

Saint Mary's University Tertiary Students' Preferences of Farm Tourism Activities: Basis for Tourism Product Development

Fernandez, Jerone M., Gomez, Majie Asiul D., Nastor, Jeofany Jane I., Pineda, Hana Jubel G., Vergonia, Aaliyah Pamelie E., Soriano, Mark Ian J.

Faculty of the School of Accountancy and Business, Saint Mary's University, Bayombong, Nueva Vizcaya

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ABSTRACT

This research paper explores the profile of the agritourism industry within Nueva Vizcaya. In particular, it sought to find out what students of Saint Mary's University think of the farm tourism activities. By combining both qualitative and quantitative research methods, the researchers looked into the province's agri-tourism offerings based on the 4A's (attractions, accommodation, accessibility, and amenities) and examined students' activity preferences through surveys. In a similar manner, through conducting a survey of the university students, the research identifies interest in certain activities including on-farm direct sales, accommodation, entertainment, outdoor recreation, and educational activities, thus showing interests of the younger generation towards farm tourism and education-oriented tourism. The results highlight a strong interest in educational yet fun farm experiences. The study suggests making farm tourism in Nueva Vizcaya more appealing to students by improving accommodations and offering a wider variety of attractions. Students seem to enjoy hands-on, learning-focused activities, so the addition of workshops on farming, sustainability, and local culture could be engaging. Enhancing facilities and offering affordable packages would also help make farm tourism more attractive and accessible, all while promoting sustainability in the region. Additionally, this study aims to understand the students' beneficial recommendations for agritourism establishments for activity development to their farm sites. By exploring their preferences, it aims to bridge the gap between what students seek from farm tourism and help local farm tourism operators effectively create meaningful, engaging activities that are attractive for young visitors and beneficially contribute towards the productivity of rural land. The results shed light on how farm tourism operators might customize their offerings and encourage visitors to have a stronger bond with agricultural heritage and sustainable rural practices.

Keywords: Agritourism, tourism activities, tourism product development

INTRODUCTION

Defining tourism is more complex than it might seem (Cruz, 2013). Additionally, since tourism is a multifaceted phenomenon, describing it accurately can be quite challenging. Over the years, several attempts have been made to create a universal definition of tourism and tourists across different countries.

According to Cruz (2013), one of the earliest efforts was by Professors Hunziker and Krapf from Berne University, Switzerland, in 1942. They defined tourism as the collection of phenomena and relationships that emerge from the travel and stay of non-residents, as long as it does not lead to permanent settlement or involve earning income. In 1976, the Tourism Society in Britain offered another perspective, describing tourism as the temporary movement of people to destinations outside their usual places of residence and work, along with the activities they engage in while there.

Gill (2014) explained that tourism serves as a platform for cultural exchange, connecting visitors, both local and international, with the communities they visit. It is often said that travel helps us "discover those things unknown or forgotten within ourselves." It can also play a key role in preserving cultural and historical traditions, conserving natural resources, protecting local heritage, and reviving indigenous arts and crafts.

Haneef (2017) described tourism components that managers need to consider various components when developing a destination, ensuring these elements meet the needs and expectations of visitors. These components are interconnected, forming a system that makes the tourism industry function smoothly. Without these essential elements, the industry would struggle or even fail to operate effectively.

Accommodation is one of the fundamental component of the tourism industry, playing a crucial role in ensuring that tourists have a comfortable and enjoyable stay at their chosen destination (Rahovan, 2013). Another component is about assessment of the destination (Andrianto & Sugiana, 2016). Accessibility forms the foundation of tourism infrastructure, enabling tourists to reach their destinations and supporting the long-term growth and sustainability of tourism (Jovanovic & Ilic, 2016).

Amenities, one of the components added to the overall experience for visitors, are also critical. These can be both tangible and intangible factors that add value to the tourism experience, helping to make a visit more enjoyable. Robustin et al. (2018) as explained by Kordic et al. (2018), said that amenities can include everything from physical infrastructure to customer service, and they play a major role in making the destination reliable and sustainable.

Attractions, which can take many forms, are another essential component that fulfills the visitors' satisfaction in a destination. These attractions may include cultural sites, mountains, scenic views, local communities, food, and more (Andrianto & Sugiana, 2016). These are termed as attractions that include natural wonders and historical landmarks, cultural events, arts and crafts, unique flora and fauna, and vibrant nightlife (Vengesayi & Mavondo, 2009).

Figure 1 Components of Tourism: 4 A's

Accommodations/ Facilities	Accessibility	Amenities	Attractions
Hotels	Air	Medical Aid	Natural Attractions
Inns	Railway	Safety and Security	Man-made attractions
Motels	Road	Communication Facilities	Beaches
Resort Hotels	Sea		Museums
Heritage Hotels			Monuments
Farm Houses			Zoos
			Art Galleries

There are some notable tourism sites in Southeast Asia and one of them is in Thailand, particularly the West Java Province. According to Heryanti et al., (2019), West Java Province is a popular tourist destination known for its diverse range of attractions including vibrant arts and culture, natural and man-made landmarks, culinary experiences, and shopping opportunities. Among the 16 sub-districts in West Bandung Regency, Lembang District stands out as a top tourist hotspot.

Meanwhile, Yamagishi et al. (2021) explained that agriculture in the region requires investment in skill development and training to cultivate a new generation of agriculturists. Hence, many tourism and academic experts are now focusing on farm tourism as a way to reduce poverty and promote agricultural education in schools and universities.

One example is Central Bicol State University of Agriculture (CBSUA) in the Philippines, where farm tourism graduates are playing an active role in research and development and helping promote local farm destinations, like Costales Nature Farms in Laguna. Costales Nature Farms, which started as a small family-run farm in 2005, has grown into a multi-award-winning site advocating for organic farming. It is now the first farm in the Philippines accredited by the Department of Tourism (DOT). Visitors come to Costales Nature Farms for both leisure and educational purposes.

The farm is also an accredited extension service provider for government agencies involved in agriculture and tourism. It offers workshops on sustainable organic farming and farm tourism. Through partnerships with top hotels, restaurants, and supermarkets, Costales Nature Farms has become one of the major suppliers of high-value organic vegetables and herbs in the country.

In the province of Nueva Vizcaya, the Provincial Tourism and Cultural Office said that there is a total of 58 DOT-accredited and non-accredited farm tourism sites in the province's 15 municipalities as of December 2024.

In the case of Alfonso Castaneda, Banag's Farm offers animal feeding and overnight camping with tents for rent. Aritao has Paradise Agri-Tourism Farm, RVS Nature Park, Rockwoods Agritourism Park, Carino Farm, and Quezon Farm. Ambaguio currently has Binnag Peak and Place, and Yeshua Prayer Mountain. In Bambang, Bambang Integrated Agri-Tourism and Learning Site (BIATALS), is a 13.8-hectare site that caters to all ages of travelers. It provides the needs and wants of tourists, local or foreign with its accommodation, adventure, attraction, events, and learning sectors. Its DOT-accredited farm resort (Saint Spot Resort) offers hiking, fruit and vegetable picking, and a tepee house/A-house.

Moreover, Bayombong has several sites namely: Tam-An Agritech Tourism and Training Center that offers educational tours and houses a field of inbred rice and seeds; Everlasting Farm (Paitan Farm) which is known for its sunflowers; Courage Mountain Agri-Eco Tourism and Training Center that offers plant nursery, photoshoot, and communing with nature; Macababba's Coffee and Cacao Farm which is a plantation of cacaos, coffee, dragon fruit, and banana. The farm has 3000-6000 counts of orchid varieties like vandas and dendrobiums. They also offer freshly-baked products such as pandesal, piyaya, hopia, and chocolate rolls. Lastly, Camp Farm which offers a lot of amenities and attractions from the surreal landscape of Casat.

