

EXISTING FARM TOURISM IN THE 3rd DISTRICT OF BOHOL

A Thesis

Presented to the Faculty of the
College of Technology and Allied Sciences
BOHOL ISLAND STATE UNIVERSITY
Zamora, Bilar, Bohol

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In Partial Fulfillment
of the Requirements for the Degree
in Bachelor of Science in Hospitality Management

Andylou M. Digal
Karen G. Lozada
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Marc Clifford Cyril B. Tecson

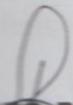
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APPROVAL SHEET

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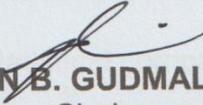

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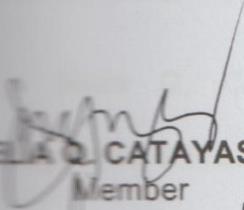

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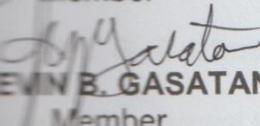
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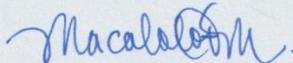

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TABLE OF CONTENTS

TITLE PAGE	i
APPROVAL SHEET	ii
ACKNOWLEDGMENTS	iii
TABLE OF CONTENTS	v
LIST OF TABLES	vii
LIST OF FIGURES	viii
ABSTRACT	ix
CHAPTER		
1	THE PROBLEM AND ITS SCOPE	
	Rationale	1
	Literature Background	2
	THE PROBLEM	
	Statement of the Problem	11
	Significance of the Study	12
	RESEARCH METHODOLOGY	
	Design	14
	Environment and Participants	14
	Instrument	15
	Procedure	16
	Statistical Treatment	16
	DEFINITION OF TERMS	18
2	PRESENTATION, ANALYSIS, AND INTERPRETATION OF DATA	
	Profile of the Farm Tourism Sites	21
	Level of Influence of the Attributes	24
	Problems Encountered	26
3	SUMMARY OF FINDINGS, CONCLUSIONS AND RECOMMENDATIONS	
	Summary of Findings	26

Conclusions	28
Recommendations	29
Proposed Action	30
REFERENCES	31
APPENDICES		
A. Questionnaire	34
B. Letter of Request	39
C. Raw Data	40
D. Photo Documentation	43
RESEARCHER'S BIODATA	44

LIST OF TABLES

Table		Page
1	Profile of the Farm Tourism Sites	2
2	Attributes	23
3	Problems Encountered	24

LIST OF FIGURES

Figure		Page
1	Theoretical-Conceptual Framework of the Study	6
2	Close Map of Bohol-District III	15

ABSTRACT

Farm tourism is a relatively unfamous type of tourism that is important in promoting the long-term development of rural economies and ecological environments but is now seen as a rising star that will contribute to the economic development of the Philippines in the long-term. The descriptive research method was employed to accurately get the information to discuss the problem objective of the study to present the profile of farm tourism sites, determine the level of influences of the attributes in sustainable farm tourism, determine the problems encountered by the farm tourism business, and to propose a recommendation based on the results of the study. The interview conducted was only to administer the questionnaire. Study results indicated that all the attributes which are the sustainable business performance, sustainable economic of rural society, environmental sustainability, sociocultural sustainability and diversification ability of the farm has a high influence in sustaining farm tourism. At the same time, price fluctuation, pests and diseases, poor soil, and weather changes were the top problems encountered of the farm tourism business in Bohol 3rd District.

Chapter 1

THE PROBLEM AND ITS SCOPE

Rationale

Farm tourism focuses on agricultural-based activities that attract visitors to farms. It contributes to the preservation of rural lifestyles and landscape, as well as the opportunity to provide "sustainable" or "green" tourism. Farm tourism has the potential to boost rural economies, educate the public about agriculture, and preserve agricultural heritage.

Farm tourism in Bohol is very promising and undoubtedly forms a significant part of the lives of its workers and its community. For the workers, it largely contributes to: an increase in household income; an improved standard of living; and a healthy working environment. This type of tourism provides 'rural experiences' to travelers with the goal of creating livelihood and generating revenues for farmers and surrounding communities which add more value to the overall experience of the place. Like with all tourism, careful management is required in operating farm tourism to prevent potential negative impacts on the environment, agricultural resources, biodiversity and the lives and cultures of the people. Therefore, owners of farm tourism business need to find strategy to sustain the productivity of their establishment.

Meanwhile, agritourism is a crucial concept and complicated to sustain as there has been no study on the activities of farmers that can lead to sustainable farm tourism. Sustainable farm tourism must include farm diversification

activities, environmental quality at the farm location, and the uniqueness of the local rural culture in relation to the Triple Bottom-Line perspective (Tseng et al., 2019). The researchers conduct this study to show the benefits and importance of sustainable farm tourism. This study aims to improve the understanding of the potential farmers and to analyze the level of influence of attributes/aspects in sustaining farm tourism and identify the gaps in their conduct of business which will form as basis for the formulation of recommendations to boost the farm tourism industry.

Literature Background

The word “agritourism” is a mash-up of both “agriculture” and “tourism” later then called farm tourism. Agriculture and tourism are two of the most important sources of employment and income in the Philippines. These industries are critical to the economy’s growth (Zacal et al., 2019). According to Torres and Momsen (2011), the relationship between these two industries is highly complex and multifaceted. Farm tourism is used by farmers as a strategy to contribute and enhance agricultural development in their farms; in some cases, they even use it to promote sustainable rural development (Malkanathi & Routry, 2011).

In the Philippines, government leaders have continued to pursue the improvement of the farm tourism sector. Moraru et al. (2016) pointed out that government support is crucial to farmers in harnessing their business growth and

encouraging and educating the potential tourists about farm. The following served as the legal bases of the study:

Republic Act No. 9593 known as “The Tourism Act of 2009”, an Act declaring a national policy for tourism as an engine of investment, employment, growth and national development, and strengthening the department of tourism and its attached agencies to effectively and efficiently implementation that policy, and appropriating funds therefor (officialgazette.gov.ph).

The State shall seek to recognize sustainable tourism development as integral to the national socioeconomic development efforts to improve the quality of life of the Filipino people.

This law entails that the farm has huge benefits to the farmers and people who do livelihood in agriculture by way or means of exploration on the development of farm tourism. If the government shall fully support the farmers in the farm industry thus, there would be a fast promotion of different farm tourism destination in the Philippines which is sustainable ecologically that not impede the environmental aspect.

Senate Bill No. 367 known as the ‘Agritourism Promotion Act of 2020’ is an Act to promote agritourism in Philippines and for other purposes. This Act seeks to promote Agritourism in the country to help improve farm income. Also, it seeks to provide technical assistance to farmers who wish to enter the agritourism business.

