

Farming for the Future: Assessing Sustainable Practices among Farm Tourism Sites in Bagabag, Nueva Vizcaya

Caoile, Roella Grace U., Ceria, Eleonor Joy C., Jacinto, Christine Joy S., Salome, Angel Veronica R., Covita, Mayvelyn S.

Saint Mary's University, Bayombong, Nueva Vizcaya, Philippines

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ABSTRACT

Farm tourism, an evolving sector within agriculture, has significantly impacted rural economies by transforming traditional farms into tourist destinations. This research investigated farm tourism practices in Bagabag, Nueva Vizcaya, focusing on evaluating sustainable practices and identifying the benefits and challenges faced by farm operators. The introduction addressed the evolution of farm tourism, emphasizing its role in economic diversification and sustainability. Historical and contemporary examples were highlighted to illustrate the connection between farm tourism and sustainable agricultural practices. The study employed a descriptive research design, incorporating qualitative analysis and thematic data treatment. Observations and interviews with farm owners, stakeholders, and tourists were conducted to capture narratives about farm operations and sustainability practices. This methodology aimed to provide a comprehensive analysis of sustainability challenges and benefits within Bagabag's farm tourism sector, offering context-specific recommendations for enhancing sustainable practices. The results revealed that farm tourism sites in Bagabag utilized diverse sustainable practices, such as organic farming and crop cycling, which enhanced economic and environmental outcomes. These practices contributed to food security, job creation, and community engagement, while long-term goals focused on self-sufficiency and innovation. Despite successes, the farms faced challenges including fluctuating visitor numbers, management issues, and environmental concerns. The study concluded that integrating sustainable practices was essential for the viability of farm tourism, balancing economic growth with social and environmental responsibilities. Recommendations emphasized the importance of innovation, sustainable practices, and effective management to ensure long-term success and appeal to visitors.

Keywords: Community engagement, economic growth, environmental sustainability, farm tourism, innovative practices, local development, organic farming, sustainable practices

INTRODUCTION

Rationale

Farm tourism integrates agricultural operations with tourism, creating immersive experiences that highlight rural traditions, enhance local economies, and foster sustainable practices. According to Król (2019), farm tourism is not a new phenomenon. The increase in farm tourism has significantly transformed the agricultural industry. In Luzon, the largest island in northern Philippines, most of these sites are found among more than 170 farm sites that have received accreditation from the Department of Tourism (DOT), which is the country's policy and implementation arm for tourism (Talavera, 2019). DOT (2021) points out that Certificates of Accreditation for farm tourism sites are given to those who own or operate farms offering tourist attractions like fish feeding, animal petting, pick and pay, learning activities, lodging facilities, culinary education and exploration, walking tours among others. Indeed Editorial Team (2023) added that certifications are credentials conferred on people as proof of their validity or ability to handle certain job requirements.

Presently, farms have moved beyond their traditional roles of being mere plantations and transformed into extraordinary tourist destinations (Garcia (2016). This revolution has greatly influenced tourism development making farm-related sites become valuable assets in the tourism industry. One example of such farms is the

Balustre Cerca farm resort in Cavite, Philippines which was a case study by Santos (2022). With the passage of time and because of its peaceful rural setting, it grew into a bed and breakfast spot that could accommodate guests as well as host events. It began to house people by constructing A-frame cabins, a pool, and pavilion while retaining some portions of the farm for agriculture and livestock for their original purposes.

The case of the farm and many others clearly illustrate that the economic diversification of farms into tourist destinations provides an economic view on the interplay between agriculture and tourism sectors. Thus, Simata (2019) suggests strengthening relations between agriculture with tourism so as to maximize revenue generation through local sales outlets and better macroeconomic parameters such as employment opportunities amongst others which may come out from collaboration efforts from both sectors.

Rohana (2015) defines agritourism as one that involves showing visitors something they can see, do or buy but in truth, it does much more than. Over the years, sustainability has been a growing concern in both agriculture and the economy. Farm tourism and sustainability are connected since farm tourism usually promotes sustainably practices. At these farms, tourists can be educated about sustainable farming methods that are eco-friendly, organic produce as well as conservation efforts. In effect, this promotes sustainable agriculture through awareness creation while supporting local economies as well as encouraging stewardship of the environment and responsible travel habits. By doing so, it is anticipated that farm tourism will enhance employment opportunities in rural regions as well as their viability and sustainability (Davies & Gilbert 1992; Garcia-Ramon et al., 1995; Sharpley & Vass, 2006; Forleo et al., 2017) which is seen as part of their economic base reorientation process (Blekesaune et al., 2010). This gives an optimistic note by saying that though farm tourism provides new employment chances, there is a multiplier effect with provision to other local economic sectors (Garcia-Ramon et al. 1995).

Furthermore, farm tourism is seen as a value-adding venture for farmers since it enhances the farm's resource base, enhances the farm's reputation, and expands on the farm's cultural and lifestyle significance (Brandth & Haugen, 2011). On the other hand, farm tourism is generally small-scale, and financial sustainability is not always regarded favorably (Forbord et al., 2012). Nonetheless, as farm tourism encompasses a wide range of services and goods, and the marriage of agricultural product production with tourism can result in a benefit of more productive and efficient labor utilization on a farm (Fleischer & Tchetchik, 2005).

However, one of the main obstacles noted in the domain literature is that farmers, who by their very nature are productivity-driven by nature, lack additional business and entrepreneurial competencies. This is because diversification to farm tourism is increasingly seen as a viable development strategy in promoting a more diverse and sustainable rural economy while countering declining farm incomes (Busby & Rendle, 2000; Haugen & Vik, 2008; Phelan & Sharpley, 2012). According to Pesonen et al. (2011), the roles and competencies of these entrepreneurs are essential for rural tourism because new goods and services must be launched to satisfy the constantly shifting demands of the market at prices that are competitive. As per Career Advice Expert (2021), an individual's educational background encompasses their whole collection of both official and informal learning experiences, in addition to any upcoming or ongoing learning possibilities.

According to Busby and Rendle (2000), farmers are mostly isolated from tourists and lack the necessary knowledge, experience, and training to successfully shift from farming (or tourism on farms) to farm tourism. Remarkably, studies have shown that women are more motivated than males to engage in agritourism or farm tourism (McGehee et al., 2007; Haugen & Vik, 2008). Other economic variables like food service, direct selling, government subsidies, and other external factors like proximity to urban or cultural areas are also predictors of farm income performance in addition to these entrepreneurial abilities (Giaccio et al., 2018).

The relationship between farm image and farm experience activities as a factor in favorable visitor response in farm tourism locations was most recently highlighted by Da Liang et al. (2020). The inclusion of culinary tourism experiences in agritourism destinations (Testa et al., 2019), educational rural farm tourism (Cornelia et al., 2017), farm recreation (Barbieri et al., 2016), combined recreational-educational rural tourism on farms (Petroman et al., 2016), and cultural integration on-farm activities (Prayukvong et al., 2015) are some current areas of interest in farm tourism. According to Suder (2024), interests are things- ideas, topics, activities, someone is keen on exploring and delving deeper into emerging technologies, sustainability practices, diverse cultures, and their

intersections.

Additionally, farm tourism emerged as a practical alternative to seeking employment outside the farms, as noted by Brandth and Haugen (2010). Young family members may find employment as a result, lessening the necessity for them to labor on farms. Head (2018) described the experience of one family member who, despite having no prior agricultural experience, was given a plot of land under a land reform initiative, started from zero and developed a successful agricultural enterprise. This only shows that it is possible to retain the youth in rural areas in this way (Barbieri, 2009).

Furthermore, despite concerns about income, rural households practicing hospitality offers social goals and income diversification (Canoves et al., 2004; Hall & Rusher 2004). As a result of their many economic, environmental, and sociocultural advantages, agricultural and farm tourism are becoming more and more valuable as a development strategy for rural areas.

In another part of the world, encouraging agritourism has become a tactic to fortify Caribbean rural economies and improve the connections between tourism and agriculture. In addition to encouraging sustainable agricultural methods and environmental care, agritourism can assist to increase food security, lessen reliance on food imports, and open up new revenue and livelihood prospects for rural areas by fostering local agriculture and food production (IICA, 2023).

Lastly, farm tourism teaches people about the value and significance of agriculture. According to Tew and Barbieri (2012), the bulk of the guests are families with small children, community organizations, and educational institutions that highlight the importance of farm commodities in public education. When farmers recognize their place in the community and share their skills, it fosters a mutual learning process. Gabor (2016) provided support for this idea by pointing out that farm tourism is the industry dedicated to drawing tourists to farm areas for leisure and education (Gabor, 2016). It promotes the growth of a mutually beneficial partnership between the farmers and the visitors (Busby & Rendle, 2000). Farm tourism can help close the divide and foster goodwill between rural and urban areas when it is properly organized and carried out.

As such, a number of tourism-related businesses in Thailand and Laos have been supporting sustainable agriculture in a number of ways. Agritourism and ecotourism are growing in popularity in Laos. Some farms have supported various initiatives related to the promotion of sustainable agriculture, like farmer training and the growth of regional green markets, using the money they receive from tourists. A notable example is Phutawen Farm, which is close to Vientiane and offers a variety of outdoor activities for guests in addition to farm tours and organic produce sales (Chiengkul, 2022).

Another great example of agritourism supporting sustainable development is La Ferme Tarenti located in Tunisia. As his parents were leaving the farm, the company's founder, a third-generation farmer with Danish ancestry, went back to his family's land and recognized the potential for agritourism. The farm offers informative tours, a restaurant, and distinctive cheese-making seminars in addition to adopting ultra-organic practices under the direction of the founder's mother. La Ferme Tarenti supports regional craftsmen and creates jobs for those living in rural areas. They accept volunteers, promote local food systems, and use social media to advertise. Despite obstacles, their commitment to education, community service, and sustainability makes them a model of agritourism success (Johnson, 2023).

Another ancient farm in Tuscany called Tenuta di Spannocchia is a prime example of agritourism that supports sustainable development. It was once a rural noble family estate dating back to the 1200s which the Chineli family acquired in 1925. Spannocchia changed throughout the course of the previous century from a sharecropping system to an independent farm using organic, regenerative farming methods and a variety of crops. The present owner realized the need of maintaining the estate's ancient farming practices in the early 1990s. With this vision, Spannocchia, which combines agritourism and education, currently provides lodging, dining options, farm tours, and a farm store while emphasizing apprenticeships and educational programs. It has gained community support and aided in the development of the region's rural areas because of its reputation for authenticity and commitment to regional food systems. Among the Tuscan agritourism experiences,

Spannocchia is unique in that it offers guests sincere insights into sustainable agriculture and cultural preservation (Johnson, 2023).

Meanwhile, the idea behind the new agritourism project, Jardin d'Agaves, in Hammam, Tunisia, came from Roberta and her fiancé who is from Tunisia. The man's father was a landscape architect and was the first to bring agritourism to Tunisia. Founded in 2021, the multifunctional enterprise expertly combines a restaurant, a farm/garden, and a stunning natural setting. The farm sources from regional suppliers while embracing organic agriculture methods and aiming toward self-sufficiency. Visitors can enjoy tours and Mexican-inspired food made with Tunisian ingredients, which honors Roberta's ancestry, in the lovely garden. With close ties to the neighborhood, Jardin d'Agaves promotes good influence and provides seasonal work possibilities. The farm promotes sustainable practices and forges enduring relationships by assisting regional food systems and allowing visitors to participate in agricultural tasks as volunteers. Despite difficulties with marketing in a remote area, Jardin d'Agaves continues to draw a wide range of tourists and serves as an example of how sustainable agritourism may promote rural development (Johnson, 2023).