Farther north, Bagabag also has 2 DOT-Accredited farm sites namely: DA-NVES (Department of Agriculture - Nueva Vizcaya Experimental Stations), an integrated farm with accommodation, facilities, administrative building, regional organic training center, dormitory & guest house, nursery & seed bank, training hall; and the Humming Strawberry Farm which has fruit-bearing trees such as mango, strawberry, and dragon fruits and animals such as cow, carabao, goat and turkey. They also have their famous farm site which is the Naked View Hub Agritourism Park which is a mountain turned into a tourism and restaurant business that offers camping, bonfire, swimming, sport, and bed and breakfast to its clients. Farther still, Padilla's Farm owned by Gov. Carlos M. Padilla is a farm located in Diadi with its non-accredited farm sites, the Philreca Game Farm, and Ojano Butterfly Farm.

At the southern part of the province, Dupax Del Sur has a farm site, Reyes Farm, which offers swimming at the Payasapas Falls and fruit picking (dragon fruit and grapes). Meanwhile, Dupax del Norte has a lot of fruit-bearing trees like rambutan, cotton tree, mango, longan, jackfruit, coconut, and macapuno trees. They also have dragon fruit plantations and madre de agua plantations where they get food for their wild pigs and boer goats.

In Kasibu, Pepe's Farm is an integrated farm of fruits, vegetables, and bearing trees that are great for fruit picking activities such as banana, guava, mulberry, cinsam oranges, dragon fruits, pomelo, rattan, and others. Kayapa has its Taning Nileng's Organic Farm that offers special crops such as tomato, Japanese cucumber, French beans, carrots, Japanese spinach, sugar beets, broccoli, and others. It also has herbs and spices like rosemary, basil, and stevia.

Quezon has 4 integrated farms namely Olipas Farm, Edgardos Integrated Farm, La Fortuna Farm, and Galam's Farm. In Solano, Solano Integrated Agri-Tourism Center (SIATC) is an LGU-managed and operated facility. It is a TESDA-accredited learning site and farm school and also has one big green house, one big building formerly utilized as a COVID isolation facility, and an ongoing construction of a function hall.

Santa Fe has one non-accredited farm which is the Balinhawag Farm. Lastly, Villaverde also has non-accredited farms namely, Inner Earth Farm, Camp Ruque, and Arboldea's Farm.

In relation to this, according to Kaminska and Mularczyk (2015), young academics typically seek facilities that support a more relaxed and independent form of leisure. They particularly value having the option to prepare their own meals and enjoy activities like grilling or gathering around a bonfire. Access to a kitchen and space for these activities were among the most important features for them. On the other hand, options for more active leisure activities were less important. Of the various activities, bicycles were the most desired, while water sports and horseback riding equipment were less frequently requested.

Nonetheless, there is still a noticeable gap in research that delves into the motivations behind travel to farm tourism destinations. Some studies have focused on developing tourism products, services, marketing strategies, and promotion plans (Hennessey et al., 2009). Additionally, there is limited research on the preferences of local tourists.

According to Pearce (2012), the preferences are more specific than motivations, and they can be better understood by examining the places tourists visit and the activities they engage in.

As such, understanding the preferences of students can help produce activities that attract more tourists to enhance economic growth in rural areas. Moreover, it helps in preserving local agricultural practices, traditions, and heritage, which are integral parts of rural culture. It also supports sustainable development that promote environmental conservation, aligning to the values of the next generations.

Conducting this study can thus help farm owners benefit from the insights of the students which enable them to design activities that are engaging, thus attracting a new demographic.

Also, this study focuses more about the preferred activities of the students that mostly benefit farm owners to attract more tourists, while other students focus on tourists' motivations to visit farms that benefit the tourists themselves.

With this information, the research aims to identify the preferences of SMU tertiary students on farm tourism activities they find most appealing and to understand which activities are popular among students and why they prefer them. Moreover, this study intends to identify the students' recommendations/suggestions to farms in terms of improving their strategies so that they can offer more activities that students/tourists find more appealing and relevant for greater client satisfaction.

Farm Tourism

One of the types of tourism that has been gaining popularity as a unique and enriching type of travel is farm tourism. According to the Department of Tourism (DOT), agri-tourism, also referred to as farm tourism, involves activities that take place in rural or less developed areas, where farming is a central part of the local economy. These activities may include caring for farm animals, planting, harvesting, and processing farm products. Farm tourism focuses on the local culture, heritage, and traditions, providing visitors with the opportunity to connect with the community and appreciate the natural beauty and agricultural practices of the area. It allows local communities to showcase, participate in, and appreciate their agricultural landscapes, share their way of life, and invite visitors to engage with the land and its people in a meaningful way.

The distinction between farm tourism and agritourism is based on the activities and specialized focus of the destination. Farm tourism encompasses a broader range of experiences on a farm while agritourism specifically emphasizes the educational and participatory aspects of agriculture. Farm tourism generally involves a variety of activities, such as visiting farms, staying on a farm, or taking guided tours. It is a chance for tourists to experience firsthand the workings of a farm. Agritourism, in particular, tends to focus more on active participation in farm life, offering visitors the opportunity to pick fruits, feed animals, and enjoy fresh farm-to-table meals, all while learning about local food production. But since it is more appropriate for providing farm visits, farm stays, and general exploration of the farm setting, the term farm tourism is often used.

According to Momsen and Torres (2011), farm tourism, one of the oldest and most essential sectors of the global economy, is increasingly gaining attention as tourism, one of the newer and fastest-growing industries,

continues to expand. In light of challenges like climate change, rising food prices, and the global financial crisis, the connection between agriculture and tourism may offer innovative solutions in many countries.

Farm tourism typically involves holidays spent on farms. However, the meaning of farm tourism can vary depending on whether one is a tourist or a provider of agritourism services. For tourists, it is often about immersing themselves in agricultural activities or simply enjoying the rural environment. Some may even engage in farming tasks during their stay, helping with planting, harvesting, or caring for animals (Sznajder et al. 2009).

Tew and Barbieri (2012) described farm tourism as a business activity that embodies both sustainable agriculture and tourism principles. It is considered a "smart choice" for the sustainable development of rural communities, offering economic and social benefits. They note that farm tourism allows farmers to diversify their income sources beyond traditional agriculture, attract new customers, improve their quality of life, and maintain a connection to nature. It also provides alternative employment opportunities for their families. In essence, farm tourism is a type of tourism where visitors stay with local families in rural areas, typically on farms or ranches, and participate in or observe daily agricultural life for recreational purposes. It plays a crucial role in tourism development in rural or peripheral areas, as agriculture often shapes the region's economy and cultural identity. The connection to the land and the sense of place it fosters is deeply ingrained in these areas (Faggian et al., 2021).

For, Santeramo and Barbieri (2016), farm tourism involves visiting a working farm for leisure, recreation, or educational purposes, often involving activities that are directly related to the agricultural lifestyle. Moreover, originally, farm tourism emerged as a response to environmental concerns and as a way to offer an alternative to the mass tourism that was becoming dominant in many societies (Bramwell, 2009). But in recent years, interest in agritourism has grown, as both developed and developing countries have recognized its potential.

Hamzah and Tiraieyari (2012) offered similar description saying that farm tourism involves a set of activities that take place on agricultural properties, blending leisure and work. These activities are designed to complement the daily agricultural routines on the farm, often adding value to the farm's products and services. This can involve both the farm family's own labor and sometimes hired help, offering new opportunities for income and engagement with visitors.

