

Level of satisfaction and impacts of agritourism sites applied in the Province of Cebu

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ISSN: 2243-7770
Online ISSN: 2243-7789

OPEN ACCESS

Received: 15 September 2022

Revised: 5 October 2022

Accepted: 22 October 2022

Available Online: 25 October 2022

DOI: 10.5861/ijrsm.2022.59

Abstract

The agritourism is a unique synergy between “agriculture” and “tourism”. Many people are now looking to escape the hectic life of city life to get back to nature, resulting in agritourism destinations gaining popularity among tourists. Agritourism is an agriculturally based operation or activity that brings visitors to a farm or barn life for a leisure tour. There are different definitions of agritourism such as farm stays or agritainment but in the Philippines the most famous term associated with agritourism is “farm tourism”. There are wide range of farm activities which include picking fruits, walking in the fruit and vegetable plantation, riding horses, tasting honey, learning wine and cheese making or shopping for local crafts. Full swing agritourism implementation is composed of program development, training and facilitation of program evaluation and it has been present in the Province of Cebu since 1990’s and proven a catalyst in boosting social cultural, environmental, and economic sustainability of a particular community when it is managed strategically and innovatively. The Farm Tourism Development Republic Act 10816, recognizes the importance of agriculture in making available food and other products necessary to sustain and enhance human life and in providing livelihood to a major portion of the population. It maximizes its benefits that can be derived from agriculture and tourism combined. The researcher has delved into this study to embark on the profile of the beneficiaries personally and furtherly, their level of satisfaction of the agritourism program in the province of Cebu of its implementation and impacts of agritourism programs applied in the tourist destinations of the Province of Cebu. Cronbach’s alpha coefficient was employed to appreciate its reliability of variances and its exploratory factor. It can be gleaned from the data gathered that the higher the assessment on level of satisfaction on the implementation of programs applied to agritourism destinations in the Province of Cebu, in terms of program development, training program and program facility and evaluation, the higher also the assessment in impact of program applied to agritourism destinations. Practical contribution was implied through the proposed action plan.

Keywords: agritourism sites, satisfaction, impact

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1. Introduction

Agritourism is very much capable of improving the life of the farmers, the community, and the public at large. It is a catalyst in boosting socio-cultural, environmental, and economic sustainability of a particular when it is managed strategically and innovatively. The Farm Tourism Development Republic Act 10816 recognizes agriculture's critical role in delivering food and other necessities for human life, as well as extending as source of income for a significant portion of the population. Leisure, when combined with agricultural goods and services, can significantly increase a country's ecological, economic, and sociocultural development value. Its mission is to endorse eco-friendly, competent, and support lifelong agricultural practices and methods, to provide alternative facilities for recreation as well as farm related activities for groups of people such as families and relatives, peer groups and students, and other target market, and to endorse healthy activities and wellbeing through offering of excellent quality organic farm food. It maximizes the benefits of what a combination agriculture and tourism concept can provide.

Agritourism has been formally recognized as a major industry in Cebu following approval by the provincial tourism board. The proclamation sets the means for the formulation and application of a Farm Tourism Strategic Action Plan, that includes agritourism places identified by the municipality's Provincial Tourism Office's (PTO) list of farms that are potential to accept visitors and provide agritourist tour activities. Long before then, some farmers have already established themselves as farm-tour operators, with the possibility to make additional revenue from the extra leisure businesses. Several hot spot farms already exist in Alegria and Dalaguete, and the Provincial Tourism Office (PTO) is assisting farmers in developing attractions and activities that can provide learnings to guests pertaining to farm management, ecology, and in the production of food as well as processing food while also providing a source of income for the neighboring communities and residents. Cebu Province boasts of a total 1,203 barangays where there are various potential agricultural products and local goods that can be sold during farm visits. Indeed, Cebu Province currently has approximately 10 established agritourism locations, which contribute to Cebu's gradual development as an agritourism destination.

Agritourism is a system in the form of agricultural that combines the elements of tourism and farming to create a niche for farm products and services that provide travel experience. Other terms of agritourism are farm tourism, farm-based tourism, farm stays, vacation farms, rural tourism and agritourism (Choenkwan et al., 2016; Orias and Borbon (2021). Agritourism and agrotourism are used interchangeably to refer to any agricultural process or event that attracts tourists to a farmland or an orchard or ranch. There are various meanings of agritourism such as farm stays or agritainment but in the Philippines the most popular term associated with agritourism is "farm tourism".

