhances a nation's infrastructure, boosts economic output, creates a sense of cultural exchange between visitors and locals, and generates thousands of jobs. It gives the residents possibilities for economic and educational progress (Yehia, 2019).

One of the types of tourism that has gained popularity in recent times is farm or agri-tourism. This type of tourism blends farming and processing with tourism in order to bring tourists to a farm, ranch, or other agricultural enterprise with the goal of entertaining or educating the visitors while producing money for the farm (The National Agricultural Law Center, 2022). Combining elements of the tourist and agriculture sectors, agri-tourism provides financial, academic, and benefits to society for both guests and hotel owners and staff.

However, from the perspective of the host communities, Soroushnia (2022) stated that there was a considerable structural shift in the rural areas, which influenced the residents' living situations. Because of the consequences of diminishing wages and job possibilities in rural regions, a huge number of villages have

seen high levels of emigration, frequently by the newest and most active and reproductive groups, including females, in search of better living circumstances (Dimitrov & Petrevska, 2019).

To mitigate the impact of this exodus of people to the rural areas, rural tourism and agricultural tourism have been proposed as sustainable development solutions as they are projected to strengthen the rural economy and broaden the sources of income of local inhabitants living in the region, with an emphasis on endogenous growth potentials.

One crucial step in rural tourism is the conduct of municipal conversation that thoroughly gives an in-depth analysis and assessment of the sector's current condition and performance, as well as managerial and policy opinions on future directions. As discovered, there is a dearth of pertinent literature on Bayombong which is the chosen locale for this study and a town that has potentials for rural tourism. A comprehensive integration of studies may provide a crucial direction for further agricultural tourism research in Bayombong. In this context, this study's main goals are to close the following 2 gaps: 1. a potential agricultural tourism destination analysis of Bayombong that might serve as a foundation for post-pandemic tourism branding; and 2. an analysis of the key challenges limiting the municipality of Bayombong from developing numerous exceptional farm locations in contrast to other municipalities in the province of Nueva Vizcaya. The difficulties of gathering pertinent material on Bayombong farm tourism are also addressed in this study, which aims to present a thorough investigation that will act as a reference book on the subject. To fill these gaps, analysis from other sources including published journals and news pieces was used. This method is perfect for collecting insights and detailed information on the municipality's farm tourism. In addition to the two (2) main research gaps, the researchers sourced out some information from Yamagishi (2021).

With the trend today from globalization to localization, the highlight is for the branding and development of rural areas to gain benefits from tourism while providing safer, cleaner, and healthier destination options for travelers who are escaping from the urban conditions even for a limited time.

As presented by Costales (2022), farm tourism circuits were included as part of the tourism development plan of the provincial local government of Nueva Vizcaya. Some of the farms are in different parts of the province. Meanwhile, most of the accredited farms by the Department of Tourism are located in Bayombong namely the Courage Integrated Farm, Paitan Flower Farm, Macababbad's Farm, NV Farm School and Tam-An Agri-Tourism Farm. These farm sites were evaluated and documented by the Nueva Vizcaya's Tourism and Culture Office (PTCO), the office playing a vital role in developing the province's tourism industry. This only shows that the municipality of Bayombong hosts one of the emerging establishments which, are farm tourism sites and part of the farm tourism circuit created by the provincial tourism and culture office.

This study is significant because of various reasons. First, the informants of this study such as the provincial staff (employees) PTCO Tourism Officers will gain relevant information about the factors that need to be improved in the municipality when it comes to farm tourism sites. This research will also gauge the knowledge of municipal tourism officers about the municipality and the farm tourism sites that are present in Bayombong. It will show the municipal tourism council officers that Bayombong has the capability to be a farm tourism destination not only as a tourist attraction. In addition, farm owners will know what to improve in their farm tourism sites. The employees are also benefited as they gain information about the status of farm tourism in the municipality of Bayombong. Lastly, municipal tourism officers and barangay captains will have realization on how to support farm sites. Overall, this research will not only help the informants but also offer a guide for the development of the municipality of Bayombong as a farm tourism destination as a foundation for post-pandemic tourism branding.

Tourism Branding

According to Tom Buncle, former Chief Executive of Visit Scotland and current managing director of an

international tourism consultancy, “Destination branding is about identifying the destination’s strongest and most competitively appealing assets in the eyes of its prospective visitors, building a story from these that makes the destination stand out above its competitors, and running this narrative consistently through all marketing communications.” It implies that locals contribute to the values, experiences, reputation, and mindset of the tourism brand. It also highlights the importance of tourist to the economy, in particular for people working in the front-line service sector. When travelers are left with an enduring impression that could make or destroy a brand since it fosters client loyalty and trust (Lui, 2021).

To encourage tourists to view Bayombong as a viable tourism destination for farm tourism, the Bayombong administration, in collaboration with partners and stakeholders in the travel sector, should establish a brand. A rebranding and an engaging campaign would show visitors that there are lovely farm destinations in Bayombong, Nueva Vizcaya that are worth visiting.

In travel advertising, branding is not all about logos; it entails a comprehensive 360-degree strategy to creating, fostering, and maintaining the destination’s distinctive character in accordance with important components including the destination offers, enrage, and values. The destination brand is the cornerstone of all marketing initiatives created to promote the location and draw in new tourists. As such, content and messaging should always be in line with this. The destination brand is also crucial to understanding what is spread around the world. But before discussing the brand, it is important to understand that branding is more than just giving a product or location a name and a color; rather, it is the culmination of a number of factors that all contribute to a single narrative which we call the brand (Digital Tourism Think Tank 2022).

Nueva Vizcaya, a landlocked province in the Philippines, uses the tourism branding “Naturally Vibrant” due to the fact that the province is one of the nation’s culturally diversified provinces. It is encircled by the powerful mountain ranges of the Cordillera, Caraballo, and Sierra Madre. And because of the presence of tourist destinations like Imugan Falls, Dalton Falls, Capisaan Caves, and Lower Magat Eco Tourism, Nueva Vizcaya is a naturally active place. The locals residing here from eighteen indigenous people’s tribes, including the Ifugaos, Gaddangs, Isinains, Dumagats, Kalanguyas, and Bugkalots may be its most unique feature (Supetran, 2019).

RESEARCH METHODOLOGY

Research Design

The researchers utilized the quantitative descriptive method to assess both the municipality of Bayombong and the farm tourism sites located in the municipality. Specifically, this research used a survey questionnaire using a Likert Scale to the selected respondents in order to ask for recommendations that may be useful to further develop and brand Bayombong as a farm tourism destination. After the survey checklist was answered, the researchers interviewed the respondents to follow up and support what the respondents have answered in the questionnaire. The researchers also conducted an ocular visit to the farm tourism sites. The survey and assessment questions results were summarized and interpreted by the researchers. Interview results were analyzed thematically.

Research Locale

The study was carried out in the municipality of Bayombong with a total land area of 3.39%, or 163.36 square kilometers or 63.07 square miles, with 25 barangays, it had 67,714 residents as of the 2020 Census (PhilAtlas, n.d.).

The municipality of Bayombong has several DOT-accredited and non-accredited farm tourism sites that were listed by the PTC Office as part of the farm tourism circuit which is part of the provincial tourism

development plan for 2022. Some of the farms are the Tam-An Agri-Tourism Farm, NV Farm School, Courage Integrated Farm, Paitan Flower Farm, Rocel’s Farm, and Macababbad’s Farm.