In relation to the role of students in farm tourism, Freestone and Geldens's (2008) research "located student exchange as a mode of tourism, and they had opportunities for sharing in the leisure activities of the local culture and participating in the routines of everyday life to gain tourist experiences." They found that "the exchange experience goes beyond tourism and that students identified their experience as a more authentic engagement with their host country and culture than encountered when they had backpacked or holidayed in the area."

Chen et al. (2020) added that agricultural students visiting rural areas or engaging in rural tourism are often drawn to destinations where they can interact with nature, experience the environment firsthand, and participate in farm activities. These experiences play a crucial role in educational tourism, offering valuable experiential benefits that significantly shape students' professional identities and influence their career aspirations.

Such activities are aligned with SDG 15 which emphasizes the importance of preserving life on land, with the central government typically taking the lead in conservation efforts. As economies grow, a key goal of many other SDGs is to minimize the impact of modern life on terrestrial biodiversity. Human populations will continue to move, cities will expand, and agricultural technologies will evolve to produce more with less land (Sayer & Cassman, 2013). Moreover, progress in agriculture is one of the scenarios unfolding between now and 2030 as more mechanized farms become the norm. Industrial agriculture, particularly tree crops, will likely continue to expand into forested areas. While productivity improvements may reduce the need for additional land in some regions, in others, the demand for land may push farmers into frontier areas (Laurance et al. 2013).

The contribution of farm tourism efforts according to Paladan (2020) plays a vital role in supporting local communities by generating income, boosting the local economy, preserving cultural traditions, protecting the environment, and offering educational opportunities. It also fosters rural development through a community-based approach, which helps ensure the long-term sustainability of agriculture.

One of the key advantages of such community-based tourism is its ability to strengthen the capacity of rural communities to manage their tourism resources. This model encourages local involvement, ensuring that the community actively participates in tourism development and benefits from its growth.

Farm Tourism Activities

According to Muhar and Siegrist (2017), sustainable tourism thrives when there is a strong connection between tourism and the local agricultural chain. For instance, Sonrisa Farm integrates organic farming practices into its farm tours, showcasing how agriculture can be both sustainable and a draw for tourists.

In an article of nibusinessinfo.co.uk (N.D.), there are many other activities that enhance the farm tourism experience like walking, hiking, and cycling which are often free to access but add significant value to visitors' experiences. These outdoor activities not only engage visitors with nature but also encourage spending on food, drinks, and accommodation, thereby benefiting the local economy. Activity tourism, which combines physical challenges, cultural exchange, and nature engagement, includes a range of options such as mountain biking, fishing, water sports, and exploring gardens and forests.

According to Romero et al. (2021), farm tourism activities in the Philippines setting vary. Agri-accommodation refers to places where visitors can stay within a farm. Agri-resort offers a unique experience of living on a working farm. There are also agri-products which refer to a farm's offerings, such as fresh produce or processed goods available for visitors to purchase directly. Agri-recreation focuses on the timing of visits, often during weekends or holidays, allowing guests to enjoy farm activities during their free time. Agri-adventures highlight the thrilling, nature-based activities available at farm tourism sites, like treks or explorations. Lastly, agri-entertainment covers the various activities and experiences designed to engage and entertain visitors.

Research findings show that agri-entertainment takes the lead with the most activities, offering seven different options for visitors. Agri-adventure and agri-products follow closely behind, each with six activities, while agri-recreation and agri-accommodation have fewer offerings, with only two activities each. Among these, agri-adventure stands out as the most exciting, often involving nature-filled excursions, such as treks to scenic waterfalls.

Aside from the experience, some farms also feature attractions, activities, services, and other amenities for the enjoyment of the tourists. In other words, agritourism is not only about showing the beauty of nature and the value of farming. It also promotes the rural and less developed areas in the Philippines.

Table 1 lists the agritourism activities under these categories; outdoor recreation, educational experience, entertainment, and hospitality service

Table 1 Agritourism Activities

Outdoor Recreation	Hiking trails, bird watching/wildlife viewing, fishing, camping, horseback riding, orchard visits, hunting, picnicking
Educational Experience	Farm tours, workshops, sustainable farming, agricultural learning tours
Entertainment	Live music events, cultural performances, food festivals, seasonal celebrations
Hospitality Service	Farm stays, bed and breakfast, on-site restaurants, cooking, wedding and any special event

Tourists' Preferences on Tourism Destinations and Activities

Tugade et al. (2020) found that students in both hospitality and tourism programs show a strong awareness of agritourism, especially when it comes to its agricultural aspects. However, they are less familiar with the current state of agritourism in the Philippines. Their understanding includes the idea that agritourism attracts visitors to farms for educational, production, and recreational purposes. They recognize that it is an agriculturally-based operation, where activities like learning about farming, engaging in recreation, and participating in educational programs are central. Additionally, students are aware that the Philippines is becoming one of the world's top agritourism destinations, with this sector steadily growing within the country's tourism industry.

Agritourism is gaining popularity, especially as a form of experiential learning for students. While it often takes place in agricultural settings and blends recreational and educational elements, there is still a gap in students' understanding of this niche tourism type. Common agritourism activities like picking fruits and vegetables, feeding animals, and tree planting are among the most desired experiences. Students are eager to engage in agritourism through workshops, seminars, volunteer work, educational tours, and community outreach programs, all of which provide opportunities for hands-on learning. These experiential activities, especially those centered around farm products, could significantly enhance students' engagement with the subject. Experiential activities using the farm's products as the core theme anchors could enhance students' interactions (Tugade et al., 2020).

An example of farm-based education can be seen in Taiwan, where elementary school teachers bring students to grow vegetables on campus. Once the vegetables are ready, the students cook the food themselves, integrating farming into the curriculum in a fun, educational way. This not only makes students potential visitors to agritourism sites but also integrates farm education into their everyday learning experiences (Lo et al., 2021). It also makes students potential farm tourism visitors as well as part of the curriculum or merely for recreation-educational experience.

Furthermore, tourists have a wide range of reasons for traveling, and rural tourism has gained prominence by focusing on unique attractions such as landscapes, farm life, local architecture, and the environment. To better understand these visitors, it is important to explore their motivations (Leco et al., 2013) which can vary greatly across regions. For example, in Serbia, tourists are primarily motivated by the desire to connect with nature, while adventure activities are less sought after. Other common motivations include seeking relaxation, the freedom to explore, and the chance to experience different cultures, lifestyles, and histories. In Korea, visitors are drawn to rural areas for "learning" opportunities, "excitement" or "family togetherness," not for the countryside. In Gambia, tourists are mainly interested in nature, heritage, and beach experiences, while Spanish tourists are attracted to outdoor or cultural activities and traditional rural life.

Courtney et al. (2016) also noted the variations in motivations among rural visitors. They said that tourists are often motivated by a variety of factors, such as the desire to connect with nature, experience a sense of space and freedom, enjoy peace and tranquility, and seek authenticity and tradition. Many also value the opportunity to interact with local residents and place importance on the cost of their holiday. Six major segments are identified based on the activities and interests that drive tourists: (1) outdoor enthusiasts, is drawn to wilderness areas, mountains, parks, and rural landscapes. (2) resort seekers, prefers destinations with beaches, warm climates, and high-quality amenities. (3) bed-and-breakfast lovers are attracted to small towns, villages, and rural areas with affordable accommodations. The (4) city culture group is interested in urban destinations with rich cultural offerings like museums, art galleries, and local festivals. (5) heritage tourists are keen on historical sites and cultural traditions, while (6) city spree travelers seek experiences centered around shopping, dining, and entertainment in cities.