The emergence of agritourism isn't relatively new, only the definition is evolving throughout the years. According to Chase et al. (2018), visiting farms and ranch to learn about agriculture, participating in planting and celebrating harvest season has been a long-standing tradition by the western world. Van Sandt et al, (2018) added that agritourism is recreational services, with direct sales, accommodation, entertainment and/or events, and educational activities. Indeed, in many nations, diversification into agritourism has been successful due to a longer history and incorporation into government policy (Chase et al., 2018). Additionally, it intends to develop and apply mechanisms for monitoring the impact of sustainable tourism on sustainable development, which means having more jobs and promoting the indigenous culture and goods, in accordance with SDG Agenda 2030.

It is with great perseverance and pleasure that the researcher has delved into this study to embark on the profile of the benefactors of the program and its satisfaction level of implementation personally and deeply and impacts of agritourism programs applied in the agritourism tourist destinations in the Province of Cebu, with a

goal of proposing and serious action plans for improvement where it established. Lastly, it is also the goal of this humble researcher to know if there is a noteworthy difference when clustered based on the indicated variables and the relationship between assessment on level of satisfaction on the implementation of programs applied to agritourism sites and impact of programs applied to agritourism sites in the province of Cebu.

1.1 Objectives of the study

This study aimed to improve the implementation of agritourism program in the province of Cebu. More Specifically, it aimed: to assess the residents’ level of satisfaction in the implementation of agritourism programs in terms of program development, training programs, and program facility and evaluation; to determine the impact of agritourism programs to the respondents in terms of social, economic and environment; to test the significant difference when grouped according to the profile variables and the relationship between assessment on level of satisfaction on the implementation of programs applied to agritourism sites and impact of programs applied to agritourism sites ; Lastly, to propose an action plan for the improvement of agritourism sites in Cebu Province.

2. Methods

This research study used descriptive method of research and presented the data gathered from the respondents and other resources relatively to the assessment on agritourism in its implementation and impacts as basis for sustainable development.

Table 1

Profile of the respondents

	Age	Frequency	Percentage
	22 years old below	48	12.50
	23 - 38 years old	85	22.10
	39 - 54 years old	181	42.80
	55 years old above	87	22.60
	Sex		
	Female	157	40.80
	Male	228	59.20
	Civil Status		
	Single	108	28.10
	Married	267	69.40
	Widowed	10	2.60
	Educational Attainment		
	No formal education	104	27.00
	High school Graduate	180	46.80
	Alternative learning school	11	2.90
	Tech/ Vocational Graduate	50	13.00
	College Graduate	40	10.40
	Occupation		
	Government Employee	38	9.90
	Farming	243	63.10
	Small enterprise	67	17.40
	Self-employed	21	5.50
	Unemployed	16	4.20
	Monthly Income		
	Below - P10,000	224	58.20
	P10, 001 - P20, 000	125	32.50
	P20, 001 - P30, 000	33	8.60
	P30, 001 - P40, 000 & Above	3	0.80

There were 385 respondents for this study and were selected randomly which composed of farmers, local government unit (LGU) and the owners of the agritourism establishments in Cebu Province. Momentarily, no data of the exact number of farmers, managers, local government unit members and proprietors of the farms.

Using G*Power 3.1.9, the sample has an effect size of 0.25, a power probability of 0.95, and an alpha level of 0.05. As shown in table 1, majority of the respondents are ages 39 to 54 years old, Male, married, high school graduate, into farming and has the monthly income of 10, 000Php and below. Furthermore, this study used was adapted from the study of Lago, (2017) purposely to come up an agritourism development for Quezon Province through assessing the tourism demand and agriculture supply. Another, the research did some with interviews via online, face to face and actual site observations.

The first part refers to the demographic profile of the respondents; age, gender, education, monthly income. Second, will assess the implementation of the agritourism programs and the third will determine the impacts to the residents of the local tourism farms, tourists, and its local government unit. The researcher administered the questionnaire through Online Google form survey, sent via e-mail and other social media platforms in this time of pandemic. Also, the questionnaires were distributed directly to the participants in their actual location and were retrieved at the given time. Cronbach's alpha result was being used to measure of internal consistency.