Figure 1. Map of Bayombong, Nueva Vizcaya (Garma, 2019)

Research Respondents

Table 1. Breakdown of Research Respondents

No. of Respondents	Respondents
3	Employees and staff including the Provincial Tourism Officer from the Provincial Tourism and Culture Office (PTCO)
1	Municipal Tourism Officer-Designate
4	Farm tourism site owners
7	Employees of farm owners (accredited and non- accredited)
1	Member of the Committee on Tourism and Culture & Art (CTCA)
1	Municipal Mayor, but it was endorsed to MAGRO because the Mayor has a prior commitment on the set schedule and won’t be able to accommodate the researchers.
1	Municipal Vice Mayor
5	Barangay Captains
Total: 23	

Research Instruments

This study utilized a survey questionnaire to gather ideas, knowledge, views, and opinions from the farm tourism stakeholder respondents to elicit the answers necessary for the problems of this study. The survey questionnaire was adapted from the tool which Singh-Knights (2020) presented in her talk during the 2020 Extension Risk Management Education National Conference. The questionnaire used Likert scale format the technical panelist expert and the researchers both verified the research instrument.

Table 2. Table of Specifications of Survey-Questionnaire and Related Studies and Literature Utilized

Statement of the Problem	Questions	Review of Related Literature
<p>1. What is the level of assessment of Bayombong as a farm tourism destination based on the criteria of Singh-Knights (2020) in the following areas?</p> <p>1.1. Natural Beauty</p> <p>1.2. Cultural and Social Characteristics</p> <p>1.3. Recreational Offerings</p> <p>1.4. Commercial Characteristics</p> <p>1.5. Infrastructure to Support Tourism</p> <p>1.6. Attitudes Towards Tourists</p> <p>1.7. Accessibility Existing Tourist Activity.</p>	<p>Part II. Assessment of Bayombong</p>	<p>Singh-Knights (April 3, 2020)</p>
<p>2. What is the level of assessment of the Farm Tourism Sites in Bayombong based on the criteria of Singh-Knights (2020) in the following areas?</p> <p>1.8. Natural and Farm Features</p> <p>1.9. Built Features and Cultural Artifacts</p> <p>1.10. Site Infrastructure</p> <p>1.11. Business Potential and Human Resources Features</p> <p>1.12. Business Skills and Personal Qualities</p>	<p>Part III. Assessment of Farm Tourism Sites</p>	<p>Singh-Knights (April 3, 2020)</p>
<p>3. What are appropriate recommendations are made by the respondents for Bayombong as a farm tourism destination?</p>	<p>Part IV. Recommendations</p>	

Data Gathering Procedure

In order to gather the data required for the study, first the researchers asked permission from the farm tourism stakeholders such as farm owners, tourism officers, employees of the farm, barangay officials, or anyone whose role may be relevant to the development of Farm Tourism in the Municipality of Bayombong, Nueva Vizcaya. Second, the researchers presented and explained the informed consent form content to the farm tourism stakeholders. The third step is the floating of the survey questionnaires in-person (face-to-face). Simultaneously, an ocular visit to document the farm tourism sites and for the written interview questions was conducted. Lastly, the researchers retrieved the survey questionnaires for the responses to be tallied, analyzed and interpreted.

Treatment of Data

Mean was used to treat the responses of the respondents in their assessment of Bayombong’s potential as a farm tourism destination as a foundation for post- pandemic tourism branding.

Table 3. Quantitative Description of the Respondents’ Response

Likert Scale	Mean Range	Qualitative Description	Qualitative Interpretation
5	4.49-5.00	Strongly Agree	Very great extent of conformity
4	3.50-4.49	Agree	Great extent of conformity
3	2.50-3.49	Somewhat Agree	Moderate extent of conformity
2	1.50-2.49	Disagree	Low extent of conformity
1	1.00-1.49	Strongly Disagree	Very low extent of conformity

Ethical Considerations

This study was submitted for ethics review to Saint Mary’s University Research Ethics Board (SMUREB) with address and contact information at 2nd Floor headed by Mr. Jason Arnold L. Maslang, SMU Main Campus, Ponce Street, Don Mariano Marcos; Bayombong, 3700 Nueva Vizcaya, Philippines (email: reb@smu.edu.ph; cellphone: 09178787967) for assessment and approval.

RESULTS AND DISCUSSIONS

This chapter presents the results and discussion of data gathered from the selected respondents. These are presented in tabular forms following the sequence of the specific research problem regarding Bayombong, Nueva Vizcaya as a farm tourism destination.

Section 1. Level of assessment of Bayombong, Nueva Vizcaya as a Farm Tourism Destination Based on the Criteria of Singh-Knights (2020)

1. Natural Beauty

Table 4. Level of Assessment of Bayombong, Nueva Vizcaya as a Farm Tourism Destination Based on Natural Beauty

Indicators	Mean	SD	Qualitative Description
1. Bayombong has a diverse range of geographic features such as hills, mountains, rivers and/or streams, soils and colors.	4.7	0.4	Strongly Agree
2. Bayombong has an abundance and variety of native animals that are readily accessible and visible to visitors to visit and interact.	3.6	0.9	Agree
3. The vegetation in Bayombong is very diverse, with an abundance of flowering plants, interesting trees or shrubs, and habitat areas for native wildlife.	4.21	0.9	Agree
4. Natural and man-made water attractions and features exist and offer many opportunities for recreational activities.	4.17	0.8	Agree
5. Traveling through this Municipality is a visually stimulating experience.	4.39	0.7	Agree
Mean	4.22	0.5	Agree

Legend: 1:00 – 1:49: *Strongly Disagree*; 1:50 – 2:49: *Disagree*; 2:50 – 3.49: *Somewhat Agree*; 3.50 – 4.49 *Agree*; 4.50 – 5.00: *Strongly Agree*

Table 4 shows the level of assessment of Bayombong, Nueva Vizcaya as a farm tourism destination based on natural beauty. The data shows that the respondents strongly agreed that Bayombong contains a varied range of geographic features, including hills, rivers, mountains, streams, and soils with a highest mean of 4.7. As described by Beezz (2016), Bayombong is an area of steep hills and mountains and as such, the province’s capital would undoubtedly satisfy those who enjoy natural getaways, and its colors. For Emy (2020), the virgin mountains, clear water from falls and rivers, and fresh air from tall, old trees are just some of the simple things that Bayombong has to offer. These are treasures that are now rarely available in highly urbanized cities.

Conversely, the respondents agreed that Bayombong, Nueva Vizcaya has an abundance and variety of native animals that are readily accessible and visible to visitors to visit and interact with the lowest mean of 3.60. Two sites seem to have wildlife. Lower Magat Eco-Tourism Park has native animals for tourists although there are pythons and talking birds in Courage Mountain Integrated Farm. Indeed, Bayombong has a few native animals that are readily accessible and visible to visitors to visit and interact.

This implies that Bayombong, Nueva Vizcaya should create animal sanctuaries and rehabilitation centers. It can partner with wildlife organizations to establish sanctuaries for injured or rescued animals. This can offer opportunities for visitors to learn about animal care and conservation through volunteer programs. Bayombong, can also organize educational programs about the threats faced by native animals and how to protect them. It should also partner with local communities to raise awareness about the importance of wildlife conservation, encourage community involvement in wildlife protection initiatives, such as tree planting and anti-poaching patrols, and promote traditional knowledge and practices that contribute to sustainable wildlife management.