To accommodate these types of tourists, farm tourism includes a wide range of products and services including accommodation-based stays, activity-based visits, and day trips (Lane & Kastenholz, 2015). In the Philippines, the Department of Tourism classifies farm tourism into two categories: day farms, which offer activities but no lodging, and farm resorts, which provide both accommodations and dining options.

It is essential to understand what activities tourists prefer when designing farm tourism experiences that truly resonate with their interests. Table 2 shows the ranking of activity preferences for local tourists visiting farm tourism sites in Camarines Sur, Philippines, offering valuable insights into the types of attractions and experiences that draw visitors to these locations.

Table 2 Ranking of Tourists' Activity Preferences

Rank	Farm Tourism Activity
1	Enjoying beautiful scenery
2	Experiencing farm tour
3	Experiencing adventure activities
4	Observing wildlife
5	Taking selfie with the attractions
6	Experiencing agricultural activities (e.g., planting)
7	Sampling and eating local foods, cuisine, and/or drink
8	Experiencing local culture and lifestyles
9	Feeding animals
0	Picking and paying experience of farm products
10	Buying local foods, products, crafts or souvenirs
11	Visiting farmers markets
12	Attending training/s related to farm activities
13	Camping
14	Conduct gatherings (e.g., birthdays)

Source: Cerio C. T. & Valencia, J.P. (2022.)

This study revealed that the top activity among local tourists is "enjoying beautiful scenery," highlighting the importance of a visually appealing environment in attracting visitors to farm tourism sites. Close behind, "experiencing a farm tour" is also a key activity, providing an educational experience focused on farming practices such as crop cultivation, livestock care, and sustainable agriculture. The goal of these tours is to raise awareness about farming techniques, introduce visitors to various crops and animals, and foster a positive image of agriculture and the challenges faced by family farmers (Mahaliyanaarachchi, 2015).

The findings suggest that farm operators should offer a variety of tour packages that cater to these interests, with options including adventure activities, wildlife observation, and hands-on agricultural experiences like planting, harvesting, and exploring farms and orchards.

Visitors also enjoy sampling local food, experiencing local culture, feeding animals, and engaging in a pick-and-pay experience for farm products. Other activities valued by tourists include shopping for local food products, crafts, and souvenirs, as well as visiting farmers' markets to connect with the region's produce.

On the other hand, activities such as attending farm-related training sessions, camping, or hosting events like birthdays, reunions, and weddings are less popular among local tourists.

Conceptual and Analytical Framework

Nueva Vizcaya's farm tourism sites offer a comprehensive and enriching vacation with a blend of the tourism components which is called the 4A's. These sites offer a range of accommodation choices, from traditional homestays to eco-friendly resorts. To ensure tourist satisfaction, the sites need to be accessible through the use of transportation such as a three-wheeled cycle or tricycle. There should also be amenities that highlight farm visits and outdoor pursuits such as bird viewing. The attractions should also offer agricultural scenery including vegetable fields, fruit orchards, and others.

However, the preferences of local tourists in the Philippines for farm tourism are rarely studied. Pearce (2012) claimed that preference is more precise than motivation, and preferences are discovered through the places

visited and the activities of tourists. The preferred farm tourism activities are categorized into five (5). One is on-farm direct sales are activities where visitors can buy directly from the farms, get onto the farm, and pick their own. Second are the accommodations/facilities which are rooms or spaces provided to guests for lodging. Accommodation is essential as it contributes to the overall experiences of the visitors enhancing their connection to the rural environment. There are various types of accommodation such as farm stays, bed and breakfast stays, resort stays, cabin stays, guest ranch camping, floating cabins, and treehouse stays. Thirdly, entertainment refers to the fun the farm tourism activities give to its guests. Fourth, outdoor recreation is the experiences that take place in outdoor settings on farms, which often involve nature-based adventures. Lastly, educational activities which provide visitors with insights into farming practices, processes, and life.

METHODOLOGY

Data collection through document scanning was employed by the researcher to profile the agritourism industry of Nueva Vizcaya in terms of the 4A's (attractions, accommodation, accessibility, and amenities) through the Provincial Tourism and Culture Office (PTCO) of Nueva Vizcaya. Moreover, to assess the preferred farm tourism activities of tertiary students of Saint Mary's University, the researchers used numerical and statistical data using the Likert-scale intervals. The Likert scale is an excellent representation of how numbers were computed and analyzed to arrive at the mean answer and base the conclusion on the given interval. For the last section, the researchers asked the respondents for their recommendations and suggestions for possible product development to contribute to the development of farm tourism experiences that align with their interests and expectations.

To fulfill the objectives study, the researchers chose this group of participants because their evaluation, observations, and recommendations about their experience in visiting the different farm tourism of Nueva Vizcaya are deemed crucial. Survey questionnaires were used to gather necessary data. Additionally, insights from students who have not visited any farm tourism sites can provide recommendations based on their ideas, perspectives, and opinions.

The researchers recruited participants from their target population, which were the third-year students of the School of Accountancy and Business, identified through probability sampling.

The target respondents were taken from the officially enrolled 3rd year SAB students during the 1st Semester AY 2024-2025, which is 210 in total. The researchers utilized Slovin's Formula to be able to get the sampling size from the population with a 5% acceptable margin of error. The total sample size is 138.

However, out of the 138 target respondents, only 136 were included in the data analysis. The 2 respondents were excluded as their responses were incomplete. The other two individuals did not provide responses to the majority of the questions. Due to this lack of information, completeness and reliability of these responses were low which makes it difficult to draw conclusions and comparisons from their input. Regardless of how it may appear, this is the only way to protect the quality of the output of this study.

The key objective of this study is to know the preferences of agri-tourism activities of SMU tertiary students. This research aimed to employ a survey questionnaire checklist containing farm tourism activities that students prefer in Nueva Vizcaya. It included sections on their awareness and past experiences in farm tourism sites listed in the survey questionnaire, preferences for activities, and the respondents' recommendations.

RESULTS AND DISCUSSIONS

Section 1. Agri-Tourism Industry Profile of Nueva Vizcaya in Terms of the 4A's

The researchers used document scanning to determine the agri-tourism profile of Nueva Vizcaya based on the 4A's: accommodations/facilities; accessibility; amenities; and attraction. They used the master list of farm sites in Nueva Vizcaya as of December 2024 from the Provincial Tourism and Cultural Office.

Calatero et al. (2024) cited that in the province of Nueva Vizcaya, one of the types of tourism that has gained popularity in recent times is agri-tourism. This type of tourism not only entertains and educates guests but also

generates income for farm owners (The National Agricultural Law Center, 2022). By combining aspects of both the tourism and agriculture sectors, agri-tourism offers a range of benefits, including economic support, educational opportunities, and societal advantages for both visitors and farm owners. Furthermore, farm owners gain valuable insights into how to enhance their tourism offerings.

Farm tourism in the Nueva Vizcaya includes farms throughout the province (Costales, 2022), with many of the Department of Tourism-accredited farms located in Bayombong, such as Courage Integrated Farm, Paitan Flower Farm, Macababba's Farm, NV Farm School, and Tam-An Agri-Tourism Farm. These farm sites have been evaluated and documented by the Provincial Tourism and Culture Office (PTCO), which plays a key role in promoting tourism in the region. Because of this, Bayombong has been highlighted as a central hub for farm tourism, contributing to the broader farm tourism circuit established by the provincial office.

Nueva Vizcaya offers tourism experiences underpinned by the 4A's: accommodations/facilities, accessibility, amenities, and attractions. Data was collected from different sources in order to have a comprehensive understanding of what the region has to offer in terms of these criteria. A copy was requested from the Provincial Tourism and Cultural Office of Bayombong Nueva Vizcaya. Different travel and tourism websites have helped with the need for current information concerning new lodging facilities, their accessibility and the things that can be done in Nueva Vizcaya. Other local brochures were also instrumental in targeting places, areas, and facilities in Nueva Vizcaya.