The data gathered were tallied, tabulated, and analyzed using statistical tools such as percentage, frequency distribution, weighted mean and ANOVA. Percentage and frequency distribution were used to describe the profile of the respondents such as age, gender, program, type of respondents and their year level. Weighted mean will be used for assessment. ANOVA was used to determine the significant difference the level of satisfaction on the implementation of agritourism to their program development when grouped according to the specific profile variables. Finally, Pearson R was utilized to determine whether there is a noteworthy relationship level of satisfaction towards the implementation of programs applied to agritourism destinations in the Province of Cebu in terms of program development, training program and program facility and evaluation and assessment in impact of program applied to agritourism destinations in the Province of Cebu in terms of social, cultural, economic, and environmental impact. All the respondents were extended ample of time to read and write their answers on the questionnaire, taking into consideration all the information gathered from the respondents with utmost confidentiality. All responses were taken without biases regardless of gender, economic or professional status.

3. Results and discussions

Table 2

Assessment on level of satisfaction on the implementation of programs applied to agritourism sites

Indicators	Composite Mean	VI	Rank
Program Development	3.18	Satisfied	1
Training Program	3.09	Satisfied	2
Program Facility and Evaluation	2.94	Satisfied	3
Over-all Mean	3.07	Satisfied	

Legend: 3.50 – 4.00 –Highly Satisfied; 2.50 – 3.49 – Satisfied; 1.50 – 2.49 –Dissatisfied; 1.00 – 1.49 – Strongly Dissatisfied

The assessment on the level of satisfaction with the implementation of programs targeting agritourism destinations in the Province of Cebu is shown in Table 5, with an overall mean of 3.07. The program development was ranked highest (3.18), followed by training program (3.09). The survey revealed that indeed, there is a satisfactory rate of the implementation of agritourism program development in the province of Cebu which is the highest in rank from the three aspects and second highest satisfactory rate is the training development which shows that there are series of training, seminars and workshops being implemented so that the farmers' skills will be enhanced teamed with outright application direct to the field. Meanwhile, the tables shows that program facility and evaluation display the third or the last in the rating of the three aspects of agritourism programs for the farmers in the province of Cebu but nevertheless it still shows that the local community farmers have rated this aspect as satisfactory.

Indeed, the satisfactory rating of the three aspects like implementation, training and evaluation is not an over

statement because it is supported by the declaration that it is now a major sector and part in boosting tourism in the Province of Cebu, most especially on the implementation in which there are many farm tourism destinations now in Cebu and majority of them are undergoing accreditation from Department of Tourism-Region 7. While Program Facility and Evaluation had the slightest composite mean of 2.94, it is still satisfactory and it means there is still a lot of space for improvement in evaluating the implementation of the program, and we will be confident enough that our government and other agencies of the government through the Farm Tourism Act 10816 shall continue its endeavors that there are technical experts, working committees or task forces that are tasked to assist in the rendition of all roles.

It is supported by a Philippine senator who explains that the purpose of the law is to encourage the government to recognize the value of agriculture in the economic and cultural development of the country, to act as catalysts for agricultural and fishery development, and to provide additional income to farmers and fisherfolk (Lazaro, 2017). Additionally, youth are reliant on agritourism because the agritourism program inspires the young to become more involved in agriculture and tourism (Yamagishi, 2020).

Table 3

Assessment on impact of programs applied to agritourism sites

Indicators	Composite Mean	VI	Rank
Social Impact	3.18	Agree	1.5
Economic Impact	3.07	Agree	3
Cultural Impact	2.48	Disagree	4
Environmental Impact	3.18	Agree	1.5
Over-all Mean	2.98	Agree	

Legend: 3.50 – 4.00 –Strongly Agree; 2.50 – 3.49 – Agree; 1.50 – 2.49 –Disagree; 1.00 – 1.49 – Strongly Disagree

Table 3 presents the assessment on impact of programs applied to Agritourism destinations in the province of Cebu. Generally, the respondents agreed on the impact of programs applied to Agritourism destinations in the province of Cebu with an over-all mean of 2.98. Social impact and Environmental impact were tied as the highest with a composite mean of 3.18, They were followed by Economic impact with a composite mean of 3.07. This means that more people have garnered benefits from the agritourism programs in the Province of Cebu and that second is the environmental aspects and the economic aspects. Indeed, the triple bottom line of sustainability is evident in this revelation of facts, which are people, planet and profit and it is also evident in this research study for the Province of Cebu, and it has tagged with the triple bottom line.

