

# Benefits of Agritourism in Batangas Province

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**Abstract** – The study was to identify how agritourism contributes to the development of the Province. Specifically, it determines the benefits of agritourism in Batangas Province in terms of economic, environment and social aspect; and proposed an action plan to promote agritourism as an effective and beneficial to the community. The researchers have conducted the study to see how agritourism contributes to the development of communities in terms of establishments of retail stores, providing transportation service to tourists and job opportunity for social community. Also, to identify the effect of agritourism to the natural environment and the economy of the whole province and the farm itself. The result showed that agritourism in Batangas Province has contributed positive impact in terms of economic, environment and social aspect. Agritourism farms such as Milea Bee Farm, Sunchamp Agritourism Farm, Villela's Farm, Kahariam Farm, All Season Nature Farm and Chad's Nature Farm agreed that they have good management and implemented policy to sustain a positive impact that will benefit the most.

**Keywords:** Agritourism, Batangas Province

## INTRODUCTION

The adaptation of Agritourism in the Philippines marked up during recent years as it helped in reducing economic problems of family farms and expanded their revenues. Agritourism economically benefits the agritourism farmers and it is monetary essential for them. Thus, it is expected to be sustained and expanded through the development of agritourism [1]. Though, agritourism is a crucial concept and complicated to sustain, there are various way to engage it such as science, economics, sociology and policy in order to give agritourism farmers a more promising and healthy future. To continuously rise the popularity and the development of agritourism, human power is essential. It is a stimulus of a well-sold service and influences agritourism image. Family and workers would draw a lot of involvement in servicing people [2].

Being the most developing and most profitable form of leisure, agritourism has pulled people who are longing to come back to where they came from. They want to go sightseeing, learn and experience something extraordinary and be served in a new and comfortable way. Agritourism farms that are well-managed can provide all of these [3].

Batangas Province is known as competitive province when it comes to agritourism. There are lots of farm and ranch that are very applicable for recreational activities. Agritourism farms provide tours to enable a person to observe the growing, harvesting and processing of locally grown foods. The best example of Agritourism sites in Batangas is the Milea Bee Farm in San Jose, Sunchamp Agritourism Park in Rosario, Kahariam Reality and Farms in Lipa, All Seaons Nature Farms in Taysan, Chad's nature farms in Mataas na Kahoy, and Vilela's Farm in Ibaan. These agritourism sites is a new kind of attraction that could educate both locals and tourists about agritourism.

In grow and service markets, agritourism should be able to attract new customers and provide knowledge to the public regarding agriculture. Personal pursuits should make revenue enhancement and diversification. Improvement of relationship between farmer and local community is also to be considered. And preserving the natural resources and ecosystem would help sustain the agritourism of the province. Agritourism is both socially and economically profitable and is perceived also on farms by having a positive impact. Hence, appropriate policies related to the environment and agriculture should be developed to be able to make agricultural products, give job opportunities to the community or increase the productivity of the local people [4].

Agritourism in Batangas province is being promoted in a way that using the resources will be maximized through integration. Tourism and farming integration are more effective ways to utilize resources. It also gives opportunity for family to have jobs, source of income, opportunity for small and retail business and reduce urban migration. Farm tourism sustains the

agricultural practices of Batangas province. We are known for agricultural practices that are less dependent on weather, markets, pests or diseases. In Region IV – A, Batangas has the largest contribution of regional income from agriculture sector. Batangas economy in terms of income is highest in the service sector with 50.92%, agriculture with 32.49% and industry with 17.09%. The economic based industries where the province is relatively efficient are the Agritourism Enterprises development. The positive association of agriculture sector shows that province is a major supplier of agriculture products beyond its geographical boundaries particularly in National Capital Region (NCR) [5].

The researchers as future hospitality professionals conducted this study to show the benefits and importance of agritourism. This study aimed to improve the understanding of potential consumers and assess their awareness on agritourism. Researchers believe that agritourism has significant benefits to both farmers and communities of Batangas Province. Agritourism would help in agriculture preservation that could help in enhancing the appeal and demand of local products. It would also give an opportunity for economic growth and development, and it could educate everyone about the importance of agritourism in the country.