Accommodations/Facilities

Some farm owners provide accommodation for guests who want to stay on the farm. Various types of farmer-based accommodation arise in this situation, depending on how well they integrate with farming (Stotten et al., 2019).

In relation, there are several accommodations such as hotels and lodges in Nueva Vizcaya specifically as part of the agri-tourism sites in the province, to serve visitors. One site is the 2-hectare Naked View Hub Agritourism Park of Bagabag that offers accommodation including camping.

Camp Farm in Casat, Bayombong Nueva Vizcaya also offers a glamping hall that can accommodate a maximum of 20 pax and has inclusions such as pillows and blankets. They also offer overnight camping such as tent pitching and car camping.

Figure 3 Accommodations/Facilities in Naked View Hub, Bagabag



Figure 4 Accommodations/Facilities in Camp Farm, Bayombong



Accessibility

According to nuevavizcaya.gov.ph (2020), air-conditioned buses, such as Victory Liner and Florida Liner, traveling to Cagayan Valley or Metro Manila, pass through Nueva Vizcaya, making it easily accessible by public transport. For those driving, they can take the North Luzon Expressway and exit at Sta. Rita to reach the province. Nueva Vizcaya is connected via the Maharlika Highway, also known as the National Highway. The province is located about 268 kilometers north of Metro Manila, a journey that typically takes around 6-7 hours by land. Inside the province, public jeepneys serve various routes, and tricycles are common in every town. There are also van rental services available, with prices depending on the type of vehicle and distance traveled.

For example, the Naked View Hub and Camp Farm are just few minutes away from the Maharlika Highway Road, and can be accessible using private and public vehicles via a well-cemented road. Meanwhile, Macababbad's Orchidarium & Cacao Farm and Tam-An Agri Tourism and Training Center are both located along the Maharlika Highway.

Additionally, Nueva Vizcaya can be accessed via air. However, the nearest airport is Cauayan City Airport in Isabela which is about a three-hour drive away from Nueva Vizcaya. Once at the airport, there are tourist vans or DOT-accredited transport services, such as the Nueva Vizcaya Transport Service Cooperative or the First Novo Vizcayano Travellers Cooperative, for a smooth and hassle-free trip to the province.

This finding supports the study of Taofeek et al. (2023), that the location of a farm and the accessibility of routes to and around it plays a vital role in the food production process. Therefore, if farmlands are difficult to access, especially at the beginning stages of production, it can significantly affect the success or failure of food production.

Figure 5 Accessibility in Naked View Hub, Bagabag



Figure 6 Accessibility in Macababbad's Orchidarium & Cacao Farm, Bayombong



Figure 7 Accessibility in Tam-An Agri Tourism and Training Center, Bayombong



Figure 8 Accessibility in Camp Farm, Bayombong



Amenities

According to GET FARMS (n.d.), farmland amenities are a key factor in determining the value and attractiveness of agricultural properties. These amenities, which can include things like recreational areas, and access to utilities, play a significant role in the productivity, efficiency, and overall marketability of farmland. For anyone involved in buying, selling, or investing in agricultural land, it is important to understand the value of these features.

The Naked View Hub Agritourism Park in Bagabag offers swimming, a swing set, bonfire area, and others. Macababbad's Orchardium & Cacao Farm has a function hall that can be used for events and a café wherein they sell their products made of cacao. Camp Farm offers seasonal fruit pickings for rambutan, lansoneses, lychee, longgan, durian, and more. They also have a kitchen that is free for use during big events and campers. They have a griller that can also be used for free but visitors need to bring their own charcoal. Additionally, the area is full of activities such as swings and volleyball whenever guests prefer to.

Figure 9 Amenities in Naked View Hub, Bagabag



Figure 10 Amenities in Macababbad's Orchardium & Cacao Farm, Bayombong



Figure 11 Amenities in Camp Farm, Bayombong



Attractions

Vengesayi et al. (2009) highlight the importance of destination attractions, defining them as the fundamental elements that draw visitors to a location. These attractions shape the tourist experience and are key drivers of tourism, significantly influencing travelers' destination choices.

Nueva Vizcaya offers a variety of attractions. Some of these attractions can be found in the agri-tourism sites located in the province. The Naked View hub offers attractions in the destination itself such as its flower garden. Macababbad's Orchardium & Cacao Farm is surrounded by the destination's fountain, well, statues that seem to be a Buddha, and the orchidarium itself. The Tam-An Agri Tourism and Training Center has a field of its high quality inbred rice and seeds. Camp Farm is home to fruit bearing trees, and highlights a kitchen that is designed to offer stunning views of the Casat's landscape.

Figure 12 Attractions in Naked View Hub, Bagabag



Figure 13 Attractions in Macababbad's Orchidarium & Cacao Farm, Bayombong



Figure 14 Attractions in Tam-An Agri Tourism and Training Center, Bayombong



Figure 15 Attractions in Camp Farm, Bayombong



Section 2. Preferred Agri-Tourism Activities by SMU Tertiary Students

In this section, the preferred agritourism activities answered by the third-year students of the School of Accountancy and Business were categorized into five: on-farm direct sales, accommodations, entertainment, outdoor recreation, and educational activities.

Table 2 Level of Preference of Tertiary Students in On-Farm Direct Sales Activities

On Farm Direct Sales	Mean	StdDev	Qualitative Description
Farm-to-Table Dinners	4.15	.893	Moderately Preferred
Farm Stands	4.31	.821	Moderately Preferred
U-Pick	4.25	.817	Moderately Preferred
Overall Mean	4.23	.722	Moderately preferred

Table 6 shows tertiary students' preference level under on-farm direct sales activities. It shows that all activities are moderately preferred with an overall mean of 4.23. In addition, farm stands (mean= 4.31) are the most preferred activity, while farm-to-table dinners (mean= 4.15) are the least preferred.

In their study, Dumitrescu and Salasan (2022) highlight that small farms are vital to the rural economy, as they involve many people in agricultural activities and generate income in rural areas. Recently, there has been a

growing trend of buying fresh produce directly from farmers—such as fruits, vegetables, dairy products, meat, and eggs. This direct sale not only supports the farms' income but also fosters a stronger relationship between the farm and the consumers, with added social benefits.

The farm-to-table dining of the Green Oasis of Dupax in Dupax del Norte falls into the category of on-farm direct sales. The farm offers a healthy, delicious, and gourmet selection of dishes, proudly featuring its unique and premium farm-to-table dining experience.

Table 3 Level of Preference of Tertiary Students in Accommodation Stays

Accommodation	Mean	StdDev	Qualitative Description
Farm Stays	4.15	.857	Moderately Preferred
Bed and Breakfast Stays	4.18	.902	Moderately Preferred
Resort Stays	4.24	.896	Moderately Preferred
Cabin Stays	4.10	.937	Moderately Preferred
Guest Ranch Camping	4.07	.879	Moderately Preferred
Floating Cabins	3.94	.980	Moderately Preferred
Treehouse stays	3.73	1.089	Moderately Preferred
Overall Mean	4.06	.648	Moderately Preferred

Table 7 shows the tertiary students' preference level under accommodation. It shows that all accommodation choices are moderately preferred with an overall mean of 4.06. In addition, resort stays (mean= 4.24) are the most preferred accommodation, while treehouse stays (mean= 3.73) are the least preferred.

Accommodation is a cornerstone of the tourism industry, as it provides a necessary space for tourists to rest and recharge during their travels. The variety of accommodation types, from small inns to large resorts, offers tourists different options based on their needs and preferences (Poudel, 2013).