As the sustainability of agriculture garnered attention from most nations in recent times, the Philippines is no exception. But in order to contribute to sustainable agriculture and give a realistic opportunity for all stakeholders, it is imperative that biodiversity and environmental agricultural techniques receive full support (Colliver et al., 2010). Moreover, farm tourism should also help in the marketing the locally produced goods. It makes economic activity and the emergence of fresh demand for agriculture possible. It also creates a socioeconomic structure with a suitable sustainable development plan for the farm's beneficiaries, employees, and farmers.

However, the tourism and agricultural sectors in the Philippines were both severely harmed by the 2020 pandemic. Fortunately, the Department of Tourism stepped in and aimed at linking farm tourism to sustainable agricultural practices. The intention was to give fishermen and farm workers the resources and infrastructure they required to survive those challenging times. They pointed out that among other things, people who enjoy fishing, camping, and harvesting, feeding, and caring for animals may find farm tourism appealing (Ochave, 2020).

An article published by the BIMP-EAGA (2022) intergovernmental economic cooperation program states that by providing food, wellness, and recreational opportunities for visitors, the Philippine tourism department is assisting farmers in innovating and diversifying their businesses. As a result, agribusiness owners can increase employment, make the most of their property, and improve the food security of their nation. As of 2019, the government agency had accredited approximately 200 farms as locations for farm tourism. Consequently, a series of webinars was held in 2020 by the Department of Tourism to promote agricultural tourism and sustainable farming practices. It collaborated with the Food and Agriculture Organization (FAO) in the same year to improve the sustainability of farm tourism destinations and support the travel and tourism sector's robust recovery from the COVID-19 pandemic.

In the Philippines, four cutting-edge farms in BIMP-EAGA are being marketed as eco-friendly travel destinations. Kitaotao, Bukidnon's Tagluco Strawberry Hills is one farm tourism destination in the Philippines that follows sustainable principles. Strawberry Hills Tagluco is located 1,200 meters above sea level which makes it the perfect environment to plant strawberries. In addition, the farm raises lettuce, tomatoes, and mushrooms. The proprietor is an agricultural engineer who regularly produces high-quality yields while conserving water through drip irrigation, hydroponic farming, and other sustainable methods. Another is the 88-hectare Agriya Farm, an agritourism development project located in Panabo City, Davao del Norte. Situated in the middle of a municipality, the farm offers amenities such as an aquafun lagoon, open spaces for children to play, urban gardens, and a promenade adorned with 67 different species of bananas. Using sustainable infrastructure, visitors may learn about aquaculture and other farming methods while feeding farm animals. The JB Nature Farm and Resort in Sukailang, Surigao City, is another. This farm was established on wasteland that was previously used for small-scale mining. Today, it serves as a showcase for permaculture farming, which aims to develop extremely productive, self-sufficient ecosystems. Vegetables, fruits, decorative plants, medicinal plants, and herbs are among the crops farmed organically. Swine and poultry are examples of livestock reared organically. The organic fertilizers are produced on the farm itself. The 7-hectare resort features a

swimming pool, dining areas, cabins, function halls, and other services. Finally, Yamang Bukid is located in Palawan's Puerto Princesa City. The Yamang Bukid founders began their company making food supplements using locally grown organic goods, mostly turmeric tea. They opened a training facility at the farm to advance agrotourism as well as sustainable farming since they wanted to disseminate alternative and scientific agricultural methods. They instruct farmers on how to effectively grow crops and transform them into profitable goods.

Meanwhile, in Nueva Vizcaya, it has been acknowledged that Bagabag has become competitive in terms of farm tourism. Numerous farms and ranches are great places to spend time relaxing. The planting, harvesting, and processing of locally grown items can be seen during tours offered by these agricultural tourism locations.

Despite the positive social effects of farm tourism such as enhancing the rural image, offering recreational opportunities to locals and tourists, supporting modernization efforts, and offering opportunities for higher education, negative social effects of farm tourism have also been noted. These include escalation of tensions and hostility brought on by large income gaps, moral decay leading to an increase in crime, prostitution, and social unrest, and issues within traditional communities and beliefs. Additionally, farm tourism promotes pride in regional arts, crafts, and cultural expression while also aiding in the preservation of cultural heritage. On the other hand, negative cultural effects include the loss of spirituality and cultural sense brought on by excessive globalization and product commercialization, as well as the abandonment of indigenous culture in favor of adjusting to contemporary, socially acceptable norms (Amboy et al., 2019).

Petrovic et al. (2017) added that farm tourism has a beneficial economic impact and opens up job opportunities in rural areas. Farm tourism also improves infrastructure, amenities, and services in rural areas. Meanwhile, the negative effects include rising food and other product prices, seasonal work being common, land value inflation, and an increase in income and GDP (gross domestic product).

Despite this increasing body of research, several gaps remain in our understanding of sustainable practices within the specific context of Bagabag's farm tourism sector. This includes a lack of comprehensive data on the current state of sustainable practices, limited research on the perceived benefits and challenges experienced by farm tourism operators, and the need for context-specific recommendations tailored to Bagabag's unique ecological, economic, and social landscape.

In order to fill in these research gaps, this study sought to provide a comprehensive and up-to-date assessment of the existing sustainable practices as well as the perceived benefits and challenges associated with sustainable practices in farm tourism sites within Bagabag's farm tourism sector. In the same manner, this study will provide recommendations that will be firmly anchored on best practices and the evolving principles of sustainable tourism development during this critical period.

This study is underpinned by the theoretical framework integrating the Sustainable Development Goals (SDGs). The United Nations' SDGs serve as a global blueprint for achieving sustainable development by addressing key social, economic, and environmental challenges (United Nations, 2015). Moreover, the study will correlate these practices with the SDGs, particularly: Goal 8: Decent Work and Economic Growth -This objective focuses on generating lasting job opportunities and fostering economic development. Aligned with farm tourism, it highlights the importance of providing employment to local communities through agriculture-related tourism activities, contributing to economic growth in Bagabag. Moreover, Goal 12: Responsible Consumption and Production - SDG 12 aims to promote sustainable patterns of consumption and production. In the context of farm tourism. It aligns with promoting sustainable farming practices, reducing waste, and encouraging responsible consumption among tourists. These goals align with efforts to minimize the ecological footprint of farm tourism activities in Bagabag.

The analysis of perceived benefits and challenges associated with sustainable practices in these sites will also be conducted through the lens of the SDGs. This approach aims to highlight the economic, social, and environmental advantages or hurdles encountered by stakeholders in implementing sustainable practices.

The final stage of the research involved proposing recommendations to enhance the sustainability of agricultural tourism properties in Bagabag, Nueva Vizcaya. These recommendations are grounded in the SDGs, offering

actionable insights for improving economic viability, fostering community engagement, and promoting environmental conservation within farm tourism sites.

Sustainable Tourism

Sustainability creates opportunities for the social, economic, natural, and cultural environments of the place (Ahmed, 2016). Sustainability was defined by the United Nations Brundtland Commission in 1987 as "meeting the needs of the present without compromising the ability of future generations to meet their own needs." The UN (2015) emphasized the Brundtland Report's significance to global development strategy when it developed the Sustainable Development Goals (SDGs), which set development objectives from 2015 to 2030. In order to accomplish sustainable goals, sustainable development is dedicated to a balanced and integrated approach across its three dimensions—economic, social, and environmental (Le, 2016).

There are advantages for the economy, community, and environment from sustainable tourism. In fact, our global culture is greatly influenced by tourism, which allows us to go to new places, interact with people from all walks of life, and take part in new customs and pastimes. Hence, expanding the positive effects and reducing the negative ones of tourism in a place is the aim of sustainable tourism.

As per Martin's (2019) citation, Ms. Gloria Guevarra, President of the World Travel & Tourism Council (WTTC), defines sustainable tourism as a travel approach that not only provides travelers with an exceptional and one-of-a-kind experience and fosters human connections, but also safeguards the planet, nature, culture, history, and communities. According to the UNWTO, sustainable tourism promotes the management of all aspects, including the social, cultural, ecological, and environmental demands that are intertwined with biodiversity, ecological processes, and economic, social, and environmental needs, and that aid in the advancement of societies.

Farm Destinations Sustainable Practices

Farm tourism paves the way to inclusive and sustainable agricultural and rural development as it opens possibilities for diversification of income for small-scale farmers while promoting sustainable agricultural systems and community involvement and participation (SEARCA, 2017). This leads to inclusive and sustainable agricultural and rural development (SEARCA, 2017).

According to Lotsch (2019), sustainability is a term that has gained popularity and become a buzzword for green business practices that are ingrained in many company strategies. A novel approach and diversification are necessary for farm destinations to remain viable. Moreover, farm destinations must expand their pool of resources to develop fresh approaches to addressing environmental concerns, according to Zickefoose (2016).

Farm tourism can implement a variety of sustainable strategies to reduce environmental impact and promote responsible tourism. Implementing organic farming methods, preserving water, utilizing renewable energy sources, and promoting local and seasonal produce are critical initiatives. Furthermore, providing educational programs on sustainable agriculture and involving visitors in eco-friendly activities can improve the overall sustainability of farm tourism.

Numerous sustainable techniques can be also used in farm tourism to lessen its negative effects on the environment and encourage ethical travel. Important activities include promoting local and seasonal produce, conserving water, using renewable energy sources, and using organic farming practices. Moreover, incorporating guests in eco-friendly activities and offering educational programs on sustainable agriculture can enhance farm tourism's overall sustainability.

Economic Dimension of Sustainable Practices

Farm tourism is seen as a component of the change in rural communities' economic base and is predicted to boost employment in these areas as well as their vitality and sustainability (Davies & Gilbert, 1992; Garcia-Ramon et al., 1995; Sharpley & Vass, 2006; Forleo et al., 2017). Hence, the need to investigate the viability of complementary economic techniques for securing company objectives has arisen from growing competitive

pressure. Farm destinations must come up with fresh ideas to stand out from the competition and stay current with trends.

As farm tourism creates new job opportunities, it also has a multiplier impact that helps other local economic sectors, according to Garcia-Ramon et al. (1995), who expressed optimism. Farm tourism boosts economic development through bringing in foreign investment, creating jobs, increasing tax revenues, and earning foreign currency, according to Luo et al. (2016). Farm destinations help local farmers in the Philippines diversify and augment their revenue from agriculture (Simeon, 2016). Furthermore, Choenkwan et al. (2016) discovered that farm tourism in Phu Ruea, Northern Thailand, produced several job prospects for the local population. However, Ammirato et al. (2020) claim that the effects of unrelenting economic expansion—such as high social costs, careless use of natural resources, pervasive pollution, and so forth—have produced a consensus that calls for drastic changes to the way things are currently being developed.

Furthermore, farm tourism is seen as a value-adding venture for farmers since it enhances the farm's resource base, enhances the farm's reputation, and expands on the farm's cultural and lifestyle significance (Brandth and Haugen, 2011). Economic development through employment creation, increased business prospects, and community development have also been made possible by the practices outlined by traditional agricultural and tourism projects (Simata, 2019).

Over the years, farm destinations are important for the sustainable development of rural areas because of their growth and significant economic contribution to many countries and local communities. According to the National Agriculture Law Center, farm tourism offers a special chance to merge tourism and agribusiness to benefit communities, farmers, and tourists financially, educationally, and socially. In this scenario of direct interaction, consumers gain from direct information exchange, social relations are strengthened, and local produce is available at competitive prices. Moreover, farmers carry out direct marketing initiatives and new product introductions with minimal market risk (Mastronardi et al., 2015).

The creation of farm destinations may also contribute to an increase in local taxes, business development, educational possibilities, and land preservation. By incorporating farm tourism activities into their operations, most farms have seen an increase in revenue and, as a result, profit (Tew and Barbieri, 2012). Thus, maintaining their operation can help them stay on top of crucial financial data, deadlines, and resources to support the expansion and protection of the company (U.S. Department of Agriculture).