In Seville, Spain citizens value three types of impacts of agritourism. The social impact coming after the economic impact as to its influence on their satisfaction with the administration of farm owners and then followed by the environmental aspects. Scholars from different perspectives agree that agritourism can be the right tool to balance the needs of tourists with those of rural communities, offering real opportunities for economic and social development (Ammirato et al., 2020).

The last and the only item disagreed upon by the respondents was the cultural impact with a composite mean of 2.48. This discloses that the cultural impacts are not yet that resounding as it pertains to sharing of the way of life with the visitors. The local people in the province of Cebu where there are agritourism establishments are not that primed yet, on this aspect because people in the rural areas are somewhat conservative and timid. Aside from this fact, the Province of Cebu is lax in their marketing effort in showcasing our culture with these emerging tourism sector with 20 to 30% niche. However, tourists also generate negative impacts in the locality which, when they are perceived by the residents, can give rise to a rejection of visitors hence, improving the tourism management is necessary. The Department of Tourism in Region 7, where Cebu belongs must closely collaborate with these farm owners and the Cebu Provincial Tourism Board in marketing our culture as part of the agritourism programs, especially to the international agritourists, and it should be one of the reasons they will visit the farm and stay. Inside these farm beckons the beautiful rustic way of life, norms, traditions and customs of the hometown and the visitors authentically experience the warm hospitality of the local people.

Table 4*Differences in assessment on level of satisfaction on the implementation of programs applied to agritourism sites*

	Age	F-value	p-value	Interpretation
Program Development		2.60	0.03	Significant
Training Program		1.79	0.11	Not Significant
Program Facility and Evaluation		2.01	0.08	Not Significant
	Sex			
Program Development		0.43	0.51	Not Significant
Training Program		1.88	0.17	Not Significant
Program Facility and Evaluation		2.10	0.15	Not Significant
	Civil Status			
Program Development		3.77	0.02	Significant
Training Program		2.12	0.12	Not Significant
Program Facility and Evaluation		0.56	0.57	Not Significant
	Educational Attainment			
Program Development		6.26	<0.01	Significant
Training Program		3.34	0.01	Significant
Program Facility and Evaluation		1.31	0.27	Not Significant
	Occupation			
Program Development		1.20	0.31	Not Significant
Training Program		2.03	0.09	Not Significant
Program Facility and Evaluation		1.24	0.29	Not Significant
	Monthly Income			
Program Development		13.929	<0.01	Significant
Training Program		12.096	<0.01	Significant
Program Facility and Evaluation		3.193	0.02	Significant

Table 4 presents the differences in assessment on level of satisfaction on the implementation of programs applied to agritourism destinations in the province of Cebu when grouped to profile variables. There is significant difference in assessment on level of satisfaction on the implementation of programs applied to agritourism destinations in the Province of Cebu in terms of program development when grouped to age since the computed p value is less than 0.05 level of significance. Respondents who were 23 – 38 years old had higher assessment on level of satisfaction on the implementation of programs applied to agritourism destinations in the Province of Cebu in terms of program development. This means that young farmers believe in the program development of agritourism program in the province of Cebu because most of the young farmers hail from a family of farmers, majority are children with parent farmers. These young generation of farmers have seen their parents tilling their land and have helped them somehow in their livelihood. Parent farmers leave this influence and legacy to their children as their children developed the passion to dig the soil to feed the humanity.

In terms of gender, male farmers have dominantly answered as satisfied with the implementation of agritourism on the aspects of program evaluation and facility, it is evident in p- value of 0.15. It is a fact that male farmers are keen for the improvement of their livelihood to be measured specifically assessed and evaluated, they are even attending seminars for land or crop development and innovation to augment and stabilize their source of bread and butter. Male farmers are predominantly head of their families who are working to feed their wife and children. It is supported by Briones, (2022), that traditionally, men are thought to be the stronger, more active gender in farming and are therefore expected to perform hard core labor in the land. In agriculture, this usually involves activities such as plowing, harvesting, and threshing, while female farmers assist only their husbands because they are dealing with their womanly duties.