The findings support the study of Mahaliyanaarachchi (2015) that farm stay services are a popular type of accommodation found in rural areas. They include various forms such as homestead accommodations, country stays, rural homestays, and rural bed and breakfasts. These types of lodging are closely connected to the countryside and rural life. While they all fall under the category of agritourism, the differences between them are small. A farm bed and breakfast, for example, refers to a type of accommodation where guests are provided with a bed for the night and breakfast in the morning. Other unique forms of agritourism accommodations include sleeping in haylofts, camping barns, or bunkhouses.

Table 4 Level of Preference of Tertiary Students in Entertainment Activities

Entertainment	Mean	StdDev	Qualitative Description
Harvest festival	4.07	1.005	Moderately Preferred
Farm dinners	4.19	.865	Moderately Preferred
Festivals concerts	3.94	1.094	Moderately Preferred
Music festivals	4.19	1.065	Moderately Preferred
Art gallery visit	4.22	.994	Moderately Preferred
Museum exploration	4.15	1.046	Moderately Preferred
Bonfires	4.32	.964	Moderately Preferred
Farm movie nights	4.19	1.005	Moderately Preferred
Overall Mean	4.16	.703	Moderately Preferred

Table 8 shows tertiary students' preference level under Entertainment activities. It shows that all entertainment activities are moderately preferred with an overall mean of 4.16. In addition, bonfires (mean= 4.32) are the most preferred activity, while festival concerts (mean= 4.39) are the least preferred.

The findings align with the research by Xu (2010) and Vogel (2014), which suggest that entertainment not only draws people to a destination but also creates memorable and enriching experiences for visitors. While

some traditional forms of entertainment, like internet use or video games, can be enjoyed anywhere with the necessary facilities, other activities—such as gambling, theme parks, concerts, or clubbing—depend on a specific location and atmosphere to fully engage visitors.

The main motivation for local tourists is to escape the fast-paced, crowded city life, which is why there is an increasing focus on offering a range of activities such as harvesting, relaxation, and various recreational experiences (Kastenholz & Figueiredo, 2014). In addition to these, tourists are drawn to the opportunity to experience and learn about different cultures and lifestyles from the farm hosts. The safety and security of the destination also play a significant role in attracting visitors (Cerio & Valencio, 2022).

Entertainment tourism brings together various resources in a destination to create memorable and enjoyable experiences for visitors. According to Lou and Chau (2017), tourists in Macau have diverse interpretations of their entertainment tourism experience, shaped by their individual activities. The tourists' feedback highlights that the entertainment experience is made up of a range of engaging, dynamic, and enjoyable activities. Industry professionals also agree that entertainment tourism should offer fun, exciting, and unforgettable experiences.

In this study, bonfires, with a mean of 4.32, has the highest moderately preferred activity of the respondents because it is easy and enjoyable. Sitting around the fire helps people relax and feel comfortable. It is a great time for them to share stories, talk about their lives, and spend quality time with others. Many also enjoy the chance to appreciate the beauty of nature, especially under a clear, starry sky. This simple activity creates lasting memories and brings people closer together.

An article by IMAGINFIRES (2024) shared five psychological facts why we find fire so calming. One is the need for physical warmth. Just as early humans did before the development modern comforts, we seek out heat when the weather gets chilly. The most natural source of warming is fire. It makes us feel secure and at ease. This physical warmth makes us feel comfortable. The second reason is for the calming effect of fire. Many people might happily spend hours watching a fire and allowing their thoughts to wander when there are no outside distractions or constant interruptions, just you and the flames. Third is the social benefits of fire which makes people sit around a fire. Even while you might like gazing into the fire and feeling at ease, you might also prefer to sit around with other people, whether you are conversing, exchanging stories, or just being in the same room. Fourth, fire has its visual appeal that we enjoy. Possibly, this is due to the fact that fire has been significant to us since the earliest human generations. In reality, we just like observing the flames. Lastly, sitting by a fire might be an excellent way to effectively unwind, lower stress and anxiety, and refresh for the day.

Naked View Hub is one of the famous spots here in the Nueva Vizcaya wherein they offer activities like bonfires. The findings show that the students in Saint Mary's University are from Nueva Vizcaya, assuming most respondents have visited the place, resulting to bonfires being the highest moderately preferred activity.

Table 5 Level of Preference of Tertiary Students in Outdoor Recreation Activities

Outdoor Recreation	Mean	StdDev	Qualitative Description
Picnicking	4.29	.920	Moderately Preferred
Swimming	4.25	.895	Moderately Preferred
Fishing	4.10	.880	Moderately Preferred
Horseback Riding	3.95	1.060	Moderately Preferred
Hayrides	3.69	1.127	Moderately Preferred
Biking	4.04	.909	Moderately Preferred
Archery	3.96	.980	Moderately Preferred
Firing Range	4.14	1.016	Moderately Preferred
Paintball Game	3.98	1.092	Moderately Preferred

Golf	3.74	1.253	Moderately Preferred
Rafting	3.67	1.190	Moderately Preferred
Photography	4.18	.984	Moderately Preferred
Rock Climbing	3.95	1.077	Moderately Preferred
Ziplining	3.97	1.186	Moderately Preferred
Paragliding	4.04	1.108	Moderately Preferred
Overall Mean	4.00	.665	Moderately Preferred

Table 9 shows tertiary students' preference level for outdoor recreation activities. It shows that all activities are moderately preferred with an overall mean of 4.00. In addition, picnicking (mean= 4.29) is the most preferred activity, while rafting (mean= 3.67) is the least preferred.

Regidor et al. (2022) point out that outdoor recreation has become an important concept in leisure studies. These activities take place in natural settings and encourage interaction with the environment and others. Sisson (2013) also notes that engaging in outdoor activities, such as hiking, fishing, or running, promotes both physical and emotional well-being. These experiences not only provide enjoyment but also contribute to overall health and relaxation.

According to Gruzewski (2020), a bonfire can be a therapeutic activity, but it may not work for every population. Nonetheless, it can be an amazing experience when appropriate. Most of the teens hold on to a lot of emotional baggage—regret, resentment, grief, trauma, and more. Bonfire therapy activity can be a way to help the teens let go of at least a portion of this baggage. This bonfire therapy is actually a pretty powerful experience for those that were open and willing.

Moreover, according to Dursun and Ceylan (2023), rafting tourism is a type of tourism that is carried out on the river and it is compatible with the environment because it requires natural conditions. Furthermore, it is mostly preferred by young people in Turkey because it develops both adventure and entertainment, as well as the team spirit of the participants. There, the rivers are considered as a source of financial income. and the so the country develops

However, performing rafting here in the Philippines may be the lowest moderately preferred by young people because of the spots that are only in specific regions excluding Nueva Vizcaya, making them less accessible. Also, rafting can be seen as physically demanding and risky, which may not appeal to student tourists who prefer safer and more relaxed activities.

Many students might also feel unprepared for rafting due to a lack of experience or confidence in water sports, especially if they come from areas where such activities are uncommon. Also, it can be really expensive comparing to other activities such as hiking and trekking, and only foreigners may have the tendency to participate in them.

Table 6 Level of Preference of Tertiary Students in Educational Activities

Educational Activities	Mean	StdDev	Qualitative Description
Farm work experience	4.15	.973	Moderately Preferred
Planting	4.15	.926	Moderately Preferred
Petting animals	4.16	.904	Moderately Preferred
Harvesting crops	4.24	.991	Moderately Preferred
Crafting	4.11	1.073	Moderately Preferred
Feeding animals	4.21	1.036	Moderately Preferred
Overall Mean	4.17	.769	Moderately Preferred

Table 10 shows the tertiary students' preference level for educational activities. It shows that all activities are moderately preferred with an overall mean of 4.17. In addition, harvesting crops (mean= 4.24) is the most preferred activity, while crafting (mean= 4.11) is the least preferred.

