

Levels of Awareness, Importance and Willingness to Engage in Agri-Tourism: In the case of Farm Owners and some Sectors in the Municipality of Manay

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ABSTRACT

This study was conducted to measure the levels of awareness, importance and willingness of the respondents to engage in agri-tourism in the municipality of Manay, Davao Oriental. Respondents of this study were 13 including farmers, representatives from the selected sectors in the community policy maker, government, transport sector, student and professional. The farmers were identified as Gawad-saka awardees located in four barangays namely, San Ignacio, Holy cross, Cayawan and Tubigan. Semi-structured interview questionnaires were used to collect data, analyzed, interpreted and computed through frequency counts and percentages. Most of the respondents being interviewed were males; under the age bracket ranging 51-60 years old, 40-50 years old and 61-70 years old. About 92% of the marital status of respondents were married and the remaining 8% were single. Many of the respondents were Mandaya and majority of their religion were Catholic. In terms of the primary source of income of the respondents, most of them rely on farming and 46% of the respondent had finished their tertiary level. Farmers were highly aware of what is agri-tourism. Some sectors in the community were also highly aware on what is agri-tourism, its definition, terms related to agri-tourism and some activities to enjoy in. Farmers perceived that agri-tourism was very important as well as some sectors in which the result shows the general importance was very high. Farmers were very willing to engage in agri-tourism as well as some sectors recognized agri-tourism as income generating and would greatly help the economic status of the farms.

Keywords: Agri-tourism, awareness, Manay, Policy, Willingness-to-engage

INTRODUCTION

Agri-tourism is described as the activity of holiday-making in rural areas, especially for those seeking a rural experience. Activities can include wine tours, outdoor sports, participation in the rural lifestyle and local community, enjoyment of the natural environment and the opportunity to enjoy truly locally produced food (Sznajder, 2009). It is also a practice of inviting visitors to witness and participate in any agricultural processes and farm activities. The Agri-tourism Development Act of 2013 stated that the purpose of agri-tourism is to boost the sale of agricultural products and earn additional income through the visits of the tourists.

In the Philippines, agri-tourism involves activities that make use of the potential for income generation of existing farms through tourism related activities. It is intended to promote an appreciation of local culture, heritage and traditions through personal contact with local people (DOT, 1999). As explained in House Bill 1808, "any activity carried out on a farm or ranch or in a forest that allows members of the general public for recreational, entertainment, or educational purposes, to view or enjoy rural activities, including farming, ranching, historical, cultural, harvest your own, or nature-based activities and attractions is a form of agri-tourism". Moreover, agri-tourism does not only assist communities with solutions to help diversify their economic base, but it also helps people who live in urban or city understand the important role that farming and rural life plays in our history. Farm diversification is believed to create a more stable, and often offer higher income for the farmers in times of economic distress, such as a poor harvest and depressed prices. By receiving visitors for farm activities it will provide an avenue for generating supplemental income for the farm family. Promoting agri-tourism will help farmers create other sources of income apart from their harvest (House Bill No 2051). The province of Davao Oriental is now pushing to fully maximize agri-tourism after consolidating its "real gems" through Republic Act No. 10560 approved on May 17, 2013 entitled an "Act Declaring the Province of Davao Oriental as a Tourism Development Area. The municipality of Manay is one of the target areas in this study because most of the residents rely on agriculture as their way of living and source of income, particularly those people in the remote and under develop areas.

Generally this study will be essential to the three major sectors of agri-tourism, the agricultural industry, rural community and the tourism industry. Specifically, this can improve agricultural production such as diversified farming operations, additional farm revenues, agricultural land protection and expanded on farm employment that will support the agri-tourism activities. It would also lead to improved production, diversification and new tourism destinations. The output of this study will be advantageous and will serve as the supplementary-aid in policy or decision making in relation to the engagement or development of Agri-tourism industry in the Local Government Unit (LGU). Thus, this study aimed to measure the levels of awareness, perceived importance, and willingness to engage in agri-tourism among farm owners and selected sectors in the Municipality of Manay, Davao Oriental. It seeks to determine the level of awareness of farm owners and some community sectors regarding agri-tourism, assess the perceived importance of agri-tourism from the perspectives of farm owners and other sectors in the community, and evaluate the level of willingness of these groups to participate in agri-tourism activities.