The DA and DTI may provide marketing advise, technical expertise, promotional support, and product development related to agritourism to assist the following in their agritourism initiatives: Department of Tourism; convention and visitor bureaus; tourist development council; economic development organizations; and local governments.

Republic Act 10816 known as Farm Tourism Development Act of 2016 was signed into law which provides guidelines for the development and promotion of farm tourism or agri-tourism in the Philippines. This imposed law mandated the formulation and implementation of the Farm Tourism Strategic Action Plan, which shall be the comprehensive set of programs, projects and activities for the growth of farm tourism in the country. The Plan shall be integrated and be made consistent with the National Tourism Development Plan. Through this enacted law, the Philippines has set standards for the farm tourism industry and formalized this industry to have proper growth in the sector (Yamagishi et al., 2020).

The State shall seek to promote environment-friendly, efficient and sustainable farm practices; provide alternative recreation facilities and farm tourism activities for families, students and other clientele; and promote health and wellness with high-quality farm produced food.

As the government is pushing for efforts to develop the farm tourism sector, more opportunities become available for local farmers to augment their income and diversify their lands. Thus, farm tourism does not only offer alternative tourist attractions in the country, but it also promotes agricultural farms and creates an outlet for farmers to sell their produce.

The following served as the theoretical background of the study:

Triple Bottom-Line theory. The three pillars of sustainability (economic, social, and environmental) are best known as the Triple Bottom Line (TBL). It is an accounting framework that incorporates three dimensions of performance:

social, economic, and environmental, which are also called the 3Ps: people, planet, and profits.

Triple bottom line (TBL) does not just focus on business and corporate leaders, but also social communities and the business's impact on the planet. Business that practice the triple bottom line may reap benefits such as: reduced energy consumption and carbon footprint by focusing on the environment; higher employee retention rates by making the work environment more pleasant for workers; enhanced brand perception and reputation by showing others the organization stands for more than just making profits; improved productivity and reduced costs through sustainability efforts; and increased transparency and accountability of operations, potentially attracting new investors (Gillis, 2021).

TBL perspectives may be the core of sustainability, contrary to the Philippine Agenda 21 statement that people are at the core of development initiatives. In this sense, Human Capital Theory adopted to this research as it posits that human beings can increase their productive capacity through greater education and skills training abilities. According to economists Theodore Schultz (1960) and Gary Becker (1994) education and training were investments that could add to productivity. Supported by Mathews (2004) statements that a lack of knowledge is one of the major barriers to farm diversification. Shields (2021), added that knowledge and skills are needed to manage a farming or agricultural business. This infers that manpower is a crucial aspect before TBL in sustainable farm tourism.

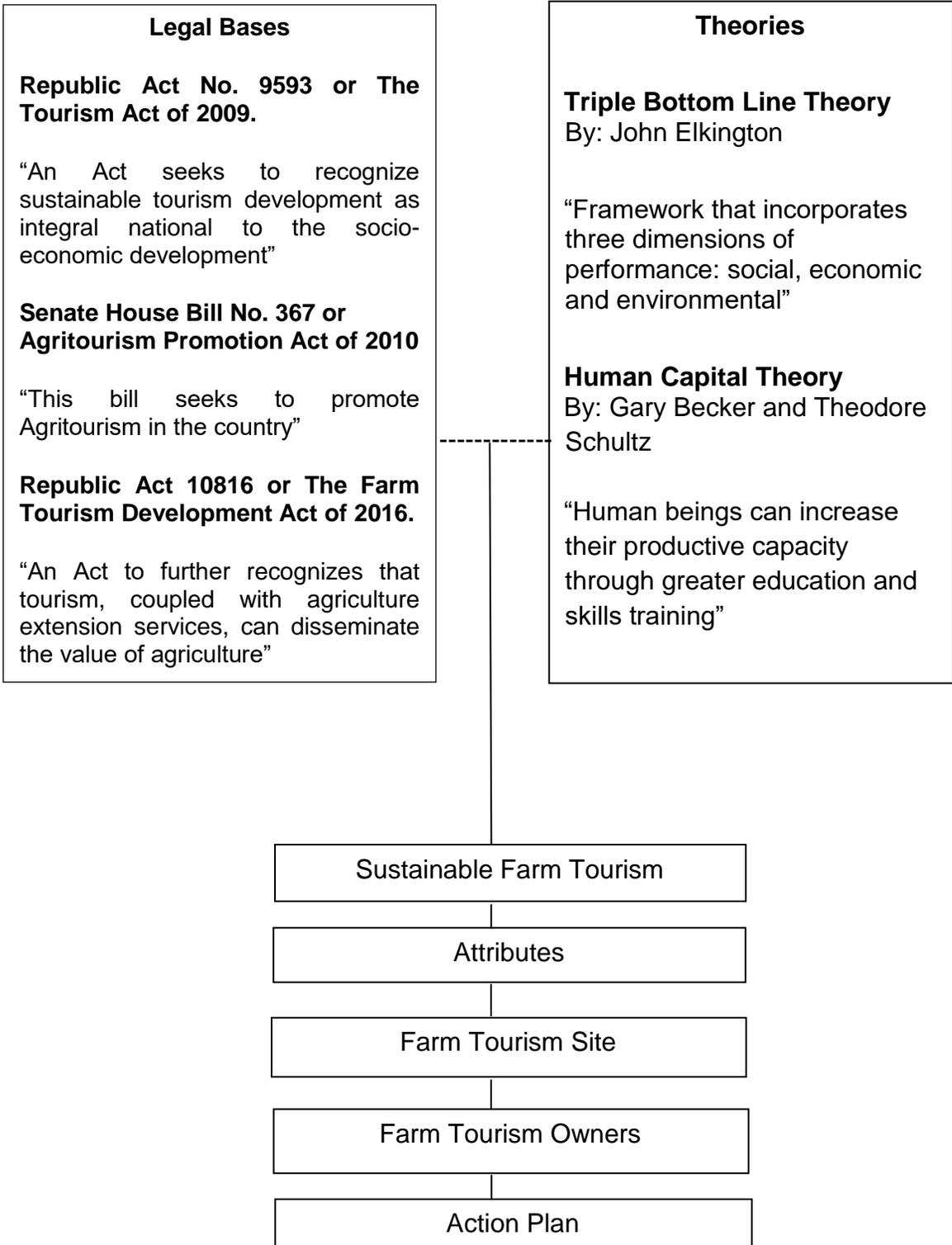


Figure 1. Theoretical-Conceptual Framework

The following served as related literature of the study:

Farm tourism was known for being a sub-sector of rural tourism which focuses on providing an experience that endorses the very concept of farming and farm living (Roberts & Hall, 2001). The farm tourism was also known as "agritourism" accordingly, as the World Tourism Organization stated that it involves accommodation being offered in the separate guesthouse and farm house, organizing guest activities and providing meals in the participation and observation in the farming operations. The meaning of the terms "agro-", "agri-", "rural" or "farm tourism" varies by region to region, year, community, and enterprise.

