

## Proposed Agri-farm tourism framework in Central Luzon Region

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### **Abstract**

Central Luzon, Philippines, has recently seen a rise in Agri-farm tourism. The provinces of Nueva Ecija, Tarlac, and Pampanga are among those in this region that produce the most rice and corn in the Philippines and are noted for their extensive agricultural acreage. This study aimed to propose a framework for Agri-farm tourism in the Central Luzon Region. The researcher determined the perceived Agri-farm tourism development in Central Luzon Region in terms of learning and educational activities improvements, cultural development, community participation, thriving local economy, and income generation. It tested the significant difference in the responses when grouped according to the profile of the respondents and tested the significant relationship among variables. Data were analyzed using Percentages, Weighted Mean, the Shapiro-Wilk Test, the Kruskal-Wallis test, the Mann-Whitney U test, and Spearman Rho. The variables included are factors, impact, competitiveness, and Agri-farm development. The rho-value represents the correlation coefficient, which indicates the strength and direction of the relationship between the variables. All correlations are highly significant, with p-values of 0.000. Therefore, the relationships observed between variables are not likely due to chance. The correlation coefficient between factors and impact is 0.651, which indicates a moderately positive relationship between the two variables. As factors increase, so does the impact. The correlation coefficient between factors and competitiveness is 0.744, indicating a moderately positive relationship between the two variables. Moreover, the correlation coefficient between factors and Agri-farm development is 0.716, indicating a moderately positive relationship between the two variables. The correlation coefficient between impact and competitiveness is 0.885, indicating a strong positive relationship between the two variables. As impact increases, competitiveness also increases. The correlation coefficient between impact and Agri-farm development is 0.844, indicating a strong positive relationship between the two variables. The correlation coefficient between competitiveness and Agri-farm development is 0.856, indicating a strong positive relationship between the two variables. The study concluded that

the Proposed Agri-Farm Tourism Framework could have significant implications for the Central Luzon Province, particularly for the Agri-farm tourism sector. If successfully implemented, the framework could lead to improved tourism experiences, economic growth, environmental sustainability, community development, and improved regional governance and coordination.

**Keywords:** Agri-farm, tourism, competitiveness, digital marketing, sustainability, descriptive survey, Central Luzon, Philippines

## Proposed Agri-farm tourism framework in Central Luzon Region

### 1. Introduction

Agri-farm tourism is a rapidly growing trend in the global tourism industry. Travelers are increasingly looking for one-of-a-kind and genuine experiences that let them get in touch with nature, discover traditional farming methods, and sample regional and organic cuisine. The World Tourism Organization (UNWTO 2021), reported that, with an annual growth rate of between 5 and 15%, Agri-farm tourism is one of the sectors of the global tourism business that is expanding the fastest. Italy, France, Spain, and Portugal are among the top European countries for Agri-farm tourism, while the United States, Canada, and Australia are significant global players. The tendency towards Agri-farm tourism has escalated because of the COVID-19 epidemic as tourists are seeking outside and socially isolating activities. This has increased interest in rural and farm-stay lodging, outdoor pursuits like farming and hiking, and local culinary experiences. It is anticipated that the Agri-farm tourism trend would expand as more tourists look for distinctive and green living experiences that support rural economies while promoting local cultures and customs.

In recent years, Central Luzon, Philippines, has seen a rise in Agri-farm tourism. The provinces of Nueva Ecija, Tarlac, and Pampanga are among those in this region that produce the most rice and corn in the Philippines and are noted for their extensive agricultural acreage. Several farms in Central Luzon have transformed themselves into tourist attractions with the goal of promoting Agri-farm tourism by providing tourists with a range of experiences and activities. Agri-farm tourism provides a distinctive approach for tourists to take in Central Luzon's rich agricultural legacy, while also promoting sustainable farming methods and helping out local people. Despite the growing interest in Agri-farm tourism, several challenges and gaps need to be addressed to ensure its sustainable development. In the international climate, there is a lack of consensus on the definition of Agri-farm tourism and the criteria for its successful implementation. However, in the Philippines, while Agri-farm tourism has been identified as a priority area, there is still a need for clearer policies, guidelines, and standards to ensure that the industry develops in a sustainable and responsible manner (Robles & Agasa, 2019). Hence, identifying the key factors contributing to Central Luzon Agri-farm tourism's success and the challenges that need to be addressed, improving infrastructure, marketing, and promotion, adhering to quality standards, and providing support and coordination are all necessary steps to be taken to address these challenges.

