

Recovery and Sustainable Strategies of the Farm Tourism in the 3rd Congressional District of Iloilo During the Covid-19 Pandemic: Basis for The Crisis Management Plan for the Farm Sites

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ABSTRACT

Farm tourism is promoted as a rural livelihood-diversification pathway, yet COVID-19 restrictions disrupted on-site experiences and threatened enterprise continuity in Iloilo, Philippines. This study examined recovery and sustainability strategies of farm tourism sites in Iloilo's Third Congressional District as basis for a crisis management plan. A qualitative multiple-case study covered eight (8) operating, recognized or DOT-accredited farm tourism sites. Data came from in-depth semi-structured interviews with owners/primary decision-makers (December 2021–January 2022), supported by document review and field observation. Data were analyzed through reflexive thematic analysis using an input–process–output (IPO) framework informed by systems and resilience perspectives. Operators reported linked challenges: (1) operational/regulatory disruption (closures, reduced hours/capacity, evolving compliance); (2) human-resource constraints (manpower shortages, multitasking, reduced workdays, pay adjustments); and (3) financial/market pressures (income loss, delayed payments, demand shifts, buyer loss). Recovery focused on strict health-protocol implementation, facility and visitor-flow redesign, cost control, intensified digital promotion, and repositioning toward local/domestic markets. Sustainability measures included strengthening farm production and direct sales, diversifying products and revenues, improving resource efficiency and waste management, and leveraging LGU and partner programs for training and promotion. Farm tourism resilience depended on compliance-driven reopening and agriculture-anchored, incremental diversification. Findings provide empirical inputs for a site-level crisis plan and for strengthening local preparedness and coordinated support for future disruptions.

Keywords: *farm tourism; agritourism; COVID-19 pandemic; recovery strategies; sustainability measures; resilience*

INTRODUCTION

Agriculture remains central to livelihoods and food systems and is explicitly recognized in the UN Sustainable Development Goals as a pathway for reducing poverty and strengthening food security (FAO, 2022; United Nations, 2023). In developing economies such as the Philippines, persistent productivity gaps and income vulnerability among smallholders heighten the need for livelihood diversification and more resilient rural enterprises (World Bank, 2023).

Farm tourism has been advanced as a practical way for farm households to broaden income sources by adding visitor-oriented activities and services alongside production. In this arrangement, the farm remains the core setting, while learning activities, leisure, product sales, and related services provide additional value for visitors and potential revenue for operators (Republic Act No. 10816, 2016; Department of Tourism, 2022; FAO, 2023).

BACKGROUND TO THE PROBLEM

National policy recognizes farm tourism as a tourism–agriculture initiative intended to draw visitors to working farm areas and related fishery settings and, in turn, support rural livelihoods through coordinated accreditation, capability building, marketing support, and infrastructure development (Republic Act No. 10816, 2016; Department of Tourism, 2022). Within Iloilo Province, the Third Congressional District is positioned as an eco-agricultural destination and contains a notable concentration of farm tourism sites (Office of Culture, Arts, History and Tourism, Province of Iloilo, 2021).

The COVID-19 pandemic, however, abruptly disrupted travel and on-site experiences—the core value proposition of farm tourism enterprises. UN Tourism reported a 22% decline in international tourist arrivals in the first quarter of 2020, signaling a severe global shock to the tourism economy and livelihoods (UNWTO, 2020). For farm tourism sites whose revenues depend heavily on visitor arrivals and experiential services, mobility restrictions, temporary closures, capacity limits, and heightened health-compliance requirements translated into immediate income loss and operational uncertainty. In Iloilo’s Third Congressional District, where farm tourism is positioned as a rural diversification pathway, such disruptions threatened not only enterprise continuity but also the rural development benefits associated with farm tourism (employment, local supply linkages, and farm-based income supplementation).