Currently, the farm tourism becomes the means of survival by many small farms. Many farmers develop and offer farm tourism activities to increase farm income. Farm tourism may be practiced by some farmers in order to raise awareness and appreciation for the agricultural community. This is especially true in areas where urban sprawl has resulted in more direct interaction between agricultural and nonagricultural residents (UAEX). It is essential to understand the fundamental principles and requirements of a farm tourism farm when planning one. There are three agri-tourism fundamentals: a) provide something for visitors to see, b) provide something for them to do, and c) provide something for them to buy (Rohana, 2015).

Farm tourism is being implemented in various parts of the country due to the numerous benefits it provides to residents (Recio et al., 2014). Farm tourism, in terms of economic development, may help to increase the local tax base by attracting more visitors to the area. In addition to spending money at farm tourism attractions, these visitors may also shop at other local businesses, generating additional revenue to individual businesses as well as additional sales tax revenue for the provision of local services (UAEX). Furthermore, it has advantages in terms of generating employment in local areas, where the employment is often most needed, in order to avoid excessive migration and slum-formation in urban areas (Spire Research and Consulting, 2013).

Furthermore, sustainable tourism has become recognized as a desirable goal in tourism development. However, developing farm tourism has a positive and negative effects. For farm tourism to be sustainable, farmers aim to raise the sustainability concerning the long-term improvement of living standards by maintaining the balance between environmental protection, promoting economic benefits, establishing social justice, and maintaining cultural integrity (Liu et al., 2013).

On the other hand, maintaining agriculture activity is a significant challenge for rural areas. Agriculture may face impediments that other farm tourism sectors face around the world. Physical characteristics (climate change), product development, education and training, management and entrepreneurship, marketing and customer relations, and government support are

some of the factors stifling the growth of farm tourism in the country (Yamagishi et al., 2021). However, a farm's sustainability is defined as its ability to maintain (continue) over time because no economic organization would exist in the long run if it was inefficient, the problem of assessing farm sustainability is directly related to factor estimation and farm efficiency (Hrabrin, 2005).

Farmers are diversifying their farm tourism businesses to ensure a steady flow of income. Farm diversification is classified into three types: structural, agricultural, and passive. Farm assets are structurally diversified away from food production towards options such as tourism or by adding value to farm operations. Agricultural diversification refers to farms that producing unusual agricultural products, develop unconventional enterprises, create farm woodlands, or developing agriculture contracts. Lease agricultural land or farm buildings to other businesses are example of passive diversification.

Tourism is a common example of farm structural diversification. Tourism expansion of tourism on farms has been shown to be one of the most successful diversification options, generating new revenues and creating new job opportunities for a variety of farm operations. Farms have been able to improve their economic viability and resilience as a result of this (Vaugeoi et al., 2017).

Moreover, farm works best in areas with high scenic and heritage values (Walford, 2001) in which Bohol possessed along with the numerous cultural and natural attractions. It is a good diversification strategy if farms are close in Central Districts and located near scenic attractions (Yamagishi et al., 2021). The areas

in the farm allowed those potential tourist and visitors to have its easy access (Garrod, 2011). The size of the farm business also matters as one can take advantage of economies of scale wherein large farms perform well (Hung et al., 2016).

In addition, the location of the farm tourism site must be accessible as farms that operate in less favored areas often suffer in achieving adequate profits (Arru et al., 2021). Location of agri-tourism farm may be a consideration for the agritourist in deciding which farm to visit. It is the number one factor critical to success and since agritourism is primarily a subset of tourism, location emerges as the primary factor of success Comen (2017). Agri-tourism location closer to the city (less than 20 km) is preferred by the visitors (Jiang & Wang, 2018).

Studies in farm tourism educate people to be more vigilant enough to give importance to farm tourism in their area. Unfortunately, only a few researches have been conducted on the area of farm tourism in the Philippines, especially in Bohol as there are a few of pioneer's farm tourism farms established in the province. Hence, there is the need for this study in order to analyze the level of influence of attributes in sustainable farm tourism and identify the problems encountered by the farm tourism business in the 3rd District of Bohol. The researchers adopt the identified attributes: Sustainable business performance; Sustainable economy of rural society; Sociocultural sustainability; Environmental sustainability; and Diversification ability of farms from Tseng et al., (2019) to be able to assess the level of influence of the attributes in sustainable farm tourism in the 3rd district of Bohol. The success of this study will contribute to the growing

body of literature on the long-term viability of farm tourism, which will thoroughly explain the phenomenon being studied.

THE PROBLEM

Statement of the Problem

The main thrust of this study was to determine the attributes/aspects that influence sustainable farm tourism and the problems encountered by the farm owners in the 3rd District of Bohol.

Specifically, it sought to answer the following queries:

1. What is the profile of the farm tourism site in the 3rd District of Bohol in terms of:
 - 1.1 location;
 - 1.2 farm areas;
 - 1.3 types of farms;
 - 1.4 type of farm ownership;
 - 1.5 years operated as farm tourism;
 - 1.6 recreational activities;
 - 1.7 agricultural products;
 - 1.8 gross sales; and
 - 1.9 family members employed on the farm?
2. What is the level of influence of the attributes in sustainable farm tourism in the

3rd District of Bohol in terms of:

- 2.1 sustainable business performance;
 - 2.2 sustainable economy of rural society;
 - 2.3 sociocultural sustainability;
 - 2.4 environmental sustainability; or
 - 2.5 diversification ability of farms?
3. What are the problems encountered by the farm tourism sites?
 4. What action plan could be proposed based on the result of the study?

Significance of the Study

The results of this study would be beneficial to the following:

Farm Tourism Site Owners. The outcomes of the study would help increase understanding of current processes in farm tourism and would help farm owners to understand the importance of agritourism business on their community as it gives employment and the opportunity to earn and to learn. The findings of this study would serve as a foundation for them to push their farm tourism business toward sustainability.

Students. This research would help them to become more environmentally conscious and understand what it means to run a sustainable business. This would also provide students with an opportunity to gain insight into the tourism and agriculture industries as an economic resource.

Teachers. This research would give knowledge and understanding on the importance of farm tourism in the country and serve as a guide to promote agriculture business to the students.

The University. This research would aid the University in learning how to operate a sustainable farm tourism site, and it would act as a guide for teaching students how to operate a sustainable farm tourist site.