The theoretical foundations of this study were drawn from the concepts of sustainable tourism and community-based tourism. Sustainable tourism is a type of tourism that considers the social, economic, and environmental impacts of tourism activities and aims to minimize the negative impacts and maximize the positive impacts. On the other hand, community-based tourism involves local communities' participation in tourism development and the distribution of benefits among the community members. Furthermore, the sources of the questionnaires and their relation to the study: Mendoza, (2020), Stakeholders' perspective on competitiveness and sustainability of farm destinations. The study provides insights into the stakeholders' perspective on the competitiveness and sustainability of farm destinations. The questionnaire developed by Mendoza can be used to assess the stakeholders' perception of the proposed Agri-farm framework's competitiveness and sustainability. The questionnaire adapted from Netmatpour and Khodadadi can be used to identify the potential economic benefits of the proposed Agri-farm framework. The questionnaire can also help assess the level of interest of tourists in participating in Agri-tourism activities and their willingness to pay for such activities. While the study of Wong, et.al (2018), examines the factors that affect the competitiveness of agritourism in Malaysia. The questionnaire developed by Tan et al. can be used to assess the factors that affect the competitiveness of the proposed Agri-farm framework. The questionnaire can also help identify the strengths and weaknesses of the Agri-tourism industry in the study area. Furthermore, the questionnaires developed by these authors can provide valuable insights into the proposed Agri-farm tourism framework's competitiveness, sustainability, impact and potential socio-economic

benefits, and factors that affect its success.

The use and impact of digital marketing in the context of Agri-farm tourism is a common theme among the three independent variables in the proposed Agri-farm tourism framework study. The use of digital marketing to receive advertisements for Agri-farm tourism can significantly affect how competitive these enterprises are. This is so that these organizations may reach a bigger audience, improve brand recognition, and eventually draw in more customers using digital marketing methods. Agri-farm tourism industry can set themselves apart from their rivals and become industry leaders by employing digital marketing efficiently. Another factor to consider into account is the effect of digital marketing for Agri-farm tourism on consumers' buying intentions. Agri-farm tourism must have a strong online presence that can draw in and hold the attention of customers as more and more customers use digital media to plan and study their travel experiences. This industry can raise the possibility that potential customers will make a purchase by creating a favorable impression of their goods and services in the minds of those consumers by employing efficient digital marketing methods.

Finally, the effectiveness of digital marketing has a significant influence on how competitive Agri-farm tourism is. Customers have a wide range of options when picking their travel experiences in today's digital age. As a result, Agri-farm tourism must always work to stay competitive by giving distinctive experiences, supplying top-notch customer service, and utilizing successful marketing techniques. These can improve their exposure, develop relationships with customers, and ultimately acquire a competitive edge in the market by utilizing digital marketing platforms. The adoption and impact of digital marketing can have a substantial impact on the competitiveness of Agri-farm tourism businesses, which links the three independent variables in the proposed Agri-farm tourism framework. By examining these factors, the study hopes to offer perceptions that can aid in enhancing their marketing approaches, luring more clients, and eventually succeeding in the fiercely competitive Agri-farm tourism. Agriculture plays a crucial role in the economy of many countries, providing food, raw materials, and employment opportunities. Agri-farm tourism is a type of tourism that focuses on experiencing and learning about agricultural life and practices, and it has gained popularity as a way to promote sustainable rural development (Pandey, 2018).

According to Lin, (2021), online reviews have a positive effect on satisfaction, and technology self-efficacy enhances this effect. Moreover, tourists' experience and satisfaction with Agri-farm tourism indicates that performance expectancy, habit, demand conditions, and situation resources have a positive impact on tourists' experience and satisfaction (As-Saber & Haque, 2019). However, the effect of informativeness and two-way communication on tourists' satisfaction in Agri-farm tourism shows that both variables have a positive impact on tourists' satisfaction (Li & Li, 2018). On the other hand, Wang et.al (2020) stated that Agri-farm tourism has a potential means of promoting a thriving local economy and income generation in rural areas and the potential to generate significant economic benefits for local communities.

Furthermore, the framework will provide a systematic approach to developing Agri-farm tourism that considers the unique features of the agricultural and rural environments. It aims to facilitate the creation of memorable and meaningful experiences for tourists while providing economic benefits for local communities. The framework considers the role of technology in enhancing tourists' experiences and addresses the need for effective communication and information provision. Hence, The study aims to address the need for a comprehensive framework for Agri-farm tourism development that considers the diverse needs and preferences of tourists and local communities. This study will benefit the farm owners/operators and managers for this service as a guide on how they will operate toward a competitive and sustainable business enterprise. It will give them opportunities to change practices and embrace digital technology in their marketing efforts. For the farmers and employees, it will serve as a guide to increased job security as Agri-farm tourism can provide a stable source of income as it diversifies the farm's revenue streams and reduces reliance on traditional farming practices, Agri-farm tourism setting can provide farmers employees with opportunities to learn new skills and develop their existing ones, such as customer service, event management, and marketing as well. For the families and residents living in the nearby areas, Agri-farm Tourism has the potential to bring significant benefits to families and residents living in the nearby

areas. Which include job opportunities, economic growth, cultural exchange, education and awareness, and improved living conditions. The Department of Tourism can help promote Agri-farm tourism in Central Luzon by highlighting the region's unique agricultural heritage and creating opportunities for visitors to experience it firsthand while supporting the local economy. For the local government of Central Luzon and to the community as a whole, it has the potential to bring significant benefits these include increased revenue, promotion of sustainable agriculture, preservation of cultural heritage, job creation, and promotion of tourism providing infrastructure and facility funding. For the tourists, the study has the potential to provide tourists with a range of benefits, including an authentic cultural experience, educational opportunities, adventure and recreation, health and wellness, and culinary experiences.