Although COVID-19 recovery guidance and tourism resilience literature highlight common response directions (e.g., restoring traveler confidence through health protocols, shifting to domestic markets, and diversifying products and channels), there remains limited context-specific evidence on how farm tourism operators in Iloilo operationalized these strategies under local constraints (e.g., resource limitations, staffing realities, compliance demands, and market access). In particular, the Third Congressional District has limited documented synthesis on: (a) the concrete challenges experienced by farm tourism sites during COVID-19, (b) the recovery actions they implemented to resume operations, and (c) the sustainability measures they adopted to maintain viability beyond immediate reopening.

Addressing this gap is important for two reasons. First, it provides an evidence base for site-level decision-making on what worked, what was constrained, and what enabling conditions supported recovery. Second, it supports local government and tourism stakeholders in strengthening crisis preparedness and resilience-building for farm tourism as a component of rural development planning. Guided by these considerations, the present study investigates the recovery and sustainable strategies of farm tourism sites in Iloilo’s Third Congressional District during the COVID-19 pandemic.

Purpose of the Study

The purpose of the study was to determine the business profile of the farm sites; explore the challenges faced by the farm tourism sites and its impact on the operations and sustainability of the farm sites; the recovery strategies implemented in response to Covid-19 pandemic and how it helped the farm sites in navigating the challenges; the measures the farm tourism sites adopted to ensure long-term sustainability during pandemic and its contribution to their on-going operation despite the pandemic in the Third Congressional District of Iloilo.

Macro Question:” What are the recovery and sustainable strategies implemented by the Farm Tourism Sites during the Covid-19 Pandemic?”

This study aimed to explore the recovery and sustainable strategies implemented by the farm tourism sites during the pandemic, specifically, addressing the following questions:

1. What is the business profile of the farm tourism sites?
2. What specific challenges did farm tourism sites face during the Covid-19 pandemic?
3. In what ways did these challenges impact on the operations and sustainability of farm tourism sites?

4. What recovery strategies were implemented by farm tourism sites in response to the Covid-19 pandemic?
5. How effective were these recovery strategies in helping farm tourism sites navigate the challenges during the pandemic?
6. What measures have farm tourism sites adopted to ensure long-term sustainability during the pandemic?
7. How do the sustainability measures adopted by farm tourism sites contribute to their ongoing operations despite the pandemic?

Theoretical Perspective

The study adopts a constructivist orientation and a qualitative case study design to capture how farm tourism owners and managers make sense of disruption and recovery within their local context (Zenker & Kock, 2020; Bianchi, 2022). It is further informed by systems thinking, which treats farm tourism sites as interconnected stakeholder systems shaped by policy, markets, communities, and environmental conditions, and by resilience theory, which explains how enterprises absorb shocks, adapt practices, and reorganize to sustain operations over time (Baggio, 2020; Prayag, 2022; Filimonau et al., 2022). Together, these lenses guide the analysis of how farm tourism sites in Iloilo's Third Congressional District responded to COVID-19-related disruption and pursued recovery and longer-term sustainability.

Significance and Scope

The findings are relevant to farm owners and managers, local government and tourism offices, and national agencies supporting farm tourism, as they highlight practical responses to crisis conditions and pathways to sustain operations. The study is delimited to selected farm tourism sites in municipalities within Iloilo's Third Congressional District and focuses on operator-reported challenges and strategies during the COVID-19 period, using qualitative interviews to generate context-specific insights for recovery and sustainability planning.

LITERATURE REVIEW

The reviewed literature consistently frames farm tourism (agritourism) as a farm-based diversification strategy that integrates agricultural production with visitor experiences for recreation, education, and hospitality, creating complementary income streams while reinforcing rural development objectives (Rauniyar et al., 2021; Guarino et al., 2022; UN Tourism, 2023).