MATERIALS AND METHODS

Description of the study

The study was conducted in selected barangays of Manay, Davao Oriental that were

potential sites for agri-tourism namely, Barangay San Ignacio, Barangay Holy Cross and Barangay Tubigan. Manay is a second-class municipality located in the province of Davao Oriental. According to the 2010 census, it has a population of 40,577 people. Manay comprises 54,051 hectares representing 10.47% of the total land area of the province, which is 516,446 hectares. Specifically, this study focused only in seven (7) farms that were identified by the Municipal Agriculture's Office (MAO). The map of Manay was shown in figure 1.

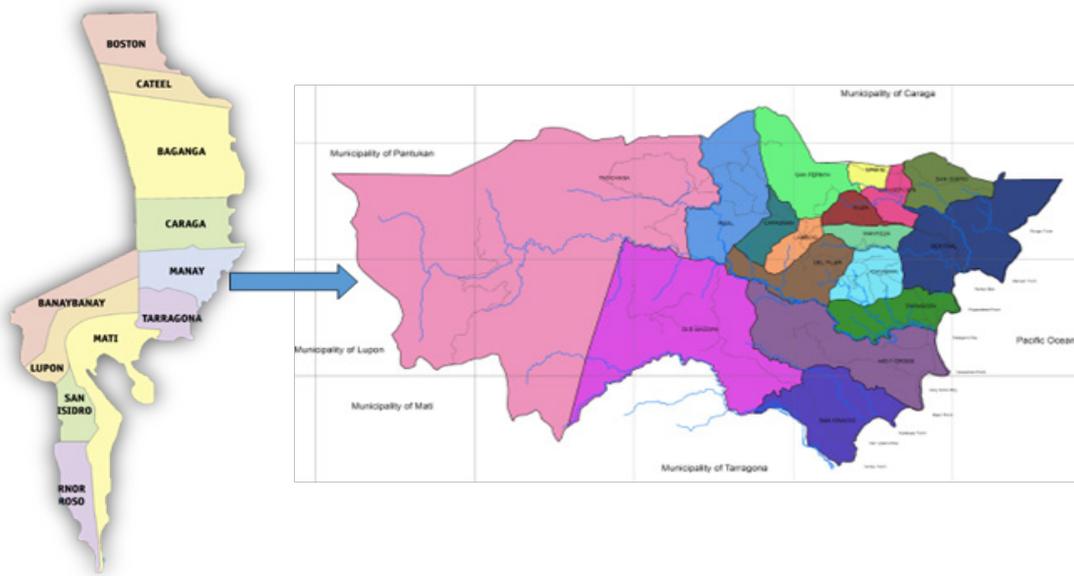


Figure 1: Map of the Municipality of Manay.

Respondents of the study

The respondents of this study were the farm owners of potential sites for agri-tourism in Manay, Davao Oriental. Their farm was identified by the Municipal Agriculture's Office. Total respondents were thirteen which composed of seven farm owners and the six representatives from the different sectors of the community including the government, transport sector, policy makers, professionals and a student representative to complete the list, all from Manay. These seven existing farm owners were distributed according to the barangay they belong. They were distributed as listed in Table 1 distribution of farm owners per barangay and these six representatives from selected sectors in the community were distributed according to the sector they belonged.

Table 1. Distribution of farmers per barangay.

Name of barangay	No. of existing and/or potential agri-tourism farm owners
San Ignacio	3
Holy Cross	2
Tubigan	1
Cayawan	1

The study used non-probability purposive sampling. The respondents were the farm owners who were identified as Gawad-Saka awardees and representatives from different sectors in the community such as government sector, policy maker, transport sector, student and professional.

Table 2. Distribution of representatives per sector.

Sectors in the community	No. of representative
Policy maker	
(1 Municipal Councilor, Chairman on Tourism Committee)	2
(1 Municipal Councilor, Chairman on Agriculture Committee)	1
Government	
(1Municipal Agricultures Officer)	1
Professional (Teacher)	1
Transport Sector (MAPODA President)	1
Student (Maryknoll Student Supreme Government representative)	1
Total	6

The study used semi-structured Interview questionnaire as the main tool to determine the level of awareness, perception of the respondents on the importance and the willingness to engage in agri-tourism in Manay. The medium used in the instrument was Cebuano or Bisaya for easy understanding and appropriate answering by the respondents. Semi-structured interview questionnaire was composed of both closed and open-ended questions so that the respondents can validate and justify their answers. This also served as the researchers guide in analyzing the data. The SSI was divided into four parts. The introductory part of the SSI questionnaire is the socio-demographic profile of the respondents. Specifically, it composed of respondent's names and personal information certainly in terms of age, gender, and civil status, primary source of income, educational attainment and the sector of the community they belong. The next part of the questionnaire was composed of key questions in which the respondents will indicate their answers from among the choices with the given numerical value to determine the level of awareness, perception of the respondents on the level of importance and the level of willingness to engage in agri-tourism. The numerical value number one (1) is the lowest while (5) five is the highest. In addition, every key question was provided with follow-up questions in order to provide each participant to qualify their answers.

