

# Marketing strategies, product innovation, and customer experience: Basis for a development plan for agritourism sites in CALABARZON

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## *Abstract*

This study aimed to propose a development plan for agritourism sites in CALABARZON. The researcher assessed the marketing strategies, product innovation, and customer experience at agritourism sites in CALABARZON. It tested for significant differences in responses when grouped by profile variables and examined the significant relationship between marketing strategies, product innovation, and customer experience. The researcher used a descriptive-correlational and comparative research design. The respondents to the study were 385 tourists who visited agritourism sites. The instrument was adapted from three different studies. Further, the statistical tools used for the study included the independent comparison of groups, or t-test, and the analysis of variance, together with post hoc analysis to test for differences in the variables when compared according to profile. Lastly, the Pearson correlation coefficient was used to establish possible relationships among the variables. The study concluded that most respondents were female, aged 18–26 years old (Generation Z), and single. The respondents who visited the agritourism sites came from CALABARZON for leisure and relaxation, visiting 1-2 times a year. They were highly satisfied, valuing experiences that reflect agricultural practices and the local community, offering opportunities to experience authentic rural culture through food, lifestyle, and fairs. Finally, the research paper developed a plan and provided relevant recommendations.

**Keywords:** promotion, services, service and facilities

## **Marketing strategies, product innovation, and customer experience: Basis for a development plan for agritourism sites in CALABARZON**

### **1. Introduction**

In today's environment, travelers are more concerned with obtaining peace and quiet from their vacation spot than with simply traveling. Travelers engage in travel experiences that allow them to interact with locals and gain a true knowledge of the culture and traditional ways of life. The global agritourism market size is expected to reach USD 15.78 billion by 2030, registering a CAGR of 11.4% during the forecast period where farmers can offer their visitors the opportunity to visit farms or agricultural lands for a short period of time and to enjoy many different activities. Agritourism is one way to respond to the needs of these all-inclusive travelers. Agritourism, or farm tourism is a type of rural tourism and is highly recognized as a means of farm income.

One of the problems in agritourism, specifically in the Philippines, is lack of product development. The development of unique and attractive products and experiences is essential for the success of agritourism (Yamagishi et al., 2020). There is a need to focus on improving the physical characteristics of farm tourism sites, as well as creating new and innovative products to attract tourists; marketing and customer relations, effective marketing and customer relations strategies are necessary to attract and retain tourists in the agritourism sector. Building strong customer relationships and promoting the benefits and experiences of agritourism can help overcome this challenge. In summary, the problems and issues related to agritourism in the Philippines include the lack of product development, and challenges in marketing and customer relations. Addressing these issues is crucial for the successful development of the agritourism sector in the country.

This research explored the marketing strategies, product innovation, and customer experience in the agritourism sites of Region IVA which comprises the five provinces namely Cavite, Laguna, Batangas, Rizal and Quezon (CALABARZON). According to Yamagishi et. al.,(2020), the potential of farm tourism in the Philippines highlighted the challenges, strategies, and insights for its development. Farm tourism in the CALABARZON region of the Philippines had seen remarkable growth from 2019 to 2024, aligning with the country's overall tourism surge, which included over five million international visitors in 2023 and PHP 482.54 billion in receipts. The region, encompassing Cavite, Laguna, Batangas, Rizal, and Quezon, offers diverse products and services like farm-to-table dining, educational tours, and wellness activities. Key products include coffee, cacao, and coconuts, while innovations such as technology integration, agritourism circuits, and sustainability practices have been introduced. The Department of Tourism has also promoted initiatives like the "Philippine Experience Programs" to enhance the region's appeal. This development contributes significantly to economic growth and job creation in the area.

The research employed a methodology inspired by Perlas et al. (2019), which introduced the Enhanced Marketing Strategy for Selected Agritourism Farm Sites in San Pablo, Laguna, to evaluate the effectiveness of marketing strategies in agritourism. Furthermore, in assessing product innovation within agritourism sites, insights from Roman et al. (2020) were utilized, drawing from their work on Innovations in Agritourism: Evidence from a Region in Poland. Finally, the study investigated the customer experience of tourists visiting agritourism sites, leveraging findings from Thakur et al. (2022) on the Experience and Satisfaction of Tourists over Agritourism in Himachal Pradesh.

Marketing strategies refers to the plans and tactics that organizations develop and implement to promote their products or services and achieve their business objectives. These strategies involved various activities such as market research, product development, pricing, distribution, and promotion. The goal of marketing strategies is to effectively reach and engage the target market, increase brand awareness and visibility, and ultimately drive sales and customer loyalty. According to Enhanced Marketing Strategy of Selected Agritourism Farm Sites in

San Pablo, Laguna, the strength of the agritourism farms/sites lies in the quality of their products and services, which satisfy the visitors. The marketing mix 4P's (Place, Price, Product, and Promotion) provides a strong framework for assessing the effectiveness of marketing strategies (Perlas et al., 2019).

In addition, product innovation in agritourism sites refers to the development and introduction of new and improved products or services within the agritourism industry. It involves the implementation of creative and novel ideas to enhance the overall visitor experience, attract more tourists, and generate sustainable growth for agritourism businesses. These innovations can include various aspects such as accommodation facilities, recreational activities, food and beverage services, cultural experiences, and educational programs. The aim is to offer unique and distinctive offerings that differentiate the agritourism site from competitors and meet the evolving needs and preferences of tourists (Polukhina et. al.,2018). The introduction of innovative solutions can enhance the quality of tourist services, improve the technical comfort of accommodations, and provide a variety of food options. Tourists today are not only looking for accommodation in rural areas but also seek new experiences and opportunities for adventure (Wojcieszak, 2019).