Farm Tourism and Agritourism Concepts

Farm tourism and agritourism are commonly treated as forms of rural tourism in which an operating farm is central to the visitor experience. Farm tourism generally refers to inviting visitors to farms for leisure and learning activities connected to rural life and production. Agritourism is often described as a farm-based enterprise that pairs tourism services (e.g., activities, food experiences, direct sales, and sometimes accommodation) with farming or processing to broaden income. Typical offerings include tours, demonstrations, hands-on participation, and farm-to-table experiences, reinforced by the sale of farm products. Because activities are tied to farm routines and resources, enterprises face practical constraints such as seasonality, labor cycles, biosecurity, and food safety. In the Philippine context, Republic Act No. 10816 provides a policy description of farm tourism that emphasizes visitor engagement in farm areas through agriculture- or fishery-based operations for learning, recreation, and related services (Republic Act No. 10816, 2016).

Philippine policy also offers practical criteria for identifying farm tourism enterprises in research and planning. Republic Act No. 10816 underscores the need to align tourism development with agriculture extension and rural livelihood goals through coordinated support mechanisms (Republic Act No. 10816, 2016). In addition, the DOT-DA Joint Memorandum Circular sets accreditation conditions for farm tourism camps, including minimum expectations for facilities, sanitation, safety and security, and visitor management, and distinguishes between day farms and farm stays (DOT-DA Joint Memorandum Circular No. 2020-002, 2020). In this study,

these policy instruments are used as reference points for baseline operational standards and risk controls that can shape recovery choices and longer-term sustainability decisions.

Sustainability In Farm Tourism.

Sustainability in farm tourism is commonly evaluated through the triple-bottom-line lens. Economic sustainability involves diversified revenues, viable cost structures, service quality, and compliance capacity; socio-cultural sustainability concerns community participation, equitable benefit sharing, and the protection of rural identity and food heritage; and environmental sustainability depends on stewardship of land, water, and landscapes through waste management, resource efficiency, and biodiversity protection. This aligns with UN Tourism's definition of sustainable tourism as accounting for present and future economic, social, and environmental impacts while meeting the needs of visitors, host communities, and the environment (UN Tourism, 2005/2026). Recent agritourism research also promotes "green transition" practices—local sourcing, short supply chains, and circular-economy approaches—as ways to strengthen authenticity and long-term resilience (Ingrassia et al., 2023).

COVID-19 Impacts on Farm Tourism

COVID-19 disrupted farm tourism through travel restrictions, closures, and heightened health-risk perceptions that reduced visitation and on-site spending. The crisis exposed vulnerabilities tied to fixed costs, labor retention, and reliance on group markets. At the macro level, the OECD described tourism as experiencing a synchronized demand–supply shock and emphasized that recovery would be uneven and dependent on coordinated reopening, business support, and confidence-building (OECD, 2020). At the consumer level, evidence shows hygiene and health perceptions became key determinants of travel decisions (Orîndaru et al., 2021). For farm tourism, open-air settings could be advantageous, but experiences had to be redesigned to meet safety expectations, and many enterprises expanded digital marketing/booking and diversified through farm-product sales and delivery.