Data analysis

The data was analyzed both qualitatively and quantitatively. The introductory part of the SSI questionnaire was socio-demographic profile of the respondents, it was analyzed using frequency counts, means and percentages. Before the actual conduct of the study, permission was secured from the local leaders such as The mayor and punong barangay where the potential sites for agri-tourism are located. Coordination with the municipal agriculture office (MAO) was done as the main source of data on the list of farmers who were identified as gawadsaka awardees. The farm owners and representatives from the selected sector answered the same questionnaire.

The questionnaire was divided into four parts, the socio demographic profile of the respondents, their levels of awareness, importance and willingness to engage in agri-tourism. The respondents levels of awareness, importance and willingness to engage in agri-tourism were classified into very high, high, moderate, low and very low respectively. The answers on follow up open ended questions were used to express the quantity or quantify and validate the quantitative data through thematic analysis.

RESULTS AND DISCUSSION

This shows the records of the respondents in terms of age, gender, civil status, tribe, and primary source of income. It also indicates the sector of community they belong their

religion and educational attainment.

Age

Age is a key factor in adoption rate and technologies and performance of the farmers as she/he engages in farming or retiring from farming (Ngyewo et al., 2015). Youth farmers can easily adjust in new technologies compare to those elderly who are more conservative. The respondents age bracket shown in table 11 was categorized into three, ranging from 40-50 years old (39%), 51-60 years old (46%) and (15%) aging 61-70. The result shows that youth participation in farming is low. Considering that most of the respondents falls under the middle age this implied that respondents can easily adopt and adjust to new technologies in farming.

Table 3. Age of the respondents.

Age bracket	Frequency	Percentage (%)
40-50	5	39
51-60	6	46
61-70	2	15
Total	13	100

The result shows that most (77%) of the respondents were males and only (2%) were females. Basically, this proves that Filipinos specifically Mandayans were very particular in terms of gender roles as part of the Philippine culture. Traditionally, men tend to be the sole provider of the family while women in turn, takes care of all the household chores and looking after their husbands and children (Bigornia, 2011). The table below manifests the gender of the respondents.

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Marital status

Since the most of the respondents are in the middle age this also indicates that most (92%) of the respondents were married and only (8%) were single. Marriage is an integral part of our culture (Berry, 2012), people who are married are more likely responsible and eager to earn more income to provide the family needs. Married people tend to be more fervent in seeking opportunities that will help their family uplift the kind of living they have the marital status of the respondents was shown in table 13.

Tribe

Mandayan are known to be the native inhabitants in Davao Oriental, and also the most dominant tribe in the province. They were known as a tribe in eastern Mindanao and a people of superior race (Sillada, 2013). This simply indicates that most (77%) of the respondents were Mandaya and (23%) were Cebuano since the study was conducted

in the Municipality of Manay, Davao Oriental. The table below shows the respondents tribe.

Tribe	Frequency	Percentage (%)
Mandaya	10	77
Cebuano	3	23
Total	13	100

Primary Source Income

Mandayans are known to be shifting cultivators who depend largely in farming in order to survive (Bigornia, 2011). Since dominant of the respondents were mandaya they were greatly (85%) influenced by their ancestors who hinged on farming as primary source of income and only 15% of the respondents were self employe. Additionally, farming is suitable in the province because of its fertile soil, advantage agricultural land area and ideal weather condition as stated in the official web site of the province. The Table reveals the primary source of income of the respondents.

Sectors in the Community

Most (53%) of the respondents were farmers since the study is about Agri-tourism or farm tourism. The representatives from the selected sector in the community (15%) were policy maker, (8%) government sector representative (8%) transport sector representative, (8%) student representative and the remaining (8%) representative coming from the professional sector. The table below shows the different sectors in the community.