Customer experience in an agritourism site refers to the overall satisfaction and enjoyment that tourists have while participating in agritourism activities. It encompasses various aspects such as the quality of services and facilities provided, the opportunity to learn about and experience local culture and traditions, and the interactions with locals. The goal of agritourism is to provide tourists with authentic and immersive experiences that connect them with the agricultural and rural lifestyle of the region. Tourists seek out agritourism sites to have a unique and different holiday experience, to taste and experience local food and drinks, and to enjoy the services and facilities offered at the site. Satisfaction of tourists is crucial for the growth of agritourism and tourism in general. Dissatisfaction occurs when tourists' actual experiences fail to meet their preconceived expectations (Shukla, 2017). To enhance customer experience, it is important for businesses to prioritize visitor satisfaction and meet the needs of customers (Peacock, 2019). Studies have shown that providing exceptional customer experiences can lead to customer satisfaction and loyalty. By prioritizing visitor needs and delivering high-quality services, agritourism sites can create positive and memorable experiences for their customers. Marketing strategies, product innovation, and customer experience are interlinked in achieving business success. By adopting effective marketing strategies, focusing on product innovation, and prioritizing customer experience, agritourism sites can develop a competitive edge in the industry and attract and retain customers.

In light of these facts, the researcher believed agritourism offers farmers an alternative income stream by diversifying their businesses and providing visitors with a unique experience of food and farming production. By marketing their offerings to tourists, farmers can generate revenue and support the various tourist attractions in the CALABARZON that showcase the region's diverse agricultural products. Agritourism benefits both farmers and rural communities by providing an alternative income source, promoting local agriculture, creating jobs, and contributing to the economic development of the country. Additionally, this will provide the academic community with further information that can be discussed with the students in relation to the nature of their future in the tourism and hospitality industry. Based on the study, a development plan of agritourism sites was proposed. Since some of the studies discussed the problems of agritourism that need to focus on marketing strategies, product innovation, and customer experience, the researcher is motivated to explore this topic. The Proposed Development Plan was designed to help farmers, agritourism site owners, tourism of local government units, and locals of Region IV-A achieve sustainability of Agri-Farm Tourism. The development plan may enhance the marketing strategies of agritourism farms/sites in CALABARZON. Through the assessment of the marketing mix 4P's (Place, Price, Product, and Promotion), the goal is to improve the competitiveness of these farms/sites in the industry and achieve future market growth. It addresses the need for improved products, services, marketing activities, and customer experience, which have been identified as crucial factors for achieving higher assessment ratings (Salarda, 2021).

**Objectives of the Study** - This study assessed the marketing strategies, product innovation, and customer experience in agritourism sites in CALABARZON. It specifically aimed to: assess the marketing strategies of

agritourism sites in CALABARZON in terms of place, price, product, promotion; describe the product innovation of agritourism sites in CALABARZON in terms accommodation, gastronomic, services; measure the customer experience of respondents over agritourism sites in CALABARZON in terms of destination characteristics, experience values, service and facilities, staff members, surrounding environment, and price level; test the significant relationship of marketing strategies and product innovation to customer experience; propose a development plan for Agritourism in CALABARZON.

## 2. Methods

**Research Design** - In order to facilitate the study, the descriptive-correlation and comparative method was used as the research design. Because the research aimed to assess the marketing strategies and product innovation among the agritourism tourists in CALABARZON and its correlation with the customer experience, the descriptive-correlational approach was the most suitable research design. Descriptive-correlational study was a research design that described the characteristics of a population or phenomenon and examined the relationship between two or more variables.

**Participants of the Study** - The respondents of the study were the tourists visiting DOT-accredited agritourism sites in CALABARZON. Using Raosoft's sample size calculator, the total sample size of the study was determined to be 385 tourists, which was proportionately distributed to the 12 DOT-accredited agritourism sites in CALABARZON offering accommodations and serving food and beverages. Stratified random sampling was used as the sampling technique. The researcher collected the data based on the availability of the target respondents as well as their willingness to provide the necessary information.

**Data Collection Instrument** - The researcher used an adapted questionnaire to obtain the needed data. The statements had been modified to suit the present setting. It was divided into four parts. Part one of the instrument identified the demographic profile of the respondents in terms of sex, age, civil status, educational attainment, place of origin, purpose of the visit, and frequency of visit per year. Part two of the instrument was adapted from Perlas et al., (2019) to assess the marketing strategies, which included the sub-scales of place, price, product, and promotion and was composed of 24-item statements, with six items per dimension. Part three of the instrument was adapted from Roman et al., (2020) to assess product innovation and was composed of 22-item statements: seven items for accommodation, six items for gastronomy, and nine items for service. Part four of the instrument was adapted from Thakur et al., (2022) and was composed of thirty-eight statements that related to the customer experience. The questionnaire used a five-point Likert scale with 5 denoting "Strongly Agree/Highly Satisfied," 4 as "Agree/Satisfied," 3 as "Slightly Agree/Slightly Satisfied," 2 as "Disagree/Not Satisfied," and 1 as "Strongly Disagree/Highly Not Satisfied."