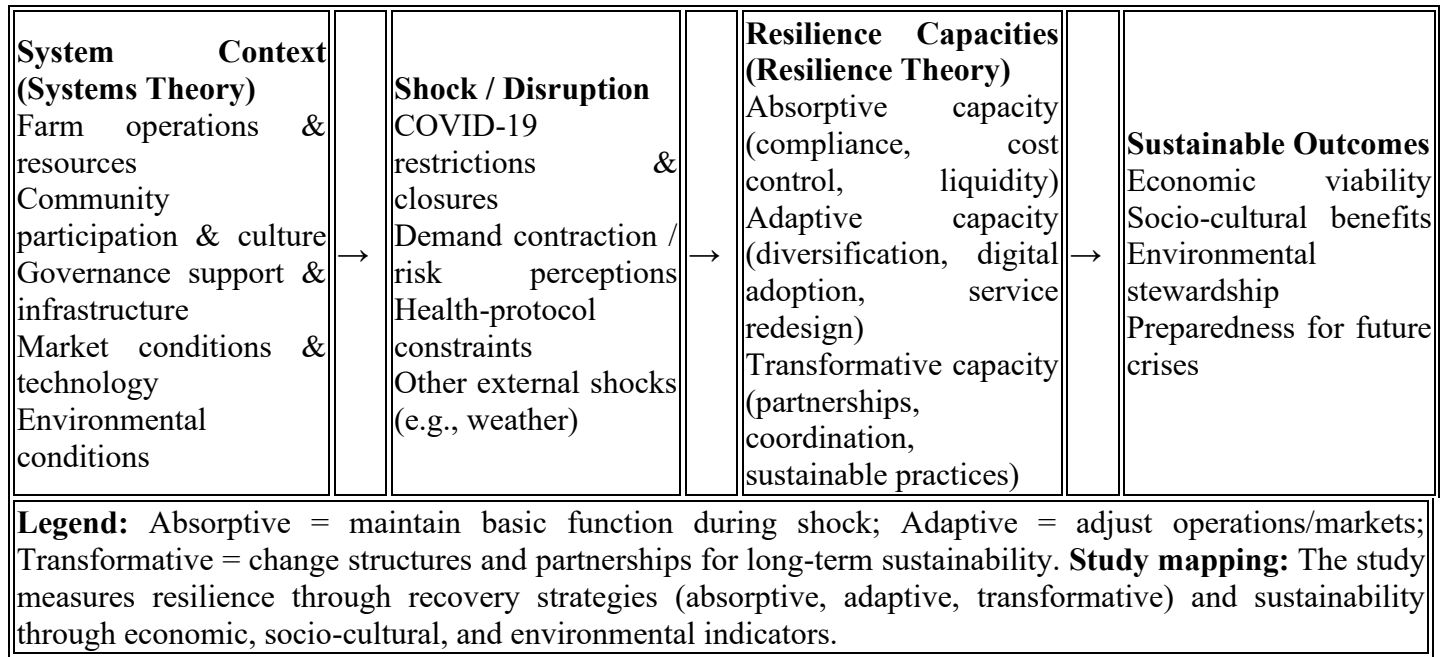
Crisis recovery strategies.

Recovery literature emphasizes stabilization and adaptation. Core strategies include diversification of products and revenues, operational reconfiguration for health and safety, digital adoption, and partnerships with LGUs and tourism–agriculture institutions for market access, training, and liquidity. Evidence from agritourism during COVID-19 indicates that reorganization and diversification can accelerate learning and innovation under shock conditions (Brune et al., 2023). Business-model tools help clarify value proposition, key activities/resources, channels, and cost–revenue structures as markets shift. Preparedness research stresses crisis communications planning to provide consistent safety messaging, protect reputation, and support continuity (Stearns & Singh-Knights, 2024).

Theoretical Foundation: Systems And Resilience

Systems theory frames farm tourism as an open system linking farm operations, communities, markets, governance, and the natural environment through flows of visitors, resources, and information. It highlights interdependence and feedback (e.g., satisfaction and safety perceptions influencing demand). Resilience theory complements this by explaining how enterprises and destinations anticipate, absorb, adapt, and sometimes transform in response to shocks. A socio-ecological perspective emphasizes that resilience operates across macro (policy and market), meso (destination networks), and micro (enterprise/household) levels, which became salient in COVID-19 scholarship (Prayag, 2020). Together, these theories guide the assessment of whether recovery strategies reinforce sustainability rather than simply restoring pre-crisis performance.

Figure 1. Conceptual Framework (Systems and Resilience Lens)