The researchers would be able to learn more about agritourism. Having the opportunity to experience it on their own, they were able to gain knowledge regarding the study. It gives a hands-on experience with nature and farming activities. As for the College of International Tourism and Hospitality Management department, they can use this study to promote agritourism and formulate programs that will enhance the knowledge of students especially Tourism students. Through this, agritourism would also gain popularity and be valued. Farmers and locals would be able to understand more the importance of agritourism sites on their communities as it gives them employment and opportunity to earn and to learn.

## OBJECTIVES OF THE STUDY

This study assessed the agritourism on farm sustainability in Batangas Province. Specifically, it aimed to (1) present the profile of agritourism's years of operation, product type and land area, (2) know the benefits of agritourism in terms of economic, environmental and social aspects, (3) test the significant difference on the influence of agritourism, and (4) to propose an action plan based on the result of the study.

## METHODS

### Research Design

To acquire the needed data concerning the benefits of agritourism in Batangas Province, the descriptive method of research was used by the researchers. This method contains the collection of information to answer questions on how to sustain farms with the use of agritourism.

Descriptive method describes the element of the studied phenomenon or population. It focuses more on the “what” of the research subject rather than the “why” of the research subject. Most branches of science, as well as social science used this method. This method develops knowledge by describing events, objects, and situations. To learn more about something that already exists without causing any changes or harm to it is the goal of the descriptive method of research. Through this, the data that will be collected may be spread to people over a large geographic area. It is a way to increase awareness about the importance of agritourism [6].

### Participants of the Study

The participants of the study were the owners and employees of the most visited farms in the province of Batangas with the total population of 113. The researchers distributed to the participants of this study. The sampling was done through stratified random sampling.

### Instrument

As the main data gathering instrument, a questionnaire was used. To obtain necessary information, the researchers used a questionnaire adapted from the research study [6] and was checked and modified by the thesis adviser. The questionnaire consisted a set of questions that was asked to the respondents. The questionnaire is divided into two parts. Part I is the profile of the respondents which are the farm owner and the employee. Part II is the assessment of benefits of agritourism in terms of economic, environment and social aspect. The second part of the survey contains questions structured using the Likert format. For each question, four selections were provided, and each represent the degree of agreement for the respondent.

### Procedure

A proposed letter was given to the Local Government Unit of the Tourism Officer in Batangas which was done as a permission to give the sample

questionnaires to the farm owners and farmers of the said homestead. The instructions given was explained briefly to the respondents by the researchers to answer the questionnaires. After that, the data collected was tallied, tabulated

### Data analysis

The results of the survey were tallied, tabulated and analyzed using frequency, weighted mean and T-Test and ANOVA or Analysis of Variance.no These tools were used to support the objectives of the study. In addition, all data were treated using a statistical software, PASW (Predictive Analytics Software) version 18 to further interpret the results of the study. The given scale was used to interpret the result of the data gathered: 3.50 – 4.00 = Strongly Agree (SA); 2.50 – 3.49 = Agree (A); 1.50 – 2.49 = Disagree (D); 1.00 – 1.49 = Strongly Disagree (SD).

### Ethical Consideration

To keep the highly restricted nature of the study and the interviews, no particular names were mentioned in the study. The identity of the respondents was undisclosed. No personal opinions were given by the researchers, only information and results based on the data to be gathered.

## RESULTS AND DISCUSSION

**Table 1. Percentage Distribution of the Respondent's Profile According to Age**

Profile Variables	Frequency	Percentage (%)
Age		
19 – 35	57	50.40
36 – 55	45	39.80
56 above	11	9.70

Table 1 represents the profile of the farmers according to age, it shows that 57 or 50.40 percent of the respondents are within the age range of 19 – 35 years old – the highest age group among the subjects. On the other hand, 11 or 9.70 percent of them were in the age of 56 years old and above, the lowest age groups in the study. The results can be related to the fact the reason why most of the farmers or employees are young adults or young farmers is that they are more capable and stronger in doing agricultural work.