To refine the instrument, the researcher conducted a face validation with the adviser and Program Dean of PhDIHTM. An expert panel review from the municipal tourism office, municipal agriculturist, and academia was also conducted. The expert validators included the tourism head which has a strong background in tourism management and agricultural development, with experience in promoting rural and farm-based tourism, have led successful agritourism initiatives, managed projects like farm tours and food festivals, and fostered community engagement, driving economic growth in rural areas, agriculturist head with expertise in sustainable farming and agritourism, has developed and promoted farm-based tourism initiatives. With a degree in Agriculture and training in rural development, they have led projects showcasing farm-to-table experiences, organized educational tours, and collaborated with tourism professionals to enhance visitor engagement. Their deep agricultural knowledge and understanding of tourism dynamics have enabled them to create innovative agritourism experiences that educate visitors, support farmers, and boost rural economies, and Faculty of Hospitality Management has a strong academic and professional background in the tourism and hospitality industry, with advanced degrees and extensive teaching experience in higher education. They have blended academic research, curriculum development, and industry practice, holding leadership roles in tourism and hospitality businesses. They have published research, developed innovative teaching methods, and engaged in

industry partnerships to provide practical learning experiences, ensuring students are well-prepared for careers in tourism and hospitality management. The purpose of the review was to check for content validity. Reliability analysis of the instrument used that the items included for each aspect or dimension acceptable to be used in data gathering. None of the items on the questionnaire needs to be deleted or changed.

A pilot test was conducted online using Google Forms among thirty (30) respondents, who were tourists that had visited the DOT-accredited agritourism sites in MIMAROPA (Mindoro, Marinduque, Romblon, Palawan), to determine the validity and reliability of the questionnaire. The reliability and validity analysis of the marketing strategy and product innovation for agritourism sites in CALABARZON revealed strong internal consistency across various dimensions, indicating robust instruments for data gathering. Key areas assessed included Place (.733), Price (.924), Product (.905), Promotion (.961), and Product Innovation (.958), encompassing aspects like unique natural attractions, tiered pricing options, diverse hands-on experiences, effective use of social media, and innovative accommodation options. Additionally, dimensions like Customer Experience (.977) and related subcategories such as Destination Characteristics, Experience Values, Services and Facilities, Staff Members, and Surrounding Environment were found to be reliable. This comprehensive analysis confirms the adequacy of the questionnaire items, ensuring they are suitable for data collection without any need for deletion or modification. After reliability testing with a statistician, the questionnaire underwent the approval of the ethics committee for review, ensuring that all aspects of the research undertaking conformed to standard institutional policies and adhered to acceptable and ethical research practices.

**Data Gathering Procedure** - After the research instrument had been approved, the researcher wrote a letter of consent to the agritourism site managers/owners, which was noted and signed by the research adviser. The letter was a request for permission to distribute the questionnaire by having the respondents complete the instrument. The researcher also wrote a letter to the Department of Tourism for endorsement to the agritourism sites in CALABARZON. In addition, a letter addressed to the respondents was directly attached to the questionnaire along with the data privacy agreement. Immediately after the requests had been approved, the researcher administered the distribution of the questionnaire to the agritourism sites. Following a friendly greeting, the researcher provided a brief explanation and instructions to the respondents. The respondents were given a few minutes to accomplish the questionnaire. Afterward, the researcher checked the questionnaires for the completeness of the data.

**Data Analysis** - Several statistical tools were utilized to meet the objectives of this study. Mean and rank were then utilized to determine the marketing strategies, product innovation, and customer experiences. Pearson correlation coefficient was used to establish possible relationships among the variables of this study.

**Ethical Consideration** - The researcher made sure that every respondent answered the questions voluntarily and freely in accordance with the Code of Ethics by having them sign a consent form, which ensured that the answers were given truthfully and objectively. In compliance with the Data Privacy Act of 2012, all responses were kept with utmost confidentiality and were only used for academic purposes, and the respondents were assured of anonymity. Tourists who did not cooperate with the conduct of the study were replaced by other respondents, considering ethical considerations

### **3. Results and discussion**

Table 1 presents the summary of the weighted mean, verbal interpretation, and rank of the marketing strategy of the agritourism sites in CALABARZON. The overall mean of 4.40 indicates that the respondents agreed in general. Among the four indicators of marketing strategies, highest in rank was the respondents generally strongly agreed on the statement pertaining to marketing strategy of place with a mean of 4.55, while marketing strategy of product agreed on the statement with a mean of 4.41.

**Table 1***Summary Table for Marketing Strategies*

	Mean	Interpretation	Rank
Place	4.55	Strongly Agree	1
Price	4.35	Agree	3
Product	4.41	Agree	2
Promotion	4.30	Agree	4
<b>Overall</b>	<b>4.40</b>	<b>Agree</b>	

*Legend: 1.00 – 1.49 Strongly Disagree, 1.50 – 2.49 Disagree, 2.50 – 3.49 Moderately Agree, 3.50 – 4.49 Agree, 4.50 – 5.00 Strongly Agree*

The strong agreement with the marketing strategy of place implies that respondents find the location and the way it is marketed to be particularly compelling. The "place" in marketing terms usually refers to how and where a product or service is delivered. In the context of agritourism, it could encompass the physical location, the ambiance, the accessibility, and the way these are presented in the marketing materials. The strong agreement here might indicate that the agritourism sites in CALABARZON are seen as desirable destinations due to their location, setting, or the way the sites' experiences are tied to a specific locale. Future marketing initiatives, agritourism sites in the region could benefit from continuing to highlight the unique aspects of their location. It also underlines the importance of place in the agritourism experience, which may include the natural beauty, the agricultural activities, and the cultural experiences that can only be had in those specific locations.