There is significant difference in assessment on level of satisfaction on the implementation of programs applied to agritourism destinations in terms of program development when grouped to civil status since the computed p value is less than 0.05 level of significance. Thus, assessment on level of satisfaction on the implementation of programs applied to agritourism destinations in terms of program development differs when grouped to civil status. Respondents who were widowed had higher assessment on level of satisfaction on the implementation of programs applied to agritourism destinations in terms of program development.

Generally, it shows that widows/widower have higher satisfaction level on the implementation of the program because the respondents' widows/widowers have the full heart to fully embrace the benefits of the especially the social and economic advantages because they do not have a burden that a family member is leaning on them for their basic needs but if they have, it is usually one or two children only. In the Province of Cebu, the single farmers, including widows and widowers are having the quality of life and can appreciate well on its socialization benefits in program development and the rest of the aspects such as the economic, environmental and the cultural side of its program development. Farmers who are widows and widowers usually live alone, so their sense of personal well-being is excellent. Satisfaction with the quality of life has a significant and large influence on farm work. According to Herrera, et al. (2018), there is substantial difference in assessment on level of satisfaction on the implementation of programs applied to agritourism destinations in the Province of Cebu.

In terms of program development and training program when grouped to educational attainment since the computed p value are less than 0.05 level of significance. Respondents who were college graduate had higher assessment on level of satisfaction on the implementation of programs applied to agritourism destinations in the Province of Cebu in terms of program development and training program. This means that those who have achieved higher when it comes to educational attainment have appreciated the agritourism programs implemented in the Province of Cebu as it can be gleaned that those segments of respondents will strongly agree because through their academic achievement, they have investigated, reflected and have broadmindedly grasped the true purpose and benefits of the programs to their lives. Respondents who have higher educational attainment are mostly the local government unit officers or farm owners. They placed a higher value on program implementation, training, and program facility assessment. According to Bhatta and Ohe (2020), the concept of agritourism innovation is increasing, and that is viability or sustainability is being highlighted. Agritourism innovation is thought to spur long-term development of rural communities and municipalities through application of modern technologies, as seen in the non-agricultural economy.

It may entail developing an authentic tourism products and services at the destination, as well as integrating the necessary services and marketing the products. Agritourism projects that are innovative include a steady or concrete infrastructure, human resource or people management, procurement of different agricultural and business supplies, and technology development. Agritourism innovation is critical for increasing the competitive edge of tourism businesses and tourist areas. It also assesses the required competencies of operators and investigates tourists' perceptions during their agritourism visits. Agritourism's long-term viability is primarily determined by management expertise and profit margins. Researchers in Japan discovered that managers trained in other countries are more efficient when handling dairy farms, and food producers who are encouraged to earn more money profit more from agritourism (Bhatta & Ohe, 2020).

In terms of occupation, there is a significant difference on the level of satisfaction on the training program by farmers themselves, it can be gleaned as it appears in p-value of 0.09. There is significant difference in assessment on level of satisfaction on the implementation of programs applied to agritourism destinations in the Province of Cebu in terms of program development, training program and program facility and evaluation when grouped to monthly income since the computed p value are less than 0.05 level of significance. Thus, assessment on level of satisfaction on the implementation of programs applied to agritourism destinations in terms of program development, training program and program facility and evaluation differs when grouped to monthly income.

Respondents who were college graduate had higher assessment on level of satisfaction on the implementation of programs applied to agritourism destinations in the Province of Cebu in terms of program development, training program and program facility and evaluation. Respondents who have income of 30,001-40,000, 20,001-30,000 and 10,001 – 20,000 had higher assessment on level of satisfaction on the implementation of programs applied to agritourism destinations in terms of program development, training program and program facility and evaluation accordingly. It is evident that they have appreciated the value of the program development, training and program facility evaluation because it harvested more than what they have expected. Aside from other factors, economic reason is another motivator for farmers to incorporate agritourism for extra revenue generation.