The said farmers include students in college, people who seeks full-time employment or job, full-time workers, married, single, divorced, widow and widowers. Middle aged farmers are more

knowledgeable and reasonable on farm management and more capable in the responsibilities in the farm.

According to study [7], farmers who are young have less owned arable land and more tenancy arrangements. Since they usually don't have adequate capital or money and their income will not be enough to meet their financing expenses, they don't have any other choice than entering contract agreements. Results showed that fresher farmers or younger farmers are found to be more eco-efficient as they plan to continue operation in the predictable future and contribute more in training schemes [8]. Also, young farmers are more artistic to be creators. Young clever farmers are attentive more on sharing farm experiences and constructing networks to farm visits and seminars [9].

The 9.70 percent or 11 respondents are between 56 years old and above. These results can be related to the fact that farms need young farmers to work and sustain their farm. Farmers who are within the age bracket of 56 and above may not be capable anymore to carry heavy things and do agricultural works. Also, farms are into machineries that old farmers may not be easily operate.

There are few old farmers nowadays because more young people are now being attracted to agriculture as new post-harvest and automation machineries are now existing. For example, in farming, there are machineries for rice mechanization that would ease the work that goes with rice farming like tractor-mounted rice transplant and mini-combine mower. Therefore, internet and information technology, for example, has unlocked new opportunities for the improvement of farmers' livelihood in the in agricultural technology revolution.

According to study [10], the way that they accomplish, and talk about, their day-to-day responsibilities and the symbolically significant activities on the farm allow them to counter many of the culturally leading scripts of ageing. Important in navigating older age is the embodiment of cultural wealth and how farmers both exploit and nurture their ageing bodies.

**Table 2. Percentage Distribution of the Respondent's Profile According to Sex**

Profile Variables	Frequency	Percentage (%)
Sex		
Male	66	58.40
Female	47	41.60

Table 2 shows that 58.40 percent or 66 respondents are males. Most of the farmers in most farms in Batangas Province are males. This result can

be related to the fact that males make wiser decisions and they are not complaining about getting dirty and doing work that need lot of time and strength.

Most farms today are looking for male farmers as they are usually more focused on their jobs unlike female farm workers who have additional jobs in their houses. Also, farms need male workers because they are more capable of doing such things than females who could not do such work as lifting heavy things though sometimes most female could also lift heavy things. Aside from that, male farm workers have the time and of course strength to do various agricultural works in the farm.

Based on the data [11], male farm workers are receiving wages higher than female farm workers. In 2017, male farm workers received PhP 284.72 per day higher than what was salaried to female farm workers at PhP 255.80 per day. The lowermost regular agricultural wage rates for the males were recorded in Central Visayas at PhP 238.80 and for the females in Eastern Visayas at PhP 217.98.

The 41.60 percent or the 47 respondents are all females. It can be related to the fact that female farm workers are looking for other job opportunities as male farm workers are receiving higher salary than them.

Female farm workers could do such things that males could do in an agritourism farms but as what is stated above, male farm workers are receiving higher wages than females. It is a possible reason why there are more male farm workers than female. Female farm workers may choose between looking for other job opportunities or stay in the agritourism farm where male farm workers are getting higher wages.

Physical space for autonomy and individual inventiveness where they can chase individual goals and overcome social isolation is what the farm tourism allows women to generate. In this way, it advances the procedure of empowerment. However, the process of empowerment is not without trials or challenges [12].

Table 3 presents the benefits of agritourism in terms of economic aspects. Based from the result, the composite mean 3.50 indicates that the respondents strongly agreed on the above the mentioned benefits. Among the items cited, agritourism can help in developing local economy or society which got the highest weighted mean score of 3.71 and ranked first. It was followed by generating additional income for farmers (3.58) and land owners and provides quality local productions and produce (3.56).

The results can be related to the fact that on the early years, Batangas has already a booming agriculture industry. Batangas residents are well-aware

and have experienced rural life. Due to good management and well experienced in agriculture industry, agritourism develops the local economy and the society. Agritourism brings lots of tourists to the farm who buys organic products that generate additional income for farmers.