Government. It would be the voice for the farmers to pay attention in agriculture in the rural area and protect farmers against fluctuations in prices to help agriculture workers improve their daily life. Pushing for the sector's development would lead to inclusive growth.

Future Researchers. This study would help them as a guide and reference in conducting a similar study. One of the primary study limitations relates to the generalizability of study results as caution should be exercised if they are to be extended to a population beyond that of this study. In addition, this study considered five aspects and 21 criteria for assessing sustainable farm tourism. A future study might increase the number of attributes and aspects.

RESEARCH METHODOLOGY

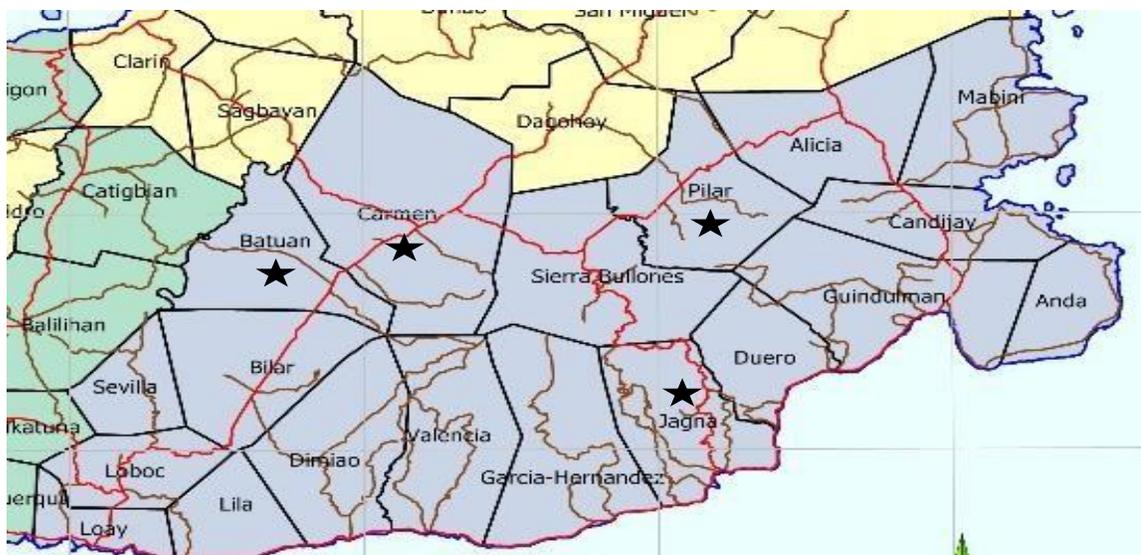
Design

The study employed quantitative research using descriptive design. The quantitative technique was used to collect data about the profile of farm tourism sites, attributes that influence sustainable farm tourism and problems encountered by farm tourism business.

Environment and Participants

The study was conducted in Bohol's 3rd Congressional District. The district consists of the southeastern municipalities including Alicia, Anda, Batuan, Bilar, Candijay, Carmen, Dimiao, Duero, Garcia Hernandez, Guindulman, Jagna, Lila, Loay, Loboc, Mabini, Pilar, Sevilla, Sierra Bullones, and Valencia.

There are four (4) farm tourism sites that are available in the said District which are from Batuan (Jolit's Eco Farm), Carmen (Buenaventurada Farm), Pilar (RJ Jhaviors Farm), and Jagna (MUSFA Bohol Organic & Strawberry Farm). These farms are all privately owned. Farm tourism, as defined by the law, is the practice of attracting visitors and tourists to farm areas for production, educational, and recreational purposes which involves any agricultural or fishery-based operation or activity and may also provide a venue for outdoor recreation and accessible family outings and these four (4) farms has the qualifications which is why they are included.



Source: <https://ppdo.bohol.gov.ph/maps> Bohol Districts Map

Figure 2. Close Map of Bohol – District III

Instrument

The main instrument used in gathering information and data was a modified questionnaire with three parts. The questionnaire was divided into three parts. Part I is the profile of farm tourism site. Part II is the attributes that may influence sustainable farm tourism using Likert scale and Part III is the problems encountered by the farm tourism business.

The three sets of survey questionnaires formulated from the survey questionnaires used by Tew (2012) in her dissertation on Importance of Agritourism for Agripreneur Goals Accomplishment; Tseng et. al, (2019) in their case study Sustainable Agritourism in Thailand: Modeling Business Performance and Environmental Sustainability under Uncertainty; and Rio (2013) in his

research in Training Needs Assessment for the Project for Agricultural Development and Economic Empowerment (PADEE).

Procedure

After the validation of the instrument, the researchers secured a written permit from the College of Technology and Allied Sciences Dean, subject teacher, and the Thesis Adviser for the initial approval of the study. The researchers also asked permission from the Campus Director for the final approval. After receiving permission, the researchers sent another letter, personally delivered to the owners of the farm tourism to conduct the survey. The researchers explained the purpose of the study to the selected respondents and then they make sure each participant corresponds to their predefined criteria. After, the respondents took the tests; the papers were checked, tallied and interpreted.

Statistical Treatment

The data collected were tallied and analyzed using frequency and weighted mean. These tools were used to support the objectives of the study.

Simple percentage was used to describe the profile of the agritourism sites and problems encountered by farm tourism business.

$$\text{Formula: } P = \frac{f}{N} \times 100$$

Where: P = percentage
F = frequency
N = number of cases
100 = constant value

To determine the attributes/aspects that influence sustainable farm tourism, weighted mean was used.

$$\text{Formula: } WM = \frac{5(f_5)+4(f_4)+3(f_3)+2(f_2)+1(f_1)}{N}$$

Where: WM = weighted mean score
 f_n = frequency of response
N = total number of respondents
5 = score for very high influence
4 = score for high influence
3 = score for very low influence
2 = score for low influence
1 = score for no influence

OPERATIONAL DEFINITION OF TERMS

The following terms were defined according to how they are being used in the study:

Diversification Ability. It refers when a farm branches out from traditional farming by adding new money-making activities.

Environmental Sustainability. This refers to the responsibilities of conservation of natural resources and protecting global ecosystems to support health and well-being, now and in the future.

Existing. This refers to be found or to continue to be.

Farm Tourism. It refers to the business of attracting visitors to farm areas generally for educational and recreational purposes while encouraging economic activities that can provide both the farm and community additional income.

Sociocultural Sustainability. It refers to the social and economic life today and the future, fulfil basic human needs like for example self-provision, social justice, health, education, culture, religion, peace, human rights, balance in life and motivation.as a long-term process, shaping social conditions for future generations.

Sustainable. Capable of being sustained the business without negatively impacting the environment, community, or society as a whole.