The expected result is a significant contribution to the existing body of knowledge by providing a practical and effective approach to promoting sustainable tourism development in rural areas through agriculture. This framework is based on the region's unique cultural, environmental, and economic contexts, providing a clear path toward the integration of agriculture and tourism for the benefit of local communities, farmers, and tourists alike. Moreover, digital marketing has been proven to be an effective tool in promoting tourism activities, particularly in terms of reaching a broader audience and increasing sales. The study only focused on Agri-farm tourism within the Central Luzon region, with a scope limited to determining the main variables. The factors influencing the Adoption of Digital Marketing in Receiving Agri-farm tourism-related Advertisements in terms of technology self-efficacy, usefulness, active control, two-way communication, and synchronicity. Assessing the competitiveness of Agri-farm tourism in terms of created resources, support resources, situational conditions, and destination management as perceived by the tourists. Determining the Impact of Digital Marketing Sites of Agri-farm Tourism on Customers' Purchase intentions in terms of performance expectancy, hedonic motivation, habit, interactivity, informativeness, and perceived relevance on respondents. Determining the perceived Agri-farm Tourism Development in Central Luzon Region in terms of Learning and Educational Activities Improvements, Cultural Development, Community Participation, Thriving Local Economy, and Income generation.

Based on the results of the study, the Proposed Agri-farm tourism framework proved to be a highly effective strategy in promoting sustainable agriculture while simultaneously boosting tourism in rural areas. This framework seeks to provide tourists with an immersive experience of farm life, showcasing the unique aspects of agricultural practices, particularly in the Central Luzon Region. Not only does it educate visitors on the importance of sustainable farming, but it also encourages them to support local farmers and businesses. By emphasizing the Agri-farm tourism framework, government, and Agri-farm tourists sites owners and operators can work together to create a more sustainable and vibrant rural economy, benefiting both the farmers and the tourists who visit. Further, the main focus of the study on the Proposed Agri-farm tourism framework in the Central Luzon Region is to create a structured and well-integrated framework that will promote Agri-farm tourism in the region.

## 2. Method

**Research Design** - This is a quantitative descriptive research design with utilized descriptive correlation analysis to assess competitiveness and determine the impact of digital marketing on-Agri-farms in Central Luzon. This descriptive correlation analysis was used in this study as it tested the relationship among impact of digital marketing, competitiveness of farm tourism site and Agri-farm tourism development.

**Participants of the Study** - Purposive random sampling was used in the selection of Agri-farm tourism. Only those Agri-farms accredited by the Department of Tourism (DOT) in the provinces of Central Luzon(Region III) – Aurora, Bataan, Bulacan, Nueva Ecija, Pampanga, and Zambales were considered. the researcher ensured an equal distribution based on the percentage computation based on the total population to get the appropriate sample proportion per province. The respondents of the study were 340 that is 18yrs.old and above and regardless of gender Agri-farm tourists in Central Luzon. The sample was determined using the Rao soft Calculator considering the 95% confidence level and 5%

margin of error. As seen in the table, the list of Agri-farms sites DOT accredited is based on DOT database. The tourist arrival was computed and estimated from the farm owner on a monthly basis.

**Data Collection Instrument** - The instruments of the study were adapted from various studies. Part 1 of the instrument is to present the demographic profile of the respondents in terms of sex, age, educational status, annual income, current employment status and province. Part two of the instrument was to assess the Factors Influencing the Adoption of Digital Marketing in Receiving Agri-Farm Tourism-related Advertisements in terms of technology self-efficacy, usefulness, active control, two-way communication, and synchronicity. This was adapted by Orias, and Borbon, (2022), in their study entitled Adoption of digital marketing among farm tourism sites in the Province of Central Luzon, Philippines. Part three of the instrument is to determine the impact of digital marketing of Agri-farm tourism sites in Central Luzon Province on customers' purchase intentions in terms of performance expectancy, hedonic motivation, habit, interactivity, informativeness, and perceived relevance on respondents. This is adapted from Alalwan, (2018). Investigating the impact of digital advertising features on customer purchase intention. Part four of the instrument is to measure the level of competitiveness of farm tourism sites in Central Luzon in terms of Created Resources, Support Resources, Situational Condition, Demand Condition, and Destination Management. This is adapted from Mendoza, (2020) on his study entitled Stakeholders' perspective on competitiveness and sustainability of farm destinations. Lastly, part five of the instrument is to determine the Agri-Farm Tourism Development in the Central Luzon Region in terms of Learning and Educational Activities Improvements, Cultural Development, Community Participation, Thriving Local Economy, and Income Generation. This was adapted from the study of Netmatpour, and Khodadadi, (2020). Farm Tourism as driving force for socio-economic development: a benefits viewpoint from Iran.