Schipani (2019) asserts that no two farms are precisely the same. Diverse farming endeavors yield a range of goods, and others might not generate any revenue at all. While some farms cover many acres of fields, others are situated on less than an acre.

One important economic practice is keeping thorough records (Van Derlin et al. (2021). This is essential for farmers to manage risks effectively and run their farms sustainably. These documents, which cover agricultural yields, input prices, financial performance, and market trends, offer crucial information for trend analysis, trend identification, and proactive risk management. Farmers may reduce uncertainty, maximize resource allocation, and improve operational efficiency by using this information to inform their decisions. In the end, this methodical approach improves profitability and guarantees the resilience and sustainability of agricultural enterprises by supporting long-term planning and adaptability to market dynamics in addition to fortifying daily decision-making.

Another is offering activities that entice tourists to the area like picking fruits and vegetables, tending to farm animals, fishing, camping, hiking, and savoring regional cuisine. By providing tourists with food, wellness, and recreational opportunities, the Philippine Tourism Department is assisting farmers in innovating and diversifying their businesses. As a result, agribusiness owners can increase employment, make the most of their property, and improve the food security of their nation (BIMP-EAGA, 2022).

Social dimension of sustainable practices

A social pillar is formed when nations or groups of people band together to raise the standard of living for

everybody. Today, farm tourism performs an important function in the society.

Agritourism, as defined by van Zyl and Merwe (2021), is the activity of bringing visitors to an agricultural enterprise with the intention of allowing them to buy farm products and enjoy themselves. According to Molera and Albaladejo (2007), travelers go to the countryside in order to enjoy themselves while on vacation, get a sense of freedom and authenticity, discover tranquility, reconnect with nature, and engage with people. It integrates opportunities for agricultural education, outdoor recreation, and agricultural recreation (Barbieri, 2014). It gives guests the chance to engage in farming activities, experience rural living, and learn about agricultural methods. As it offers opportunities for discovering rural life, it is a popular tourist destination that has been expanding quickly globally. As such, farmers now need to diversify their businesses in order to draw in more clients and raise their socioeconomic status in light of this new trend (Lak & Khairabadi, 2022). They also have to review their practices because like many other activities that involve people and communities, farm activities can also have an impact on communities and destinations. As such, they should have sustainable practices.

According to Thatcher (2015), social sustainability includes things like social justice, social cohesiveness, cultural awareness, geographic diversity, social institutions and communities, well-being and living circumstances, leisure activities, academic success, a kid-friendly atmosphere, and social solidarity.

In line with this, the tourism literature includes a significant amount of research on inhabitants' attitudes since these attitudes may have an impact on host-tourist interactions, visitors' experiences, and ultimately, tourists' perceptions of the destination (Chen et al., 2018). Locals are acknowledged as important place ambassadors and collaborators in place branding; their attitudes toward visitors can impact a destination's appeal and provide support for its development (Styvén et al., 2020). Positive local behaviors may encourage visitors' emotional attachment and contentment with a place after their trip, while negative behaviors may incite prejudice and harm visitors' impression of the place (Fan et al., 2017; Stylidis, 2020; Tse & Tung, 2021a; Woosnam et al., 2020). Thus, it follows that assessing locals' attitudes is crucial for improving host-guest interactions as well as a destination's competitiveness and sustainability (Crouch & Ritchie, 2011).

Moreover, in order to help the agricultural tourism business formulate policies and identify the finest attractions and activities that best satisfy consumer wants, it is essential to understand the preferences of tourists regarding their types of activities. Literature reveal that in light of this, infrastructure and support services provision rank among the top priorities for farm tourism operators (Burr, 2011).

Meanwhile, socio-cultural sustainability, according to Mason (2003) and Roberts and Tribe (2008), referenced in Raderbauer (2011), is focused on people's values, behavior patterns, and social relationships. According to related studies, tourism has an impact on the economy, society, and culture. Zgolli and Zaiem (2017) discovered that responsible behavior among Arab citizens influences tourists' location preferences in a favorable way. As claimed by Cerralado et al. (2018), tourism enhances locals' quality of life, fosters social welfare, and ensures Spain's social, economic, and environmental sustainability. Furthermore, Zacal et al. (2019) found that agritourism in Bohol, Philippines raises household income, improves living standards, and fosters a healthier work environment for employees.

Environmental Dimension of Sustainable Practices

The capacity of the environment to sustain an established degree of environmental quality and rates of natural resource extraction indefinitely is known as environmental sustainability (Singh, 2019). According to Recio et al. (2014), farm tourism helps farmers innovate and diversify their terrain for a variety of reasons while also protecting the natural resources that would benefit tourism and other industries.

The concept of sustainability acknowledges that habitat is a limited resource, making environmental protection essential for all living things. According to Salimzadeh (2016), environmental sustainability is a strategic construct in business philosophy that focuses on involvement, commitment, and understanding of behaviors related to protecting the natural environment.

The Philippines is among the numerous nations that have placed a strong emphasis on agriculture sustainability

in recent years. According to Colliver et al. (2010), achieving sustainable agriculture necessitates broad support for biodiversity and ecologically friendly farming methods that present opportunity for all parties involved. Goedde et al. (2020) stated that more developing technologies have the potential to boost crop yields even more, enhance the effectiveness of water and other inputs, and foster sustainability and resilience in both animal husbandry and crop agriculture.

Moreover, agritourism frequently encourages sustainable land use practices. Farmers are urged to implement eco-friendly techniques and practices that protect the land's natural resources and beauty while improving visitor experiences (Johnson, 2023). Long-term agritourism sustainability depends on maintaining the caliber of the nature-based environment, which includes productive agriculture (Doval, 2023).

One practice that aims to benefit the environment and enhance its health is organic farming. To guarantee the "organicness" of the goods they are putting on the market, farmers in the organic sector are required to follow government standards (Marsh, 2023).

Educating tourists about environmental issues is another aspect of sustainable practices (Raderbauer, 2011). Raising awareness and fostering a deeper comprehension of nature would be facilitated by teaching people to cherish the environment. Utilizing resources and water sources more efficiently would help people reduce their influence on the environment, especially in locations where resources are scarce.

Adhering to sustainability principles ensures moral choices that guarantee a safe and habitable future for everybody. For a farm destination to be sustainable and more resistant to the effects of climate change, such as droughts and floods, it must rely less on natural resources and energy sources.

Numerous investigations have shown that tourism can significantly worsen issues for places including soil erosion, pollution, habitat loss, strain on endangered species, and increased susceptibility to forest fires. However, Barbieri et al. (2016) confirmed that by preserving natural resources and habitat, farm destinations have an advantage over the environment.

Challenges of Sustainable Farm

Despite providing farmers and landowners with additional sources of income, agricultural tourism also presents new legal issues. For example, its impacts might change the general nature of the location. Moreover, when the number of visitors exceeds the capacity of the host site or as what Adillon (2018) described as congestion, tourism can lead to social and environmental issues. Additionally, while farm tourism may help the economy by creating jobs and increasing cash flow, it may also lead to overuse or depletion of natural resources, reducing the number of resources available to residents and future generations (Holden, 2005; Marcinek & Hunt, 2019; Ostrom & Field, 1999, as referenced in Trinh, 2021). More specifically, according to Roberts and Tribe (2008) as referenced in Raderbauer (2011), polite interaction between hosts and guests, local involvement, and recognition of the significance of customs and culture to the tourism experience are critical issues for sustainable enterprises.

Furthermore, badly maintained farms can lead to the degradation of tourist destinations' natural and cultural assets, an increase in crime, the abuse of women and children, and the leakage of economic benefits (Weldearegay, 2017). Other pressing challenges include excessive energy use, food waste, overall waste management, a bad business environment (especially in developing nations), a lack of skilled personnel, limited access to funding, and low levels of investment (Pan et al., 2018)

According to Llopis and Blasco (2018), in order to deal with the scope and persistence of global environmental issues, the tourist sector is coming up with innovative ways to keep up growth. Natural resources will eventually run out completely due to the overuse and proliferation of today's global civilization, requiring people and corporations to develop alternative energy sources.

Interests in tourism frequently collide with those of the community, the environment, and land-use regulations. As such, good tourist management and operations necessitate coordination between multiple stakeholders,

including the government, tourism boards, businesses, and local communities. This allows for a more integrated and balanced approach to decision-making (SolimarInt, 2018). Yadav et al. (2018) discovered that the biggest obstacles to sustainable tourism in India's National Chambal Sanctuary (NCS) are a lack of incentives from the government and a lack of cooperation among different stakeholders.

While the challenges abound, sustainable practices and solutions can be put in place to deal with them and lessen the negative impact of farm tourism to communities and the environment and maximize its economic, cultural, social and environmental benefits.

Conceptual Framework

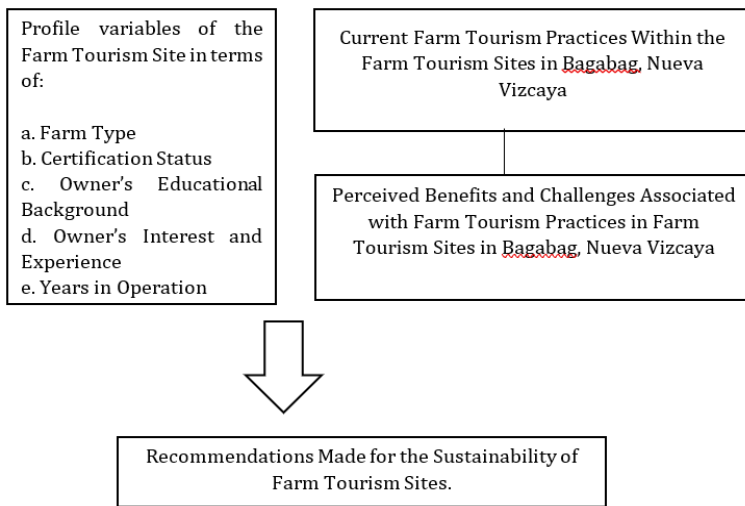


Figure 1: Research Paradigm

The study used a thorough conceptual framework that outlines the research process and ensures coherence as it explores the evaluation of sustainable practices among farm tourism sites. This framework acts as a guide in gathering data, directing the research journey toward a deeper comprehension of sustainable farming and tourism practices in this dynamic region. The dependent factors consist of profile variables of the farm tourism site in terms of: farm type, certification status, owner’s educational background, owner’s interest and experience and years in operation. Another input are the current farm tourism practices and perceived benefits and challenges associated with farm tourism practices in farm tourism sites in Bagabag, Nueva Vizcaya. The output variables are recommendations aimed at fostering the sustainability of farm tourism sites. Ultimately, this framework highlights the study’s implication and contributions proving a clear roadmap from concept to conclusion.

Statement of Objectives

The primary objective of this research was to describe the current sustainable farming practices and their impact on the environment, economy, and community well-being of the farm tourism sites located in Bagabag, Nueva Vizcaya. This study aimed to understand the extent to which these practices contributed to long-term sustainability and identify potential areas for improvement, while considering the unique context and challenges of the region. The study was undertaken during the Midyear term, academic year 2023-2024.

The study aimed to answer the following:

1. What is the profile of the farm tourism sites in terms of:
 - a. Farm Type
 - b. Certification Status
 - c. Owner’s Educational Background
 - d. Owner’s Interest and Experience
 - e. Years in Operation

2. What are the current farm tourism practices within the farm tourism sites in Bagabag, Nueva Vizcaya?
3. What are the perceived benefits and challenges associated with farm tourism practices in farm tourism sites in Bagabag, Nueva Vizcaya?
4. What recommendations may be made for the sustainability of farm tourism sites?