Meanwhile, the indicator of product followed with the mean of 4.41; price with the mean of 4.35, and promotion with the mean of 4.30 all with an interpretation of agree implies agreement but is notably less enthusiastic compared to other areas, possibly suggesting room for improvement in how the agritourism sites communicate with potential visitors, the persuasiveness of their messaging, or the channels they use to reach their audience. The agritourism sites might need to assess their promotional strategies and consider how they could more effectively engage their target market, possibly through enhanced messaging, more targeted channels, or innovative promotional techniques that resonate better with their intended demographic. Agritourism has been recognized as a significant avenue for diversifying farm income and enhancing sustainability. Promotion, a critical element of the marketing mix, plays a vital role in the success of agritourism ventures.

**Table 2***Summary Table for Product Innovation*

	Mean	Interpretation	Rank
Accommodation	4.36	Agree	1
Gastronomic	4.24	Agree	2
Services	4.19	Agree	3
<b>Overall</b>	<b>4.25</b>	<b>Agree</b>	

*Legend: 1.00 – 1.49 Strongly Disagree, 1.50 – 2.49 Disagree, 2.50 – 3.49 Moderately Agree, 3.50 – 4.49 Agree, 4.50 – 5.00 Strongly Agree*

Table 2 presents the summary of the weighted mean, verbal interpretation, and rank of the product innovation of the agritourism sites in CALABARZON. The overall mean of 4.25 indicates that the respondents agreed in general. Among the four indicators of product innovation, the respondents generally agreed on the statement pertaining to product innovation of accommodation, gastronomic, and services.

Product innovation shows that respondents agreed that innovation across these areas was present and valued at agritourism sites. Ranking illustrates that while all these aspects are important, visitors might prioritize a comfortable, unique, and integrative accommodation experience slightly more than gastronomic or other service innovations. For agritourism site operators, this might indicate that investments into enhancing accommodation options could yield greater impact on visitor satisfaction and should perhaps be prioritized.

Agritourism sites have increasingly recognized the importance of product innovation in accommodations to attract tourists seeking unique and authentic experiences. The literature suggests that the diversification of agritourism offerings, including accommodation typologies, is essential for enhancing the appeal of agritourism destinations (Tsung-Chiung et. al.,2024). This indicates a potential for growth in product innovation within

agritourism accommodations. There is a positive influence of landscapes, agricultural activities, and agri-food products on tourism products and services, passive agritourism activities such as tasting experiences and enjoyment of the landscape prevail (Tsung-Chiung et. al.,2024). This suggests that there is room for more active and innovative accommodation experiences that integrate agricultural activities more deeply.

Meanwhile, the indicator of gastronomic followed with the mean of 4.24 and services with the mean of 4.19, with both an interpretation of agree. In essence, while respondents agree that both gastronomic experiences and services are positively received and are important facets of the agritourism product offering, they may not be as compelling as the accommodations in driving satisfaction. This insight could suggest that agritourism site operators might focus more on enhancing the accommodation experience while still ensuring that the gastronomic and service elements are sufficiently attractive and well-promoted.

Agritourism has been recognized as a dynamic field where product innovation plays a crucial role in enhancing the attractiveness and competitiveness of rural areas. The literature reveals that agritourism sites have diversified their services by integrating production sectors and utilizing the multi-functionality of rural and land resources, leading to economic benefits and increased resilience against business challenges (Tsung-Chiung et. al.,2024). Moreover, the development of a competitive positioning index for agritourism farms suggests that innovation is key to gaining a market advantage (Roman et al., 2020).

**Table 3**  
*Summary Table for Customer Experience*

	Mean	Interpretation	Rank
Destination Characteristics	4.43	Satisfied	3.5
Experience Values	4.51	Highly Satisfied	1
Service and Facilities	4.34	Satisfied	6
Staff Members	4.43	Satisfied	3.5
Surrounding Environment	4.40	Satisfied	5
Price Level	4.44	Satisfied	2
Overall	4.42	<i>Satisfied</i>	

*Legend: 1.00–1.49 Dissatisfied, 1.50–2.49 Not Satisfied, 2.50–3.49 Moderately Satisfied, 3.50–4.49 Satisfied, 4.50–5.00 Highly Satisfied*

Table 3 presents the summary of the weighted mean, verbal interpretation, and rank of the customer experience of the agritourism sites in CALABARZON. The overall mean of 4.42 indicates that the respondents satisfied in general. Among the six indicators of customer experience, the respondents generally highly satisfied on the statement pertaining to customer experience with the highest rank of 4.51 on experience values and satisfied on price level with a mean of 4.44.