Overall, the natural beauty of Bayombong, Nueva Vizcaya has a mean of 4.22 which means a great extent of conformity as a farm tourism destination. Natural attractions in Bayombong, Nueva Vizcaya include the Banging or Ammococan Falls, which is a majestic waterfall cascading down a hidden canyon. Bangan Hill which is a haven of nature and tranquility in the heart of Bayombong, Nueva Vizcaya is another. This protected area offers breathtaking panoramic views, diverse flora and fauna, and a chance to experience the beauty of Philippine countryside. Some man-made attractions include the Bayombong Cathedral which is a historical landmark showcasing intricate architecture and religious artifacts. Next is the Museo de Nueva Vizcaya which is a repository of the province’s rich cultural heritage and historical artifacts. Bayombong is also home to several types of forests, including dipterocarp forests, mossy forests, and montane forests. Moreover, the fertile plains of Bayombong support a variety of crops. Including rice, corn, and vegetables. Finally, Bayombong boasts several beautiful parks and gardens adorned with diverse plants and trees.

Table 5. Level of Assessment of Bayombong, Nueva Vizcaya as a Farm Tourism Destination Based on Cultural and Social Characteristics

Indicators	Mean	SD	Qualitative Description
1. Bayombong has a rich history, which has been developed for visitors, and is represented by many historic buildings, homes, and villages	4.13	.91	Agree

2. Bayombong maintains a strong link with its past, with an abundance of museums, monuments, historic markers and historic buildings.	3.91	.90	Agree
3. Bayombong actively promotes the preservation of historical knowledge and maintaining education and interpretation centers	4.04	1.14	Agree
4. Bayombong has a local celebration such as fairs, agricultural shows, and special festivals (such as art and crafts, music, etc.) that serve as attractions for visitor	4.17	.77	Agree
5. In spite of rich heritage, Bayombong embraces diversity and all visitors are made to feel welcomed.	4.60	.58	Strongly Agree
Mean	4.17	0.74	Agree

Legend: 1:00 – 1:49: *Strongly Disagree*; 1:50 – 2:49: *Disagree*; 2:50 – 3.49: *Somewhat Agree*; 3.50 – 4.49 *Agree*; 4.50 – 5.00: *Strongly Agree*

Table 5 shows the level of assessment of Bayombong, Nueva Vizcaya as a farm tourism destination based on cultural and social characteristics. Generally, the respondents strongly agreed that Bayombong accepts diversity and makes all guests feel welcome with the highest mean of 4.60. According to Richard (2020), Bayombong is home to kind Novo Vizcayanos who will welcome anyone with genuine and heartfelt smiles. This is echoed in the celebration of Ammungan Festival which happens every year in honor of Santo Niño and as an expression of gratitude for the unity of Novo Vizcayanos.

Bayombong is an ethnically diverse town which visitors can explore to learn more about the customs and traditions of the various ethnic groups. With its welcoming and inclusive culture, the town has a history of embracing diversity and promoting equality, which makes it an attractive destination for visitors from all walks of life. It also boasts the St. Dominic Cathedral where people gather to boost their faith. It was built during the Spanish Colonization in 1793 and is considered to be a sacred place for Novo Vizcayanos.

Bayombong’s commitment to cultural exchange and education can be a factor for the positive perception visitors have for the town. The town also has a strong tradition of cultural festivals and events which showcase the diverse traditions and customs of its residents. Additionally, Bayombong’s educational institutions have programs that promote cultural understanding and exchange, which help to foster a sense of community and inclusiveness.

Another factor that contributes to Bayombong’s welcoming atmosphere is its strong sense of community. The town has a close-knit community where residents and visitors alike are encouraged to participate in local events and activities. This sense of community helps to break down barriers and create a feeling of belonging, which makes visitors feel welcome and included.

However, the respondents agreed with how Bayombong maintains a strong link with its past with an abundance of museums, monuments, historic markers, and historic buildings, only with a mean of 3.91. In order to preserve and maintain the strong link with the National Museum of the Philippines (2022), the provincial government of Nueva Vizcaya has initiated efforts for protection development programs and preventive maintenance for the People’s Museum and Library of Bayombong. This conscious effort was catalyzed by the onslaught of category-4 Typhoon Ulysses in November 2020, and spurned on by Typhoon Odette in December 2021. This development project promises the safeguarding of the important cultural property through faithful restoration and modernization with respect for the structure’s-built heritage.

Moreover, as stated by Exioma (2018), Bayombong only has limited historical buildings such as the St. Dominic Cathedral which shows the Dominican influence of churches throughout Nueva Vizcaya, and the

People’s Museum and Library which contains interesting displays on the province’s ethnographic groups and roles in history. Finally, Bayombong keeps a strong connection to its history as it has the Rizal Shrine. The 7.3-hectare shrine and multifunctional complex, which is officially available to the public, is perched on a hill in this town’s Barangay Casat. It is a 12- story high, Romanesque-style building that houses a 16-meter bronze statue of Rizal. The shrine, which was the idea of Mahmoud Asfour, a naturalized Filipino citizen who was born in Jordan, also includes smaller bronze busts of other Filipino heroes, one of which is dedicated to the “unsung” and unknown heroes.

Overall, the cultural and social characteristics of Bayombong has a mean of 4.17 in which the respondents agreed that the town has a great extent of conformity as a farm tourism destination in this aspect. These findings implicate that Bayombong should take action when it comes to boosting its cultural and social characteristics which could be help for the stakeholders in promoting Bayombong as a farm tourism destination.

Table 6. Level of Assessment of Bayombong, Nueva Vizcaya as a Farm Tourism Destination Based on Recreational Offerings

Indicators	Mean	SD	Qualitative Description
1. Bayombong has a wide variety of developed sporting facilities and opportunities.	4.13	.86	Agree
2. Bayombong has an abundance of facilities suitable for children’s recreational pursuits such as playgrounds, parks and safe play areas.	3.86	.91	Agree
3. Bayombong boasts a wide variety of tourism activities such as horse-riding trails, nature trails, hiking tracks, and bike trails.	3.82	1.02	Agree
4. There are well-catered facilities for boating, fishing, swimming and the like.	3.56	1.16	Agree
5. Bayombong provides many opportunities for adventurous people to pursue more extreme recreational activities such as off-road driving, mountain climbing, river rafting, et.	3.78	1.16	Agree
Mean	3.83	.86	Agree

Legend: 1:00 – 1:49: *Strongly Disagree*; 1:50 – 2:49: *Disagree*; 2:50 – 3:49: *Somewhat Agree*; 3:50 – 4:49; *Agree*; 4:50 – 5:00: *Strongly Agree*

Displayed in Table 6 is the level of assessment of Bayombong, Nueva Vizcaya as a farm tourism destination based on recreational offerings. Respondents agreed that Bayombong has a wide variety of developed sporting facilities and opportunities with a mean of 4.13. The most famous sports facility in Bayombong is the Clisoc Field where sports practices of all kinds and in all fields are conducted whether competitive, recreational, or due to school activities. Another factor that contributes to Bayombong’s sports-friendly reputation is its hosting of various sports events and tournaments. The town has hosted several high-profile sports events, including national championships and international competitions. These events have helped to showcase Bayombong’s sports facilities and infrastructure, as well as its ability to host large-scale events. Furthermore, while Bayombong does not offer with regards to off- road driving, river rafting, horse riding, hiking tracks and bike trails activities, Bangan Hill National Park offers mountain climbing, nature trails activities and the majestic scenery overlooking the capital town of Bayombong.

Additionally, the respondents also agreed that Bayombong has well-catered facilities for fishing, boating, swimming, and others with a mean of 3.56. Based on our observation, there are nearby resort for swimming

here in Bayombong but there are no amenities for boating and fishing since the previous boating activity in the Provincial Capitol was discontinued even before the pandemic happened. Nonetheless, the Capitol can also be playgrounds, parks and safe play areas for the children.

Overall, the recreational offerings of Bayombong has a mean of 3.83 which means the respondents agreed that there is a great extent of conformity for the town to tourism destination. The results imply that Bayombong has recreational offerings but does not have facilities or opportunities for adventurous people who like to do activities including boating, fishing, off-road driving and river rafting.