METHODOLOGY

This chapter discusses the research design that was employed, the research locale, the study's respondents, instrumentation, the process of collecting data, how the data were statistically treated, and ethical considerations.

Research Design

The study utilized a descriptive research design to categorize and describe farm types and certification for each farm tourism site; to gather narratives and stories to understand the individual experiences and expertise of farm owners; to describe the physical layout and features of each farm, its use of space, and the implications of size on practices; and to gather narratives from farm owners about the history of their farm tourism site over the years of operation. To collect data, the researchers used a descriptive method for gathering information on sustainable practices among farm tourism sites in Bagabag, Nueva Vizcaya specifically conducting direct observations and interviews with local farm owners, farm workers, and tourists on how they sustained and maintained their farm tourism sites, and also to understand their sustainable practices in the farm sites, facilitating a thorough analysis of sustainability challenges and benefits in one's tourism farm site.

To comprehend people's views, experiences, attitudes, behavior, and interactions, qualitative methods were employed. The qualitative method produces data that are not numerical (Pathak et al., 2013). The researchers utilized qualitative methodologies such as interviews with local farm owners, farm workers and tourists among farm tourism sites in Bagabag, Nueva Vizcaya in terms of their sustainable practices the sustainability challenges they encountered in their farm sites.

Research Locale

The location of the study was Bagabag, Nueva Vizcaya. Located in the Philippine province of Nueva Vizcaya, Bagabag is a 2nd class municipality. Antonio del Campo, a Dominican monk, founded the town on October 7, 1741, at a location "Nagcumventuan," which is currently situated between Pogonsino, Bagabag, and Bangar, Solano. The entrance to the renowned Banaue Rice Terraces is located in Bagabag. The town is guided by the mission of uplifting the well-being and improving the quality of life of the people in Bagabag. The vision of the municipality of Bagabag is: "Bagabag: An agri-tourism, commercial center with empowered citizenry living in a balanced environment and progressive leadership." Serving as a guide for all the development efforts and endeavors of the municipality is its vision statement. This vision was formulated through the partnership of local officials, employees, and private and non-government organizations of the municipality for the sake of its constituency.

The research study was conducted across three distinct farm sites located in Bagabag, Nueva Vizcaya. The chosen sites included Humming Farm, Reginaldo's Farm and Recreation Park and Naked View Hub.

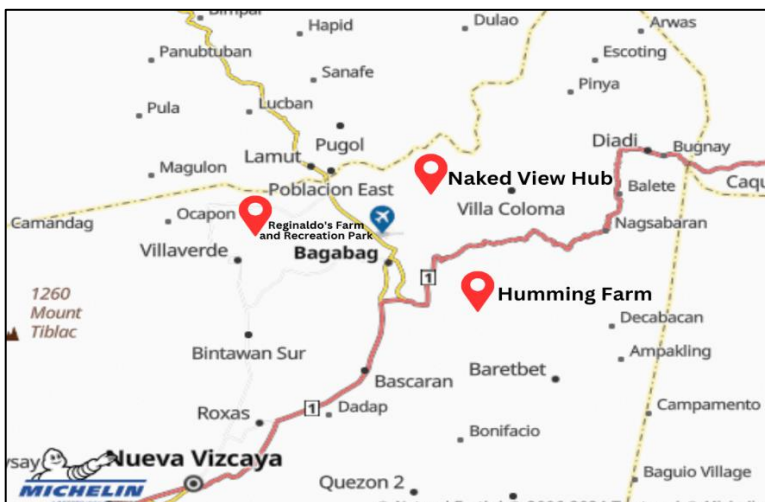
Humming Farm is located at Amballo North, Bagabag Nueva Vizcaya which offers a picturesque and well-kept farm with beautifully organized strawberry fields and scenic vistas. The farm's tidy pathways and open spaces make it an inviting spot for visitors who enjoy picking strawberries and soaking in the peaceful surroundings. It operates as an agritourism site, distinct from an integrated farm, where visitors can engage in strawberry picking, recreational sports, and photography. It is certified as an agritourism day farm by the Department of Tourism (DOT) and has been in operation for almost 4 years. The farm's owner, despite having a background in computer technology, was motivated by a deep passion for sustainable food production and the desire to return to farming, influenced by the health benefits and quick growth of strawberries. His experience and interest in travel have played a significant role in shaping the farm as a unique destination that blends agriculture with tourism. This farm exemplifies a modern approach to farm tourism, focusing on providing memorable and interactive

experiences for visitors.

Reginaldo’s Farm and Recreation Park, on the other hand, is located at Baretbet, Bagabag Nueva Vizcaya and is a spacious and well-organized farm that blends agriculture with leisure activities. It features areas dedicated to dragon fruits, vegetables, and various animals, as well as a pool and guest accommodations, offering a mix of relaxation and fun for visitors. The farm practices mixed farming, producing a diverse range of vegetables, fruits, and animals, while also offering resort accommodations to tourists. The farm has been operational for 5 to 6 years. The owners, who are based in the United States and work in the medical field, initially visualized the farm's potential as a dragon fruit plantation and gradually developed it into a farm resort. Their childhood experiences with farming in Bagabag significantly influenced their investment in this venture, combining farming activities with a resort experience to create a multifaceted destination. Reginaldo’s Farm reflects a blend of traditional farming with modern hospitality, providing both agricultural and recreational opportunities.

Naked View Hub is located at Villaros, Bagabag Nueva Vizcaya and also offers mixed farming operation, featuring fruit-bearing trees, vegetables, and animal husbandry, alongside providing accommodations for tourists. This farm is a serene and intimate farm surrounded by lush greenery. The farm’s fruit trees and vegetable gardens are carefully maintained, providing a tranquil setting for those seeking a quiet retreat in nature. This farm is also recognized with a silver award as the 2nd runner-up in the Ammungan Festival Contest and has been in operation for 1 year and 6 months. The owner, a college graduate with a non-agricultural background, started the farm as a hobby due to a love for planting. Over time, this passion led to the establishment of the farm, which now offers visitors insights into farming practices while serving as a peaceful retreat. The farm’s development highlights how personal interests and hobbies can evolve into successful farm tourism ventures, offering both education and relaxation to visitors.

Figure 2. Map of the Farm Tourism Sites in Bagabag, Nueva Vizcaya



Source: Via Michelin

Research Participants

Table 1. Research Participants

CATEGORY	NUMBER OF PARTICPANTS
Farm Owners/Managers	3
Farm Workers	6 (2 per farm)
Tourists/Visitors	9 (3 per farm)

The population of local tourism farm sites in Bagabag, Nueva Vizcaya are three based from Municipal Environment and Natural Resources Office of the town. These are Humming Farm, Naked View Hub Farm, and

Reginaldo's Farm and Recreation Park. The three registered farms were chosen for the study in assessing practices among farm tourism sites in Bagabag since they have demonstrated the potential for their operations over the years of their operation.

The perceived insights from the interview with the farm owner, worker and tourists served as the primary source of data. In collaboration with the Municipal Environment and Natural Resources Office of the town, the qualifications considered in the selection of the research participants included the fact that each participant represented a distinct perspective crucial to understanding sustainable practices in farm tourism. Farm owners were also chosen based on their management of farm tourism sites, ensuring firsthand knowledge of operational challenges and sustainability efforts. Farm workers that were identified by the farm owners, provided insights into daily practices and labor dynamics affecting sustainability. Tourists shared their opinions on their experiences, preferences, and expectations, illuminating the demand side of sustainable farm tourism. This included visitors to farm tourism locations in Bagabag.

The recruitment procedure was done with collaboration with the local agricultural office in town, farm tourism associations and the community of Bagabag, Nueva Vizcaya. The study also utilized purposive sampling to select participants taking in the three farm owners, farm workers, and the tourists who visit the farm sites.

Moreover, in selecting farm owners, farm workers, and tourists for the research study, the researchers aimed to include individuals aged 18 and above. The exclusion of other individuals from this list indicates that they are not within the scope of this study. This carefully chosen group of informants represents a diverse range of perspectives and expertise to provide comprehensive insights into sustainable practices in Bagabag's farm tourism sector.

By studying these three registered farms, the research can gain insights into their specific sustainable practices, assess their impact on the environment and community, and serve as a model for other farms in Bagabag looking to enhance their sustainability in the field of farm tourism.

Research Instruments

The instrument that the study used included an open-ended questions in an interview guide (See Appendix B: Interview Guide and Appendix C: Specifications of Interview Guide Questions aligned with Reviewed Studies and Literature). Direct observation with farm owners, farm workers and tourists involved in specific selected farm tourism sites was also done.

The interview guide underwent validation by panel members, ensuring its reliability and credibility. The questions formulated in interview were designed to elicit answers catering the objectives of this study. The responses collected were then analyzed thematically to identify common insights, and challenges related to sustainable practices in farm tourism and sustainability challenges they encountered in their farm sites, as perceived by local farm owners, workers and tourists.

Data Gathering Procedure

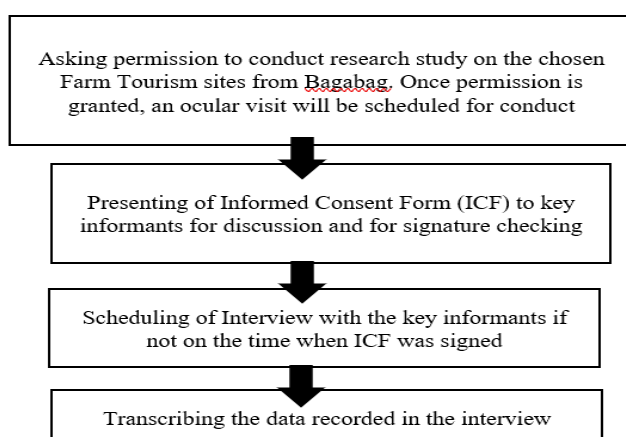


Figure 3. Data Gathering Process

In the data gathering procedure, the initial step involved seeking permission from the selected sites—Humming Farm, Naked View Hub Farm, and Reginaldo's Farm and Recreation Park through a formal letter of request outlining the study's objectives and target participants to conduct the gathering of data. With the consent obtained, the subsequent stage entailed scheduling an ocular visit to each location for firsthand observation.

Upon arriving at the farms, the next crucial step was presenting the Informed Consent Form (ICF) to key informants. This document served as a gateway for ethical safeguards, ensuring that participants understood the study's nature, potential risks, benefits, and their rights before agreeing to participate. This step also included approaching the key informants especially the visitors by establishing rapport and gaining their trust by explaining the purpose of our study and how their input was valuable. Subsequently, interviews with key informants were scheduled, either concurrently with the ICF discussion or at a later agreed-upon time. The interactions involved respectfully seeking key informants insights or expertise through relevant, open-ended questions to gather comprehensive information.

The final phase involved the meticulous process of transcribing the gathered data from the interviews through the Interview Guide Questions which were validated by a panel of experts, ensuring reliability and credibility. This methodical approach ensured that valuable insights and information are accurately captured and ready for comprehensive analysis. This step also included the expression of gratitude for the key informants' contribution and ensuring that communication was maintained as needed throughout the research process. Overall, this well-structured methodology aimed to navigate the complexities of farm tourism sites, fostering a thorough exploration of sustainable practices for the future.

Treatment of Data

The study utilized open-ended questions through interviews and direct observations, with the interview guide validated for reliability and credibility. The responses were then analyzed thematically to uncover common insights and challenges related to sustainable practices, as perceived by farm owners, stakeholders, and tourists.

The data collected for this study were also analyzed narratively to address the research objectives effectively. For the first objective, which focused on profiling the farm tourism sites in terms of farm type, certification status, owner's educational background, owner's interest and experience, and years in operation, the data were treated narratively. This approach allowed for a detailed and descriptive portrayal of each farm's characteristics. The second objective, which examined current farm tourism practices, was treated thematically to identify and categorize common practices observed across the sites. Similarly, the third objective, which explored the perceived benefits and challenges associated with these practices, was also analyzed thematically, revealing key insights into both the advantages and difficulties faced. The final objective, which sought recommendations for the sustainability of farm tourism sites, was treated thematically to extract and consolidate actionable suggestions from the data.