Sustainable Business Performance. It refers to harmonization of financial, environmental and social objectives in the delivery of your core business activities in order to maximize value.

Sustainable Economy of Rural Society. It refers to a great value to be gained by coordinating rural development that contributes to sustainable livelihoods through the efforts of farm household members working for agritourism and in local employment.

Chapter 2

PRESENTATION, ANALYSIS AND INTERPRETATION OF DATA

This chapter presents the findings of the study, analysis, and interpretation of the data. It included the profile of the farm tourism sites, level of influence of the attributes and problems encountered by farm tourism business.

Developing a farm tourism in a certain area strengthen economy, create job opportunities and new businesses; develop and promote training and certification programs to introduce young people to agriculture and environment (Privitera, 2010).

Table 1 presents the profile of farm agritourism sites. In terms of location, 50% of the farms are located 30-59 kilometers away from the city while the other 50% are located in 60-89 kilometers. Half of the respondents build their farm tourism site less than one kilometer near the paved highway while the other respondents build their farm in 1-19 kilometers from the pave high way.

In terms of land areas covered for the farm, less than 1 hectare to more than 15 hectares. Thus, each four respondents develop the land area in less than 1 hectare in 1-5 hectares, 10-14 hectares, and 15 hectares or more. Respectively, this infers farmers who want to venture into farm tourism business can do so if they have at least one hectare of farmland. As to the type of farm tourism sites, 75% are classified as resort farms while 25% are classified as day

farm. As to the type of farm ownership, 100% of the farms are family owned and run by themselves. In terms of the number of years operated, 75% of respondents operated 1-3 years as farm tourism while 25% operated in 10 years or more.

In terms of recreational activities offered, the table showed that farm tourism offered different activities such as leisure tours, pick 'n pay, classes, seminars and workshops, educational tours, observation of agriculture process and more. Twenty-five percent (25%) of the respondents offered three to more than seven recreational activities for the tourists.

In terms of agricultural products, the table showed that farm tourism produces organic fertilizers, pesticides, specialty crops, livestock, poultry, and small animals and more. As the farm growth sales, half (50%) of the respondents got a million/s sales in year 2020 while the remaining got a sale of less than P250,000. As for the family employees, all respondents employed family members in their farm tourism business and majority of the farm has one to two family employees, and 100% family employees are unpaid.

Table 1
Profile of the Farm Tourism Sites
n=4

Parameters	Frequency (f)	Percentage (%)
Distance from an urban area		
Less than 1 kilometer	0	0
1-29 kilometers	0	0
30-59 kilometers	2	50
60-89 kilometers	2	50
90 kilometers or more	0	0
Distance from a pave high way		
We are located over a pave high way	0	0
Less than 1 kilometer	2	50

1-4 kilometers	1	25
5-9 kilometers	0	0
10-14 kilometers	0	0
15 kilometers or more	1	25
Land areas covered for the farm		
Less than 1 hectares	1	25
1-5 hectares	1	25
6-9 hectares	0	0
10-14 hectares	1	25
15 hectares or more	1	25
Type of farm tourism sites		
Day farm	1	25
Farm resort	3	75
Type of farm ownership		
Individual ownership	0	0
Family farm	4	100
Incorporated	0	0
Year operated as farm tourism		
1-3 years	3	75
4-6 years	0	0
7-9 years	0	0
10 years or more	1	25
Recreational Offerings*		
Leisure tours	4	100
Educational tours	3	75
Pick 'n pay	4	100
Classes, seminars, and workshop	4	100
Observation of agricultural process	3	75
Cultural or historic exhibit	0	0
Catch 'n pay	2	50
Field rides	1	25
Horseback riding	2	50
Wildlife observation	2	50
Hiking or biking	0	0
Other activities	1	25
Number of Recreational Activities Offered		
One or two activities	0	0
Three or four activities	1	25
Five or six activities	2	50
Seven or more activities	1	25
Agricultural Products*		
Organic fertilizer and pesticides	4	100
Commodity crops	2	50
Specialty crops	4	100
Livestock	4	100
Poultry and small animals	4	100
Fish and shellfish	3	75
Other agricultural products	3	75
Farm Gross Sale (2020)		
Less than P150,000	1	25
P150,00-P249,00	1	25

P250,000-P499,000	0	0
P500,000-P999,000	0	0
P1,000,000 or more	2	50
Family Employees		
One to two	3	75
Three to four	0	0
Five or more	1	25
Unpaid Family		
One to two	3	25
Three to four	0	0
Five or more	1	75

Frequencies may sum to more than 4 as respondents were able to select multiple categories*.

Table 2 presents the level of influence of the attributes/aspects in sustainable farm tourism. Result showed sustainable business performance got an overall mean 4.06 and interpreted as high influence. In further disclosed of the increased number of domestic tourists, average income from tourists and farm products. Sustainable economy of rural society got an overall mean 3.75 which interpreted as high influence. It further disclosed in farm household members working for agritourism, contribution to local employment, and local employees' incomes and livelihood, and increased numbers of small business in the local area.

Moreover, it revealed sociocultural sustainability got an overall mean 3.81 which interpreted as high influence. It further disclosed in continuation of traditional knowledge of farm practices and in participation social and cultural activities in the local area. Environmental sustainability got an overall mean 4.19 which interpreted as high and influence. It further disclosed in protection of local fauna and flora. Diversity ability of farm got an overall mean 4.05 which also interpreted as highly influence. It further discloses in development of local business value chain. On the other hand, all the attributes got a composite mean 3.97 which indicated that all identified attributes/aspects have a high in fluence in sustainable farm tourism.

Table 2
Level of Influence of the Attributes
n=4

Attributes/ Aspects	WEIGHTED MEAN	DESCRIPTIVE INTERPRETATION
Sustainable Business Performance		
1. Increased number of domestic tourists	4.50	Very High Influence
2. Improved average income from tourists	4.00	High Influence
3. Improved averages income from farm products sales	4.00	High Influence
4. Increased total farm profit including agritourism	3.75	High Influence
AWM	4.06	High Influence
Sustainable Economy of Rural Society		
1. Farm household members working for agritourism	3.75	High Influence
2. Contribution to local employment	3.75	High Influence
3. Contribution to local employees' incomes and livelihoods	3.75	High Influence
4. Increased numbers of small businesses in the local area	3.75	High Influence
AWM	3.75	High Influence
Sociocultural Sustainability		
1. Farm family members choosing to stay in the farm household	3.75	High Influence
2. Application of agriculture and the local culture to tourism	3.50	High Influence
3. Continuation of traditional knowledge of farm practices	4.00	High Influence
4. Participation in social and cultural activities in the local area	4.00	High Influence
AWM	3.81	High Influence
Environmental Sustainability		
1. Environmentally friendly choosing to stay in the farm household	4.00	High Influence
2. Protection of (indigenous) local fauna and flora	4.25	Very High Influence
3. Conservation of water, electricity, and energy	4.00	High Influence
4. Waste management practices	4.00	High Influence
AWM	4.19	High Influence
Diversity Ability of Farm		
1. Increased satisfaction of tourists	4.00	High Influence
2. Increased number of revisiting tourists	4.00	High Influence
3. Agritourism-specific plan and implementation	4.00	High Influence
4. Development of local business value chain	4.25	Very High Influence
5. Involvement in government-led tourism promotion	4.00	High Influence
AWM	4.05	High Influence
Grand Mean	3.97	High Influence