**Table 3. Benefits of Agritourism in Batangas Province in terms of Economic Aspects**

Indicators	WM	VI	Rank
1. Agritourism can help developing local economy or society.	3.71	SA	1
2. Agritourism is generating additional income for farmers and land owners.	3.58	SA	2
3. Agritourism provides quality local productions and produce.	3.56	SA	3
4. Agritourism is revitalizing local economies.	3.49	A	6.5
5. Agritourism is providing job opportunities for members of the farm household.	3.42	A	11
6. Expansion of on-farm employment opportunities for family members.	3.44	A	10
7. Connection to food production and agrarian culture.	3.50	SA	4.5
8. Economic development and diversity/taxes.	3.41	A	12
9. Revenue enhancement and diversification.	3.46	A	8.5
10. Improvement of the living of agritourism business.	3.46	A	8.5
11. Increased demand production of the local agricultural products.	3.50	SA	4.5
12. Promotion of local agricultural products of the farm.	3.49	A	6.5
<b>Composite Mean</b>	<b>3.50</b>	<b>SA</b>	

Agritourism is still the Batangas' economic mainstay. Its significant role in our province and country's growth and development have also received due acknowledgement. Agritourism generates benefits to the farmers, economy of the province and the country. In its highest form, agritourism is a financially significant opportunity for diversifying developing country. Of course, having the managerial aspects makes the agritourism farms successful and a main contributor to the province's local economy.

However, items such as expansion of on-farm employment opportunities for family members (3.44), providing job opportunities for members of the farm

household (3.42) and economic development and diversity/taxes (3.41) obtained the lowest rank.

Economic development and diversity/taxes ranked as the lowest due to some agritourism farms that are not well-managed. The result can be related to the fact that the development of farms economically depends on how they treat their employees. Technically speaking, farms depend its success to the farmers and other employees. But farmers and employees are not satisfied on the way that management sees their hard work that results to unproductiveness and resign as worst. Manpower is an important aspect in agritourism farm. Machineries are not so popular in farm. Also, farmer taxes and bills are being deducted on their low salary rate. It is still a problem that farmers are experiencing up to now.

The development of a farm economically, may be affected by population of employment and consequently their standard of living. Farmers are important for the growth and success of farm, but they are poorly being paid for their work and sometimes not acknowledged [13]. It is important to have local products that are being produced by the farm to generate additional income for the farmer. It could be organic beauty products, organic local food and crafts. If employees or farmers are well taken care of, the success of the farm is possible. Extending the continuous growing success of farm leads to the benefits of farmers and owners, as well as the social communities [14].

Table 4 shows that the respondents agreed that the benefits of agritourism in Batangas province affect the economic aspects with a composite mean of 3.23. The entire items have weighted mean between 2.25 to 3.65 interpreted as “Disagree” and “Strongly Agree”. As seen in the table, agritourism is close to our natural environment got the highest rank with a weighted mean of 3.65. This item was strongly agreed by the respondents and it was followed by agritourism is a kind of environmentally friendly and sustainability tourism style with a weighted mean of 3.57. The agricultural business supports the clean and green project of the area was at the third rank, with a weighted mean of 3.52 interpreted as “Strongly Agree”.

The result simply means that agritourism is close to nature with the fact that the landscape itself is a natural environment that is enhanced for entertainment and educational purposes of the tourist. Agritourism itself is connected to the natural environment because it offers what the nature can offer. Activities like animal husbandry, planting, and feeding farm animals are some of what an agritourism site can offer.

**Table 4. Benefits of Agritourism in Batangas Province in terms of Environmental Aspects**

Indicators	WM	VI	Rank
1. Agritourism is close to our natural environment.	3.65	SA	1
2. Developing agritourism can help us protect the natural environment.	3.48	A	7
3. Agritourism is a kind of environmentally friendly and sustainability tourism style.	3.57	SA	2
4. To attend an agritourism activity with environmental-friendly and sustainability themes.	3.47	A	8
5. Preserving farms and farmland.	3.50	SA	6
6. Preserving natural resources and ecosystem.	3.50	SA	4.5
7. Providing scenic beauty and landscapes	3.50	SA	4.5
8. The development of agritourism posts hazard to the natural environment.	3.37	A	9
9. The agricultural products increase generation waste.	2.57	A	10
10. Development of agritourism causes degradation of the landscape and natural resources.	2.25	D	12
11. The agricultural business supports the clean and green project of the area.	3.52	SA	3
12. Agri-business destructs the flora and fauna.	2.36	D	11
<b>Composite Mean</b>	<b>3.23</b>	<b>A</b>	