Table 5*Differences in assessment on impact of programs applied to agritourism sites when grouped to profile variables*

Age	F-value	p-value	Interpretation
Social Impact	4.25	<0.01	Significant
Cultural Impact	1.69	0.14	Not Significant
Economic Impact	3.53	<0.01	Significant
Environmental Impact	10.44	<0.01	Significant
Sex			
Social Impact	0.24	0.63	Not Significant
Cultural Impact	0.02	0.88	Not Significant
Economic Impact	2.55	0.11	Not Significant
Environmental Impact	0.53	0.47	Not Significant
Civil Status			
Social Impact	2.09	0.13	Not Significant
Cultural Impact	3.83	0.02	Significant
Economic Impact	0.07	0.94	Not Significant
Environmental Impact	5.19	0.01	Significant
Educational Attainment			
Social Impact	9.30	<0.01	Significant
Cultural Impact	2.45	0.05	Significant
Economic Impact	8.41	<0.01	Significant
Environmental Impact	11.62	<0.01	Significant
Occupation			
Social Impact	2.22	0.07	Not Significant
Cultural Impact	5.23	<0.01	Significant
Economic Impact	1.96	0.10	Not Significant
Environmental Impact	0.31	0.88	Not Significant
Monthly Income			
Social Impact	22.266	<0.01	Significant
Cultural Impact	8.702	<0.01	Significant
Economic Impact	12.401	<0.01	Significant
Environmental Impact	1.332	0.264	Not Significant

Table 5 shows the differences in assessment on impact of programs applied to agritourism destinations in the province of Cebu when grouped to profile variables. There is significant difference in the assessment of impact of program applied to agritourism destinations in the Province of Cebu in terms of social, economic, and environmental impact when grouped to age since the computed p value are less than 0.05 level of significance. Thus, assessment in impact of program applied to agritourism destinations in the Province of Cebu in terms of social, economic, and environmental impact varies when grouped to age. Respondents who were 19 years old and below had higher assessment in assessment in impact of program applied to agritourism destinations in terms of social, economic and environmental impact.

In terms of gender, majority of male farmers when assessed on the impacts of the agritourism program in the province of Cebu, shows a significant difference on economic impact side since the computed p value is 0.11. Male respondents value the impacts economically, more of the program because it is a fact that majority of the farmers are men, and as they work in agritourism related establishments their families benefit from it financially because of the salary and remunerations that the program had brought to them and their families. As revealed, there is noteworthy difference in the evaluation of the impact of the programs applied to agritourism destinations particularly towards cultural and environmental impact when clustered according to civil status as shown in the computed p value which indicated a less than 0.05 level of significance. Thus, assessment in impact of program applied to agritourism destinations in terms of cultural and environmental impact varies when grouped to civil status. Respondents who were widowed had higher assessment in assessment in impact of program applied to agritourism destinations in terms of cultural and environmental impact.

There is significant difference in assessment in impact of program applied to agritourism destinations in terms of social, cultural, economic and environmental impact when grouped to educational attainment since the computed p value are less than 0.05 level of significance. Thus, assessment in impact of program applied to

agritourism destinations in the Province of Cebu in terms of social, cultural, economic, and environmental impact varies when grouped to educational attainment. Respondents who were college graduate had higher assessment in the impact of program applied to agritourism destinations in the Province of Cebu in terms of social, cultural, economic, and environmental impact.

Again, this reveals that those who have achieved higher when it comes to educational attainment have appreciated the agritourism programs implemented in the Province of Cebu as it is inherent that those segment of respondents have strongly agreed because through their wide array of knowledge they have investigated, reflected and have grasped the true meaning, purpose and impacts of the programs such as social, environmental, economic and cultural aspects to their lives in the Province of Cebu, because they have higher educational attainment, as a matter of fact they are college graduates. That is, the higher the level of education, the more capable the farmers are in providing agritourism products and educational activities. Farmers or agriculturists with a higher level of education may initiate seminars, trainings, and workshops on agricultural products and educational activities in which small-scale farmers can participate (Lago, 2017).

There is significant difference in assessment in impact of program applied to agritourism destinations in the Province of Cebu in terms of cultural impact when grouped to occupation since the computed p value is less than 0.05 level of significance. Thus, assessment in impact of program applied to agritourism destinations in the Province of Cebu in terms of cultural impact varies when grouped to occupation. Respondents who were self-employed had higher assessment in assessment in impact of program applied to agritourism destinations in the Province of Cebu in terms of cultural impact. Result shows that the respondents who are self-employed and majority of them are working part time in the farm have their own sari-sari store or other agri-businesses at the same time have availed the agritourism programs in their neighboring farm in the province of Cebu, have rated higher in the cultural impact.