Legend: Ranges Descriptive Interpretation
 4.20-5.00 -Very High Influence
 3.40-4.19 -High Influence
 1.80-2.59 -Very Low Influence
 2.60-2.39 -Low Influence
 1.00-1.79 -No Influence

Table 3 shows the problems encountered by farm tourism operators in 3rd District of Bohol. It showed that 100% of problems encountered were price fluctuation, pests and diseases, poor soil, and weather changes. With this, according to Nelson (2009), pests and diseases, poor soil, and weather changes were the common problems faced by farmers nowadays and due to these problems, it resulted to the changes of precipitation patterns or the planting patterns of the farmers that caused crop failures and declines of productions of farmer's product.

In addition, in terms of price fluctuations, the price of the farmer's products nowadays was too low, it impacts too much the status and the productivity of the farmers as the expenses like fertilizers, transportation, and etc. are too expensive that affects much the income of the farmers.

The second major problem met or experienced by the respondents was drought (75%). Fifty percent (50%) of the respondents encountered lack of capital credits, floods, lack of planting materials inputs, high costs inputs, lack of tools and equipment. Fewer farms encountered problems in labor shortage and limited experience in farming (25%) while no farm has problem in lack of information in a market, poor or insufficient training, and limited knowledge of how to use fertilizer (0%). It implies that the most problems encountered by the farmers nowadays were the weather changes, poor soil, pest and diseases, price fluctuation and drought.

Table 3
Problems Encountered in Farm Tourism
n=4

Problems	Frequency (F)	Percentage (%)
Price Fluctuation	4	100
Pests and diseases	4	100
Poor soil	4	100
Changes in weather	4	100
Drought	3	75
Lack of capital credits	2	50
Lack of planting materials and inputs	2	50
High cost of inputs	2	50
Lack of tools and equipment	2	50
Floods	2	50
Labor	1	25
Limited experience in farming	1	25
Other problem	1	25
Lack of information in the market	0	0
Poor or insufficient training	0	0
Limited knowledge of how to use fertilizer	0	0

Frequencies may sum to more than 4 as respondents were able to select multiple categories.

Chapter 3

SUMMARY OF FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

This chapter presents the summary of findings and conclusions based on the analysis and interpretation of data. Recommendations are made concerning the beneficiaries used in this study.

Summary of Findings

Study results showed that farm tourism sites are located approximately 30 to 89 kilometers, less than 1 kilometer away from the paved highway, with the farm area of less than 1 hectare to more than 15 hectares. As for the type of farm tourism site, there is more resort farm than day farm as there is a big potential of agri-tourism business as an additional source of income which motivates them to continue developing their farm and invest more in infrastructure (e.g., accommodation, restaurants).

All farms are family-owned farms and majority (3/4) of the farms were newly operated as farm tourism, however, owners are experienced farmers as they have been actually farming for long years as small family farms for their own consumption and just newly diversified their farm into farm tourism.

Among the different activities offered, leisure tours, classes, seminars or workshops and pick 'n pay are the top service offerings of the four respondents.

followed by educational tours and observation of agricultural processes. Half of the respondent farms offered five or six activities.

While operators remain in the business of farming, focus is not on the commodity crops due to continued low commodity prices gradually driven more farmers to look for other options. Only 8.33% produce commodity crops such as corn and rice on their agritourism farms, while all the respondent farms are producing organic fertilizers and pesticides; specialty crops such as fresh fruits and vegetables and herbs; livestock; poultry and small animals. Half of the farm reach P1,000,000 or more gross sales in 2020 and its the farm that has approximately 10-17 hectares. Employing family members is one of the diversification strategies, which is applied of the four respondent and majority has one to two unpaid family members.

In level of influence of the attributes, the composite mean 3.97 indicated that all identified attributes/aspects have a high in fluence in sustainable farm tourism. Increased number of domestic tourists, protection of (indigenous) local fauna and flora, and development of local business value chain has a very high influenced in sustainable farm tourism business.

As for problems encountered by the farm tourism operators, price fluctuation of the farm products and services were noted problems of four respondents. Pests and diseases were the usual problem of the four respondents in farming as it interferes in plant growth and causing damage to both cultivated

and naturally growing plants. Poor soil was also a common agricultural and environmental problem of the respondents as it produces unhealthy crops that in turn won't nourish people and animals.

Changes in weather is the also top problem encountered by the respondents as variations in weather conditions can lead to large changes in tourism demand. Also, drought is the second problem encountered of the respondent farms. These problems are not avoidable but the diversification ability of farms can lead to sustainable farm tourism.

Conclusions

Based on the findings of the study the researchers come up with the following conclusions:

That farm tourism owners in the 3rd District of Bohol was highly influenced by the attributes of sustainable business performance, sustainable economy of rural society, sociocultural and environmental sustainability and diversity ability of the farm. It means that the owners in the 3rd District of Bohol had highly considered the financial, cultural, environmental conservation of resource, the local people, and the varied ideas and activities for agricultural improvement that was applied by the farm owners to achieve sustainable development. On the other hand, as a farm owner it is common to face agricultural problems which this

study revealed that the price fluctuation, pest and diseases, poor soil and weather changes are the top problems faced by the farm owners nowadays.

Recommendations

The farm tourism management may develop more recreational activities for people who are interested in farm tourism and those who will become future agritourists. Having many activities are important for the continued farm operation and have a positive impact on farm profits. With so many options to consider, it's important to think about what would best for the farm.

Proposed Action Plan

Rationale

Farm tourism contributes to the development of society. However, venturing in farm tourism is really challenging. Those interested in pursuing farm tourism should research the risks associated with the particular activity they are considering and take the time to do careful business planning before engaging in farm tourism business.

In this sense, the researchers present this proposal to guide farm owners by listing the plan needed to improve or achieve.

Objectives:

1. To preserve indigenous knowledge and practices for the next generation.
2. To adopt agro forestry practices.
3. To apply rotating crops and embracing diversity.
4. To have a new money-making activity in crucial time.