Table 7. Level of Assessment of Bayombong, Nueva Vizcaya as a Farm Tourism Destination Based on Commercial Characteristics

Indicators	Mean	SD	Qualitative Description
1. Bayombong is serviced by a wide selection of shops including general stores, specialty shops and convenience stores catering to tourists.	3.86	1	Agree
2. The commercial needs of residents and visitors are well served with adequate banking, postal, mobile telephone receptivity and internet facilities.	4.08	1	Agree
3. Bayombong is well served with automotive, and other necessary repair, maintenance and refueling facilities.	4.13	0.8	Agree
4. Tourist and local residents and visitors are well catered for with hotels, restaurants, other entertainment and food and beverage services.	4.18	1.1	Agree
5. Visitors in the municipality of Bayombong can be comfortably accommodated in a wide range of hotels, motels, camping parks, bed & breakfast/guest farms, cottages and inns.	4.04	0.9	Agree
Mean	4.06	.84	Agree

Legend: 1:00 – 1:49: *Strongly Disagree*; 1:50 – 2:49: *Disagree*; 2:50 – 3:49: *Somewhat Agree*; 3:50 – 4:49 *Agree*; 4:50 – 5:00: *Strongly Agree*

The level of assessment of Bayombong, Nueva Vizcaya as a farm tourism destination based on commercial characteristics is shown in Table 7. Based on the table, the respondents agreed that tourist and local residents and visitors are well catered for with hotels, restaurants, other entertainment, and food and beverage services with a mean of 4.18. Bayombong has numerous amenities such as Zen Hotel Bayombong, Lo Tus Garden Hotel Tam-an Mountain Resort, Hotel Saber Inn, The Wilwin Hotel, Jollibee, Bacolod Grill, Mrs. Baker’s Restaurant & Pastry Shop Vizcaya, Jehaven Tea and Coffee – Bayombong, Beanstro Café, Chik Hen Ihoe Grill & Restaurant, Apayao Brew, The Bistro by Momo’s Kitchen and Max’s Restaurant Bayombong.

With a mean score of 3.86, the respondents also concurred that there is a broad variety of retailers in Bayombong that appeal to tourists, including general stores, specialty shops, and convenience stores. Bayombong has Savemore Market, 7- Eleven, the public market, R.O. Supermarket, pharmacies, Pandayan bookshop and nearby stores. Overall, the commercial characteristics of Bayombong has a mean of 4.06. This means that the respondents agreed that there is a great extent of conformity of the town as farm tourism destination. With regards to restaurants and hotels, Bayombong has a lot of it but for the shops and stores, there are only a few for the tourists. This implies that there is a need for more convenience store or shops, to

cater the needs of tourist since this is the lowest mean score on the table above.

Bayombong has invested in developing its infrastructure, including its roads, transportation systems, and telecommunications networks. This has made it easier for businesses to set up shop and for visitors to get around the area. The local government of Bayombong has also implemented policies and programs aimed at promoting tourism and attracting investment. This has created a favorable environment for businesses to operate and thrive.

Table 8. Level of Assessment of Bayombong, Nueva Vizcaya as a Farm Tourism Destination Based on Public Infrastructure to Support Tourism

Indicators	Mean	SD	Qualitative Description
1. Bayombong is well-serviced by transport services as well as a wide range of transport rental options.	4.0	.90	Agree
2. Bayombong has adequate and reliable emergency medical facilities.	4.34	.64	Agree
3. Adequate police and other emergency services maintain the security and safety of residents and visitors to the area.	4.26	.61	Agree
4. Public areas such as parks, wayside stops, toilets, and streetscapes are clean, tidy and well-maintained.	3.69	1.01	Agree
5. Bayombong assists visitors by providing tourist information centers, maps, brochures, interpretation of local attractions and features, tours, local guides, signage, and other tourism- supportive services.	3.69	1.01	Agree
Mean	4.0	.68	Agree

Legend: 1:00 – 1:49: *Strongly Disagree*; 1:50 – 2:49: *Disagree*; 2:50 – 3.49: *Somewhat Agree*; 3.50 – 4.49 *Agree*; 4.50 – 5.00: *Strongly Agree*

Table 8 indicated the level of assessment of Bayombong, Nueva Vizcaya as a farm tourism destination based on public infrastructure to support tourism. As shown in the table, with the highest mean of 4.34 the respondents agreed that Bayombong has adequate and reliable emergency medical facilities.

According to Ebrero (2023), in the Region 2 Trauma and Medical Center (RTMC) found in the town is a five-story medicine building constructed to address patient bed shortages. Constructed close to the national highway, the building makes healthcare services more accessible and closer to our clients. After its completion, the medicine building created jobs, opportunities, and permanent positions in addition to filling the hospital’s bed capacity gap, improving and expanding healthcare services, and bringing emergency services closer and more accessible for R2TMC clients.

Additionally, the town having indicators that assist visitors providing them information centers, maps, brochures, interpretation of local attractions and features, tours, local guides, signage, and other tourism-supportive services and public areas such as parks, wayside stops, toilets, and streetscapes being clean, tidy and well- maintained got the lowest with a mean of 3.69 each. As stated by one of the respondents, Bayombong lacks when it comes to promotion like maps, brochures or signages to support farm tourism site. Another respondent suggested having a tarpaulin or signages which contain tourist attractions of Bayombong on the national highway just like what Baguio City is doing in promoting their attractions to the passerby in the city. Furthermore, public areas were observed to be unsanitary and not well-maintained. One example is the public toilet at the Provincial Capitol which based from the researchers’ experience, is smelly

and the floor is dirty. There was also garbage everywhere because of visitors who just throw their garbage anywhere.

This could be lessened by following the Executive Order No. 4 under Section 02 which declares the policy of the Municipal Government of Bayombong to: adopt and implement an Integrated Solid Waste Management Program (ISWMP) with in the municipal hall compound and to all other offices with jurisdiction of the municipal government, in order to ensure the general cleanliness through proper waste management in the cited offices; utilize environmentally-sound methods that maximize the utilization of valuable resources and encourage resources conservation and recovery; ensure the proper segregation, storage, collection, and adoption of best practices on solid waste management; strengthen the conduct of Information, Education and Communication (IEC) on integrated solid waste management and resources conservation and recovery in the different offices and the public in order to promote environmental awareness and action among employees and visitors; and implement the Municipal ISWM Program in the different offices, gymnasium and parks.

Overall, the public infrastructure to support tourism of Bayombong has an overall mean of 4.0 which means that the respondents agreed the town to have a great extent of conformity for cleanliness, orderliness, and upkeep as evident in parks, rest areas, restrooms, and streetscapes. This result implicates that Bayombong needs to maintain cleanliness in public areas and consider ways on how to improve the promotion of policies of the municipality to improve public infrastructure and thereby attract more visitors to support farm tourism sites.