Local and Foreign Studies

Local studies report that farm tourism can create income and learning benefits but faces skills gaps, investment constraints, uneven coordination, and marketing challenges—implying the need for capacity building, enterprise support, and stronger stakeholder networks (Yamagishi et al., 2021; Maniscan, 2022; Tugade, 2020). Community-based planning is emphasized to sustain benefits through shared leadership and alignment with local needs (Paladan, 2020). These findings align with accreditation standards that require baseline facilities, sanitation, safety, and visitor management for day farms and farm stays (DOT–DA Joint Memorandum Circular No. 2020-002, 2020). Foreign studies reinforce that health and hygiene shape post-COVID travel decisions (Orîndaru et al., 2021) and show agritourism resilience through diversification and operational reorganization (Brune et al., 2023). Participatory indicator-based planning integrates economic, socio-cultural, environmental, and health dimensions to build community resilience (Cavalleri et al., 2022), while circular-economy and green-transition practices support authenticity and long-term viability (Ingrassia et al., 2023). Crisis communications planning is proposed as a practical tool for preparedness and continuity (Stearns & Singh-Knights, 2024). Overall, the evidence supports analyzing Iloilo farm tourism recovery using systems and resilience lenses within Philippine policy conditions (Republic Act No. 10816, 2016; OECD, 2020).

METHODOLOGY

Research Design

The study used a qualitative multiple-case study design to explain how and why farm tourism enterprises in Iloilo’s Third Congressional District recovered and pursued long-term sustainability during the COVID-19 pandemic. Each farm tourism site served as a bounded case, enabling within-case description and cross-case comparison of strategies, constraints, and enabling conditions in their real-life operational context.

Participants and Setting

Eight (8) operating recognized or DOT-accredited farm tourism sites in the district were included through complete enumeration to capture the full range of eligible cases. Key informants were site owners/primary decision-makers who (a) owned an existing and operating farm tourism site in the district, (b) experienced survival or recovery during the pandemic period, and (c) consented to participate; farms without farm activities were excluded. Cases were located in selected municipalities (e.g., Janiuy, Badiangan, Pototan, Cabatuan,

Bingawan, and Calinog). The Third District is an eco-agricultural destination with a notable concentration of farm tourism sites, making it a suitable setting for examining operational disruption, adaptation, and sustainability planning.

Data Collection

Fieldwork was carried out from December 2021 to January 2022 and drew on three complementary sources: (1) in-depth semi-structured interviews, (2) review of available documents, and (3) on-site observation when permitted. After obtaining endorsements/permissions and confirming schedules, interviews were conducted at the farm site in a quiet, convenient area, or through online platforms when required by health protocols. Interviews typically ran for 60–90 minutes. With participant consent, sessions were recorded, transcribed, and translated into English when responses were in the local language. The researcher-developed interview guide—validated by three experts and refined before data gathering—covered the site’s business profile; pandemic-related challenges and operational impacts (e.g., closures, staffing, market access, and health requirements); and the recovery and sustainability measures adopted (e.g., service adjustments, pricing, marketing, compliance, partnerships, and diversification), including perceived effectiveness and support needs. Reviewed materials included relevant advisories/policies (when available), business and operational records, and promotional content. Observations focused on visible operational changes such as sanitation practices, visitor flow, facility use, and service delivery to contextualize interview accounts.

Data Analysis

Analysis followed a reflexive thematic approach (Braun & Clarke) in which transcripts, document extracts, and observation notes were read repeatedly, coded, and progressively organized into patterns that addressed the research questions. Codes capturing operational impacts, decision points, and coping actions were first developed across the dataset, then grouped into sub-themes and higher-order themes. The IPO framework was used as an organizing logic to connect site conditions (inputs), operational responses (processes), and reported outcomes (outputs). Outputs included (a) short within-case write-ups for each farm tourism site and (b) cross-case comparisons that highlighted shared strategies and context-specific differences. Themes were refined through iterative review and were reported through narrative synthesis supported by illustrative quotations and corroborating documentary/observational evidence.

Trustworthiness and Ethics

To support the credibility of the findings, interview accounts were checked against documents and observations, and participants were invited to review their transcripts for accuracy. Transferability was addressed by providing a clear description of the study setting, the case selection, and the procedures used. Dependability and confirmability were strengthened by keeping an audit trail of key decisions (e.g., changes in the interview guide, coding notes, and theme development memos). Ethical safeguards included approval through the university research ethics process; securing required permissions; obtaining informed consent; emphasizing voluntary participation and the right to skip questions or withdraw; and protecting confidentiality through secure storage of recordings/transcripts and the use of non-identifying case codes (FTS 1–FTS 8).