The most critical factor for customer satisfaction is the value they perceive from their experiences at the site. Price level is also crucial and is well-received by the customers, indicating that pricing strategies are effective. The service and facilities, while satisfactory, are identified as areas with potential for improvement to enhance customer satisfaction further. The staff members and destination characteristics receive similar satisfaction levels, indicating their significant contribution to the overall customer experience. The surrounding environment, while satisfactory, is not as impactful on the experience as the value and price levels. The agritourism destination managers could leverage this analysis to maintain high satisfaction in the 'Experience Values' and 'Price Level' while aiming to enhance 'Service and Facilities' for an even better customer experience. The concept of customer experience in agritourism sites is multifaceted, encompassing various experiential dimensions that contribute to visitor satisfaction and loyalty. Meanwhile, the indicator of surrounding environment followed with the mean of 4.40 and service and facilities with the mean of 4.34, with both an interpretation of satisfied. Visitors are satisfied with both the surrounding environment and services at the agritourism site, but not to the level of 'Highly Satisfied,' hinting at areas that could be enhanced. The surrounding environment is rated higher, suggesting it's more valued than the services and facilities. Targeted improvements in these areas could further boost satisfaction and enhance the overall visitor experience.

Table 4 shows the statistical evidence that there was a significant relationship between marketing strategies

and product innovation within the accommodation, gastronomic, and services sectors. Specifically, the Place strategy showed positive correlations with product innovation in all three sectors, with the strongest relationship in accommodation followed by gastronomic and services. Despite being the weakest, the service sector still presents a significant relationship, indicating that the physical location and distribution channels were relevant to the development of new products.

**Table 4**  
*Relationship of Marketing Strategies to Product Innovation*

	t/F	p-value	Interpretation
<b>Place</b>			
Accommodation	.333**	.000	Significant
Gastronomic	.239**	.000	Significant
Services	.158**	.002	Significant
<b>Price</b>			
Accommodation	.528**	.000	Significant
Gastronomic	.431**	.000	Significant
Services	.487**	.000	Significant
<b>Product</b>			
Accommodation	.532**	.000	Significant
Gastronomic	.393**	.000	Significant
Services	.368**	.000	Significant
<b>Promotion</b>			
Accommodation	.418**	.000	Significant
Gastronomic	.460**	.000	Significant
Services	.423**	.000	Significant

*Legend: Relationship is significant at 0.05 alpha level*

Marketing strategies have a significant positive relationship with product innovation across all three categories studied, but the strength of the relationship varies, with Accommodation showing the strongest relationship and Services the weakest. This could imply that for companies in the accommodation sector, innovative marketing strategies might be more closely tied to the development of new products or services than in the gastronomic or general services sectors. The relationship between marketing strategy and product innovation in agritourism sites is multifaceted, encompassing aspects such as accommodation, gastronomy, and services. Agritourism, as unification strategy, integrates production sectors and capitalizes on the multifunctionality of rural resources, leading to economic resilience and innovation in tourist services (Tsung-Chiung et al., 2024). Contradictions arise when considering the broader tourism and hospitality industry, where innovation is often underestimated.

The analysis revealed a significant positive correlation between pricing strategies and a dependent variable—potentially product innovation or a different business performance indicator—in Accommodation, Services, and Gastronomic sectors, in descending order of correlation strength. This finding implies that within these sectors, refined pricing strategies are linked to beneficial outcomes, with the strongest evidence in Accommodation. Although the results underscore pricing as a key element of strategic business management, caution is advised in inferring direct causality; other variables may be at play, and the practical significance of these pricing strategies necessitates a deeper dive into effect size, confidence intervals, and other pertinent business metrics to fully grasp their impact. The relationship between marketing strategy, particularly pricing, and product innovation in agritourism sites is multifaceted, encompassing accommodation, gastronomy, and services. In the context of agritourism, diversification and innovation in tourist services, including accommodation and gastronomy, have been shown to bring considerable economic returns and increase resilience against business challenges (Tsung-Chiung et al., 2024). Gastronomy extends beyond mere consumption to a continuum of experiences from production to post-consumption, which can be leveraged through innovative marketing strategies. In a comparative analysis across the Accommodation, Gastronomic, and Services sectors, a statistically robust correlation emerged, denoting a significant positive link between product-related factors and a specified outcome variable, with the Accommodation sector exhibiting the most pronounced association. This suggests that product-centric strategies yield marked benefits, most notably within

the realm of accommodation. While the relationship in the Gastronomic and Services sectors was somewhat less strong, it remained statistically significant, underscoring the universal importance of product strategy to business efficacy. The double asterisks signifying the statistical data convey a high degree of significance, thereby reinforcing the solidity of these findings. Managers across these domains are advised to prioritize product strategy in their operational considerations, although the results warrant cautious interpretation, as they do not establish causality, and additional investigation is necessary to navigate the complexities of these dynamics and the potential influence of other variables.

In summary, the relationship between marketing strategy and product innovation in agritourism is well-established in the literature. Marketing strategies are pivotal in developing innovative products and services that cater to evolving consumer preferences, particularly in accommodation and gastronomy.

The statistical data reveals that promotional efforts significantly enhance a key outcome variable across the Accommodation, Gastronomic, and Services sectors, with the influence of promotions being most prominent in the Gastronomic sector, followed by Services, and then Accommodation. This correlation is underscored by the presence of double asterisks next to each coefficient, indicating a high statistical significance, and suggesting that these patterns are not mere products of chance. Consequently, sector managers should consider these insights as a strong incentive to refine their promotional strategies, given the apparent linkage to positive effects. However, it's imperative to understand that these correlations do not necessarily imply causation; thus, further investigative research is warranted to exclude confounding variables and to grasp more conclusively the precise impact of promotional activities on the observed outcomes. Literature on agritourism underscores the intricate relationship between marketing strategies and product innovation, particularly in the realms of accommodation, gastronomy, and services. Integration of gastronomic experiences, such as local cuisine and wine, is a significant factor that attracts visitors to agritourism sites, necessitating innovative marketing approaches to highlight these attributes (Fanelli et. al.,2020).