Ethical Considerations

This study underwent ethical review and received approval from the Saint Mary's University Research Ethics Board (SMUREB), overseen by Mr. Jason Arnold L. Maslang (email: reb@smu.edu.ph; mobile: 09177053041), located at 2nd Floor, Fr. John Van Bauwel Hall, SMU Main Campus, Ponce Street, Don Mariano Marcos, Bayombong, 3700 Nueva Vizcaya, Philippines.

There are no known potential conflicts of interest as the researchers are not part of this study's population. Specifically, there is no personal relationship between the researchers and respondents of the study. Thus, strict observance of ethical principles in conducting research was employed so as to not to create any bias or any action that might compromise the result of this study.

The participants were informed about the study's purpose and significance before providing consent through a short form. They were assured of their privacy, safety, and anonymity throughout the study. Permission for audio and video recording during interviews and observations was explicitly obtained. To maintain confidentiality, participants' identities were coded, and all personal data, including videos and audio recordings, were securely

stored on the researchers' laptops. Access to this information was restricted solely to the research team. After completion, all participant information was permanently deleted and papers were shredded to prevent any potential trace or leakage of sensitive data.

To address vulnerabilities like those faced by PWDs during interviews, simple interventions included accessible transportation and venues, using inclusive language to employ clear communication, offering alternative communication methods, providing flexible schedules that is convenient to the interviewee and ensuring interview sensitivity to diverse needs, fostering an inclusive research environment.

Potential risks include participants feeling pressured to disclose sensitive information or experiencing emotional discomfort during interviews. To mitigate these risks, informed consent was obtained, emphasizing voluntary participation and confidentiality. Participants were assured of their right to withdraw at any time without consequence. These measures aimed to minimize participant discomfort while upholding ethical standards throughout the research process.

The study was conducted in a timely and appropriate manner involving the conduct of ocular visits, interviews and documentation that was convenient for the participants. The participants were selected as direct participants. There was a total of 18 selected participants. Their participation was voluntary and they could withdraw anytime.

The interview guide underwent validation by a panel of experts, ensuring its reliability and credibility. In the paper, research information and ideas coming from the various authors were cited throughout the paper using the APA citation style.

The study's findings and insights will be shared through a manuscript that will be made available to the Journal of Studies in Accountancy and Business which is the official research publication of the School of Accountancy and Business (SAB), Saint Mary's University (SMU), Bayombong Nueva Vizcaya to broaden accessibility.

Moreover, a copy of this research will also be shared to the farm owners who participated in this study.

The research output is owned by Saint Mary's University, but the researchers will remain to be the authors.

RESULTS AND DISCUSSIONS

Section 1. Profile of the Farm Tourism Site in terms of: Farm Type; Certification Status; Owner's Educational Background; Owner's interest and experience and Years in Operation.

A. Profile of the Farm Tourism Site in terms of: Farm Type



Figure 4. Humming Farm



Figure 5. Reginaldo’s Farm and Recreation Park



Figure 6. Naked View Hub

Table 2. Profile of the Farm Tourism Site in terms of Farm Type

Profile of the Farm Tourism Site in terms of:	Farm Type
Informant 1: Humming Farm	Agritourism
Informant 7: Reginaldo’s Farm and Recreation Park	Mixed Farming
Informant 13: Naked View Hub	Mixed Farming

The essence of agritourism lies in providing visitors with something to see, something to do, and something to buy (Rohana, 2015). Meanwhile, *mixed farming* involves operating a farm where crops (such as grains, fruits, or vegetables) are grown alongside the keeping of animals on the same premises (Cambridge Dictionary).

According to Schipani (2019), each farm is unique. Agricultural operations vary in the products they yield, and some may not engage in commercial sales. Farms can range from less than an acre to expansive fields. Similarly, researchers can gather various farm types, capturing diversity in size, production, and operations. Informant 1 said, “*We call our self/farm na agritourism* (Our farm is identified as an agritourism site).” Informant 1 operates an agritourism farm where visitors can engage in activities such as strawberry picking, recreational sports, and photography, enhancing both agricultural production and visitor experience.

Furthermore, Informant 7 said that they have vegetables, fruits, and animals. They started with dragon fruits and vegetables used in pinakbet a traditional Filipino dish. Sometimes, they offer pick-and-pay for fruits and vegetables. They also have poultry like ducks and offer eggs when production is high. Additionally, they have ostriches, chickens, ducks, rabbits, peacocks, and native pigs.

To categorize their farm type, Informant 7, categorized as practicing mixed farming according to the Cambridge Dictionary, operates a farm where crops (such as grains, fruits, or vegetables) are grown alongside the keeping

of animals on the same premises.

In another statement, Informant 13 has a similarity with Informant 7, as both engage in mixed farming. Informant 13 farm has also fruit-bearing trees, vegetables, and husbandry. Additionally, they provide a resort and accommodation for tourists.

In essence, these farm types showcase a balance between innovation and tradition in agriculture, where farmers leverage both modern techniques and time-honored practices to meet the expectations of today's consumers (Valeriote, 2023).

B. Profile of the Farm Tourism Site in terms of: Certification Status

Table 3. Profile of the Farm Tourism Site in terms of Certification Status

Profile of the Farm Tourism Site in terms of:	Certification Status
Informant 1: Humming Farm	Day farm and DOT Accredited Agritourism Farm
Informant 7: Reginaldo’s Farm and Recreation Park	DOT Accredited Primary Tourism Enterprises
Informant 13: Naked View Hub	N/A

According to the Indeed Editorial Team (2023), certifications are recognized credentials obtained by individuals to demonstrate their legitimacy and competency for a specific job. The researchers were able to gather various certifications of the farms.

Informant 1 stated that they have a certification from the DOT as an agritourism site categorized as a day farm. Additionally, their farm is already accredited by the DOT as an agritourism farm.

Furthermore, in the interview, Informant 7 did not mention that their farm was DOT accredited. However, based on the DOT-accredited primary tourism enterprises, Reginaldo’s Farm and Recreational Park is already accredited. Informant 7 also mentioned that Reginaldo’s Farm was visited by the provincial government and has been featured by vloggers on social media.

Moreover, based on the researcher’s interview, Informant 13 farm is not yet DOT accredited, but Naked View Hub is looking forward to obtaining accreditation.

C. Profile of the Farm Tourism Site in terms of: Owner’s Educational Background

Table 4. Profile of the Farm Tourism Site in terms of Owner’s Educational Background

Profile of the Farm Tourism Site in terms of:	Owner’s Educational Background
Informant 1: Humming Farm	The owner has a degree in Computer Technology, but she grew up in a household where farming was how her parents made a living.
Informant 7: Reginaldo’s Farm and Recreation Park	The owner is in America, and works in the medical field, specifically, a Dental Clinic. They have a farm before and they found out the potential to turn it as a farm tourism site.
Informant 13: Naked View Hub	The owner finished a degree but not related to farming.

According to Career Advice Expert (2021), educational background includes all the formal and informal education one has received, along with any ongoing or planned learning opportunities. This can cover degrees, certifications, workshops, online courses, and other forms of learning experiences.

Informant 1 said that the owner is a graduate in Computer Technology, but she grew up in a household where farming was how her parents made a living.

Moreover, Informant 7, the manager said that, the owner is in America, and works in the medical field, particularly, a dental clinic. They have a farm before and they found out the potential to turn it as a farm tourism site. It started with dragon fruits. From a gazebo where the dragon fruits were planted, the farm was developed into a farm site. The potential of the farm was discovered accidentally but it was eventually developed into a farm resort after they were encouraged to try and develop it.

Additionally, Informant 13 said that she is a college graduate but it is unrelated to farming. Nonetheless, gardening is her hobby.

Despite facing challenges, farm owners' commitment to sustainability, community involvement, and education has made them a successful model in farm tourism (Johnson, 2023).

For instance, one of the owners may have an educational background unrelated to farming but the individual's passion for gardening and planting remained a significant and enjoyable part of their life. This enthusiasm has enabled them to build a successful farm. By identifying unique opportunities and utilizing the land's natural features, they have transformed the property into a thriving destination for visitors.

D. Profile of the Farm Tourism Site in terms of: Owner's Interest and Experience

Table 5. Profile of the Farm Tourism Site in terms of Owner's Interest and Experience

Profile of the Farm Tourism Site in terms of:	Owner's interest and experience
Informant 1: Humming Farm	The owner loves strawberries and has traveled to different countries, such as Malaysia, Vietnam, and Thailand. The owner was inspired by the farm tourism practices in these places, where farming is integrated with tourism activities. Seeing the opportunity, she decided to implement similar strategies in the Philippines.
Informant 7: Reginaldo's Farm and Recreation Park	The manager said that ever since childhood, they have been involved in farming, especially in Bagabag, where farms are prevalent. They experienced the full cycle of farming growing up and witnessed its development.
Informant 13: Naked View Hub	The owner said that planting is her hobby and decided to establish the Naked View Hub.

According to Suder (2024), interests are things- ideas, topics, activities, someone is keen on exploring and delving deeper into emerging technologies, sustainability practices, diverse cultures, and their intersections. According to the dictionary, experience refers to the act of observing, encountering, or undergoing events as they naturally unfold over time.

Informant 1 mentioned that she loves strawberries and has traveled to different countries, such as Malaysia, Vietnam, and Thailand. She was inspired by the farm tourism practices in these places, where farming is integrated with tourism activities. Seeing the opportunity, she decided to implement similar strategies in the Philippines.

Furthermore, Informant 7, the caretaker said that, ever since childhood, they have been involved in farming, especially in Bagabag, where farms are prevalent. They experienced the full cycle of farming growing up and witnessed its development.

Also, Informant 13 said that planting is her hobby, and because of this, she decided to establish the Naked View Hub.

E. Profile of the Farm Tourism Site in terms of: Years in Operation



Figure 7. Some of the facilities from Humming Farm



Figure 8. Some of the facilities from Reginaldo's Farm and Recreation Park



Figure 9. Some of the facilities from Naked View Hub

Table 6. Profile of the Farm Tourism Site in terms of Years in Operation

Profile of the Farm Tourism Site in terms of:	Years in Operation
Informant 1: Humming Farm	4 years
Informant 7: Reginaldo's Farm and Recreation Park	5-6 Years
Informant 13: Naked View Hub	1 year and 6 months

According to Baker (2022), years of business operation refer to the duration a business has been active. It also refers to the day-to-day tasks that a business performs in order to run and ultimately make a profit

Informant 1 mentioned that the farm has been in operation for almost 4 years. Additionally, she shared the timeline of their farm's journey, which began in 2020 after several years of preparatory work since its acquisition in 2016.

Moreover, Informant 7 indicated that it has been in operation for 5 to 6 years.

In addition, Informant 13 mentioned that it has been operational for 1 year and 6 months.

This timeline underscores a significant period of development and preparation leading up to active operations.

Also, according to USDA (U.S. DEPARTMENT OF AGRICULTURE), maintaining the operation entails will keeping track of important financial information, deadlines, and resources to help grow and protect the business.