Religion

Religions generally have greater social impact in poorer societies, where they tend to be supported more strongly by the majority. Often one religion will predominate and will have substantial effect on the government either the religion controlling the government, or government using the religion in controlling the majority-poverty society (Social Exclusion Housing, 2015). As show in table 11 most (76%) of the respondents were Roman Catholic, 8% Evangelical, 8% Jehovah's Witness and 8% Seventh Day Adventist. This is strong evidence that respondents were greatly influenced by their previous colonizer, the Spaniards who brought Catholic in Davao, Oriental (Balinski, 2012). The table below manifests the religion of the respondents.

Educational Attainment

Educational attainment is a powerful predictor of well-being. Young adults who have completed higher levels of education are more likely to achieve economic success than those who have not. They have wider understanding and extensive knowledge (Child Trends, 2014). The result shows that most (46%) of the respondents were college graduate, 15% were college level, 8% were high school graduate, 15% were high school level, 8% were elementary graduate and 8% were elementary level. This implied that the respondents have higher educational attainment have wider understanding, knowledge and equipped with information. This also shows that they are more productive and can adjust easily with new introduced technologies, information. and practices about farming. The Table below reveals the educational attainment of the respondents.

Table 4. Educational attainment of the respondents.

Educational Attainment	Frequency	Percentage (%)
Elementary level	1	8
Elementary Graduate	1	8
High Schol level	2	15
High School Graduate	1	8
College level	2	15
College Graduate	6	46
Total	13	100

Level of Awareness of the Farm Owners on Agri-tourism

Table 5 shows the item-based results of the farm owner's level of awareness on the definition of Agri-tourism. The result showed that farmers were highly (74%) aware that Agri-tourism is an enterprise or business in a farm or ranch related to Agriculture. which provides services for the enjoyment of the visitors and provide additional income for the farmers. It was also revealed that farmers were highly (74%) aware that Agri-tourism is an activity of attracting the public to visit the farms for entertainment, education and operation that will boost the economic status of the farm. In terms of the level of awareness of the farmers on the terminologies related to Agri tourism the table shows that farmers were highly (74%) aware about what is farm tourism. As well as it showed that there is a high level of awareness on eco-tourism (74%); nature-based tourism (71%); green tourism (74), Agro-tourism (74%) and agricultural tourism (71%).

The result also showed that the farmers' level of awareness on the activities in an Agri-tourism site like Farm/retail such dining roadside stand, farm market, brewery, winery, cut your own agricultural crafts was high (74%). The same as that of Agri-education school tours like garden/nursery tours, crop identification programs, brewery/winery tours are possible in an Agri-tourism site (71%). Further, the table also showed that farmers were highly (71%) aware on the activities like agri-entertainment agri-fair, horseback riding, corn maze, haunted houses, wagon ride, outdoor recreational like hunting. Moreover, it was expressed in the table that farmers were highly (71%) aware that agri-lodging accommodation was provided on a currently operating or historic farm bed and breakfast, guest ranch, country inn, camping/campgrounds are the activities of Agri-tourism site.

Table 5. Shows the item-based results of the farm owner's level of awareness towards Agri-tourism.

Level of awareness of the Farmers	Raw score	Percentage (%)	Remarks
A. Definition			
1. A business inside the farm or ranch related to agriculture for the enjoyment of visitors and will generate additional income for the farmers.	26	74	high
1. An activity of visiting farms for any operation that will boost the entertainment, educational purposes or economic status of the farm.	26	74	high
B. Terminologies			
2. Farm tourism	26	74	high
3. Eco-tourism	26	74	high
4. Nature-based tourism	25	71	high

4. Nature-based tourism	25	71	high
5. Green tourism	26	74	high
6. Agro-tourism	26	74	high
7 Agri-cultural tourism	25	71	high
C. Activities to be enjoyed in an Agri-tourism site			
9. Farm/retail dining (roadside stand, farm market, brewery, winery, cut your own, agricultural crafts).	25	71	high
10. Agri-education (school tours, garden/nursery tours, crop identification programs, brewery/winery tours)	25	71	high
11. Agri-entertainment (Agri-fair, horseback riding, corn maze, haunted houses, wagon ride, outdoor recreational like hunting)	25	71	high
12. Agri-lodging accommodation provided on a currently operating or historic farm) bed and breakfast, guest ranch, country inn, camping/campgrounds	25	71	high
Summative Total	307	73	High