RESULTS AND DISCUSSION

This section presents the cross-case findings from eight farm tourism sites in Iloilo’s Third Congressional District and explains how operators navigated COVID-19 disruption. The analysis is anchored on the study questions—business profile, pandemic challenges and operational impacts, recovery actions, sustainability measures, and perceived effectiveness—and is interpreted through the IPO organizing framework. Rather than treating recovery as a single event, the discussion traces how sites moved from enforced closure and constrained reopening to incremental adjustments in products, markets, and farm operations, generating practical inputs for the proposed crisis management plan for farm tourism sites.

Business Profile of Farm Tourism Sites

The study reveals considerable diversity among participating farm tourism sites in terms of scale, operational focus, and market orientation. Some sites primarily functioned as day farms, offering educational tours and agricultural experiences, while others operated as farm resorts, providing accommodation and leisure services. Despite these differences, a common thread was the reliance on visitor arrivals as the primary source of income, which rendered these sites particularly susceptible to disruptions caused by mobility restrictions and public health protocols. Most sites were managed by families, possessed limited financial buffers, and depended heavily on local and domestic markets. These structural characteristics not only shaped the challenges encountered during the pandemic but also influenced the feasibility and nature of recovery strategies that could be implemented.

Challenges Encountered During the COVID-19 Pandemic

Farm tourism sites faced a multifaceted array of challenges because of the pandemic. Operational disruptions were immediate and severe, stemming from government-mandated closures, capacity limitations, and the necessity to comply with evolving health and safety regulations. These restrictions led to a precipitous decline in visitor numbers and income, while simultaneously increasing operating costs due to heightened sanitation requirements. Financial challenges were closely intertwined with operational disruptions; operators reported substantial revenue losses, difficulties in covering fixed costs, and limited access to external financial assistance. The reduction in cash flow constrained the ability to maintain facilities, retain employees, or invest in new initiatives. Labor-related challenges further compounded these difficulties, with some workers being laid off, others shifting to part-time arrangements, and many required to multitask to compensate for reduced staffing levels. Beyond economic impacts, the study highlights the psychological and emotional stress experienced by farm operators, including uncertainty about the duration of restrictions, fear of closure, and responsibility for workers' welfare. Collectively, these challenges threatened both the short-term viability and long-term sustainability of the farm tourism sites.

Impact of Challenges on Operations and Sustainability

The challenges experienced during the pandemic had both direct and indirect effects on farm tourism operations. Prolonged closures interrupted normal business cycles, weakened market linkages, and eroded customer confidence. In response, some sites scaled down operations or temporarily shifted away from tourism activities to focus on core agricultural production. While this pivot helped sustain basic income, it also limited the experiential offerings that define farm tourism. The sustainability of operations was further jeopardized by reduced reinvestment capacity; with limited revenues, many operators postponed facility improvements, technology adoption, and environmental initiatives. Nevertheless, the crisis prompted greater awareness of vulnerability and the need for adaptive planning, which influenced subsequent recovery and sustainability strategies. This heightened awareness is significant, as it marks a shift from reactive to proactive management, underscoring the importance of resilience and adaptability in the face of future crises.

Recovery Strategies Implemented by Farm Tourism Sites

In response to the challenges, farm tourism sites implemented a range of recovery strategies. Operational adjustments were a key approach, including reduced operating hours, controlled visitor capacity, and strict adherence to health protocols to rebuild guest trust. Several sites diversified income sources by strengthening agricultural production, introducing online sales of farm products, or offering limited private bookings. Marketing and customer engagement strategies also played a pivotal role in recovery. Operators relied more heavily on social media platforms to promote their sites, communicate safety measures, and maintain visibility during periods of restricted travel. Collaboration with local government units and tourism offices provided support through training, information dissemination, and promotional initiatives. Cost-control measures were another important recovery strategy, including minimizing non-essential expenses, renegotiating supplier arrangements, and restructuring labor schedules. While these actions were largely defensive, they enabled sites

to remain operational and gradually resume activities as restrictions eased. The effectiveness of these strategies was often contingent upon the site's pre-existing resources, local networks, and capacity for innovation.