Table 9. Level of Assessment of Bayombong, Nueva Vizcaya as a Farm Tourism Destination Based on Attitude Toward Tourists

Indicators	Mean	SD	Qualitative Description
1. Bayombong is investing a lot of energy and resources into attracting tourists to the area.	3.6	1	Agree
2. The tourism infrastructure (including private and public tourism services) is well established and meets the needs of the visitors.	3.69	0.9	Agree
3. Local businesses meet the needs of visitors in a warm and welcoming manner.	3.95	0.8	Agree
4. People involved in tourism-related businesses and services in Bayombong cater to visitors from other cultures in a sympathetic and understanding manner.	4.13	0.6	Agree
5. The people of Bayombong make visitors and tourists feel welcome in the municipality.	4.26	0.8	Agree
Mean	3.93	0.7	Agree

Legend: 1:00 – 1:49: *Strongly Disagree*; 1:50 – 2:49: *Disagree*; 2:50 – 3:49: *Somewhat Agree*; 3:50 – 4:49 *Agree*; 4:50 – 5:00: *Strongly Agree*

The level of evaluation of Bayombong, Nueva Vizcaya as a farm tourism destination in terms of on attitude toward tourists is shown in Table 9. The table shows that with the highest mean score of 4.26, the respondents felt that Bayombong residents go out of their way to make tourists and visitors feel at home. Bayombongueños are hospitable and welcoming people. This statement can be supported by Emy (2020) who stated that Bayombong’s welcoming people make anyone feel that they are part of the family. Furthermore, with the lowest mean of 3.60, Bayombong seen to invest a lot of energy and resources into

attracting tourists to the area. As written by Ebrero (2023), various programs and shows will entertain local and foreign tourists just like what happened in the Grand Ammungan Festival last May 19-25, 2023, but a respondent said that there is not enough signage for tourist sites or other forms of tourism promotion in Bayombong, Nueva Vizcaya, which might help draw more tourists to the municipality.

Overall, the attitude toward tourists of Bayombong has an overall mean of 3.93. This proves that respondents agreed that there is a great extent of conformity of the town as a farm tourism destination in this aspect. The findings suggest that there is a need to focus on investing into attracting tourists not only in catering to their needs, making them feel welcome but in thinking of a way to attract more tourists by making more signages, providing maps or directions to attractions, the use of social media and new ideas or plans. Additionally, partnership with farm owners with the help of the local government unit and other stakeholders will help Bayombong have the potential as a farm tourism destination.

Table 10. Level of Assessment of Bayombong, Nueva Vizcaya as a Farm Tourism Destination Based on Accessibility

Indicators	Mean	SD	Qualitative Description
1. The road system in this municipality is well developed.	3.6	0.9	Agree
2. Visitors easily navigate the roads in this region, and there is extensive road and tourist signage.	3.91	0.8	Agree
3. Traffic along the main access routes runs freely at all times.	3.65	1.1	Agree
4. Bayombong is close enough to other attractive regions/attractions.	4.04	0.7	Agree
5. The farm tourism sites are in close proximity to the residential areas.	3.65	0.8	Agree
Mean	3.77	0.7	Agree

Legend: 1:00 – 1:49: *Strongly Disagree*; 1:50 – 2:49: *Disagree*; 2:50 – 3.49: *Somewhat Agree*; 3.50 – 4.49 *Agree*; 4.50 – 5.00: *Strongly Agree*

Table 10 shows the level of evaluation of Bayombong, Nueva Vizcaya as a farm tourism destination. With the highest mean of 4.04, the respondents agreed that Bayombong is close enough to other attractive regions or attractions. Bayombong is close enough to Capisaan Cave located in Kasibu, Lower Magat Eco-Tourism Park in Diadi, Golden Haven Memorial Park in Bambang, Balete Pass National Shrine from Sta. Fe, and Imugan Falls from Sta. Fe, Nueva Vizcaya (Haven, 2022). Bayombong is also close enough to Cagayan Valley Region, Cordillera Administrative Region and Ilocos Region.

Likewise, the respondents agreed that the road system in this municipality is well developed although it shows the lowest mean of 3.60. The Department of Public Works and Highways (DPWH) has completed and opened the P470.11 million Solano- Bayombong Bypass Road in Nueva Vizcaya. Manuel Bonoan, Secretary of DPWH stressed “the opening of this new road ensures the faster delivery of goods to and from Nueva Vizcaya and also helps decongest traffic along the busy Daang Maharlika.” As written by Chavez (2023), the bypass road is equipped with a traffic signal system, light posts, lay-by areas, sidewalks, bicycle and pedestrian lanes and is expected to provide a more comfortable and safer travel to an estimated 10,000 travelers daily. In addition, “the new bypass road facilitates the transport of agricultural and commercial products to the major economic hubs in the region while creating opportunities for industrial development that provides employment and livelihood source for the locals and will also serve as tourism and recreational area for residents and visitors,” the DPWH said in a statement.

The owner of Courage Mountain Integrated Farm stated that the municipal mayor visited the farm and saw

the infrastructure to improve the roadways. This resulted to government private partnership for the road improvements in going up the mountain. In general, Bayombong has an overall mean of 3.77. This confirms that the respondents agreed that there is a great extent of conformity of Bayombong as a farm tourism destination in terms of accessibility. This implies that although the result received the lowest mean, the local government unit is still doing its best for the road development in the municipality of Bayombong.

Table 11. Level of Assessment of Bayombong, Nueva Vizcaya as a Farm Tourism Destination Based on Existing Tourism Activity

Indicators	Mean	SD	Qualitative Description
1. A number of different tourism operations currently operate in the Municipality of Bayombong (e.g., small businesses, family run operations or large corporate businesses).	3.95	0.8	Agree
2. The Municipality of Bayombong is serviced by a domestic/international airport, major highway, or developed roads which will allow easy access to Bayombong and destination.	3.13	1.2	Somewhat Agree
3. The tourism industry in Bayombong is NOT seasonal due to climate or special events/festival.	3.69	0.9	Agree
4. The current tourist market in the Municipality of Bayombong is large enough for your business and competing for tourism products.	3.56	1	Agree
5. Bayombong provides opportunities to create alliances with existing tourism enterprises in your area (e.g., tour operators, accommodation providers, complementary attractions, and gift shops).	3.69	1.1	Agree
Mean	3.6	0.8	Agree

Legend: 1:00 – 1:49: *Strongly Disagree*; 1:50 – 2:49: *Disagree*; 2:50 – 3:49: *Somewhat Agree*; 3:50 – 4:49 *Agree*; 4:50 – 5:00: *Strongly Agree*

Table 11 presents the level of assessment of Bayombong, Nueva Vizcaya as a farm tourism destination based on the existing tourism activity of Bayombong, Nueva Vizcaya. The respondents agreed that there are several different tourism operations currently operating in the municipality of Bayombong (eg, small businesses, family- run operations or large corporate businesses) with the highest mean of 3.95. Still written by Chavez (2023), the Department of Public Works and Highways (DPWH) stated that the construction of a public market in Bayombong, Nueva Vizcaya has provided huge support to small and independent businesses in the area. Chavez also stated that DPWH Region 2 Director Reynaldo C. Alconcel noted that the P15-million public market building now caters to the needs of the community for a variety of produce such as meat, fish, dairy products, baked goods, coffee, spices, and various domestic specialties.

The respondents somewhat agreed that Bayombong is being serviced by a domestic or international airport, major highway, or developed roads which will allow easy access to Bayombong and destination but with the lowest mean of 3.13. The province of Nueva Vizcaya only has Bagabag Airport, but this airport only operates for domestic commercial flights such as Platinum Skies Aviation (Traveloka, 2023).

Another nearby airport includes Cauayan Airport, Loakan Airport, San Fernando Airport and Tuguegarao Airport. Nonetheless, Bayombong is also being passed by several major bus lines including Victory Liner, Colobong Liner, Five Star Bus, and GV Florida Bus on their way to Manila and Tuguegarao.

Altogether, the existing tourism activity of Bayombong has an overall mean of 3.60. This reveals that the respondents agreed that there is a great extent of conformity as a farm tourism destination. This finding

implies a better way to reach Bayombong like an airport but still, the municipality of Bayombong is an accessible place. This would be up for tourists whether to take airplanes or buses when coming here in Bayombong as there is only one airport in Nueva Vizcaya that only operates for domestic commercial flights. Despite this, there is a lot of existing tourism enterprises and operations in the town to cater to their needs.