It is also an additional source of income for the agritourism farmers and just like the nature, it allows them to keep their quality of life. Agritourism gives the visitors a chance to experience activities with nature. It allows them to give a hands-on experience with our natural environment by doing agricultural activities.

People prefer features found in an agritourism farm, especially the natural ones. Most of the features they seek are animals on farm, water resources, and anything that is wildlife-related. With such feature expectation from visitors, agritourism made it possible to be close to nature for the people to get in touch with the natural environment with less harm or without harming it [15].

However, there are three items that are ranked the lowest such as “The agricultural products increase generation waste.” with a weighted mean of 2.57 interpreted as “Agree”, followed by “Agri-business destructs the flora and fauna.” with a weighted mean of

2.36 interpreted as “Disagree”, and lastly, “Development of agritourism causes degradation of the landscape and natural resources.” with a weighted average of 2.25 that is also interpreted as “Disagree”.

Development of agritourism causes degradation of the landscape and natural resources is the item that has the least weighted mean. The respondents have disagreed on this item because they believe that agritourism does not degrade the natural resources and landscape with the fact that agritourism helps in the sustainability of the natural environment. As agritourism provides experience with nature like planting, educational tours and production of certain products, its goal is to also sustain the environment by enhancing landscapes that would not damage natural resources. Agritourism creates pathways for tourists for them to have a better view and understanding on sustaining nature, not just for today’s generation, but for the next generation to come.

Agritourism provides ideas and suggestions on how the natural environment could be sustained properly. By sustaining agritourism, people are also taking care of the natural resources of the province. The development of agritourism has less tendency to degrade the natural resources because it improves the area for a better form of sustainability [16].

**Table 5. Benefits of Agritourism in Batangas Province in terms of Social Aspects**

Indicators	WM	VI	Rank
1. Developing interaction between the visitors and farmers.	3.68	SA	1
2. Improving relationships between famers and their local community.	3.52	SA	4
3. Sharing the agriculture heritage and rural life styles with visitors.	3.46	A	8
4. Enhancing quality of life of local people.	3.49	A	6
5. Preserving rural heritage and tradition.	3.47	A	7
6. Educating the visitors/public about agriculture.	3.57	SA	3
7. Providing recreational activities for visitors.	3.44	A	10
8. Enabling visitors to harvest and feed farm animals.	3.50	SA	5
9. Ensuring that visitors must enjoy products on site.	3.45	A	9
10. Public engagement and education about agriculture.	3.65	SA	2
<b>Composite Mean</b>	<b>3.52</b>	<b>SA</b>	

Table 5 shows that the respondents agreed on the benefits of agritourism in Batangas province in terms of social aspects with a composite mean of 3.52. The entire items are composed of weighted means from 3.44 up to 3.68 interpreted as “agree” to “strongly agree”. As shown on the table above, developing interaction between the visitors and farmers has an effect to the benefits of agritourism in the Batangas which ranked the highest in the subjects with the weighted mean of 3.68. On the other hand, public engagement and education about the agriculture ranked second with the weighted mean of 3.65 which was agreed by the respondents as well as educating the visitors or public about agriculture ranked third with the weighted mean of 3.57 in the subject of the study.

This shows that communication greatly helps the farmers and visitors to extend their knowledge to each other. Through the interaction of the two groups both the visitors and the farmers find a way to help and gain knowledge from each other. It is also a way to know what the different things are they engaged to on the idea of farming and the different benefits not just on locals, tourists but most especially to the environment.