There is significant difference in assessment in impact of program applied to agritourism destinations in terms of social, cultural, and economic impact when grouped to income since the computed p value are less than 0.05 level of significance. Thus, assessment in impact of program applied to agritourism destinations in the Province of Cebu in terms of social, cultural, and economic impact varies when grouped to income. Respondents who had an income of 20,001 – 30,000 had higher assessment in impact of program applied to agritourism destinations Cebu in terms of social and cultural impact. Respondents who had an income of 30, 001 – 40, 000 had higher assessment in impact of program applied to agritourism destinations in terms of economic impact.

Table 6

Relationship between assessment on level of satisfaction on the implementation of programs

Impact	Program Development			Training Program			Program Facility and Evaluation		
	r	P	I	r	p	I	r	P	I
Social Impact	.620**	<0.001	S	.535**	<0.001	S	.358**	<0.001	S
Cultural Impact	.322**	<0.001	S	.234**	<0.001	S	.234**	<0.001	S
Economic Impact	.516**	<0.001	S	.420**	<0.001	S	.380**	<0.001	S
Environmental Impact	.399**	<0.001	S	.403**	<0.001	S	.279**	<0.001	S

Legend: Significant at p-value < 0.05;; S – Significant; NS – Not Significant

** . Correlation is significant at the 0.01 level (2-tailed).

First, Table 6 reveals a significant relationship between assessment on level of satisfaction on the implementation of programs applied to agritourism destinations and its impact, in terms of social and economic impacts since the computed p values are less than 0.05 level of significance. The program development, training program for agritourism shows significant impact on the farmers which may see and reflected on the program facility and evaluation. The persons involved in agritourism gained advance knowledge on farming, livestock managing, agritourism production and technologies, developing and harvesting crops. Thus, this helps on the economic status of the local communities. In the tourism side, agritourism offers great destination for tourist alongside with its tourist activities. Higher degree of satisfaction is noted on these aspects specifically, as the fact discloses that agritourism program prioritizes to create sustainable value in social and economic terms, (Bhatta &

Ohe, 2020).

Meanwhile the level of satisfaction in the implementation of the agritourism program along with the cultural impacts plays second in rank in the satisfaction level in the province of Cebu. Thus, it has not reach to point that the respondents or the constituents have been exposed to close cultural encounter with their other foreign cultures who are visitors of the farm. The local products of the agritourism confirms the identity of the destination. The place became known, creates image to the destination and provide significant product signature. It has been observed and studied that the host communities are still timid to exposed themselves to converge with other cultures for fear of alteration of culture, (Badilla, 2019) although agritourism is supposed to have a positive impact on the preservation of cultural heritage, respect for minority cultures and rural lifestyle according to Barbierry et al. (2019), but it is not fully evident yet in the province of Cebu.

Another significant aspect is the environmental aspect because farmers who are recipients of the agritourism program in the province of Cebu are still eyeing to strike a balance between the financial remunerations that comes from the program without destructing the ecological factors as a part of their livelihood. The program development, training program for agritourism shows significant impact on the environment. The environment is being preserved and nurtured since this became the source of crops and livelihood of the local communities. In the agritourism soil were cultivated and scientifically studied to make sure plants and the soil complements each other, climate is also being considered. According to Ammarito (2019), scholars from various viewpoints concur that agritourism could be the perfect tool to complement the needs of local tourists with those from the rural communities, providing real opportunities for development both economically and socially, while mitigating negative environmental and cultural impacts. Furthermore, Barroga and Borbon (2022) proved that there are positive and negative impacts of the pandemic are significantly associated with the respondents' adoption to the various Crisis Management Practices.