Level of Awareness of Some Sectors on Agri-tourism

Table 6 showed the item-based result on the level of awareness of some sector in the community. The result showed that some sectors were highly (80%) that Agri-tourism was an enterprise on business in a farm or ranch related to agriculture, which provides services for the enjoyment of the visitors and gives additional income to the farmers. It was also revealed that they were highly (80%) aware that Agri-tourism is an activity of attracting public to visit farms for entertainment, education and any operation that will boost the economic status of the farm. In terms of their level of awareness on the terminologies related to Agri-tourism the result showed some sectors were highly (80%) aware about what is farm-tourism. In addition, it showed that some sectors were highly (80%) aware on eco-tourism, highly (80%) aware on nature-based tourism, highly (80%) aware on green-tourism, highly (80%) aware on Agro-tourism and as well as highly (80%) aware on agricultural tourism. On the other hand, representatives in some sectors were all highly aware on the activities in an Agri-tourism site like farm/retail such as dining roadside stand, farm market, brewery, winery, cut your own agricultural crafts (73%); Agri-education school tours like garden/nursery tours, crop identification programs, brewery/winery tours and etc. (73%); Activities like Agri-entertainment Agri-fair, horseback riding, corn maze, haunted houses, wagon ride, outdoor recreational like hunting (73%); and that Agri-lodging accommodation was provided on currently operating or historic farm bed and breakfast, guest ranch, country inn, camping/campgrounds are the activities in an Agri-tourism site (77%). They were all highly aware on the definition, terminologies and activities related to Agri-tourism as respectively shown in table 7.

Table 6. Item-based results on the level of awareness of some sectors.

Level of awareness of the sectors	Raw score	Percentage (%)	Remarks
A. Definition			
1. A business inside the farm or ranch related to agriculture for the enjoyment of visitors and will generate additional income for the farmers.	24	80	high
2. An activity of visiting farms for economic status of the farm. entertainment, educational purposes or any operation that will boost	24	80	high
B Terminologies			
2. Farm tourism	24	80	high
3. Eco-tourism	24	80	high
4. Nature-based tourism	24	80	high
5. Green tourism	24	80	high
6. Agro-tourism	24	80	high
7 Agri-cultural tourism	24	80	high
C. Activities to be enjoyed in an Agri-tourism site			
9. Farm/retail dining (roadside stand, farm market, brewery, winery, cut your own, agricultural crafts)	22	73	high
10. Agri-education (school tours, garden /nursery tours, crop identification programs, brewery/winery tours)	22	73	high
11. Agri-entertainment (Agri-fair, horseback riding, corn maze, haunted houses, wagon ride, outdoor recreational like hunting)	22	73	high
12. Agri-lodging accommodation provided on a currently operating or historic farm) bed and breakfast, guest ranch, country inn, camping/campgrounds	23	77	high
Summative Total	281	78	High

Shown in table 7 are the summative results of the respondent's level of awareness on agri-tourism. It was noted that the farm owners were highly (73%) aware as well as some sectors (78%) on what is agri-tourism as showed in the Table below.

Table 7. Summative results on the respondent's level of awareness.

Respondent	Raw score	Percentage (%)	Rating
Farm owners	307	73	High
Some sectors	281	78	High

Level of Importance of Farm Owners on Agri-tourism

Table 8 manifested the level of importance on Agri-tourism of the farmers. The criteria were classified into five (5); very high, high, moderate, low and very low. The item-based result on general importance revealed that farmers perceived that progress on local culture was very

highly (91%) important. It was also perceived that teaching people on the natural way of farming was highly (88%) important. Farmers perceived that source of income among the people in the municipality is very highly (100%) Important. The result also shows that additional income aside from farming alone was very highly (91%) important. In Agri-tourism, it was perceived that support from the farmers was very highly (97%) important and wonderful place for the visitors to enjoy with was also very highly (94%) important. The level of importance of farmers about the services in Agri-tourism like the importance of the visitors to enjoy the natural sceneries was (89%), services like selling fresh fruits (94%), selling of organic product (91%) and offering group tours (89%) this showed to be very high. Furthermore, giving visitors a chance to domesticate animals was highly (86%) important, teaching them on how to cultivate crops as well as teaching them on how to process products present in the farm was also very highly (89%) important and lastly farmers also perceived that it was very highly (89%) important for the visitors to know how to cut and harvest their own fruits and vegetables. Table 8 showed the item-based result on the level of importance of the farm owners.