**Table 5**  
*Relationship of Marketing Strategies on Customer Experience*

	t/F	p-value	Interpretation
<b>Place</b>			
Destination Characteristics	.215**	.000	Significant
Experience Values	.101*	.047	Significant
Service and Facilities	.216**	.000	Significant
Staff Members	.223**	.000	Significant
Surrounding Environment	.278**	.000	Significant
Price Level	.335**	.000	Significant
<b>Price</b>			
Destination Characteristics	.400**	.000	Significant
Experience Values	.222**	.000	Significant
Service and Facilities	.335**	.000	Significant
Staff Members	.405**	.000	Significant
Surrounding Environment	.490**	.000	Significant
Price Level	.478**	.000	Significant
<b>Product</b>			
Destination Characteristics	.522**	.000	Significant
Experience Values	.214**	.000	Significant
Service and Facilities	.309**	.000	Significant
Staff Members	.441**	.000	Significant
Surrounding Environment	.592**	.000	Significant
Price Level	.507**	.000	Significant
<b>Promotion</b>			
Destination Characteristics	.274**	.000	Significant
Experience Values	.109*	.032	Significant
Service and Facilities	.539**	.000	Significant
Staff Members	.395**	.000	Significant
Surrounding Environment	.370**	.000	Significant
Price Level	.346**	.000	Significant

Legend: Difference is significant at 0.05 alpha level

Table 5 shows each marketing strategy exhibits a significant influence on various dimensions of customer experience, with Product showing the highest impact in most areas, followed by Price, suggesting that these two strategies might be particularly powerful levers for businesses looking to enhance customer experiences. In examining the role of Place in customer experience, the data revealed that Destination Characteristics, Service and Facilities, Staff Members, and Surrounding Environment all possessed strong positive correlations, signifying their considerable influence on customer perceptions. Conversely, Experience Values, though still positively linked to customer experience, exhibited a comparatively weaker correlation, indicating its lesser yet still notable impact within the broader context of place in shaping customer experience. The data provided indicates a strong and statistically significant relationship between the Price marketing strategy and various factors that contribute to customer experience. Each factor destination characteristics, experience values, service and facilities, staff members, surrounding environment, and price level has a positive correlation coefficient, indicating that these relationships are highly unlikely to be due to chance.

The 'Product' marketing strategy showed a significant impact on all dimensions of customer experience examined, with the surrounding environment and destination characteristics being the most affected. This underscores the importance of aligning product offerings with the customer's holistic experience at a destination. Product marketing strategy had a significant impact on all aspects of customer experience examined. It highlights that the surrounding environment and destination characteristics were the most affected by a product marketing strategy. This emphasizes the importance of aligning product offerings with a customer's holistic experience at a destination. In other words, how a product is marketed can influence how customers perceive their entire experience at a destination, especially the surrounding environment and the destination itself. This highlights the importance of considering the customer experience when developing a product marketing strategy.

The breakdown of a promotion's impact on various aspects of a customer's experience. All the characteristics listed, including destination, experience, service, staff, environment, and even price level, are labeled "Significant," indicating a strong positive influence from the promotion. The promotion appears highly attractive, creating a strong positive perception of the destination. This likely stems from a significant discount or the inclusion of valuable extras like experiences or upgraded services. Notably, the promotion's benefits extend beyond just a lower price. High scores across experience, service, staff, and environment suggest it enhances the entire customer journey, not just the price point. The promotion is likely very effective in attracting customers and enhancing their experience.

Table 6 shows statistically significant positive relationships between product innovation and all aspects of customer experience except for "Gastronomic Destination Characteristics." This means that customers tend to perceive a positive impact on their experience in all these areas when encountering a product that is perceived to be innovative. The results indicate that product innovation across various aspects of the accommodation experience had a substantial and statistically significant positive relationship with customer experience, with price level changes being possibly the most impactful. It is important to note that while these results show strong correlations, they did not necessarily imply causation, and further analysis would be required to determine causative effects.

Product innovation in the Gastronomic sector showed a significant positive impact on customer experience, with every element examined demonstrating statistical significance. The influence is notably strong in the areas of Destination Characteristics and Service and Facilities, respectively. Even aspects with lower coefficients, like Experience Values, show a meaningful contribution to customer satisfaction. Innovations concerning Staff Members and the Surrounding Environment also enhance the customer experience, and pricing strategies play a crucial role. The uniformly strong statistical significance across these elements, indicated by double asterisks, underscores the importance of a comprehensive approach to innovation within gastronomy to drive customer satisfaction, keeping in mind that these correlations do not inherently indicate causality.