Content validation of the questionnaire was done by at least three experts in the field of study including a research expert, an agriculturist, and an academician. Pilot testing and content validation were performed on the instrument by 30 Agri-farm tourists in one Agri-farm in Zambales which is not part of the actual target Agri-farm tourism. The Cronbach Alpha Reliability Coefficient Test was used to assess the instrument's dependability. The majority of the study's variables have good Cronbach's alpha values greater than 0.90. The result of reliability statistics showed that the computed Cronbach's alpha value for factors influencing the adoption of digital marketing in receiving farm tourism-related advertisements (0.955), the impact of digital marketing of farm tourism sites (0.976), Competitiveness of Farm Tourism Sites (0.987) and Farm Tourism Development (0.976) signifies that the instrument has strong or excellent internal consistency in the rule of thumb.

**Data Gathering Procedure** - Based on the target respondents' accessibility and readiness to supply the necessary information, the researcher obtained the data. After the research instrument was approved, the researcher gave the operators of the Agri-farms a letter of permission to carry out the study in their locations, which was signed by the researcher and acknowledged by the research adviser of the Graduate School of Lyceum of the Philippines University - Batangas. Following granting the request, the researcher used the actual face-to-face distribution of the questionnaire to a randomly selected group of Agri-farm tourists. A message addressed to the respondents was additionally affixed to the survey, together with the data privacy agreement. The data was gathered, using the researcher's phones, laptops, and the use of hard copies used at the face-to-face interviews.

**Data Analysis** - Frequency and percentage distribution were used to describe the demographic profile of the respondents. Weighted mean and rank were used to determine factors, impact, competitiveness, and farm development. The result of the Shapiro-Wilk Test showed that the p-values of all variables are less than 0.05 which means that the data set was not normally distributed. Therefore, the Mann-Whitney U test for two groups and the Kruskal Wallis test for more than two groups were used as part of the non-parametric tests to determine the significant differences. Likewise, Spearman

rho was used to test the significant relationship. All analyzes were performed using SPSS version 26.

**Ethical Consideration** - The researcher has made sure to secure letters requesting the permission of the officers in charge of the Agri-farm tourism sites in the region, before conducting a study. Once permitted the letter to the selected respondents was distributed. All information that has been provided was kept in strict confidence and shall be used only for academic purposes. Participants also have the right to withdraw from the study at any time if they so desire. The principle of informed consent entails researchers providing sufficient information and assurances about participating for respondents to fully understand the implications of participation and make an informed, considered, and freely given decision about whether to participate, without any pressure or coercion. The adherence to the data privacy act of 2012 has been discussed with the respondents to give clarity on the confidentiality of the information to be disclosed

### 3. Result and discussion

**Table 1**

*Relationship Among Variables of the Proposed Agri-farm tourism Site in Central Luzon Province*

Paired Variables	rho-value	p-value	Interpretation
Factors & Impact	0.651**	0.000	Highly Significant
Factors & Competitiveness	0.744**	0.000	Highly Significant
Factors & Agri-Farm Development	0.716**	0.000	Highly Significant
Impact & Competitiveness	0.885**	0.000	Highly Significant
Impact & Agri-Farm Development	0.844**	0.000	Highly Significant
Competitiveness & Agri-Farm Development	0.856**	0.000	Highly Significant

Table 1 shows the results of the correlation analysis between different variables. The variables included are factors, impact, competitiveness, and Agri-farm development. The rho-value represents the correlation coefficient, which indicates the strength and direction of the relationship between the variables. The p-value measures the level of significance of the correlation coefficient. The table indicates that all correlations are highly significant, with p-values of 0.000. This means that the relationships observed between variables are not likely due to chance.

The correlation coefficient between factors and impact is 0.651, which indicates a moderately positive relationship between the two variables. As factors increase, so does the impact. Thus, the observed correlation confirmed that as enabling digital marketing factors improved, their positive impact on consumers also increased. The moderately positive relationship between factors (e.g., technology self-efficacy, usefulness, active control, two-way communication, and synchronicity) and impact (e.g., performance expectancy, informativeness, hedonic motivation, habit, and purchase intention) was strongly supported by digital marketing and tourism adoption literature. Alabi and Fasina (2019) demonstrated that enabling factors such as perceived usefulness and technology self-efficacy significantly enhanced user outcomes, including engagement, satisfaction, and behavioral intention. Similarly, Mendoza (2020) found that effective digital marketing factors directly influenced consumer impact variables such as performance expectancy, informativeness, and purchase intention in farm tourism.