Section 2. Level of Assessment of the Farm Tourism Sites in Bayombong, Nueva Vizcaya Based on the Criteria of Singh-Knights (2020)

1. Natural Features of Farm Tourism Sites

Table 12. Level of Assessment of the Farm Tourism Sites in Bayombong, Nueva Vizcaya Based on Natural Features of Farm Tourism Sites

Indicators	Mean	SD	Qualitative Description
1. The farm tourism sites contain or have visible spectacular beauty, with exceptional views and interesting landforms.	4.17	.77	Agree
2. There is an abundance of native wildlife on or adjacent to the farm tourism sites, which can be readily observed by visitors.	3.39	1.03	Somewhat Agree
3. There are water features (lakes, dams, rivers, and streams) on or near the farm tourism sites ideal for water-based activities including boating, swimming and fishing.	3.69	1.08	Agree
4. There are many nearby features and attractions that are readily accessible from these farm tourism sites.	3.56	.82	Agree
Mean	3.69	.73	Agree

Legend: 1:00 – 1:49: *Strongly Disagree*; 1:50 – 2:49: *Disagree*; 2:50 – 3:49: *Somewhat Agree*; 3:50 – 4:49 *Agree*; 4:50 – 5:00: *Strongly Agree*

Table 12 shows the level of assessment of the farm tourism sites in Bayombong, Nueva Vizcaya based on natural features of farm tourism sites. The respondents agreed that the farm tourism sites have visible spectacular beauty, with exceptional views and interesting landforms with a highest mean of 4.17. During the ocular visit, the researchers observed that the farms have features that captivate tourists.

Tourists may enjoy overlooking some parts of Bayombong at the peak of Courage Mountain Integrated Farm, enjoy the sunflowers and different flowering plants from Paitan Flower Farm, and enjoy the resort-like landscaping and amenities of Macababbads’ Orchidarium, a quaint property that has been transformed to a beautiful orchid garden. The property also has clean restrooms, a patio for resting and relaxation, a fountain and gazebo, and rows of orchids.

The farm site also comprises different fruit-bearing plants. They have 500 Cacao trees that they use for the production of cocoa tablea, and they have coffee trees, coconut trees, banana trees, and rambutan trees. Likewise, NuevaVizKawa Health and Wellness Farm is a good place to escape as they have service package offers. Tourists can experience the traditional Filipino massage or “Hilot”, hot kawa herbal baths, collagen mask, and Aloe vera sculps massage. The table also means that farm tourism sites in Bayombong are lacking when it comes to native wildlife. Thus, they need to consider having wildlife to attract more visitors in addition to the natural features. On the contrary, the respondents somewhat agreed that Bayombong has an abundance of native wildlife on or adjacent to the farm tourism sites, which can be readily observed by visitors and others with a mean of 3.39. It was observed that there is not much wildlife in the area to be seen

by tourists or visitors although during the farm site visitation, a python snake was found in the Courage Mountain Integrated Farm.

Basically, the natural features of farm tourism sites here in Bavombong have an overall mean of 3.69. This implies that the respondents agreed that there is a great extent of conformity of the farm tourism sites as a farm tourism destination. This result shows that indeed farm sites in Bayombong have an amazing spectacular beauty but some farm sites do not have native or wildlife features. The researchers saw that Courage Mountain Integrated Farm has one wildlife during the ocular visit. This could mean farm owners may consider to have native wildlife on their farm sites in order to attract more visitors. This is supported by Pawlak (2023) who said that although some animals are considered a nuisance in gardens and crop fields, their presence, and that of other wildlife, can be useful. The natural behaviors of many species benefit the plants and environments as they forage in and travel through in an example of ecosystem services.

Table 13. Level of assessment of the Farm Tourism Sites in Bayombong, Nueva Vizcaya Based on Built Features and Cultural Artifacts of Tourism Sites.

Indicators	Mean	SD	Qualitative Description
1. The farm tourism sites are close to important historic and cultural features such as historic buildings, indigenous sites, fossil deposits, and other historical artifacts.	3.13	1.1	Somewhat Agree
2. Commercial, industrial or agricultural processes (such as production, harvesting and cooking) that would be interesting to visitors are conducted on the farm tourism sites.	3.65	0.9	Agree
3. There are many recreational amenities such as walking trails, riding trails, boating, swimming and the like.	3.79	0.8	Agree
4. The farm tourism sites contain interesting examples of old equipment and other memorabilia that can be used to offer visitors an interesting means of touring the area.	3.21	1	Somewhat Agree
5. The farm tourism sites have other features of interest that are considered to be of great interest to prospective visitors.	3.73	0.8	Agree
Mean	3.5	0.8	Agree

Legend: 1:00 – 1:49: *Strongly Disagree*; 1:50 – 2:49: *Disagree*; 2:50 – 3.49: *Somewhat Agree*; 3.50 – 4.49 *Agree*; 4.50 – 5.00: *Strongly Agree*

Table 13 unveils the level of assessment of the farm tourism sites in Bayombong, Nueva Vizcaya based on cultural artifacts of tourism sites. There are many recreational amenities such as waking trails, riding trails, boating, swimming in the lake that got the highest mean of 3.79. This was agreed by the respondents. Although this is the highest mean and that the researchers saw walking trails, there were no boating, swimming, and riding trails in the five farm sites that were visited by the researchers.

In spite of that, the respondents somewhat agreed with the statement that farm tourism sites are close to important historic and cultural features such as historic buildings, indigenous sites, fossil deposits, and other historical artifacts with a mean of 3.13. This is the lowest mean since it is noticeable that Bayombong has only a few historic and cultural features for visitors to enjoy such as Nueva Vizcaya Provincial Capitol and Saint Dominic Cathedral. An article of National Museum of the Philippines (2021) also reported that a structure that would come to be known as the People’s Museum and Library which was built in 1906, burned in 1926 but was restored, and then rebuilt and renovated after World War II in 1945 was built. In its

current capacity, the property maintains a repository of artefacts and documents depicting the social, cultural, political, religious, military, and educational life of the Novo Vizcayanos, including but not limited to anthropological dioramas, local and ethnic products and methods, and archival records (National Museum of the Philippine, 2021).

Additionally, the researchers observed that only few relevant artifacts are displayed inside the Peoples’ Museum and Library and that when it comes to indigenous sites, it is clearly noticeable that there is few and rare to find. It appears that Bayombong has nothing to show when are comes to fossil deposits as the geographic locations are not great for finding fossils.

Generally, the built features and cultural artifacts of farm tourism sites in Bayombong have an overall mean of 3.50. Respondents agreed that there is a great extent of conformity that Bayombong’s farm tourism sites have other features of interest that are considered to be of great interest to prospective visitors. These findings suggest the need to add more recreational amenities for the farm tourism sites, and find old equipment and other memorabilia that can be offered to visitors. Moreover, the results imply that the farm sites are not close enough to important historic and cultural features such as historic buildings, indigenous sites, fossil deposits, and other historical artifacts. This was understandable since the five-farm tourism sites are located afar from the museum.