Section 2. The Current Farm Tourism Practices Within the Farm Tourism Sites in Bagabag, Nueva Vizcaya

Table 7. Thematic Analysis of the Current Farm Tourism Practices Within the Farm Tourism Sites in Bagabag, Nueva Vizcaya

Sustainable Farming Practices		
Informant	Data/Quotes	Explanation
Informant 1 (Humming Farm)	"Mostly, we try to go organic at tsaka yung crop cycling ng mga veggies namin para tuloy-tuloy and at the same time, yun yung sabi ko sa kanila na before pa man maubos yung currently na hinaharvest natin meron tayong kasunod na meron tayong aanihin pag naubos na yung isa." (Mostly, we try to go organic, and we also practice crop cycling with our veggies to ensure continuous harvesting.)	Informant 1 emphasizes the importance of maintaining a steady supply through organic farming and crop cycling. This aligns with the concept that expanding resource pools and sustainable practices can address the challenges of sustainability (Zickefoose, 2016). The approach ensures a reliable food supply and supports the farm's resilience during periods of scarcity.
Informant 13 (Naked View Hub)	"Organic farming, nakakabenefit ito para sa malusog na pamumuhay." (Organic farming benefits a healthy lifestyle.)	Informant 13 underscores the health benefits of organic farming, supporting the idea that organic methods enhance environmental sustainability and health (Marsh, 2023). This commitment reflects a broader trend towards eco-friendly practices that contribute to long-term ecological balance and improved living standards.
ECONOMIC DEVELOPMENT AND LOCAL EMPLOYMENT		
Informant 13 (Naked View Hub)	"Local employment - dagdag income sa mga empleyado ng Naked View Hub." (Local employment - additional income for the employees of Naked View Hub.)	Informant 13 highlights how farm tourism generates local employment, supporting Barbieri's (2009) assertion that such practices create job opportunities and help retain youth in rural areas. This economic boost is crucial for community stability and development, providing financial benefits and reducing migration from rural areas.

<p>Informant 7 (Reginald o's Farm and Recreation Park)</p>	<p>"continuing in reproduction of fruits and vegetables, continuous development like all the infrastructures."</p>	<p>Informant 7 emphasizes the role of continuous reproduction and infrastructure development in supporting economic growth. This aligns with the Inter-American Institute for Cooperation on Agriculture's view that agritourism can enhance food security and create local income opportunities while promoting sustainable practices.</p>
<p>TOURISM ENHANCEMENT AND VISITOR EXPERIENCE</p>		
<p>Informant 1 (Humming Farm)</p>	<p>"Sa amin, it's helping us because we have something to offer at any time and at any season." (In our case, it's helping us because we have something to offer at any time and in any season.)</p>	<p>Informant 1 indicates that their sustainable practices ensure year-round offerings, which enhances the visitor experience. This strategy meets the increasing interest in rural experiences and supports Lak and Khairabadi's (2022) view that diversified farm operations attract more tourists and improve socio-economic status.</p>
<p>Informant 7 (Reginald o's Farm and Recreation Park)</p>	<p>"We will continue with the development. We will surpass it, add more facilities, and further expand to gain recognition not only locally but also internationally. We are already somewhat known internationally, and at the moment, we have foreign visitors, Americans."</p>	<p>Informant 7's focus on expanding facilities and improving infrastructure aims to attract a broader audience, including international tourists. This approach aligns with the BIMP-EAGA (2022) emphasis on diversifying offerings to enhance tourist appeal and increase farm tourism's global recognition.</p>
<p>Informant 13(Naked View Hub)</p>	<p>"Marami kaming plano para sa sumusunod na araw na nais naming ibahagi para sa aming bisita" (We have many plans for the coming days that we want to share with our guests).</p>	<p>Informant 13's forward-looking plans to innovate and improve visitor experiences ensure ongoing engagement and satisfaction. This approach contributes to maintaining a dynamic and attractive destination, reflecting a commitment to continual improvement and customer-centric service.</p>
<p>LONG-TERM SUSTAINABILITY GOALS</p>		
<p>Informant 1 (Humming Farm)</p>	<p><i>Yung long term plan natin is yung self-sustainable na nga siya independent pa, yung pwede kang mabuhay off the grid, kung mag lockdown ang buong Pilipinas ang buong Vizcaya, ang buong Bagabag, hindi kami magugutom.</i>" (Our long-term plan is for it to be self-sustainable and even independent, where you can live off the grid. If there's a lockdown in the entire Philippines, in Vizcaya, or in Bagabag, we won't go hungry.)</p>	<p>Informant 1's vision for a self-sustaining and independent farm emphasizes resilience and self-sufficiency. This approach aims to ensure survival during crises and reflects a commitment to long-term sustainability and independence, aligning with broader goals of achieving food security and operational autonomy.</p>
<p>Informant 7 (Reginald o's Farm and Recreation Park)</p>	<p>"In development nagkakaroon ng progressive substantial, nagiging progreso kung nagprogreso nagiging sustainable then naadopt yung progressive niya then naadopt yung flow of improvement. Nasusustain kami." (In development, there is steady and significant growth towards sustainability. Embracing this</p>	<p>Informant 7 describes a progressive approach to development that integrates sustainability into continuous improvement. This commitment to evolving practices supports long-term success and aligns with Simata's</p>

Recreation Park)	progressive approach ensures a continuous flow of improvements, leading to sustained success.)	(2019) view that appropriate practices are crucial for sustainable development.
Informant 13(Naked View Hub)	" <i>Organic farming, nakakabenefit ito para sa malusog na pamumuhay.</i> " (Organic farming benefits a healthy lifestyle.)	Informant 13's focus on organic farming as a long-term sustainability goal underscores the importance of environmental health and self-sufficiency. This aligns with the need for practices that maintain ecological balance and contribute to long-term viability and independence in farm operations.

INNOVATION AND UNIQUE OFFERINGS

Informant 1 (Humming Farm)	" <i>Eventually, yan yung sustainable source of income din in the future and at the same time something unique ba.</i> " (Eventually, that will also be a sustainable source of income in the future, and at the same time, something unique.)	Informant 1's introduction of Giant Bamboos as a unique offering reflects an innovative approach that promises both economic benefits and environmental contributions. This aligns with the goal of enhancing biodiversity and providing a distinctive visitor experience while supporting long-term financial sustainability.
Informant 7 (Reginald o's Farm and Recreation Park)	"We will continue with the development. We will surpass it, add more facilities, and further expand to gain recognition not only locally but also internationally."	Informant 7's emphasis on developing new facilities and expanding offerings highlights a commitment to innovation. This approach aims to enhance the farm's appeal and recognition, contributing to a unique and evolving tourism experience that attracts a diverse audience.
Informant 13(Naked View Hub)	" <i>Marami kaming plano para sa sumusunod na araw na nais naming ibahagi para sa aming bisita</i> " (We have many plans for the coming days that we want to share with our guests).	Informant 13's forward-thinking plans to innovate and improve farm offerings reflect a focus on continuous enhancement and uniqueness. This aligns with the broader goal of maintaining an engaging and evolving destination that meets the changing expectations of visitors.

COMMUNITY ENGAGEMENT AND EDUCATION

Informant 7 (Reginald o's Farm and Recreation Park)	"Like now, with the research you're asking us about, we can encourage you. To encourage people, to help them, to help the community, and to share blessings with others."	Informant 7's focus on research-based engagement highlights the role of community involvement and education in farm tourism. This approach fosters deeper connections and understanding among visitors while supporting local communities and sharing knowledge and resources.
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Farm tourism in Bagabag, Nueva Vizcaya, reflects a commitment to sustainability, economic development, and enhancing visitor experiences. Each aspect is evident in the practices and goals outlined by local farm tourism operators.

The thematic analysis table above provides an in-depth examination of farm tourism practices in Bagabag, Nueva

Vizcaya, based on qualitative data from key informants representing various farms in the region. Each theme reflects a significant aspect of farm tourism and its impact on the community and environment. Here's a detailed explanation of the themes and insights presented in the table:

Sustainable Farming Practices

The data highlights the commitment of farms to sustainable practices, with Informant 1 from Humming Farm focusing on organic farming and crop cycling to ensure a continuous harvest. This approach not only maintains ecological balance but also addresses potential supply gaps. Informant 13 from Naked View Hub underscores the benefits of organic farming for promoting a healthy lifestyle, aligning with broader sustainability goals that prioritize environmental and human health.

Economic Development and Local Employment

Farm tourism significantly contributes to local economic development and job creation. Informant 13 from Naked View Hub notes that local employment provided by the farm contributes to additional income for community members, supporting local economic stability. Informant 7 from Reginaldo's Farm and Recreation Park emphasizes that continuous development and infrastructure improvements drive economic growth, aligning with the concept that agritourism can enhance food security and local income.

Tourism Enhancement and Visitor Experience

Enhancing visitor experiences is crucial for farm tourism. Informant 1 from Humming Farm highlights their strategy of offering year-round attractions, which ensures a steady flow of visitors and meets the growing demand for rural experiences. Informant 7 from Reginaldo's Farm and Recreation Park discusses plans to expand facilities to attract a broader audience, including international tourists. Informant 13 from Naked View Hub also mentions future plans to continuously improve the farm's appeal, reflecting an ongoing effort to provide engaging and memorable experiences for visitors.

Long-Term Sustainability Goals

Long-term sustainability is a central objective for the farms. Informant 1 from Humming Farm envisions a self-sufficient operation capable of thriving independently of external resources, ensuring resilience during potential crises. Informant 7 from Reginaldo's Farm and Recreation Park describes a progressive approach to development that integrates sustainability into continuous improvements, while Informant 13 from Naked View Hub aligns with this goal through their commitment to organic farming and environmental health.

Innovation and Unique Offerings

Innovation plays a key role in differentiating farm tourism offerings. Informant 1 from Humming Farm introduces giant bamboos as a unique and sustainable source of income, contributing to both economic benefits and environmental sustainability. Informant 7 from Reginaldo's Farm and Recreation Park highlights their focus on expanding and upgrading facilities to offer new experiences. Informant 13 from Naked View Hub also emphasizes continuous innovation to maintain an engaging destination, ensuring that the farm remains attractive and competitive.

Community Engagement and Education

Community engagement and education are integral to farm tourism. Informant 7 from Reginaldo's Farm and Recreation Park underscores the role of research-based knowledge-sharing in fostering community connections and supporting local development.

In summary, the surfaced farm tourism practices among the farms visited in this study are indicated in the following table.

Table 8. Summary of Findings of Current Farm Tourism Practices Within the Farm Tourism Sites in Bagabag, Nueva Vizcaya

Informants	Farm Tourism Practices
Informant 1	<ul style="list-style-type: none"> ● Organic farming ● Crop cycling ● Introducing Giant Bamboos for future sustainable income and unique attraction
Informant 7	<ul style="list-style-type: none"> ● Continuous reproduction of fruits and vegetables ● Infrastructure development ● Research-based community engagement- Inspiring the younger generation to immerse in farm tourism experiences
Informant 13	<ul style="list-style-type: none"> ● Emphasis on local employment ● Organic farming ● Developing future plans to enhance visitor experience

These diverse practices collectively contribute to a holistic strategy for sustainable agriculture and tourism, ensuring the resilience and relevance of Bagabag's farm tourism sector. By integrating environmentally-friendly methods, fostering community engagement, and continuously innovating, these farms not only preserve the natural environment but also enhance the socio-economic fabric of the region.