The correlation coefficient between factors and competitiveness is 0.744, indicating a moderately positive relationship between the two variables. This suggests that as factors increase, competitiveness also increases. The moderately strong positive relationship between factors and competitiveness aligned with the destination competitiveness and digital transformation literature. Mariani (2020) emphasized that digital capabilities, innovation, and managerial competencies were critical in enhancing destination competitiveness. This finding suggested that agri-farm tourism destinations that strengthened digital marketing adoption factors were better able to differentiate themselves, attract visitors, and compete effectively in the tourism market. Moreover correlation coefficient between factors and Agri-farm development is 0.716, indicating a moderately positive relationship between the two variables. This suggests that as factors increase, Agri-farm development also increases. The correlation coefficient between impact and competitiveness is 0.885, indicating a strong positive relationship between the two

variables. This suggests that as impact increases, competitiveness also increases.

The strong positive relationship between impact and competitiveness was one of the most theoretically consistent findings. Mariani (2020) argued that destinations delivering strong experiential and behavioral impacts gained competitive advantage through loyalty and positive word-of-mouth. This strong correlation suggested that when digital marketing produced meaningful impacts on consumers, agri-farm tourism destinations became more competitive. The correlation coefficient between impact and Agri-farm development is 0.844, indicating a strong positive relationship between the two variables. This suggests that as impact increases, Agri-farm development also increases. The strong positive relationship between impact and agri-farm development aligned with studies linking consumer behavior to rural development outcomes. Thus, the results confirmed that stronger consumer impacts translated into more substantial agri-farm development outcomes.

The correlation coefficient between competitiveness and Agri-farm development is 0.856, indicating a strong positive relationship between the two variables. This suggests that as competitiveness increases, Agri-farm development also increases. The strong positive correlation between competitiveness and agri-farm development was well supported by the competitiveness and rural sustainability literature. Carchedi and Timpano (2021) demonstrated that competitive agri-farm tourism destinations generated greater economic benefits, improved local product reputation, and enhanced rural livelihoods. This finding indicated that competitiveness functioned as a critical conduit through which agri-farm tourism development was realized.

Overall, the correlation analysis in Table 1 provided strong empirical support for the interconnected nature of digital marketing adoption factors, consumer impact, destination competitiveness, and agri-farm development. The results confirmed that Factors served as foundational enablers, Impact acted as a mediating mechanism, Competitiveness functioned as a strategic outcome and Agri-farm development represented the long-term structural result. These findings were fully consistent with the reviewed literature and reinforced the proposed conceptual framework, which posited that improving digital marketing adoption factors enhanced consumer impact, strengthened competitiveness, and ultimately supported sustainable agri-farm tourism development.

### ***Proposed Agri-Farm Tourism Framework***

The Proposed Agri-farm Tourism Framework interrelates different variables. The variables included are factors, impact, competitiveness, and Agri-farm development. Thus, figure 1, shows the circular relationship between these variables. The Factors influencing the adoption of digital marketing in receiving Agri-farm tourism-related advertisements such as usefulness, technology-self efficiency, and two-way communication can impact the competitiveness of digital marketing farm tourism sites on customers' purchase intentions such as informativeness, performance expectancy, and habit. At the same time, efforts to develop Agri-farm tourism in the community to promote a thriving local economy and income generation can have a positive impact on the environment, the economy, and society, which can in turn improve the level of competitiveness of Agri-farm tourism sites in terms of demand condition, situational resources and create resources in support further development of the sector. Therefore, as each variable increases, it can have a positive impact on the others, creating a strong and interconnected system that supports sustainable and inclusive agricultural growth.

The factor influencing the adoption of digital marketing in Agri-farm tourism-related advertisements has the yellow color, this color represents positivity, warmth, and happiness. The adoption of digital marketing in Agri-farm tourism is to focus on the positive outcomes that it can bring. Just as the color yellow is associated with optimism and confidence, digital marketing can help Agri-farm tourism sites to reach new audiences, build their brand, and create positive experiences for visitors. By embracing the positive aspects of digital marketing and the potential benefits it can bring, Agri-farm tourism may be more likely to adopt these strategies and succeed in the competitive tourism industry. The impact of digital marketing of Agri-farm tourism on customers' purchase intention has a color yellow-green. This color is often associated with growth, harmony, and balance. In the context of Agri-farm tourism and digital marketing, this color can represent the harmonious balance that can be achieved between promoting sustainable Agri-farm tourism practices and attracting customers through effective digital

marketing strategies.

The Agri-farm tourism development in the community has a color blue-green, this color is often associated with calmness, balance, and harmony. In the context of Agri-farm tourism development in the community, this color can represent the importance of balance and harmony between economic development and environmental sustainability. Furthermore, Agri-farm development can have a significant impact on the community, both in terms of economic growth and environmental impact. By promoting sustainable Agri-farm tourism practices and balancing economic growth with environmental sustainability, Agri-farm development can contribute to the overall well-being of the community.