Table 14. Level of Assessment of the Farm Tourism Sites in Bayombong, Nueva Vizcaya Based on Site Infrastructure

Indicators	Mean	SD	Qualitative Description
1. There are sufficient electricity (or other power supply), water, and sewerage treatment facilities that can be used for extra demand in these farm tourism sites.	4.17	0.8	Agree
2. There are sufficient roads (including the entrance to the property), pathways, and car-parking facilities of these farm tourism sites.	3.82	0.9	Agree
3. There are available food and restaurant services, and lodging (on-site or nearby) to meet the needs of visitors who visit these farm tourism sites.	3.73	1.1	Agree
4. There are picnic and barbeque areas, children play areas, signage, and walkways with identified restricted areas in these farm tourism sites.	3.82	0.7	Agree
5. The site maintains a high level of safety practices and safe facilities for visitors aligned with pandemic protocols.	4.21	0.6	Agree
Mean	3.95	0.6	Agree

Legend: 1:00 – 1:49: *Strongly Disagree*; 1:50 – 2:49: *Disagree*; 2:50 – 3.49: *Somewhat Agree*; 3.50 – 4.49 *Agree*; 4.50 – 5.00: *Strongly Agree*

Table 14 revealed the level of assessment of the farm tourism sites in Bayombong, Nueva Vizcaya based on site infrastructure. The respondents agreed that the sites maintain a high level of safety practices and safe facilities for visitors aligned with pandemic protocols with the highest mean of 4.21. As informed, safety practices and safe facilities are important factors to consider.

They farm strictly follow the protocols for the new travel standards, exercise physical distancing, require COVID-19 vaccinations of employees and owners, display their emergency contact details, and protect money and valuables with CCTV cameras around. In line with the facilities, the site always practices, proper sanitation and hygiene before proceeding inside the tourism spots, including comfort rooms. The

accommodations are also clean since there is always alcohol and hand sanitizer in the area. They have their fire extinguisher in case of fire and a parking space. These practices comply with the requirements as stated in Republic Act 9593, Tourism Act of 2009 Section 3 under objective 0 that states the maintenance of an international standard of excellence in all tourism facilities and services, and promotion of the country as a safe and wholesome tourist destination.

Yet, the respondents also agreed there are available food and restaurant services, and lodging (on-site or nearby) to meet the needs of visitors who visit these farm tourism sites with a mean of 3.73. There are a lot of places in Bayombong. like fancy restaurants and lodging. The nearest lodging establishments are Saber Inn Hotel and Restaurant, Lo Tus Garden Hotel, Highlander Hotel Bayombong, apartments, and boarding houses. For restaurants, the town has Bacolod Grill, Mrs. Baker’s Restaurant and Pastry Shop, Max’s Restaurant, Kamay sa Kainyugan, Jollibee, Beanstro Cafe and so forth. Some farm sites offer cooked foods for tourists but not everyone. Instead, most tourists who are visiting the sites take their lunch or snacks with them upon visiting.

Mostly, the site infrastructure of the farm tourism sites in Bayombong has an overall mean of 3.95. This signifies that the respondents agreed that there is a great extent of conformity as a farm tourism destination. This result builds on existing evidence that the farm tourism site passed the level of assessment when it comes to site infrastructure. As mentioned, a lot of infrastructure such as restaurant, lodging, hotel, sufficient roads, safe facilities and so on are existent.

Table 15. Level of Assessment of the Farm Tourism Sites in Bayombong, Nueva Vizcaya Based on Business Potential and Resource Features

Indicators	Mean	SD	Qualitative Description
1. The farm tourism sites hire appropriately skilled labor (visitor management, social skills, risk mitigation, etc.) to meet the needs of the visitors and the business.	3.73	.75	Agree
2. The farm tourism stakeholders have the business management skills necessary for the operations of the farm tourism site.	3.82	.71	Agree
3. The farm tourism sites have plans in terms of seasonal activities to unlikely interfere with their operations.	3.78	.79	Agree
4. The farm tourism sites have their uniquely differentiated product that will attract repeated visitors.	4.13	.81	Agree
5. The farm tourism sites have significant profit potential either as a tourism site or an agricultural site for production.	4.17	.71	Agree
Mean	3.93	.63	Agree

Legend: 1:00 – 1:49: *Strongly Disagree*; 1:50 – 2:49: *Disagree*; 2:50 – 3:49: *Somewhat Agree*; 3:50 – 4:49 *Agree*; 4:50 – 5:00: *Strongly Agree*

Table 15 shows the level of assessment of the farm tourism sites in Bayombong, Nueva Vizcaya based on business potential and resource features. The respondents agreed that farm tourism sites have significant profit potential either as a tourism site or an agricultural site for production with a mean of 4.17. It cannot be denied that the town of Bayombong is the home of agricultural production due to the number of crops that it provides. This is one of the sources ways of attracting tourists. According to the other owners of farm sites, they had no intention of erecting tourism sites before but not until they discovered the passions of people when it comes to agriculture and their interest for new experiences. Farm sites created their farms to earn

money through fruit picking, tree planting, mushroom production and so on. This creates a double purpose for tourism and agriculture, that is, creating money and experience.

The respondents also agreed that the farm tourism sites hire appropriately skilled labor like visitor management, social skills, risk mitigation, and others to meet the needs of the visitors and the business with the lowest mean of 3.73. During the initial interview and site visitation of the researchers, the majority of the tourism farm sites said that they did not hire skilled labor but rather they hired their acquaintances (relatives, friend, family members) who had knowledge of that job. For instance, at the Nueva Vizcaya Health and Wellness Farm, the employees doing the traditional hilot are unskilled or have completed courses related to the offer of the farm site. In contrary, Courage Mountain Integrated Farm Macababbad’s Orchidarium, and Paitan Sunflower Farm do not hire unskilled workers.

As tourism is a major contributor of employment, from the perspective of the researchers, the farm owners should consider hiring skilled labor as this can have positive impact on the farm as a business. Mainly, the business potential and resource features of the farm tourism sites in Bayombong have an overall mean of 3.93. This indicates that the respondents agree that there is a great extent of conformity of the farm sites as farm tourism destination. This implies that the indicators are well- achieved by the farm owners and should be maintained by the farm owners to continue improving the business potential of their farms and upgrade resource features.

Table 16. Level of Assessment of the Farm Tourism Sites in Bayombong, Nueva Vizcaya Based on Business Skills

Indicators	Mean	SD	Qualitative Description
1. Farm tourism stakeholders are motivated to take on new developments in their enterprise and manage the new risk that may arise.	4.08	0.9	Agree
2. Farm tourism stakeholders have developed their business plan for the farm tourism sites.	4.13	0.7	Agree
3. The farm tourism stakeholders have a lot of energy and contagious enthusiasm, enjoy interacting with a wide variety of people, and enjoy sharing their work with others.	4.17	0.9	Agree
4. The farm tourism stakeholders do not mind people wandering around the farm or answering questions about farming practices.	3.56	1.1	Agree
5. The farm tourism sites have significant profit potential either as a tourism site or an agricultural site for production.	4.13	0.8	Agree
Mean	4.01	.73	Agree

Legend: 1:00 – 1:49: *Strongly Disagree*; 1:50 – 2:49: *Disagree*; 2:50 – 3.49: *Somewhat Agree*; 3.50 – 4.49 *Agree*; 4.50 – 5.00: *Strongly Agree*

Table 16 displayed the level of assessment of the farm tourism sites in Bayombong, Nueva Vizcaya based on business skills. With a mean of 4.17, the respondents agreed that the farm tourism stakeholders have a lot of energy and contagious enthusiasm, enjoy interacting with a wide variety of people, and enjoy sharing their work with others. Aside from the interviewed, the researchers also observed how the farm owners interacted with their visitors. During one visit, one of the farm owners were not able to entertain the researchers due to unavailability. The farm had an event came from Ifugao State University-Echague Campus. The students were also observed to be enjoying the event as they were heard singing and dancing.