Section 3. The Perceived Benefits and Challenges Associated with Farm Tourism Practices in Farm Tourism Sites in Bagabag, Nueva Vizcaya

Table 9. Thematic Analysis of the Perceived Benefits Associated with Farm Tourism Practices in Farm Tourism Sites in Bagabag, Nueva Vizcaya

COMMUNITY RECOGNITION		
Informant	Data/Quotes	Explanation
Informant 1 (Humming Farm)	<p><i>"One of the biggest help na nagbukas ang aming farm dito, nakilala ang aming baranggay at ang aming purok so the place is now well known to the people."</i> (One of the biggest benefits since our farm opened here is that our barangay and our community have become recognized, so now the place is well-known to the people.)</p>	<p>The opening of the farm has elevated the visibility of the barangay and purok, enhancing community recognition. This aligns with Tew and Barbieri (2012) who note that farm tourism can improve community recognition and income by attracting visitors from outside the area. The recognition not only promotes the local identity but also benefits local economies through increased tourism.</p>
EMPLOYMENT OPPOTUNITIES		
Informant 1 (Humming Farm)	<p><i>"Syempre malaking tulong yon yung identity ng community... sa bisita din kasi marami kaming bisita outside of Nueva Vizcaya... malaking bagay yun"</i> (Of course, it's a significant help in building the identity of our community, barangay, and town. It's also beneficial for our visitors, as many come from outside Nueva Vizcaya. These benefits include</p>	<p>Farm tourism creates job opportunities for locals, as highlighted by the Manager's example of how employment at the farm transformed an individual's life. This supports Mastronardi et al. (2015) and Gabor (2016), which suggest that farm tourism can significantly impact local employment and economic stability by integrating direct marketing and engaging with new customers.</p>

	creating employment opportunities within our community, which is a big deal)	
Informant 2 (Humming Farm)	" <i>Para makatulong rin tayo sa Community. Kasi of course, community ang unang unang nating it-top para mag ano etong business namin.</i> " (It's about helping our community. Because our business will surely improve if we prioritize our community or the local people.)	The farm prioritizes community support by creating jobs and contributing to local economic growth. This aligns with the findings of SEARCA (2017), which emphasize that farm tourism contributes to sustainable development and provides diverse employment opportunities.
Informant 8 (Reginaldo's Farm and Recreation Park)	" <i>Ang farm ay nag-eempleyo ng mga manggagawa mula sa iba't ibang background, kabilang ang construction at maintenance roles.</i> " (The farm employs workers from various backgrounds, including construction and maintenance roles.)	Farm tourism provides diverse employment opportunities, enhancing local job markets. This supports Brandth and Haugen (2011) and SEARCA (2017), noting that farm tourism facilitates inclusive employment and supports sustainable development by integrating various job roles.

ECONOMIC GROWTH AND STABILITY

Informant 7 (Reginaldo's Farm and Recreation Park)	"Encouraging local residents to participate in farm tourism activities."	Farm tourism boosts local economic activity by creating jobs and enhancing local businesses. Garcia-Ramon et al. (1995) and Brandth and Haugen (2011) support this, indicating that farm tourism generates new job opportunities and strengthens the resource base of farms, leading to increased local economic growth and stability.
Informant 9 (Reginaldo's Farm and Recreation Park)	" <i>Ang pagbabago ng mga tradisyonal na farm site upang maging tourist attractions ay tumaas ang lokal na employment rates at tourism activity mula noong pandemya</i> " (The transformation of traditional farm sites into tourist attractions has increased local employment rates and tourism activity since the pandemic.)	The transformation of traditional farms into tourist attractions has led to increased economic activity and job creation. This aligns with Fleischer and Tchetchik (2005), who discuss how integrating tourism can enhance labor efficiency and overall economic viability of farm operations.

COMMUNITY INVOLVEMENT

Informant 1 (Humming Farm)	" <i>Iniiinvolve namin ang mga lokal na magsasaka sa mga aktibidad tulad ng pineapple picking kung saan makakalahok ang mga turista.</i> " (We involve local farmers in activities such as pineapple picking where tourists can participate.)	The farm promotes community involvement by integrating local farmers into tourism activities. This supports SEARCA (2017), which emphasizes the role of farm tourism in fostering community participation and promoting sustainable agricultural practices. It provides local farmers with opportunities to diversify their income and engage with tourists.
Informant 13 (Naked View Hub)	" <i>Ang pagbibigay ng mga lokal na pagkakataon sa trabaho sa pamamagitan ng farm tourism ay nakikinabang sa komunidad at nakikilahok ng mas maraming lokal.</i> " (Providing local employment opportunities through farm	Farm tourism enhances community involvement by creating local job opportunities and engaging more community members. This supports Kiss (2004) and Thatcher (2015), who highlight the importance of community-driven projects and social sustainability in farm tourism.

	tourism benefits the community and involves more locals.)	
EDUCATIONAL AND INSPIRATIONAL IMPACT		
Informant 1 (Humming Farm)	“ <i>Ang farm ay nag-eeducate sa komunidad tungkol sa farm tourism at hinihikayat ang ibang mga magsasaka na i-diversify ang kanilang mga pinagkukunan ng kita.</i> ” (The farm educates the community about farm tourism and encourages other farmers to diversify their income sources.)	Farm tourism provides educational benefits by informing the community and other farmers about the advantages of diversifying income sources. This supports Gabor (2016) and Forleo et al. (2017), who highlight that farm tourism represents an educational opportunity and inspires others to adopt similar practices, leading to a broader impact on the community.
Informant 15 (Naked View Hub)	“ <i>Ang mga aktibidad ng farm tourism ay nag-aalok ng mga educational experiences at nagbibigay inspirasyon sa mga lokal na magsasaka upang mag-explore ng mga bagong pinagkukunan ng kita.</i> ” (Farm tourism activities offer educational experiences and inspire local farmers to explore new revenue streams.)	Farm tourism not only educates visitors but also inspires local farmers to explore new revenue streams, supporting the idea that farm tourism can lead to educational benefits and promote diversification. This aligns with Davies and Gilbert (1992) and Sharpley and Vass (2006), emphasizing the educational impact of farm tourism.

The thematic analysis table presents a detailed overview of the perceived benefits of farm tourism practices in Bagabag, Nueva Vizcaya, as shared by various informants. The analysis is organized into five distinct themes, each reflecting a different aspect of the benefits observed from farm tourism activities.

Community Recognition

This theme captures the impact of farm tourism on enhancing the visibility and reputation of local communities. Informants highlight that the presence of farm tourism sites has significantly increased the recognition of their barangay and surrounding areas, which contributes to a positive image and greater awareness among visitors. This recognition not only boosts community pride but also attracts tourists, contributing to local economic benefits.

Employment Opportunities

Farm tourism is recognized for its role in creating job opportunities within local communities. Informants discuss how the establishment of farm tourism sites has led to diverse employment options, including roles in farm operations and related activities. This theme underscores the importance of farm tourism in providing stable employment, supporting economic stability, and improving the quality of life for local residents.

Economic Growth and Stability

The economic benefits of farm tourism are emphasized through increased local economic activity and stability. Informants note that transforming traditional farms into tourist attractions has led to higher employment rates and greater tourism-related income. This theme highlights how farm tourism contributes to economic growth by generating additional revenue streams and strengthening the local economy.

Community Involvement

The involvement of local communities in farm tourism activities is a key benefit identified by informants. This theme reflects how farm tourism promotes community engagement by incorporating local farmers and residents into tourism-related activities. It emphasizes the role of community participation in enhancing the overall impact of farm tourism and fostering a sense of collective benefit.

Educational and Inspirational Impact

Farm tourism is also recognized for its educational and inspirational benefits. Informants describe how farm tourism sites offer educational experiences for both visitors and local farmers. This includes learning about sustainable practices, exploring new income sources, and gaining insights into tourism operations. The theme illustrates how farm tourism serves as a platform for knowledge exchange and inspiration for local communities.

Overall, the table provides a comprehensive view of how farm tourism positively affects various aspects of community life in Bagabag, Nueva Vizcaya, from enhancing local recognition to fostering economic growth and educational opportunities.

Table 10. Thematic Analysis of the Perceived Challenges Associated with Farm Tourism Practices in Farm Tourism Sites in Bagabag, Nueva Vizcaya

STAFF ADAPTATION AND ATTITUDES		
Informants	Data/Quotes	Explanation
Informant 1 (Humming Farm)	<i>Kahit anong pilit ko na 'ganito ang gawin ninyo' sasabihin nila na 'parang hindi ata gagana yang ganyan.'</i> (No matter how much I insist, saying 'do it like this,' they'll say, 'that might not work.	The challenge of convincing staff to embrace new practices reflects the broader issue of resistance to change within traditional settings (Busby & Rendle, 2000; Haugen & Vik, 2008). This is compounded by the difficulties in managing varying customer attitudes, which impact staff morale and service quality (Chen, Hsu, & Li, 2018). Positive staff behavior is essential for maintaining a favorable visitor experience (Fan et al., 2017; Styvén et al., 2020).
CUSTOMER INTERACTIONS		
Informants 2 and 3 (Humming Farm), Informant 7 (Reginaldo's Farm and Recreation Park), Informant 8 (Reginaldo's Farm and Recreation Park), Informant 13 (Naked View Hub), Informant 15 (Naked View Hub)	Informants 2 and 3: <i>"Hindi lahat ng papasok na customers is maganda yung mood."</i> (Not all customers who come and visit are in a good mood) Informant 7: <i>"Minsan ang pag-enforce ng rules, nagreresulta sa hindi magandang pananaw ng guests."</i> (Sometimes enforcing rules results in negative perceptions from guests.) Informant 8: <i>"May guest na iduro-duro ka kaya yun yung mahirap."</i> (There will be a guest who might point a finger at you, and that's the hard part.) Informant 13: <i>"Iba't-iba ang klase ng tao at ugali."</i> (People have different personalities and attitudes) Informant 15: <i>"May mga guests na mahirap pakisamahan"</i> (There are guests who are difficult to get along with)	Diverse customer attitudes create significant challenges for farm tourism operations (Chen et al., 2018). Managing difficult customer interactions can affect staff well-being and operational efficiency (Stylidis, 2020). Effective customer management strategies are crucial for maintaining positive visitor experiences and operational success (Woosnam et al., 2020).
ENVIRONMENTAL AND CLIMACTIC ISSUES		
Informant 9	Informant 9: <i>"Ang El Niño ay nagdudulot</i>	Climate change impacts, such as El Niño,

<p>(Reginaldo’s Farm and Recreation Park),</p> <p>Informant 14 (Naked View Hub)</p>	<p><i>ng problema sa mga pananim at hayop.”</i> (El Niño causes problems with crops and livestock.)</p> <p>Informant 14: <i>“Ang site ay kulang sa magagandang tanawin at patuloy ang efforts para mapaganda ito kahit na limitado ang resources.”</i>(The site lacks scenic views, and efforts continue to improve it despite limited resources.)</p>	<p>pose significant challenges to farm tourism (Lorenciana, 2014). Developing farm sites with limited resources is another challenge, highlighting the need for innovation and perseverance (Burr, 2011). These issues underscore the necessity for adaptive strategies and resource management to sustain farm tourism operations (Pesonen et al., 2011).</p>
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The thematic analysis presented in the table explores the primary challenges faced by farm tourism sites in Bagabag, Nueva Vizcaya. It identifies and examines three major themes: staff adaptation and attitudes, customer interactions, and environmental and climatic issues.

Staff Adaptation and Attitudes

This theme highlights the difficulty in changing staff behaviors and adopting new practices within farm tourism operations. Despite efforts to implement new methods, resistance from employees due to traditional mindsets remains a significant challenge. Additionally, managing staff morale is complicated by the varied attitudes of customers, which affects overall service quality and staff satisfaction. To address the challenge of convincing staff to adopt new practices in a farm tourism site, the recommendation is to start by offering hands-on training that clearly demonstrates the benefits and practical application of these practices. In addition, they are recommended to provide ongoing support through workshops or mentoring to ensure staff feel confident and competent. Moreover, involving them in the decision-making process can increase their sense of ownership and responsibility, making them more open to change. Furthermore, incentivizing adoption through recognition, rewards, or linking new practices to job growth opportunities can motivate staff to embrace the shift.