The findings are supported by the study of Aurelio et al. (2022) where students were encouraged to revisit farms to gain hands-on learning experiences directly from farmers, highlighting the significance of food production. Farm education focuses on active participation in various agricultural and economic activities that change with the seasons. A recurring cycle of farm visits for students—such as teaching children to prepare soil and plant seeds in the summer—is an essential part of the learning process. As the number of farms grows, so too does the awareness and understanding of farm tourism among students and educators (Stofer & Rios, 2018).

Past experience with such farm tourism sites appeared to affect preferences as well. Without the experience of such sites, students demonstrated considerable preferences for on-farm direct sales as they probably wished to try and see what is offered on the farm. On the contrary, students who had experienced these sites showed strong interest in educational activities. It seems these students wanted to understand the agricultural concept better during their visits.

Table 7 Summary of the Level of Preference of Tertiary Students in Five Identified Agri-Tourism Activities

Activities	n	Mean	StdDev	Qualitative Description
On-Farm Direct Sales	136	4.23	.722	Moderately Preferred
Accommodation	136	4.06	.896	Moderately Preferred
Entertainment	136	4.16	.703	Moderately Preferred
Outdoor Recreation	136	4.00	.665	Moderately Preferred
Educational Activities	136	4.17	.991	Moderately Preferred

Table 11 shows that all five activities in agri-tourism are moderately preferred by the tertiary students of Saint Mary's University specifically the 3rd year School of Accountancy and Business students, with mean scores ranging from 4.00-4.23 in the 5-point Likert scale.

Other preferred farm tourism activities include on-farm direct sales (mean=4.23); accommodations (mean=4.06); entertainment (mean=4.16); outdoor recreation (mean=4.00); and educational activities (mean=4.17). the findings show that on-farm direct sales activities have the highest mean of 4.23. This area includes activities like farm-to-table dinners, farm stands, and u-picks.

Given the results of on-farm direct sales and educational activities being the last highest moderately preferred activity, a finding by Mendoza (2022) stated that one of the key activities on the farm in his study is to educate visitors by offering training on farming techniques. Tourists are given the opportunity to actively participate in harvesting crops, which adds a hands-on element to their experience. The farm features beautiful crop art, created with various horticultural and grain designs, allowing visitors to immerse themselves in the beauty of nature while enjoying a relaxing farm atmosphere. The farm is equipped with a range of amenities, including resort-style accommodations, educational attractions, and an animal habitat, all aimed at enhancing the visitor experience. In addition, the farm provides essential facilities such as mobile communication services, restrooms, clean water, electricity, clear signage, and accessibility features to accommodate guests with disabilities. An example is the Mendez Organic Farm in Cavite wherein they conducted a training center for small integrated organic farming technology.

Overall, the findings suggest that the students of Saint Mary's University have shown an interest in the factors related to agritourism, more particularly in aspects that relate to entertainment activities. It will be useful for agri-tourism stakeholders to know how this insight can assist in formulating appropriate and complementary programs that will lead to greater participation of students in the agri-tourism activities.

Table 8 Summary of Profile Variables of Tertiary Students in the School of Accountancy and Business of Saint Mary's University

Agri-tourism activities	n	Level of Preference										Median
		1		2		3		4		5		
		f	%	F	%	f	16.2	f	%	f	%	
On-Farm Direct Sales	136	0	0	3	2.2	22	16.9	50	36.8	61	44.9	4.33
Accommodation	136	0	0	4	2.9	23	10.3	71	52.2	38	27.9	4.00
Entertainment	136	1	.7	3	2.2	14	22.1	55	40.4	63	46.3	4.00
Outdoor Activities	136	0	0	2	1.5	30	14.7	70	51.5	34	25	4.13
Educational Activities	136	0	0	3	2.2	20	16.2	52	38.2	61	44.9	4.13
Legend:							<i>Note: Highlighted percentage reveals the average using mode as the measure of central tendency.</i>					
1 – Strongly Not Preferred												
2 – Not Preferred												
3 – Equally Preferred												
4 – Moderately Preferred												
5 – Strongly Preferred												

Table 12 reveals that the average level of preference of SMU tertiary students on agri-tourism activities is moderately preferred on all identified five activities with a median score ranging from 4.00 to 4.33 on a 5-point Likert scale. However, it also reveals that for activities on on-farm direct sales and educational activities, half of the surveyed tertiary students indicated a rating of strongly preferred.

Notably, on-farm direct sales activities were highly preferred, with a median score value of 4 and above of more than 3. This means that almost half of the respondents (44.9) expressed it as strongly preferred, which shows that they are highly interested in farm tourism products.

Likewise, educational activities (EDUC) were highly preferred and this time, half the students surveyed were strongly supportive. What this finding indicates is that students want to be taught while doing something, in this case, agriculture work, and therefore recognizing the role of education in creating awareness about and appreciation of agri-tourism.

On the other hand, accommodations (ACC) and entertainment (ENT) have median scores of 4.00, which imply fair interest but moderate preference on these activities relative to OFDS and EDUC. These findings may indicate that students enjoy a wide range of activities, but prefer more active ones that promote engagement with agricultural practices.

Overall, the data also suggests that students respond positively towards agri-tourism, paying special attention to farm tourism products and education activities. These conclusions could be used for future programs and actions targeted at further enrichment of agri-tourism and its sustainable development.

The local environment seems to shape preferences as well. Students, who come from Nueva Vizcaya, prefer undertaking entertainment while students from Isabela educational activities. For most activities, such as outdoor recreation, accommodations, on-farm direct sales, respondents from Quirino did not show significant preferences. This contrasts with students from Ifugao who prefer on-farm direct sales most of all.

Section 3. Recommendations/Suggestions

Organic Farming

In terms of the activities, John (not his real name), along with the other respondents suggested that the sites could expand and improve their activities to better cater to a lot of tourists who seek more activities. This will give farm owners or farm sites an opportunity to make their farms better in order to appeal to more visitors.

Organic Farming

For organic farming, Maria (not her real name), along with the other respondents suggested the improvement and addition of more facilities and practice organic farming. Fertilizers that were suggested by Patrick (not his real name) and others also fall into this category. This will create better soil quality and reduced pollution to bring healthier plants that benefit not just the tourists but also the locals.

Security

David (not his real name) and other respondents suggested enhancing the security precautions of the farms.

Accommodation

Noel (not his real name) and other respondents also suggested discounts in accommodations for students.

Garbage Bins

Carl (not his real name) and one respondent suggested putting more garbage bins all over the farms to create a cleaner and healthier environment.

Technology

Lastly, Camille (not her real name) and other more respondents suggested improving the technology when it comes to farm development for faster work.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

Considering the facts and the findings of the surveys conducted within the research, it seems that Nueva Vizcaya's agritourism profile, including its accommodations, accessibility, amenities, and attractions, creates a solid base for tourism in the region. This comprehensive profile helps both tourism operators and local farmers understand how to build on these strengths and tap into new opportunities, making the study a valuable resource for future development in agritourism.

Saint Mary's University students showed a clear interest in activities like on-farm sales, accommodation, entertainment, outdoor recreation, and educational activities. These preferences reveal an interest for immersive, hands-on activities that let them connect with agriculture in a meaningful way, pointing to exciting potential for youth-focused agritourism programs in Nueva Vizcaya.

Students from Saint Mary's University offered practical ideas to make farm tourism more appealing, like adding new activities, embracing organic practices, and improving security. They also suggested student discounts, more garbage bins for a cleaner environment, and better technology for smoother operations. These insights give farm owners simple ways to create a more inviting and sustainable experience for visitors.