**Table 6***Relationship of Product Innovation on Customer Experience*

	t/F	p-value	Interpretation
<b>Accommodation</b>			
Destination Characteristics	.518**	.000	Significant
Experience Values	.244**	.000	Significant
Service and Facilities	.436**	.000	Significant
Staff Members	.382**	.000	Significant
Surrounding Environment	.555**	.000	Significant
Price Level	.636**	.000	Significant
<b>Gastronomic</b>			
Destination Characteristics	.444**	.000	Significant
Experience Values	.203**	.000	Significant
Service and Facilities	.597**	.000	Significant
Staff Members	.394**	.000	Significant
Surrounding Environment	.416**	.000	Significant
Price Level	.437**	.000	Significant
<b>Services</b>			
Destination Characteristics	.442**	.000	Significant
Experience Values	.214**	.000	Significant
Service and Facilities	.607**	.000	Significant
Staff Members	.450**	.000	Significant
Surrounding Environment	.436**	.000	Significant
Price Level	.443**	.000	Significant

*Legend: Difference is significant at 0.05 alpha level*

In the Services sector, product innovation is significantly and positively correlated with improved customer experience across various dimensions. The robust relationship is especially apparent in Service and Facilities, which shows the most significant potential for enhancing customer experience. Destination Characteristics, Staff Members, and Price Level also strongly contribute to satisfaction. Even Experience Values, with a lower yet significant coefficient, indicate the value of innovation in experiential aspects. However, the data should be interpreted as correlation rather than causation, with the understanding that other factors not captured in this analysis may also affect customer experience.

The development plan created based on the lowest result in 3 variables, which is in marketing strategies, promotion is in the lower rank, in product innovation, services is in the lower rank, and in customer experience, services and facilities is in the lower rank.

In CALABARZON region, known for its agricultural richness and cultural heritage, the development plan for agritourism sites is multi-dimensional. It strategically integrates marketing with product and customer experience innovations. The promotion strategy, commencing in the first quarter, is set to harness the storytelling prowess of TV and documentary collaborators to amplify the site's appeal, aiming to captivate a broad audience with diverse interests. High-quality visual content and professional design are leveraged to translate the intrinsic beauty and activities of the sites into compelling promotional materials, sparking curiosity and encouraging visits. Concurrently, the plan underscores product innovation by introducing new experiential packages and educational workshops by the third quarter, emphasizing organic farming and local gastronomy. This not only enriches the visitor experience but also positions the site as a model for sustainable practices, adding layers of value that go beyond mere tourism. Additionally, an ongoing commitment to enhance customer satisfaction is marked by facility upgrades for improved comfort and a systematic feedback mechanism to be operational by the second quarter. These improvements aim to elevate service standards and adapt to visitor needs, ultimately fostering a high-quality visitor experience that contributes to the region's reputation as a distinguished agritourism destination.

**Table 7***Development Plan for 2024-2025*

<b>Strategic Areas</b>	<b>Objectives</b>	<b>Actions</b>	<b>Expected Outcome</b>	<b>Timeline</b>
Marketing Strategy (Promotion)	Increase awareness and visitor numbers to the agritourism site.	<ul style="list-style-type: none"> <li>- Establish partnerships with TV producers and documentary filmmakers who have a track record of producing successful travel, lifestyle, or cultural content.</li> <li>- Gather high-quality images and engaging content that highlight the unique aspects of the agritourism site, such as its landscapes, activities, and agricultural products.</li> <li>- Collaborate with a professional graphic designer to create a visually appealing layout.</li> </ul>	<ul style="list-style-type: none"> <li>- Forming such partnerships is anticipated to broaden the agritourism site's reach and attract a diverse audience by leveraging the proven storytelling and audience engagement expertise of these content creators.</li> <li>- Access to high-quality production resources and channels to reach a wider and more diverse audience.</li> <li>- Professional and attractive brochures and pamphlets that effectively communicate the value and appeal of the agritourism site, enticing potential visitors.</li> </ul>	Campaign rollout in Quarter 1, with partner engagements starting in Quarter 2, signifies a rapid approach to getting the marketing strategy off the ground in the first half of the year.
Product Innovation (Services)	Diversify and enrich visitor experiences.	<ul style="list-style-type: none"> <li>- Design and offer new agritourism experience packages.</li> <li>- Conduct workshops on organic farming, local cooking, etc.</li> <li>- Adopt and showcase sustainable practices.</li> </ul>	<ul style="list-style-type: none"> <li>- Expanded service offerings leading to longer stays.</li> <li>- Enhanced visitor satisfaction and education.</li> <li>- Recognition as a sustainable tourism model.</li> </ul>	New packages launching by Quarter 3, with workshops starting in Quarter 2 and sustainability measures from Quarter 1, showing a staggered approach to fully rounding out the service offerings throughout the year.
Customer Experience (Service and Facilities)	Improve overall visitor satisfaction through high-quality service and facilities.	<ul style="list-style-type: none"> <li>- Upgrade existing facilities to enhance comfort and accessibility.</li> </ul>	<ul style="list-style-type: none"> <li>- Upgrade existing facilities to enhance comfort and accessibility.</li> </ul>	Facility upgrades completed by Quarter 4 and staff training sessions quarterly, ensuring that the physical improvements are matched by service quality. The feedback system is to be implemented by Quarter 2, allowing for mid-year adjustments based on visitor input.

To effectively measure the objective of bolstering awareness and visitor numbers at an agritourism site, a blend of analytics and direct feedback mechanisms should be employed. Trackable metrics, such as the number of visitors before and after implementing new strategies, website and social media analytics for insights into online engagement, and conversion rates of inquiries to actual visits, offer quantitative data. Qualitative insights can be gleaned from visitor surveys, assessing how they discovered the site, and the efficacy of different marketing channels. Monitoring revenue trends and analyzing the distribution and impact of promotional materials will provide a comprehensive understanding of both awareness and actual visitor increases. Such a multi-angle approach ensures a robust evaluation of the development plan's effectiveness in achieving its marketing objectives. To effectively measure the objective of diversifying and enriching visitor experiences, a nuanced approach that encompasses both direct visitor feedback and observational data is required. Surveys and interviews can be conducted to capture subjective experiences of visitors, focusing on their satisfaction levels and the perceived variety and depth of the offerings. Metrics such as uptake rates of new experience packages, the duration of stays, and the rate of repeat visitation offer quantitative data reflective of enriched experiences. Additionally, tracking participation numbers in workshops and special events can indicate the successful expansion of offerings. Monitoring reviews and ratings on travel sites and social media platforms provides external validation of enhancements to the visitor experience. Collectively, these indicators will help gauge whether the experiences provided are resonating with and adding value to the visitors' time spent at the site.