Table 8. Item-based result on the farm owner's level of importance towards agri-tourism.

Level of Importance of farm owners on Agri-tourism	Raw score	Percentage (%)	Remarks
A. General Importance			
1. Boosting local culture	32	91	Very High
2. Teaching people on natural way of farming	30	86	High
3. Source of income of the people	35	100	Very High
4. Additional Income aside from farming.	33	91	Very High
5. Farmers support to the Municipality	34	97	Very High
6. Places for the visitors to enjoy	33	94	Very High
B. Services in Agri-tourism			
7. Enjoyment of Natural Sceneries	31	89	Very High
8. Buy fresh products	33	94	Very High
9. Buy organic products	32	91	Very High
10. Offering Group tours	31	89	Very High
11. Allowing the visitors to experience on how to domesticate animals	30	86	High
12. Teaching the visitors on how to take good care of different crops, animals and even teaching them in any processing of farm products.	31	89	Very High
13. Teach the visitors on how to harvest their own fruits and vegetables	31	89	Very High
Raw Score (Summative)	415	91	Very High

Level of importance of some sectors on agri-tourism

Table 9 showed the level of importance on Agri-tourism perceived by some sectors in the community. The item base result on general importance, representatives perceived that progress on local culture was very highly (97%) important. It was also perceived that teaching people on the natural way of farming was very highly (97%) important. Representatives perceived that source of income among the people in the municipality was very highly (97%)

important. The result also showed that additional income aside from farming alone was very highly (97%) important. In Agri-tourism, it was perceived that support from the farmers was very highly (93%) and beautiful place for the visitors to enjoy with was also very highly (90%) important.

The level of importance of some sectors about the services in Agri-tourism were very high like the importance of the visitors to enjoy the natural sceneries was very highly (97%) important. Services like selling fresh fruits was very highly (97%) important as well as selling of organic product was also very highly (97%) important. Some sectors perceived that offering group tours was very highly (97%) important. Furthermore, giving visitors a chance to domesticate animals was highly (97%) important. Teaching them on how to cultivate crops as well as teaching them on how to process products present in the farm was also very highly (97%) important. Lastly, some sectors perceived it was very highly (97%) important for the visitors to know how to cut and harvest their own fruits and vegetables.

Table 9. Item-based result on the level of importance of some sector in the community.

Level of Importance of farm owners on Agri-tourism	Raw score	Percentage (%)	Remarks
A. General Importance			
1. Boosting local culture	29	97	Very High
2. Teaching people on natural way of farming	29	97	High
3. Source of income of the people	29	97	Very High
4. Additional Income aside from farming	29	97	Very High
5. Farmers support to the Municipality	28	93	Very High
6. Places for the visitors to enjoy	27	90	Very High
B. Services in Agri-tourism			
7. Enjoyment of Natural Sceneries	29	97	Very High
8. Buy fresh products	29	97	Very High
9. Buy organic products	29	97	Very High
10. Offering Group tours	29	97	Very High
11. Allowing the visitors to experience on how to domesticate animals	29	97	High
12. Teaching the visitors on how to take good care of different crops, animals and even teaching them in any processing of farm products.	29	97	Very High
13. Teach the visitors on how to harvest their own fruits and vegetables	29	97	Very High
Raw Score (Summative)	374	96	Very High

The Table below showed the summative results of the respondent's level of importance. The summative result of farm owner's level of importance was very high (91%). Some sectors summative result also showed the level of importance was also very high (96%) as shown respectively in the table below.

Table 10. Summative results on the respondent's level of importance.

Respondent	Raw score	Percentage (%)	Rating
Farm owners	415	91	Very High
Some sectors	374	96	Very High