This shows that they really value their guest and accommodate them well. The respondents also agreed that

the farm tourism stakeholders do not mind people wandering around the farm or answering questions about farming practices with a mean of 3.56. This is still the lowest because from the point of view of the farm tourism stakeholders, they need to mind people wandering around the farm or answering questions about farming practices. If they do not entertain their guest, they feel unwelcomed. It is important to make visitors feel at home to maintain a good reputation and to keep visitors come again.

Overall, the business skills of the farm tourism site in Bayombong has an overall mean of 4.01. This reveals that the respondents agreed that there is a great extent of conformity of the farm sites as a farm tourism destination. This finding implies that farm owners need to mind about the tourists who are visiting the farm, answer their questions related to farming, have business plan, do firmly believe the potential of gaining profit in the farm tourism and maintain the motivation to take on new developments in their enterprise and manage the new risk that may arise. As claimed by a certain website called Career Insights, farm owners must acquire skills such as leadership, communication, problem solving, organization, financial management and must be able to keep up with the latest trends in agriculture to be better equipped to manage their operations and stay competitive. As an owner of a farm, they will be responsible for managing all aspects of the business. This includes planning what crops to grow, when to plant them, how to market them, and how to sell them. They will also need to manage the finances of the business, including paying bills, making investments, and keeping track of profits and losses. Additionally, as an owner of a farm, they will be responsible for hiring and training employees, ordering supplies, and maintaining equipment. This is a full-time job that requires dedication and hard work.

Section 3. Recommendations by the Respondents of Bayombong, Nueva Vizcaya as a Farm Tourism Destination

Based on the interview conducted among the respondents, some recommendations were raised.

A. Partnership with Other Business

“We need partnership to other business specifically to farm tourism owners because they could somehow help to the progress of the area through exchanging of thoughts and ideas.”

– owner of Nueva Vizkawa Health and Wellness Farm

B. Road Improvement

“According to those who come here, this is the real problem, the road that is rocky and muddy in the rainy season, that’s why we really need the help of Government to at least we can do an action into it.”

– owner of Courage Integrated Farm

C. More Alternative Activities

“Given the fact the flowers bloom here only seasonally this is the major attraction. We would like also to make other alternative activities that could somehow enjoy the tourist, and of course to make it possible. We need a certain amount for this in coordination of the Government.”

-owner of Paitan Flower Farm

D. Proper Sanitation

Proper sanitation specifically clean comfort rooms and proper waste segregation in the farm tourism site is a recommendation made by the owner of Macababbad’s Orchidarium Farm.

-owner of Macababbad's Orchidarium Farm

To fully support Bayombong, Nueva Vizcaya as a farm tourism destination, the respondents also recommended four ways.

A. Promotion

Respondents said that there is lack of promotion for farm tourism sites here in Bayombong unlike in Baguio wherein along the way they can see posters on the billboard of their farm tourism sites. As stated by the residents, they cannot promote only one farm tourism site. They should also promote the others for them to gain visitors and popularity.

B. Creating an Official Tagline for the Farm Tourism Sites

The respondents also recommend the creation of official tagline and adopting more aggressive online promotion for tourism and products.

C. Road Development

Road development is needed especially in far areas so that people coming from other provinces or tours can come and visit the farm.

D. Maintaining strong partnerships with the government

Maintaining strong partnerships with the government was also recommended in order for the farm owners to have support in promoting, building, maintaining, and funding the farm sites to achieve beautification so that tourists will come to visit and enjoy the scenery. As specified by the website of Faster Capital, government agencies at all levels are increasingly looking to the private sector for help in solving problems and delivering services and for businesses, working with government can offer a range of benefits, from increased visibility to new opportunities for growth.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

Based on the results on the study on assessing Bayombong, Nueva Vizcaya as a farm tourism destination as a basis for post-pandemic tourism branding, the following conclusions are drawn:

1. Bayombong as a farm tourism destination passed the level of assessment in the criteria of Singh-Knights (2020) as proven by all the respondents who agreed that Bayombong has the natural beauty, cultural and social characteristics, recreational offering, commercial characteristics, infrastructure to support tourism, the right attitudes towards tourists, accessibility and existing tourism. The result of the tally showed that natural beauty has the highest overall mean with 4.22 while existing tourism activity got the lowest overall mean with 3.60.
2. Farm tourism sites of Bayombong passed the level of assessment in the criteria of Singh-Knights (2020). The respondents agreed that the farm tourism sites of Bayombong possess these features such as natural and farm features, built features and cultural artifacts features, site infrastructure, business potential and human resources features, business skills and personal. The result of the tally revealed that business skills and personal qualities have the highest overall mean with 4.01. On the contrary, 3.50 is the lowest overall mean which is built features and cultural artifacts.

3. Farm tourism stakeholders also provided their recommendation for Bayombong to be a farm tourism destination. There were three (3) common recommendations that were always mentioned in their answers and these are promotion, road development and farm owners maintaining strong partnership with the government.

Recommendations

To the Local Government Unit, this study can be utilized to promote Bayombong, Nueva Vizcaya as a farm tourism destination. The provincial and municipal government may coordinate with the Department of Tourism for training and promotion assistance for the farm sites located in Bayombong. The local government may be an enormous help knowing that they are the ones that can provide funds for farm development, particularly to other farm owners who lack funds in improving their farms to make them more accessible to visitors.

To the Tourism Officers of Bayombong, Nueva Vizcaya, to be more active in promoting Bayombong as a farm tourism destination since it lacks in promoting tourist spots. They should create a page on various social media platforms and be more active in advertising the municipality in order to be better recognized nationwide. Furthermore, to better meet the demands of tourists, Bayombong should do more and place a wider variety of shops, institutions, or stores on-site or close to the farm tourism attraction.

To the farm tourism owners, to come up with more farm tourism activities that will make the visitors of the farm sites enjoy and come back such as fishing, picnic, animal feeding, fruit picking, riding trails, swimming, walking trails, boating. The tourism activities that can be done inside the farm sites are a factor for the success of the farm business and the destination. They can also continue hiring and training local employees not only on farming activities but also in tourism activities like guiding visitors and providing their needs and wants during their visit. The farm tourism owners may also initiate to organize an association within Bayombong to create a strong camaraderie and support for each other for the development of the farm sites and the municipality as a farm tourism destination.

To the local residents, to apply as a farm employee and attend workshop, seminars or webinars on farm tourism. They may also buy products from the farm owners. In addition, they can participate in decisions about the direction of development in the area with attention paid to their views, concerns, and suggestions for improvement. Residents are a significant source of help for tourism destinations in cooperation with local governments and entrepreneurs.

To School of Hospitality and Tourism Management students and faculty members, they can discuss or use farm tourism site as a topic in the agri-tourism course. They can discuss or use Bayombong as a topic in the Travel Writing and Photography course with Bayombong as one of the destinations in their tour guiding subject. Moreover, this study may be integrated into particular topics of discussion appropriate in certain parts of the courses, Recreational and Leisure Management, Tourism and Hospitality Marketing, Accommodation Operations and Management, Macro Perspective of Tourism and Hospitality, Risk Management as Applied to Safety, Security and Sanitation.

To the future researchers, to further the studies by expanding the topics:

1. Evaluating business skills of the farm owners
2. Agri-tourism farm tourism
3. Student awareness of farm tourism
4. Factors affecting the accessibility of farm tourism site
5. Challenges in promoting farm tourism sites

6. Attitudes of tourist toward farm tourism
7. The level of cleanliness and orderliness of farm tourism site
8. Farm tourism activity as a therapy for mental illness
9. The effect of tourist's arrivals in the farm tourism site
10. The importance of accreditation for farm owners
11. Developing effective marketing strategies for farm tourism
12. Benefits of training and hiring locals as a farm tourism employee

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