PROPOSED ACTION PLAN

Areas of Concern	Strategies/Activities	Outcomes	Persons Responsible
(APPLICATION OF AGRICULTURE & THE LOCAL CULTURE TO TOURISM) Loss of cultural links and traditional knowledge	Teaching foreigners and youths about indigenous farming knowledge and practices	Giving recognition and keeping indigenous farming knowledge and practices alive.	Owner Management
(PRICE FLUCTUATION) Annual operating Budget deficit	Mixing fruit trees or shrubs into their operation	Provide shade shelter to protect plants, animals, and water resources while also potentially offering additional income.	Owner Management
(POOR SOIL, CHANGES IN WEATHER, PEST AND DISEASES) Soil degradation and reduce yields of desirable crops	Planting a mix of crops in the same area	Break insect and disease cycles, reduce weeds, curb erosion, supplement soil nutrients, improve soil structure, conserve soil moisture, and reduces economic risk associated with unfavorable weather	Owner Management
(DROUGHT) Bankruptcy	Plant drought resistant crops such sunflower and dragon fruit.	Farmers can successfully harvest varieties of plant despite drought and have income.	Owner Management

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Appendix A QUESTIONNAIRE



Republic of the Philippines
BOHOL ISLAND STATE UNIVERSITY
Zamora, Bilar, Bohol



Dearest Sir/Madame,

Greetings!

The researchers are a college student of Bohol Island State University, Bilar, Campus taking up Bachelor of Science in Hospitality Management. We, researchers, currently conducting a study for the Existing Farm Tourism in the 3rd District of Bohol, in lieu thereof, we humbly ask your permission in allowing us to conduct our study. We wish to conduct our study with the owner of the farm.

To further reiterate the ceramics of the study, when you answer the questionnaire, this signifies that you allow the researcher to record and tally the data thereof. The said participation in the study is completely voluntary. There is no extra force and intimidation on their mutual consent, thus, it is not vitiated consent. The survey will approximately take 8 minutes to answer completely. All information obtained is strictly confidential, only the researcher and his/her adviser and professor will have direct access to the data as it is only used only for statistical purposes.

Thank you for your time and effort in completing this survey.

Respectfully yours,

ANDYLOU M. DIGAL
KAREN G. LOZADA
DEXTER L. MANICANI
MARC CLIFFORD CYRIL B. TECSON

Part I. Profile of the farm tourism site.

Directions: Kindly supply the necessary information as asked by putting a checkmark in the appropriate box or filling the blank.

1. Distance from an urban area (city).

- Less than 1 kilometer
 1-29 kilometers
 30-59 kilometers
 60-89kilometers
 90 kilometers or more

2. Distance from a pave high way.

- We are located over a pave high way
 Less than1 kilometer
 1-4 kilometer
 5-9 kilometers
 10-14 kilometers
 15 kilometers or more

3. Land areas covered for the farm:

- Less than 1 hectares
 2-5 hectares
 6-9 hectares
 10-13 hectares
 14-17 hectares more

4. Type of farm tourism site.

- Day farm
 Resort farm

5. Type of ownership in farm tourism:

- Individual ownership
 Family farm
 Incorporated
 Others (please specify): _____

6. Years' operating as farm tourism:

- 1-3 years
 4-6 years
 7-9years
 10 years or more

7. Recreational activities offered. Check all that apply.

- Leisure tours
 Tours or educational tours
 Pick 'n pay (e.g., vegetables, flowers)
 Classes seminars or workshops
 Observation of agricultural processes (e.g., manure and fertilizer, honey)
 Cultural or historic exhibit (e.g., antiques)
 Catch 'n pay (e.g., fish)
 Field rides (e.g., wagon, tractor, or hayrides)

- Horseback riding
- Wildlife observation (e.g., bird or butterfly watching)
- Holiday-related activities (e.g., haunted house)
- Hiking or biking
- Other activities, please specify: _____

8. Number of recreational activities offered:

- 1 or 2 activities
- 3 or 4 activities
- 5 or 6 activities
- 7 or more activities

9. Agricultural products:

- Organic fertilizers and pesticides
- Commodity crops (e.g., corn, rice)
- Specialty crops (e.g., vegetables, fruits, herbs, spices)
- Livestock (e.g., hogs, horses, goats, bees)
- Poultry and small animals (e.g., chicken, rabbits)
- Fish or shellfish in captivity (e.g., tilapia, crab)
- Other agricultural products (e.g., eggs, honey, milk).

10. Farm gross sale (2020):

- Less than P150,000
- P150,000-P249,000
- P250,000-P499,000
- P500,000-P999,000
- P1,000,000 or more

11. Family members employed on the farm

- One to two
- Three to four
- Five or more

Unpaid

-
-
-

Source: Tew, C. (2010)

Part II. Attributes.

Direction: The following attributes/aspects enumerated below suggest the factors fortify sustainable farm tourism. In this case, please use the following scales to show the level of influence that these attributes affect your venture in farm tourism.

- NI - No Influence
- VLI - Very Low Influence
- LI - Low Influence
- HI - High Influence
- VHI - Very High Influence

Attributes/ Aspects	NI	VLI	LI	HI	VHI
Sustainable Business Performance					

1. Increased number of domestic tourists					
2. Improved average income from tourist					
3. Improved averages income from farm products sales					
4. Increased total farm profit including agritourism					
Sustainable Economy of Rural Society					
1. Farm household members working for agritourism					
2. Contribution to local employment					
3. Contribution to local employees' incomes and livelihoods					
4. Increased numbers of small businesses in the local area					
Sociocultural Sustainability					
1. Farm family members choosing to stay in the farm household					
2. Application of agriculture and the local culture to tourism					
3. Continuation of traditional knowledge of farm practices					
4. Participation in social and cultural activities in the local area					
Environmental Sustainability					
1. Environmentally friendly choosing to stay in the farm household					
2. Protection of (indigenous) local fauna and flora					
3. Conservation of water, electricity, and energy					
4. Waste management practices					
Diversity Ability of Farm					
1. Increased satisfaction of tourists					
2. Increased number of revisiting tourists					
3. Agritourism-specific plan and implementation					
4. Development of local business value chain					
5. Involvement in government-led tourism promotion					

Source: Tseng, Chang, Wu, Lin, Kalnaovkul, and Tan (2019).

Part III. Problems Encountered.

Direction: The following is a list of potential problems that you may have encountered in your farm tourism business. Tick as many as you want or supply if necessary.