Satisfaction is one of the heaviest and is also significant when it comes to customer behavior and marketing. Like in other forms of tourism, agritourism requires much of service. Interaction between farmers and tourists specifically students and agritourism organizations help on developing the farms that may result to the increase of revenue not just on the farm itself but also to the local community[17]. Through this, it helps every individual the chance to know the benefits of farming. This creates the idea to focus more on service encounters in which a consumer interacts with another consumer or staffs.

However, items such as sharing the agriculture heritage and rural life styles with visitors (3.46), visitors must enjoy products on site (3.45) and providing recreational activities for visitors (3.44) ranked the lowest in the subject study.

In terms of various types of activities, providing recreational activities for visitors ranked the lowest due to some farms that has minimal type of recreational activities or services offered. There are certain types of activities rendered to the guests which to some people may only be viewed as nominal effect. Some farms do offer fruit picking and then eat it right away as their strategy to gain customer’s satisfaction while other farms just tour their tourists around. Also, offering tourists activities like conducting seminars about the benefits and importance of agritourism, using machineries to produce certain type of products using

the harvested fruits. Since agritourism is new in the industry and still on its own booming phase, farmers focus more on making the farm sustainable than the activities stated.

Recreation on farms can be delivered through varieties of activities which is either a fee or other types of the indirect economic benefits example in the increasing market share demand. According to them there are two types of farm activities which is the direct and indirect activities [18]. Direct activities include the harvest itself while the indirect samples are enjoyment of farm activities, observation of the farm escape, some educational tours and extractive and non-extractive outdoor recreation activities that can offer to the tourists/ guests that wants to visit the farm.

**Table 6. Summary Table on the Benefits of Agritourism in Batangas Province**

Indicators	WM	VI	Rank
Economic Aspects	3.50	SA	2
Environmental Aspects	3.23	A	3
Social Aspects	3.52	SA	1
<b>Composite Mean</b>	<b>3.42</b>	<b>A</b>	

Table 6 shows that the respondents agreed that the benefits of agritourism in Batangas province created impact on economic, environmental and social aspects with a composite mean of 3.42. The items stated at the table have weighted means between 3.23 to 3.52 and is identified as "Agree" and Strongly Agree." Social aspects have the highest weighted mean of 3.52 which was strongly agreed by the respondents as seen in the table. The result simply means that agritourism farms benefited most the social aspects due to the reason that social interactions are what the tourists and staffs gain within the site premises. Knowledge regarding agritourism is what the farm can offer to the tourists in exchange for them to be responsible agritourists.

Some of the intention of the visitors in an agritourism site is to seek social exchange relationship with the staffs and other agritourists. The incorporation of social interactions was seen as a huge component of an agritourism. Social interaction if agritourists affect their satisfaction of visiting agritourism sites, causing them to return again due to the satisfaction on the services they received [19].

However, environmental aspects obtained the lowest rank in the subject of the study. These actions can be explained by the fact that tourists nowadays focus more on the attractions itself rather than the

benefits on what the farm can give. They enjoy the things they see on their naked eye and give more importance to the outside appearance. Tourists tend to be fonder of taking good photos than having the capability to be knowledgeable on how to sustain or invest their time in farming.

Agritourism can provide new prospects in rural sustainable development, together with likely beneficial effects not just on environment but also in terms of society, agricultural heritage and economic growth [20]. In addition, agriculture and farming are also an important sector of human activities [21]. Aside from the population involved in these activities it shows and represent a much more attractive environment even though it is experiencing an ageing trend, unlike in urban establishments and crowded cities that are not much more attractive to tourists nowadays.

**Table 7. Difference of Responses on the Benefits of Agritourism in Batangas Province When Grouped According to Profile Variables**

	Age		Sex		
	F-value	p-value	I	t-value	p-value
Economic	1.231	0.296	NS	0.367	0.714
Environmental	0.668	0.515	NS	0.047	0.963
Social	2.114	0.126	NS	0.801	0.425

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

Table 7 reveals that all computed p-values were all greater than 0.05 alpha level, thus the researchers fail to reject the null hypothesis. This means that there was no significant difference observed and this implies that the responses do not vary across the respondents' age and sex. The result simply means that all the farms engaged in the study agreed and have the same benefits in terms of economic, environment and social aspect.