Sustainability Measures Adopted During the Pandemic

Sustainability measures adopted by farm tourism sites extended beyond immediate survival. Environmental practices such as organic farming, waste management, and resource conservation were maintained or reinforced, recognizing their role in reducing costs and enhancing long-term resilience. Social sustainability was reflected in efforts to retain workers, when possible, support local suppliers, and contribute to community food security through agricultural production. Economic sustainability was pursued through diversification and gradual reinvestment. By combining tourism with agriculture and digital marketing, sites reduced reliance on a single income stream. The discussion emphasizes that sustainability during the pandemic was shaped by pragmatic choices that balanced financial constraints with long-term goals, rather than by large-scale investments. This approach highlights the importance of incremental adaptation and the value of local knowledge and community engagement in building resilience.

Effectiveness of Recovery and Sustainability Strategies

Overall, the recovery and sustainability strategies were moderately effective in helping farm tourism sites navigate the pandemic. While most sites did not return immediately to pre-pandemic performance levels, the strategies adopted enabled them to stabilize operations, reopen gradually, and maintain their presence in the market. Cross-case analysis indicates that sites with pre-existing diversification, strong local networks, and adaptive management practices were better positioned to recover. The effectiveness of strategies depended on contextual factors such as site size, location, and access to institutional support. Importantly, the pandemic served as a learning experience that strengthened operators' awareness of risk management and the value of resilience planning, directly informing the proposed crisis management framework for farm tourism sites. This learning underscores the necessity for ongoing capacity-building, strategic partnerships, and the institutionalization of adaptive management practices within the sector.

CONCLUSIONS

Based on the summary of findings, the following conclusions were drawn:

1. Farm tourism sites in the 3rd Congressional District of Iloilo exhibited structural diversity that influenced resilience during COVID-19. Differences in ownership, farm size, land use, operating arrangements, and revenue sources shaped each site's capacity to respond. Larger and more diversified farms generally had stronger adaptive capacity because multifunctional land use and varied farm and tourism products helped spread risk. Smaller, specialized farms were often more agile and able to offer authentic experiences but faced constraints in capital, labor, and scalability. Farming roots, stewardship values, and flexible land-use decisions further supported continuity amid restrictions.
2. Challenges brought by the pandemic were interconnected. Capacity limits, health compliance requirements, workforce constraints, and financial pressures disrupted day-to-day operations and service delivery. Reduced visitor demand and mobility restrictions weakened market access, while labor shortages and supply interruptions affected farm production and tourism activities. These combined pressures intensified vulnerability, especially among enterprises heavily dependent on tourism receipts as their primary income.
3. COVID-19 produced substantial effects on the sustainability of farm tourism operations. Income losses, employment instability, added operating costs, and uncertainty threatened immediate viability and long-term continuity. Many sites had reduced capacity to retain staff, invest in facilities, and sustain regular farm activities. The crisis also pushed operators to reassess business models, prioritize essential expenditures, and explore alternative income streams or modified approaches to remain functional under changing conditions.

4. Health-centered and adaptive responses enabled sites to operate at limited levels despite restrictions. Cost controls, scaled-down services, market adjustments (including local targeting), and health and safety protocols reduced risk and helped rebuild visitor confidence. Operators applied measures such as sanitation routines, contact management, and controlled guest flow, demonstrating the sector's capacity to integrate public health requirements into operations.

5. Recovery strategies were effective mainly for survival and operational continuity rather than rapid profit restoration. Their value was reflected in sustaining services, retaining minimum staffing, and adjusting offerings to comply with evolving guidelines. Flexibility and incremental decision-making helped enterprises endure prolonged disruptions and respond to shifting customer preferences. However, broader constraints—such as policy changes, travel limits, and market uncertainty—remained outside operators' control and affected the pace of recovery.