To effectively measure the objective of enhancing overall visitor satisfaction through high-quality service and facilities, it's critical to collect and analyze both qualitative and quantitative data. Implementing a detailed visitor satisfaction survey is a direct method to gather feedback on various aspects of service and facility quality.

Reviewing online ratings and comments on travel platforms and social media can offer additional insights into public perception. Facility utilization rates, including the frequency and duration of use, can serve as quantitative indicators of facility appeal. Moreover, a well-maintained feedback loop, where visitors can report issues in real-time, coupled with monitoring the resolution rates of these issues, can help in assessing the responsiveness and effectiveness of the service team. These combined metrics enable a comprehensive assessment of visitor satisfaction levels and the success of improvements in service and facilities.

#### **4. Conclusion and recommendation**

The tourists visiting the agritourism sites in CALABARZON demonstrated a marketing strategy in agritourism site in place. The agritourism site adopted a strategic pricing approach that caters to various customer segments, ensuring a fair price that reflects the quality of its services. By offering discounts to students, seniors, and other groups, the site enhances its appeal and inclusivity, potentially attracting a wider audience. Moreover, its tiered pricing system, tailored to different budgets and group sizes, further maximized its market reach and revenue potential, making it a standout strategy in the realm of marketing tactics for agritourism. The tourist in CALABARZON demonstrated the product innovation in accommodation. The agritourism site excelled in accommodation innovation by adopting a holistic approach offering a range of options that cater to diverse preferences while prioritizing sustainability and environmental harmony. This holistic approach not only provided unique and memorable experiences for guests but also demonstrated a commitment to responsible tourism and environmental conservation. From the traditional charm of a farmhouse to the seamless blend of aesthetics and comfort in charming cottages, the site went further by pushing boundaries with tree houses constructed from sustainable materials and equipped with eco-friendly features like solar pans and composting toilets. This holistic approach not only provided unique and memorable experiences for guests but also demonstrated a commitment to responsible tourism and environmental conservation. The tourists visiting the agritourism sites in CALABARZON experienced customer experience values. The agritourism site emphasized authentic experiences that deeply connect visitors with agricultural practices and the local community, offering a genuine taste of rural life. Visitors were encouraged to engage with the essence of rural culture, from experiencing local food and lifestyle to participating in fairs, creating a rich and immersive customer experience rooted in the site's agricultural heritage and community spirit. The study highlighted the significant relationships among marketing strategies, product innovation, and customer experience in agritourism. By managing the 4Ps (price, place, product, promotion), marketers can enhance the perceived value, enjoyment, and satisfaction of a product or service. Strategic marketing played a key role in elevating perceived value and satisfaction, while product innovation, with its novel features and benefits, also positively impacts customer experience which underscored the importance of both marketing strategies and product innovation in shaping customer experience, suggesting that agritourism sites should prioritize both to create memorable and positive experiences for tourists. The development plan for an agritourism site in CALABARZON aimed to improve rural tourism by focusing on place, accommodation innovation, and customer experience values. The marketing strategy will tap into the authenticity of the countryside, while the accommodation will offer immersive experiences and cultural engagement.

To attract a diverse range of visitors, agritourism owners may adopt a culturally sensitive approach and utilize traditional media channels to promote their offerings such as personalized assistance programs ; digital platform for customized educational content, and enhancements such as ramps, clear signage, and comfortable seating to make the experience more inclusive and inviting for families, elderly visitors, and people with disabilities. Agritourism site owners in CALABARZON may enhance their marketing strategies by focusing on digital presence and storytelling, improving online visibility through SEO, engaging social media content, and targeted advertising, utilizing customer testimonials and interactive virtual tours, collaborating with travel influencers, integrating user-generated content, and forming partnerships with local travel agencies to differentiate the sites and attract both new and returning visitors. It is recommended to farmers, agritourism owners and the local communities to develop a suite of experiential services that not only invite participation in

the agricultural process but also incorporate local traditions and practices, such as farm-to-table cooking classes, cultural workshops, and bespoke Agri-educational programs thus, creating immersive experiences that encapsulate the essence of the region. Owners, farmers, and the local community can enhance agritourism by training staff, improving booking systems, and maintaining accessible facilities. Investing in rustic amenities like cozy rest areas and clear signage enhances the visitor experience. Encouraging feedback and integrating local hospitality fosters a welcoming atmosphere, driving positive reviews and repeat visits. The local tourism office should upgrade services and facilities by assessing visitor feedback, training staff, and improving cleanliness, comfort, and cultural integration. Partnering with industry experts can enhance service quality, boosting satisfaction, patronage, and the area's agritourism reputation. Future researchers in CALABARZON may study digital marketing's impact on visitor attraction through campaign analysis and explore agritourism's integration of culture and sustainability. Assessing customer feedback and comparing findings with national and global benchmarks can provide strategic insights for improving visitor experiences and regional growth.

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