The competitiveness of Agri-farm has a color light blue, a color that is often associated with calmness, tranquility, and clarity. In the context of Agri-farm sites and their level of competitiveness, the color light blue represents the importance of clear communication and transparency in attracting and retaining customers. In a highly competitive market, Agri-farm tourism sites need to clearly communicate their unique value proposition and the benefits they offer to customers. The relationship between the factors influencing the adoption of digital marketing in receiving Agri-farm tourism-related advertisements and the impact of digital marketing of Agri-farm tourism sites on customers' purchase intentions is that the former predicts the latter. In other words, the factors that lead to the adoption of digital marketing in receiving Agri-farm tourism-related advertisements have a direct impact on customers' purchase intentions.

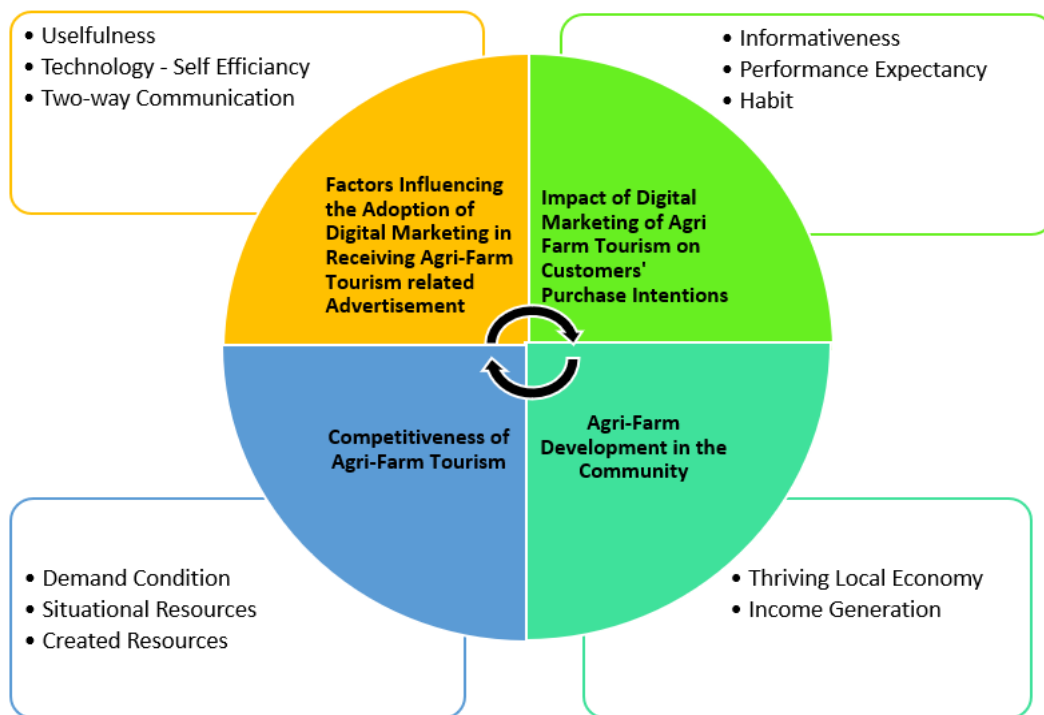


Figure 1. Proposed Agri-Farm Tourism Framework

The adoption of digital marketing refers to the extent to which Agri-farm tourism businesses use digital marketing strategies to promote their products and services. It is important because digital marketing can help businesses reach a wider audience, improve customer engagement, and increase sales. The indicators of adoption of digital marketing that are particularly relevant are the Use of social media platforms which refers to the extent to which businesses use social media platforms such as Facebook, Instagram, and Twitter to promote their products and services. Email marketing is used to communicate with customers and promote products and services. While, Website optimization, refers to the process of improving a website's visibility and ranking on search engines such as Google. According to Abad and Borbon (2019) the adoption of digital marketing had a significant impact on

customers' purchase intentions in the Agri-farm tourism industry. Chen et al. (2020), mentioned that the use of social media and email marketing had a significant impact on customers' purchase intentions.

Customer engagement refers to the extent to which customers interact with and participate in the activities and experiences offered by Agri-farm tourism businesses. It is important because customer engagement can help businesses build relationships with customers, improve customer satisfaction, and increase repeat business. The indicators of customer engagement that are particularly relevant are participation in on-site activities which refers to the extent to which customers participate in the activities and experiences offered by Agri-farm tourism businesses. Online engagement refers to the extent to which customers engage with Agri-farm tourism businesses through online channels such as social media and email. Customer feedback refers to the extent to which businesses collect and respond to customer feedback. Furthermore, Brand Image refers to the overall perception and reputation of a business in the minds of customers. It is important because a positive brand image can improve customer loyalty, increase trust, and attract new customers. Indicators of brand image that are particularly relevant is perceived quality, Which refers to the perceived quality of the products and services offered by Agri-farm tourism businesses. Brand reputation refers to the reputation and image of the brand in the minds of customers. This brand personality refers to the personality and values associated with the brand.