- Lack of capital and credit
- Lack of planting materials and inputs (e.g., seeds, fertilizer)
- Lack of markets/information about markets (don't know where to sell)
- Price fluctuation

- High cost of inputs (e.g., fertilizer, seeds)
- Poor or insufficient training
- Lack of tools and equipment
- Pests and diseases
- Poor soil
- Labor
- Changes in weather
- Floods
- Droughts
- Limited experience in farming
- Limited knowledge of how to use fertilizer
- Other (please specify): _____

Source: Rio, E.R. (2013).

Thank you very much!



Appendix B LETTER REQUEST



Republic of the Philippines
BOHOL ISLAND STATE UNIVERSITY
Zamora, Bilar, Campus

Vision: A premier S & T university for the formation of a world – class and virtuous human resource for the sustainable development in Bohol and the country.

Mission: BISU is committed to provide quality higher education in the arts and sciences, as well as in the professional and technological fields; undertake research and development of Bohol and the country.

MARIETTA C. MACALOT, Ph. D.

Campus Director
BISU-Bilar Campus

Good day!

We, the fourth-year students taking up Bachelor of Science in Hospitality Management at Bohol Island State University, Bilar Campus, Zamora, Bilar, Bohol presently conducting thesis entitled, “**EXISTING FARM TOURISM OF THE 3RD DISTRICT OF BOHOL**” as a partial fulfillment of the subject.

In this connection, we would like to ask permission from your Office to conduct this study.

Thank you and more power.

Respectfully yours,

ANDYLOU M. DIGAL
KAREN G. LOZADA
DEXTER M. MANICANI
MARC CLIFFORD CYRILB. TECSON

Noted by:

Recommending Approval:

JERVILIZA A. ITEM
Thesis Adviser

ARLEN B. GUDMALIN, Ph.D.
Dean, CTAS

Approved by:
MARIETTA C. MACALOT, Ph. D
Campus Director

Appendix C RAW DATA

Level of Influence of the Attributes

n=4

Attributes/ Aspects	NI	VLI	LI	HI	VHI
Sustainable Business Performance					
Q1	0	0	0	2	2
Q2	0	0	0	4	0
Q3	0	0	0	4	0
Q4	0	0	1	3	0
Sustainable Economy of Rural Society					
Q1	0	0	1	3	0
Q2	0	0	1	3	0
Q3	0	0	1	3	0
Q4	0	0	1	3	0
Sociocultural Sustainability					
Q1	0	0	1	3	0
Q2	0	0	2	2	0
Q3	0	0	0	4	0
Q4	0	0	0	4	0
Environmental Sustainability					
Q1	0	0	0	4	0
Q2	0	0	0	3	1
Q3	0	0	1	2	1
Q4	0	0	0	2	2
Diversity Ability of Farm					
Q1	0	0	0	4	0
Q2	0	0	0	4	0
Q3	0	0	0	4	0
Q4	0	0	0	3	1
Q5	0	0	0	4	0

Legend:	Ranges	Descriptive Interpretation
	4.20-5.00	-Very High Influence
	3.40-4.19	-High Influence
	2.60-2.39	-Low Influence
	1.80-2.59	-Very Low Influence
	1.00-1.79	-No Influence

Appendix D PHOTO DOCUMENTATION



RESEARCHER'S BIODATA

PERSONAL BACKGROUND

Name : Andylou M. Digal
Citizenship : Filipino
Civil Status : Single
Age : 22
Address : Cambacay, Batuan, Bohol
Date of Birth : November 19, 1999
Father's Name : Andrew V. Digal
Mother's Name : Maria Lorena M. Digal



EDUCATIONAL BACKGROUND

Elementary : Lungsod-Daan Elementary School
 Poblacion Vieja, Batuan, Bohol
 S.Y.2011-2012
Secondary Junior : Batuan National High School
 Poblacion Vieja, Batuan, Bohol
 S.Y.2015-2016
Secondary Senior : Batuan National High School
 Poblacion Vieja, Batuan, Bohol
 S.Y.2017-2018
College : Bohol Island State University – Bilar Campus
 Zamora, Bilar, Bohol
Achievements : National Certificate II in Cookery
 National Certificate II in Housekeeping

RESEARCHER'S BIODATA**PERSONAL BACKGROUND**

Name : Karen G. Lozada
Citizenship : Filipino
Civil Status : Single
Age : 22
Address : San Miguel, Dagohoy, Bohol
Date of Birth : July 06, 1999
Father's Name : Mario C. Lozada
Mother's Name : Marissa G. Lozada

**EDUCATIONAL BACKGROUND**

Elementary : San Miguel Elementary School
San Miguel, Dagohoy, Bohol
S.Y.2011-2012

Secondary Junior : San Miguel-Puertos High School
San Miguel, Dagohoy, Bohol
S.Y.2015-2016

Secondary Senior : San Miguel-Puertos High School
San Miguel, Dagohoy, Bohol
S.Y.2017-2018

College : Bohol Island State University – Bilar Campus
Zamora, Bilar, Bohol

Achievements : National Certificate II in Cookery
National Certificate II in Housekeeping

RESEARCHER'S BIODATA

PERSONAL BACKGROUND

Name : Dexter L. Manicani
Citizenship : Filipino
Civil Status : Single
Age : 23
Address : Catigdas, Batuan, Bohol
Date of Birth : November 17, 1998
Father's Name : Dionisco E. Manicani
Mother's Name : Alfreda L. Manicani



EDUCATIONAL BACKGROUND

Elementary : Catigdas Elementary School
Catigdas, Batuan, Bohol
S.Y.2011-2012

Secondary Junior : Batuan National High School
Poblacion Vieja, Batuan, Bohol
S.Y.2015-2016

Secondary Senior : Batuan National High School
Poblacion Vieja, Batuan, Bohol
S.Y.2017-2018

College : Bohol Island State University – Bilar Campus
Zamora, Bilar, Bohol

Achievements : National Certificate II in Cookery
National Certificate II in Housekeeping

RESEARCHER'S BIODATA

PERSONAL BACKGROUND

Name : Marc Clifford Cyril B. Tecson
Citizenship : Filipino
Civil Status : Single
Age : 22
Address : Poblacion, San Miguel, Bohol
Date of Birth : December 23, 1999
Father's Name : Hermis B. Tecson
Mother's Name : Marcela B. Tecson



EDUCATIONAL BACKGROUND

Elementary : San Miguel Central Elementary School
 Poblacion, San Miguel, Bohol
 S.Y.2011-2012
Secondary Junior : St. Isidore Academy
 Poblacion, Trinidad, Bohol
 S.Y.2015-2016
Secondary Senior : St. Isidore Academy
 Poblacion, Trinidad, Bohol
 S.Y.2017-2018
College : Bohol Island State University – Bilar Campus
 Zamora, Bilar, Bohol
Achievements : National Certificate II in Cookery
 National Certificate II in Housekeeping