Customer Interactions

This theme focuses on the complex nature of managing customer interactions in farm tourism settings. The variability in customer attitudes and behaviors can lead to conflicts and challenges in maintaining a positive atmosphere. This difficulty is exacerbated when enforcing rules or addressing difficult behavior from visitors, impacting the staff’s ability to provide consistent and high-quality service. To help staff maintain a positive demeanor despite diverse customer attitudes, first, they offer regular training on emotional resilience and stress management. Additionally, implementing a support system where employees can debrief and share experiences with their peers after challenging interactions fosters a sense of community. Furthermore, encouraging regular breaks and promoting self-care helps prevent burnout. Moreover, recognizing and rewarding positive behavior reinforces the importance of staying calm and professional in difficult situations, ultimately ensuring that a positive attitude is consistently maintained.

Environmental and Climatic Issues

The analysis also addresses the impact of environmental factors, such as climate change, on farm tourism. Specific challenges include dealing with extreme weather events like El Niño, which disrupt agricultural activities. Additionally, developing and maintaining attractive farm sites with limited resources presents another layer of difficulty, necessitating innovative approaches and ongoing efforts to enhance the site’s appeal despite resource constraints. Addressing the environmental impacts of farming, such as those related to climate change, requires a proactive approach. Implementing climate-resilient practices, such as diversifying crops and using water-efficient irrigation systems, can help mitigate the effects of extreme weather events. Farms should also consider investing in renewable energy sources, like solar panels, to reduce their carbon footprint and lower energy costs over the long term.

Overall, these themes illustrate the multifaceted nature of challenges in farm tourism, emphasizing the need for effective strategies to manage staff, handle customer interactions, and adapt to environmental changes to ensure

the sustainability and success of farm tourism ventures in the region.

Table 11. Summary of Findings of the Benefits and Challenges in Each Farm Tourism Site

BENEFITS	CHALLENGES
<ul style="list-style-type: none"> ● Boosts community visibility and recognition 	<ul style="list-style-type: none"> ● Convincing staff to adopt new practices
<ul style="list-style-type: none"> ● Creates employment opportunities, transforming lives 	<ul style="list-style-type: none"> ● Maintaining positive demeanor despite diverse customer attitudes
<ul style="list-style-type: none"> ● Engages local farmers in activities like pineapple picking 	<ul style="list-style-type: none"> ● Managing diverse customer attitudes and ensuring positive interactions
<ul style="list-style-type: none"> ● Promotes organic farming and educates the community 	<ul style="list-style-type: none"> ● Handling diverse customer attitudes with a positive and friendly manner
<ul style="list-style-type: none"> ● Encourages diversification of income sources 	<ul style="list-style-type: none"> ● Addressing environmental impacts like climate change (e.g., El Niño)
<ul style="list-style-type: none"> ● Involves local residents in farm tourism activities 	<ul style="list-style-type: none"> ● Sustaining operations with limited funding and resources
<ul style="list-style-type: none"> ● Creates diverse employment opportunities (e.g., construction, maintenance) 	
<ul style="list-style-type: none"> ● Transforms traditional farm sites into tourist attractions 	
<ul style="list-style-type: none"> ● Enhances local tourism and economic activity 	
<ul style="list-style-type: none"> ● Boosts local identity through events like cooking contests 	
<ul style="list-style-type: none"> ● Provides employment opportunities and stable work environment 	
<ul style="list-style-type: none"> ● Attracts visitors due to accessibility and ongoing development 	

Section 4. Recommendations for the Sustainability of Farm Tourism Sites

In enhancing the farm tourism sites of Bagabag, Nueva Vizcaya, it is crucial to adopt a holistic approach that addresses various facets of the operation. The recommendations outlined here focus on key areas—diversification, environmental sustainability, infrastructure development, operational efficiency, and visitor comfort and experiences. By targeting these areas, the farms can create a more engaging and sustainable environment that meets both visitor expectations and operational goals. Each recommendation is designed to be practical and achievable, considering the unique context of these farms in Bagabag, Nueva Vizcaya, ensuring that they can be implemented effectively to drive long-term success.

Diversification

Diversification is a critical strategy in enhancing the appeal of farm tourism sites in Bagabag, Nueva Vizcaya, and can be achieved by introducing a wider range of animals and attractions that cater to various visitor interests. The suggestion to add more animals beyond chickens aligns with a growing trend in farm tourism where visitors seek interactive and educational experiences. By introducing a variety of poultry species and other farm animals, such as goats, rabbits, or even small mammals like guinea pigs, farms can create a more dynamic and engaging environment. These animals not only attract families and children but also provide educational opportunities

where visitors can learn about animal husbandry, sustainable farming practices, and the importance of biodiversity in agriculture.

Furthermore, the inclusion of animal statues or replicas strategically placed around the farm can serve as focal points for photography and social media sharing, which is increasingly important in attracting the digital-savvy tourist. These installations can be designed to reflect the local culture and heritage, such as using traditional Filipino art styles or depicting indigenous species, thereby deepening the cultural connection for visitors. Additionally, diversifying the types of crops grown and offering hands-on activities, such as fruit-picking or planting workshops, can 3.

In addition to these developments, investing in digital infrastructure is increasingly important. Providing free Wi-Fi access in key areas of the farm, for instance, can enhance the visitor experience, allowing them to share their experiences in real-time and thus promoting the farm through social media. This can lead to increased visibility and attract a broader audience, particularly younger visitors who are keen on sharing their travel experiences online.

Operational Efficiency

Operational efficiency is crucial for managing the growing number of visitors to these farm tourism sites. One of the key recommendations is to improve the reservation system. A streamlined, user-friendly online booking platform can greatly enhance the visitor experience by reducing wait times and ensuring a well-organized visit. This system could include features such as real-time availability updates, online payments, and automated confirmation emails, which provide visitors with a hassle-free experience from the moment they book their trip. Moreover, implementing a reservation system that limits the number of visitors per day can help manage the flow of guests, preventing overcrowding and ensuring that each visitor receives a high-quality, personalized experience.

Beyond reservations, farm operations could benefit from adopting farm management software that tracks various aspects of the business, from inventory management to staff scheduling. This technology can help streamline daily operations, reduce wastage, and optimize resource allocation. For example, predictive analytics can be used to anticipate peak visitor periods and adjust staffing levels accordingly, ensuring that the farm is always adequately staffed without incurring unnecessary labor costs.

Training staff to be more efficient and responsive to visitor needs is also essential. Regular training programs that focus on customer service, conflict resolution, and operational protocols can help staff handle diverse customer attitudes and ensure that every visitor has a positive experience. Additionally, cross-training employees to handle multiple roles can increase operational flexibility, allowing the farm to adapt more quickly to changing circumstances, such as sudden increases in visitor numbers or unexpected staff shortages.

Visitor Comfort and Experience

Ensuring visitor comfort is a priority in farm tourism, particularly in the hot and humid climate of the Philippines. Improving cottage spacing is a simple yet effective way to enhance privacy and reduce the feeling of overcrowding. This is especially important in areas where videokes are popular, as it allows visitors who prefer a quieter experience to enjoy the farm without disturbance. Thoughtful landscaping, such as the use of hedges or bamboo screens, can create natural barriers that enhance privacy while also contributing to the farm's aesthetic appeal.

The pool area is another critical aspect of visitor comfort, particularly in a tropical setting. By installing half-sheds around the pool, visitors are given the choice of enjoying the sun or relaxing in the shade, catering to different preferences. These sheds could be designed using local materials such as nipa or bamboo, which would blend seamlessly with the farm's natural environment. Additionally, offering air-conditioned rooms is a practical solution for those who are sensitive to heat. These rooms could be marketed as premium accommodations, attracting visitors who are willing to pay extra for comfort. This could also serve as an additional revenue stream for the farm.

Furthermore, enhancing the overall visitor experience can involve adding more interactive elements, such as guided tours, farm-to-table dining experiences, and workshops on sustainable farming practices. These activities not only make the visit more engaging but also educate visitors on the importance of sustainable agriculture, thus creating a lasting impact. Providing amenities such as clean restrooms, well-maintained pathways, and seating areas with good ventilation will also contribute to a more comfortable and enjoyable visit.

CONCLUSION AND RECOMMENDATIONS

This section provides the concluding statements of each section, specifically targeting the statement of objectives. These objectives include understanding the profile of the farm tourism sites in terms of their type, certification status, owner's educational background, owner's interest and experience, and years in operation. Additionally, it covers the current farm tourism practices within the farm tourism sites in Bagabag, Nueva Vizcaya, the perceived benefits and challenges associated with these practices, and recommendations for the sustainability of farm tourism sites.

Conclusion

The exploration of farm tourism sites highlights the diverse factors contributing to their success, including the innovative blending of agriculture with tourism. Farm owners, with varied certifications and educational backgrounds, showcase adaptability by combining traditional practices with modern strategies. Their passion, community involvement, and strategic planning are essential in driving the growth of farm tourism, which not only preserves agricultural heritage but also fosters sustainable rural tourism. This study underscores farm tourism's potential to bridge agriculture and tourism, opening new avenues for economic development and cultural exchange.

In Bagabag, Nueva Vizcaya, farm tourism is strongly rooted in sustainability, reflecting a global shift towards environmentally-conscious practices. From organic farming to local employment initiatives, these farms demonstrate a commitment to balancing environmental preservation with economic viability. Their future success depends on adapting to environmental challenges and consumer demands, with sustainability and inclusivity at the forefront of their efforts to strengthen rural communities.

The benefits of farm tourism in Bagabag are significant, serving as a catalyst for both economic growth and community development. However, challenges like balancing traditional agriculture with tourism integration highlight the need for resilience among farm operators. The sustainability of these ventures relies on continuous collaboration and adaptation, emphasizing that rural progress is most meaningful when rooted in shared community aspirations.

Ultimately, the sustainability of farm tourism hinges on eco-friendly practices, innovation, and stakeholder collaboration. Balancing economic, environmental, and social goals is key to ensuring that farm tourism remains a viable, enriching experience for both visitors and local communities.

Recommendations

To enhance farm tourism sites, adopting practical and impactful technologies can make a significant difference. Farms can invest in digital tools such as user-friendly websites and mobile apps for booking and promoting tours. An engaging website with high-quality photos, detailed descriptions, and easy navigation can attract more visitors. Additionally, using social media platforms to share updates, farm stories, and visitor testimonials can increase visibility and engagement. Implementing online reservation systems simplifies booking processes and manages visitor flow efficiently. These steps will help farms reach a wider audience, streamline operations, and enhance the overall visitor experience.

Sustainability should be a fundamental aspect of farm tourism practices. Implementing composting systems to recycle organic waste and reduce landfill contributions is a practical step. Farms can also adopt water-saving techniques like drip irrigation to conserve resources. Educating visitors through informative signage and guided tours about the farm's sustainable practices can foster a deeper appreciation for eco-friendly methods.

Additionally, creating partnerships with local businesses for farm-to-table collaborations can promote local produce and strengthen community ties. By taking these actions, farms can demonstrate their commitment to sustainability and attract eco-conscious visitors.

Building strong community relationships and managing conflicts effectively are crucial for farm tourism success. Farms should establish regular communication with local residents through community meetings or newsletters to keep them informed and involved in farm activities. Implementing a feedback system, such as suggestion boxes or online surveys, allows locals to voice their concerns and ideas. Providing training for farm staff on conflict resolution can help address issues constructively and maintain positive relations. By actively engaging with the community and addressing their concerns, farms can foster a supportive environment and enhance their reputation.

Diversifying activities and revenue streams is key to the long-term sustainability of farm tourism sites. Farms can introduce new activities such as workshops, seasonal events, or hands-on experiences like farm tours and cooking classes. Hosting events like harvest festivals or farm markets can attract different visitor groups and generate additional income. Regularly assessing visitor interests and market trends can help identify new opportunities for growth, such as wellness retreats or educational programs. By continuously evolving their offerings and adapting to changing preferences, farms can stay relevant and thrive in the competitive tourism industry.

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