As mentioned by Chen and Chen. (2018), the brand image had a significant impact on customers' purchase intentions in the Agri-farm tourism industry. Li et al. (2019) cited that perceived quality had a significant impact on customers' purchase intentions. brand personality had a significant impact on customers' purchase intentions. Competitive enterprises were more likely to invest in innovation, technology, and infrastructure, leading to increased productivity and profitability. Therefore, it can be inferred that the level of competitiveness of Agri-farm tourism Sites is likely to have a positive impact on Agri-farm Tourism Development. Moreover, Yildiz (2025), mentioned there is a positive correlation between competitiveness and rural development, suggesting that competitive agricultural enterprises were more likely to contribute to the economic development of rural areas.

Furthermore, there are the top two indicators that highlight the relevance of the competitiveness of Agri-Farm Tourism, which are Market access and integration, Innovation, and technology adoption. According to Nwoke et al. (2019), access to markets is a critical factor influencing the competitiveness of small-scale farmers. Similarly, as mentioned by Asante-Addo et al. (2018) access to markets and market information was a key determinant of competitiveness among smallholder farmers. Thus, market access and integration play a significant role in determining the level of competitiveness of Agri-Farm Tourism Sites. Moreover, Innovation and technological adoption this is an important indicator of the competitiveness of Agri-Farm Tourism. As cited by Anggraini et al. (2019), technology adoption was a critical factor influencing the competitiveness of rice farmers. Therefore the level of competitiveness of Agri-Farm Tourism sites is closely linked to their ability to adapt and utilize innovative technologies. Moreover, for Agri-Farm Tourism Development, the top two indicators that highlight the relevance of Agri-Farm Tourism Development are Sustainable agricultural practices, Financial investment, and support. Sustainable agricultural practices are essential for the long-term development of Agri-Farm Tourism sites. As mentioned by Ismail et al. (2018), the adoption of sustainable practices, such as integrated pest management and organic farming, had a positive impact on the development of small-scale farms. Similarly, Chen et al. (2020) also mentioned that the adoption of sustainable practices, such as conservation tillage and crop rotation, improved the productivity and sustainability of small-scale farms. Furthermore, the development of Agri-Farm Tourism is closely linked to the adoption of sustainable agricultural practices.

Financial investment and support are also critical for the development of Agri-Farm Tourism. Financial investment and support play a critical role in promoting the development of Agri-Farm Tourism sites. Overall, these suggest that the level of competitiveness of Agri-Farm Tourism sites and the development of Agri-Farm Tourism sites are closely linked to factors such as market access, innovation and technology adoption, sustainable agricultural practices, and financial investment and support.

The Agri-farm tourism framework can have practical implications for the hotel industry in several ways. First,

it can help hotels identify and capitalize on opportunities for collaboration with local Agri-farms. By partnering with Agri-farms, hotels can provide guests with unique experiences that showcase the local agriculture and food culture. This can differentiate hotels from their competitors and enhance their attractiveness to potential customers. Second, the framework can help hotels to assess the competitiveness of the Agri-farms they partner with. By evaluating the factors that contribute to competitiveness, hotels can select Agri-farms that are likely to provide high-quality products and services. This can help to ensure customer satisfaction and loyalty. Third, the framework can help hotels to evaluate the impact of their partnership with Agri-farms on the local community and environment. By considering factors such as sustainability and social responsibility, hotels can ensure that their partnership with Agri-farms is aligned with their values and supports the well-being of the local community.

To apply the Agri-farm tourism framework, farm sites can start by evaluating their current level of competitiveness. This can involve assessing factors such as the quality of their products and services, the efficiency of their operations, and their marketing and branding strategies. Based on this evaluation, farm sites can identify areas where they can improve their competitiveness. Finally, Agri-farms can use the framework to develop a plan for Agri-farm tourism development that is aligned with their goals and values. This can involve identifying opportunities for collaboration with hotels, developing marketing and branding strategies that highlight their unique offerings, and implementing sustainable and socially responsible production practices. By applying the Agri-farm tourism site framework, farm sites can enhance their competitiveness and contribute to the growth of the local tourism industry. Overall, the assessment suggests that there is a positive relationship between the competitiveness of Agri-Farm and Agri-Farm Development, as competitive enterprises are more likely to invest in innovation, contribute to rural development, and adopt sustainable practices.

#### 4. Conclusions

Based on the Proposed Agri-farm Tourism Framework in Central Luzon Region, it can be concluded that this framework has the potential to enhance the economic development of the region.