Table 7

Key Result Areas / Objectives	Strategies	Desired Output
<u>CULTURAL</u>		
To avoid that authentic living style of the community will be mixed with foreign culture	Monitoring of agritourism establishments involved in unethical practices or other forms of immorality and orient/educate properly the locals with over convergence of cultures.	Preserve our culture and limit over exposure of the locals to the foreigners and cater only to organized and legitimate tours by the travel agencies and legal entities/agencies.
<u>ECONOMIC</u>		
To get a higher price of goods and services sold by the locals	Must have a standard SRP to monitor the price of goods sold and services offered in the community. Products will be marketable and of quality in both sides; agriculture and tourism	Standardized price ceiling for all the farm products they sell and the fees for services by the farmers/farm owners.
Local areas will be developed through agritourism	Taxes to be imposed for the agritourism attractions and proper licensing for this agritourism business establishment for legality purposes.	These taxes in return will be built into infrastructure and superstructure facilities for the local areas to be improved and developed.
There will be financial assistance to small farmers in the diversification of their farms to agritourism	Philippine government is recommended to grant low interest loans to these landowners who are going to convert	Small farm owners will be encouraged to take the initiative and diversify their farms in synergy with tourism

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	their land into an agritourism establishment. Another push for the farm owners would be tax holidays and incentives	
<u>SOCIAL</u>		
There are strategies that free trainings and seminars for the youth to be organized and conducted. Advocate Livelihood Empowerment for woman agritourism employees especially the widows and single	Free trainings and seminars for the young agritourism workers/farmers not just educational scholarship for them so that there will be legacy driven farmers for sustainable future for the agritourism ventures in the Philippines. They must be given extra training for handcrafted souvenirs in the farm, so that they will be multi skilled	Capability building can enhance their skills in leadership, entrepreneurship and marketing on the products and services have an extra income and socialization time being with the ladies like them in the community
<u>ENVIRONMENTAL</u>		
Environmental awareness Campaigns to launch.	Putting up of signages around the agritourism establishments such as proper disposal of their garbage's and the 3R's (reduce, reuse and recycle)	Clients or guests will be always reminded to practice environmental ethics and follow the environmental policies

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4. Conclusion and recommendation

Most of the respondents are at the age of 39 to 54 years old, majority are male, married, high school graduate. They work farming with a monthly income of below 10,000 in Philippine currency. The respondents are satisfied with the agritourism program and training development, as well as on the program facility and evaluation. Based from the result, the respondents agreed that the agritourism program has an impact to social, economic and environment except on the cultural aspect. The findings of the study revealed that there is a significant difference on the level of satisfaction on the implementation of agritourism to their program development when grouped according to the age, civil status, educational attainment and monthly income program; while on training program the significant difference are from the group according to educational attainment and monthly income; lastly, for program facility and evaluation there is a significant difference from those group according to monthly income. Another, it was found out that there is a significant difference on the impact of programs applied to agritourism when grouped according to the profile variables except for sex.

There is a significant relationship between assessment on level of satisfaction on the implementation of programs applied to agritourism destinations in the Province of Cebu in terms of program development, training program and program facility and evaluation and assessment in impact of program applied to agritourism destinations in terms of social, cultural, economic and environmental impact. The researcher able to propose an action plan for the improvement of the agritourism programs in the province of Cebu. Hence, the following recommendation was suggested: The government of Cebu Province, together with DOT VII and Department of Agriculture and its training arm, the Agriculture Training Institute, owners of these agritourism tourist attractions may collaborate consistently to support, intensify a comprehensive program implementation because it is apparent that there is a multiple ripple effect if these programs, training and evaluation are fully implemented in the Province in Cebu.

The agritourism management may have a strong convergence of the program development, training and

evaluation must be enhanced so that there is a resounding impact in the social, environmental, economic and cultural aspects, paving the way, that this emerging business side between agriculture and tourism industries will be sustained and very successful. The farmers, farm owners/agritourism entrepreneurs may consistently practice the triple bottom line in sustainability, planet, people and profit. The LGU, DA, DOT, ATI and the owners of these agritourism establishments may create more programs to be implemented innovatively specifically on nature friendly technological advances and constantly monitor these programs and evaluate it seriously against its mechanics. The local tourism officers, LGU, PNP and Guest Services/Front Office Managers may closely monitor culture clash and over convergence of culture between the locals and the domestic/international agritourists.

All the stakeholders may collaborate to make the local community be developed and progressive on its infrastructure, superstructure, and its health services to the local people, through the taxes of the agritourism establishments. The future researchers may conduct similar study on agritourism tourism focusing on the best practices and farm innovations for the sake of the stakeholders.

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