This can be related to the fact that agritourism farms are in good management for they contribute a lot of benefits to the social communities which give them the opportunity to establish a retail business, employment opportunity, and to be part of agritourism industry through providing service; environment, agritourism is giving a continuous positive impact to the natural environment with the help of agritourist being a responsible human being; lastly, agritourism is now contributing to the local economy of the province. With the help of continuous development and promotion, agritourism can be as popular as the other type of tourism.

**Table 8. Proposed Action Plan Based on the Results of the Study**

Key results Area / Objectives	Strategies/ Activities	Outcomes
ECONOMIC To create or develop diversified economic activities in the agritourism attraction	<p>Create contracts with possible online partners and government offices that would promote the agritourism site to be known for the public.</p> <p>Create seasonal events, for example is yearly pick-your-own mulberries in the agritourism site, to attract more tourists.</p>	<p>The site would be known and having connections online would increase the income of the agritourism farmers and owners.</p> <p>Local products from the agritourism site would be sold more than usual, which would increase the revenue of the site.</p>
ENVIRONMENTAL To establish a policy that would lessen the generation of agritourism wastes	<p>Proper and continuous implementation of the 3 R's (reduce, reuse, and recycle) and proper placement of trash bins in the area.</p> <p>Reduce use of non-biodegradable packaging for agritourism products such as plastics and use of biodegradable but with long-term durability items such as paper bags.</p> <p>Reuse of product packaging like net bags and in-good-condition plastics for other items. Recycle of materials like plastic or glass bottles for plant displays to maximize space in an agritourism site.</p>	<p>Sustained cleanliness in an agritourism farm, less harm to the animals and to the natural environment, visitors would be able to enjoy the agritourism site more because of how refreshing the site would look, and the cleaner the site is, the more the visitors would be responsible enough to throw their trash on proper bins.</p>
SOCIAL To provide recreational activities for visitors.	<p>Educational Tours (sightseeing and farm visit) (Seminars about the different benefits of agritourism)</p> <p>Conduct an activity in which tourists can engage in cooking using/promoting the farm's very own harvest.</p> <p>Offer more activities and develop facilities and attractions such as on-farm dining that features the agritourism farm's main product as a unique getaway for visitors, not just for the adults but also for the kids.</p>	<p>Visitors would be well-informed about the benefits of agritourism.</p> <p>Enhanced fun and excitement of the tourists.</p> <p>Other than the learnings that would be gained from the site, visitors would enjoy the additional facilities without harming the environment.</p>

## CONCLUSION

The results show that most of the respondents belong to the age group of 19-35 years old, mostly are males because they make wiser decisions and have enough time and strength to do agricultural works, years of operation ranges to 3-5 years, products are mostly cosmetics, preserved foods, etc. Majority of the agritourism farms are accessible via both public and private transportation. Farms also offer almost same services and natural landscape to enhance for comfort and engagement of tourists. The farmers of the most visited farms in Batangas province agreed that agritourism is beneficial in the economic aspect, seeing that it gives additional income to them; in the

environmental aspects, since it does not cause degradation of natural resources and in the social aspects, it develops interaction between visitors and farmers by educating the visitors and giving recreational activities. There is no significant difference that exists which implies that the responses do not vary across the respondents' age and sex. Based on the results of the study, an action plan is proposed.

## RECOMMENDATION

The agritourism management may develop some recreational activities such as tour and activity for people who are interested in agritourism and those who will become future agritourist. The Agritourism

organization may encourage the youth/students to involve and participate on the programs and seminars/conferences that are being held for the agritourism development and awareness like “Strengthening Agriculture-Tourism Linkages through Research” that tackles about the diversification of agriculture through partnering with tourism as one of the promising agents of change. The administration of Lyceum of the Philippines University – Batangas, especially the College of International Tourism and Hospitality Management may promote agritourism for efficient resource utilization for communities as it provides jobs, increase income, business opportunities, and reduce urban migration. The future researchers may conduct similar study using different variables such as availability of recreational area/activity, product and service quality, farm policy and management quality and in terms of safety and precautions in the farm.

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