- The majority of the respondents are female 18 to 25 yrs. old, college, and university graduates, with an annual income of fewer than 50 thousand pesos, with a full-time job. This may imply that by understanding the demographic characteristics of the target audience, Agri-farm tourism operators in Central Luzon Region can tailor their marketing strategies, pricing, and experiences to better meet the needs and expectations of their tourists.
- The study found that the adoption of digital marketing is a powerful tool for promoting Agri-farm tourism and can enhance the tourists' travel experience. Digital marketing for Agri-farm tourism can help to increase their visibility, engagement, and revenue, while also improving the overall customer experience. By leveraging the latest digital marketing tools and strategies, Agri-farm tourism operators can connect with a wider audience, create personalized marketing messages, and build lasting relationships with their customers.
- The impact of digital marketing of Agri-farm tourism in Central Luzon Province can significantly influence customers' purchase intentions by creating high-performance expectations, appealing to hedonic motivation, creating habits, providing interactivity and informativeness, and increasing perceived relevance. By leveraging the latest digital marketing tools and strategies, Agri-farm tourism can connect with a wider audience, build lasting relationships with their customers, and increase their revenue and profitability.
- The Competitiveness of Agri- FarmTourism in Central Luzon is dependent on a variety of factors that can impact the perceived value and attractiveness of the site. By focusing on creating and improving resources, support resources, situational conditions, demand conditions, and destination management, farm-tourism sites can enhance their competitiveness and attract more tourists/visitors. Conditions, and Destination Management as perceived by the tourists/visitors.

- The perceived Agri-Farm Tourism Development in Central Luzon Region they have significant implications for the local community and economy, including learning and educational activity improvements, cultural development, community participation, a thriving local economy, and income generation. By developing Agri-farm tourism, operators can attract more visitors, promote cultural understanding and appreciation, foster community engagement, create jobs and business opportunities, and provide an additional source of income for farmers.
- There is a significant difference in the responses when grouped according to profile. Demographic characteristics of the tourists can play a crucial role in shaping their perceptions and attitudes towards Agri-farm tourism. This implies that Agri-farm tourism operators consider the differences in profiles when developing marketing strategies and designing experiences to better meet the needs and expectations of their target audience. By tailoring their offerings to different demographic profiles, Agri-farm tourism operators can better appeal to a wider range of visitors and enhance their overall experience, leading to increased customer satisfaction and loyalty.
- There is a significant relationship between the 4 variables. The relationship between these variables implies that digital marketing strategies may play an important role in the development and competitiveness of the Agri-farm tourism industry in the Central Luzon Province. By adopting effective digital marketing strategies, Agri-farm tourism could attract more visitors, generate more revenue, and contribute to the overall growth and development of the sector.
- Proposed an Agri-Farm Tourism Framework. The Proposed Agri-Farm Tourism Framework could have significant implications for the Central Luzon Province, particularly for the Agri-farm tourism sector. If successfully implemented, the framework could lead to improved tourism experiences, economic growth, environmental sustainability, community development, and improved regional governance and coordination.

**Recommendation** - Based on the findings and conclusion, the researcher recommended the following:

- For the Department of Tourism, Promote Agri-farm tourism in Central Luzon domestically and internationally, by highlighting the region's unique agricultural heritage and creating opportunities for visitors to experience its firsthand while supporting the local economy.
- For Agri-farm Owners and Operators, Develop unique and engaging farm experiences for tourists, such as farm tours, cooking classes, and farm-to-table meals to become competitive. Maintain high standards of safety and hygiene on their farms to ensure that visitors are comfortable and protected. Also, incorporate sustainable farming practices to demonstrate their commitment to the environment and embrace technology in marketing efforts.
- For the Agri-farm Managers, Develop Agri-farm tourism packages artistically with the application of technology to attract both local and foreign tourists. Consider diversifying crops and products to attract more visitors and increase revenue streams. Lastly, offer educational tours and workshops to teach visitors about farming and agriculture.
- For the Local government of Central Luzon, Provide Infrastructure, and facility funding to support Agri-farm tourism development. It is also important to ensure that the roads leading to Agri-farm Tourism are well-maintained and easily accessible. Work with the Department of Tourism to develop policies and guidelines to regulate and monitor Agri-farm tourism activities. Finally, encourage and support farmers to adopt sustainable farming practices.
- For the Tourists, Respect Agri-farm tourism, and their resources by following the rules and regulations set by the fam operators. Engage in the farm activities offered and learn about local agriculture and culture.

- For the Local Community, Promote the local culture and traditions to the tourists, and showcase the unique features of Agri-farm tourism. Provide support to the Agri-farm tourism operators and managers through the provision of local products, services, and labor. Participate in sustainable farming practices that would help preserve the natural resources of the area.
- For Future Researchers, Conduct research on the impact of Agri-farm tourism on the local economy, environment, and social well-being. Identify best practices and strategies for the development and management of sustainable Agri-farm tourism. Recommend policies and programs that would support the growth and sustainability of the Agri-farm tourism industry

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