Recommendations

This section focuses on the recommendations to enhance the agri-tourism profile in Nueva Vizcaya.

To Farm Owners

1. They could enhance the Nueva Vizcaya's agritourism industry profile for accommodations by improving the quality of their accommodation facilities. They should offer clean, comfortable, and safe accommodations such as well-maintained camping areas which could significantly enhance the visitors' experience wherein the visitors will find comfort after doing farm tourism activities that can create memorable experiences.

2. They should prioritize integrating and improving their farm sites that appeal to tourists. Recreational amenities like swimming, bonfires areas, gardens, and the likes are highly effective in appealing tourists. Providing unique, affordable, and fun experiences can create a lasting impression while engaging with community.
3. They should focus on diversifying the visitor experience including investing in the creation of more interactive activities. They can introduce harvesting, festivals, and events that make the destinations attractive. They can also create a visually appealing spots to match with the preferences and interests of visitors, especially those who are active in social media. This can also help them with boosting their destination.
4. They should consider introducing farm-to-table dining in order to have access to a wide range of ingredients that are in season not just to appeal to more visitors, but to contribute to the local farmers' daily living as they provide for our food. Since other selective fruits and vegetables that visitors like such as strawberries, avocados, and such, only come in seasons, farms should offer "u-pick" days combined with friendly events. Since it is the highest moderately preferred activity, they should also consider improving their farms with farm stands by offering products such as items like jams and homemade baked goods with ingredients coming from their farm. They can also organize farm-to-table dining that features a variety of fresh ingredients from the farm. These can help students engage in food demonstrations that can deeper their connection to the farm and its products. These experiences cannot only help students learn but enhance their satisfaction.
5. Since most farms do not offer activities such as harvest festivals, festival and music concerts, and farm movie nights. They should consider making their farms lively by offering these activities that can provide amusement to the visitors. One example is workshops such as offering cooking classes with fresh-picked ingredients from the farms, creating crafts out of wood, and etc. The activity in this category that has the lowest mean (Festival Concerts) should be given a chance to be developed. Assuming the reason for this is that students do not like the idea of concerts in farms but sourcing performers and handling technical requirements for sound, lighting, and stage setups can create an entertaining experience that meets' visitors' preferences while boosting tourism product development in Nueva Vizcaya.
6. Even though outdoor recreation is the most well-known activity, this is the lowest moderately preferred by students. Most visitors enjoy activities such as picnics, swimming, fishing, paragliding, and such that it does not entertain them anymore maybe because these are already common activities that they experience for a long time. They should give their farms a chance such as adapting and maintaining these activities. If the farm is near bodies of water, they can introduce rafting, since it has the lowest mean among all, so that students/visitors can experience water sports so that they can appreciate the beauty and fun that rafting gives.
7. Farms especially with accommodations should consider offering free sessions on farming techniques, how to plant crops, how to harvest them, how to clean them, how to take care of them as these can give them knowledge on how to use it for survival, or when they plan to plant. And for farms with animals, they can consider letting visitors to go near them and help feed and care for them. Activities such as milking cows, collecting eggs, grooming and learning about them. These activities can make farm tourism sites known and help them gain more visitors. By providing these activities, not only the visitors can benefit from them but also the farm owners as they create memorable visits that educate and engage visitors while creating a deeper appreciation for agritourism.
8. Farm owners can help researchers understand the opportunities and challenges. They can provide insights into the feasibility of the proposed tourism activities and their alignment with students' preferences.

To the Local Government Units (LGUs)

1. They can collaborate with farm owners to organize regional activities that are preferred by students to draw tourists and promote overnight stays.
2. They should prioritize improving the accessibility of farm tourism sites for visitors to ensure that the destinations are easily reachable through well-maintained roads as it is an important aspect to attracting tourists. They can consider implementing projects for road improvement and setting up signage along

the Maharlika Highway in order to give guide for travelers. Barangay officials can also help maintain roads and trails leading to farms to ensure that minor roadworks and improvements are managed. The Provincial Tourism and Cultural Office can also help through mapping of accessible routes, and provide logistical support in order to enhance the visitors' physical access to the sites.

3. They can help assist in organizing festivals, and other activities that highlight farm tourism related entertainment, and can support agritourism by including these activities in the provinces' official tourism campaigns.
4. To Local Government Units (LGUs), they can provide future researchers access to data existing on farm tourism sites, trends, and development plans to further continue the support of tourism product development.

To the Department of Tourism (DOT)

1. They should help by including the farms in government listings and tourism marketing, and training courses to improve the farm owners' abilities in managing agritourism and hospitality.
2. They can include farm tours and activities in educational programs to create learning initiatives. This can promote the students' awareness and support farm tourism as a means of cultural and environmental education.

To the Department of Agriculture (DA)

1. They should provide advice or incentives on sustainable farming practices, especially for fruit-bearing trees and cacao cultivation. They can also help organize farmer cooperatives or cooperatives with other agritourism locations to combine resources and develop marketing opportunities.
2. They can help develop programs that integrate farm work into agricultural education. These can enhance the farm's educational value while promoting sustainable agricultural practices.
3. They can assist in providing subsidies or guidance for implementing organic farming techniques.

To the Provincial Tourism and Cultural Office (PTCO)

1. They should conduct advertising campaigns that highlight the farms' unique attractions. In order to provide guests the opportunity to experience the finest of the local culture, they should also plan tours or vacation packages that encourage them to see some of the area's hidden treasures.

To Nueva Vizcaya Agricultural Terminal (NVAT)

1. They can help support the activity by providing services like a marketplace for farm produce wherein farmers can sell their products to customers, retailers, and wholesalers which can help farm owners access a larger pool of buyers.

To Non-Government Organizations (NGOs)

1. They can help with sustainable farming practices through providing training and resources to improve organic farming methods.

To the Local Law Enforcement Agencies and Security Services Providers

1. They can help with improving the farms' security by involving surveillance systems and training programs for staffs to further enhance safety measure.

To the School of Accountancy and Business

1. They can offer field trips, workshops, and learning programs wherein students can participate in planting, harvesting, and animals care in order for students to have an understanding of agricultural life.
2. They can involve students in developing innovative and engaging farm-based activities through research and workshops.
3. They should support farm owners into adopting financial and business management practices to ensure the destinations' sustainability. They should expand their revenues while promoting sustainable

practices. They should develop a clear financial and business strategy of tourism services to focus on creating offerings. They can consider offering packages and memberships which could make guests going back to their sites.

4. They can encourage students to conduct feasible studies in developing farm tourism products based on students' preferences. They can also help develop business plans for farm owners to attract not just the tertiary students, but all of their students, through recreational and educational activities.
5. They should prioritize training programs for farm owners that focus on hospitality management, customer service, and sustainable tourism practices. This will empower them to better cater to visitors while ensuring that the growth of agritourism is aligned with environmental conservation and responsible tourism practices. They can host events such as eco-tourism expos wherein students can help showcase the farm owners' products and promote their services in order to help attract potential visitors. They can develop training workshops on tourism product development by focusing on equipping farm owners with skills in customer service and hospitality if they wish to target students as a part of their niche market.

To Future Researchers:

1. To future researchers who are interested in the agritourism topic, agritourism industry profile of Nueva Vizcaya, and the activities the farms have and have not yet implemented, the researchers recommend that they explore the impact of local agricultural practices on the growth of the tourism sector. They can investigate how tourists perceive and value farm-based experiences which can provide them valuable insights into developing more effective strategies. They can also look into activities that caught the visitors' attention and focus on them to contribute the agritourism industry profile of Nueva Vizcaya's growth.

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