6. Long-term sustainability depends on continuous adaptation and responsible resource management. The pandemic underscored the importance of sustainable practices, prudent resource use, and operational flexibility as foundations of resilience. Sites that embedded sustainability in operations were better positioned to manage limited inputs, protect worker welfare, and strengthen community linkages. This integration supports stewardship and enterprise stability, improving preparedness for future shocks.

7. Overall, resilience-oriented and sustainability measures provided a foundation for post-pandemic recovery and future growth. Facility maintenance, product diversification, active marketing, and short-term coping tactics helped sites endure the crisis while strengthening operations. Sustainable agriculture practices supported productivity and improved the farm tourism experience by reinforcing the link between production and education. These actions reinforced farm tourism as a viable livelihood option and a contributor to local employment, rural development, and well-being.

RECOMMENDATIONS

Farm Owners

Farm owners should diversify income through alternative crops, livestock, and value-added products to reduce exposure to market and seasonal shocks. Maintaining facilities and investing in long-term crops (e.g., cacao) can strengthen readiness for recovery and future sustainability. They should adopt organic fertilization and pest-management practices, optimize resource use, and minimize waste. Consistent use of digital platforms and social media can help promote farm activities, communicate safety measures, and attract visitors. Sharing surplus produce and joining local initiatives can further reinforce community resilience.

Employees

Employees should be willing to assume flexible roles during disruptions and participate in relevant training to support continuity of operations. They should comply with health and safety protocols, engage in vaccination programs when available, and use employer-provided health support (e.g., vitamins). Cooperation in farm livelihood initiatives and responsible resource sharing can also strengthen household and community resilience.

Tourists

Tourists are encouraged to patronize farm tourism sites that practice sustainability and demonstrate community engagement. During visits, they should follow on-site safety requirements (e.g., hygiene practices, physical distancing, and mask use when required). Participating in farm activities and workshops can deepen visitor understanding of sustainable agriculture and rural livelihoods while supporting local enterprises.

Resort Developers

Resort developers should integrate adaptable spaces, clear visitor-flow design, and robust health protocols into operations. Product development should emphasize conservation, organic farming, and local culture to enhance authenticity and sustainability. Staff development should prioritize multitasking, customer service, and basic crisis-management competencies.

Tourism Students

Tourism students should deepen competence in crisis management, sustainable tourism, and community engagement through coursework and applied projects. Farm tourism internships can provide practical exposure to rural operations and sustainability practices. Students are also encouraged to explore innovative agritourism models, including diversification strategies and digital marketing approaches.

Department of Tourism

The Department of Tourism should sustain crisis-responsive support for farm tourism sites through technical assistance, capability-building, and accessible financial support. It should strengthen promotion of sustainable and community-based practices, including health protocols, sustainability standards, and local hiring. The Department should also streamline marketing and accreditation support so operators can reach wider markets and progress toward official accreditation.

Provincial Tourism Office

The Provincial Tourism Office should expand capacity building, coordinated marketing, and technical support for farm tourism operators. Priority training areas include tourism management, crisis preparedness, digital marketing, health and safety standards, and sustainable practices. The Office should also lead unified provincial branding and facilitate accreditation and compliance to help sites meet standards while advancing resilience-focused programs for long-term sector growth.

Local Government Units (LGUs)

LGUs should strengthen support for farm tourism by improving infrastructure and access (e.g., roads, utilities, and signage) and by providing timely financial and technical assistance during crises. Local policies and ordinances can further recognize farm tourism as a rural development strategy, promote sustainable land use, and support community-based employment. Institutionalizing crisis preparedness and risk-management frameworks for tourism enterprises can help sites withstand future disruptions and sustain operations.

Researchers

Researchers are encouraged to examine resilience strategies in farm tourism, particularly the outcomes of diversification, community support, and sustainability practices. Findings should be translated into practical guidance and shared with operators and decision-makers. Collaboration with farm owners, employees, and policymakers is recommended to develop actionable recommendations and test innovative recovery and risk-reduction approaches.

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