Level of Willingness of the Farm Owners to Engage in Agri-tourism

Table 11 illustrated the willingness of the farm owners to engage in Agri-tourism. Farmers were very highly willing to engage in Agri-tourism. The item-based result shows that farmers were very highly (97%) willing to accept visitors in their farm, very highly (94%) willing to build farm facilities and lodges for the visitors. The farmers were also very highly (97%) willing to conduct group tours within the farm, very highly (94%) willing to teach the visitors in some farm activities. Lastly, farmers were very highly (94%) to promote their farm in any forms of communication in order for their farms to become known. Sharing knowledge among farmers is important, new ideas and learning as will help them learn something useful in their farms. They are much willing to engage and accept visitors in their farm because it will generate additional income. Through accepting visitor in their farms, farmers allow the tourist experience and appreciate the rural life. Farmers are willing to impart their knowledge on farming to their co-farmers and visitors. Aside from the financial benefit brought by Agri-tourism farmers also wanted to provide services to the visitors and recognized their farm as one of the most beautiful places to visit with. The farmers' willingness contradicts to the present status of their farms. Their farms hold potential for Agri-tourism site however it is not accessible by any means of transportation, they don't have enough agricultural facilities, they lack on financial matters and lack of support from the government. They were not able to reach the standard to be recognized as Agri-tourism site. The table below showed the level of willingness of the farmers to engage in Agri-tourism.

Table 11. Item-based results on the farm owners’ level of willingness.

Level of Willingness of farm owners to engage in Agri-tourism	Raw score	Percentage (%)	Remarks
1. Accept Visitors in their farms with payment	34	97	Very high
2 Build facilities like room for the visitors	33	94	Very high
3. Offer group tours in the farm	34	97	Very high
4. Teach the visitors on different activities related to farming	33	94	Very high
5. Promote the farm by any means of communication	33	94	Very high
Raw Score (Summative)	167	95	Very high

Level of Willingness of Some Sectors to Engage in Agri-tourism

Table 12 showed the willingness of the representatives from the selected sector to engage in Agri-tourism. The item-based result shows that representatives were very highly (97%) willing to offer their support in accepting visitors in the farm, very highly (97%) willing to help in building farm facilities and lodges for the visitors. They were also very highly (97%) willing to conduct group tours within the farm, very highly (97%) willing to teach the visitors in some farm activities.

Lastly, representatives from were very highly (97%) willing to give their support in promoting the potential farms for Agri-tourism in any forms of communication. The Table below showed the level of willingness of some sectors to engage in Agri-tourism.

Table 12. Item-based results on the level of willingness of some sectors.

Level of Willingness of farm owners to engage in Agri-tourism	Raw score	Percentage (%)	Remarks
1. Accept Visitors in their farms with payment	29	97	Very high
2 Build facilities like room for the visitors	29	97	Very high
3. Offer group tours in the farm	29	97	Very high
4. Teach the visitors on different activities related to farming	29	97	Very high
5. Promote the farm by any means of communication	29	97	Very high
Raw Score (Summative)	145	97	Very high

Table 13 showed the respondents summative results on the level willingness to engage in Agri-tourism. The result revealed that farmers were very highly (95%) willing as well as the representatives (97%) to engage in Agri-tourism.

Table 13. Summative results on the respondent's level of willingness to engage in agri-tourism.

Respondent	Raw score	Percentage (%)	Rating
Farm owners	167	95	Very High
Some sectors	145	97	Very High

Level of Awareness, Importance and Willingness

As shown in figure 2 farmers and representatives from the selected sector were both highly aware on what is Agri-tourism based on the result. Farmers were highly aware because they were recognized as Gawad-Saka awardees in the Municipal Agricultures office (MAO), they were exposed in seminars and conventions related to Agri-culture. In fact, during the interview farmers were very interactive they shared their knowledge and experiences during their farm tour in malagos as part of the MAO'S activities. In addition, the municipality of Manay is known for its vast eco-tourism potential. Hence, tourism related concept is no longer new in the municipality Figure 3 shows that the level of awareness on the representative from the selected is high. They were aware on what is Agri-tourism because they were already exposed on some related concept on tourism. Generally, respondents were highly aware on what is Agri-tourism. This indicates that Agri-tourism will be easily embraced as a strategy in conserving family farm and teaching the public about authentic life of farming because they were highly aware (Kline, 2007). Their awareness will ignite them to engage in Agri-tourism because. They were aware that it is an income generating that will stimulate local economy and offer higher income to the producer even in times of poor harvest. Through receiving visitors for Agri-tourism activities this will provide an avenue for generating alternative or supplemental income for the farm family (Brandth & Haugen, 2007). It is also shown in figure 3 the level of importance of the respondents toward Agri-tourism. The figure shows that farmers and representatives from the selected sector perceived that Agri-tourism important.

Their awareness is high therefore they know that what are the contributions that Agri-tourism can give not just in the economic perspective but also heritage and ecological conservation (Carating.2013). This indicates that their awareness plays a very important role for them to perceive that Agri-tourism is very important. One of the promising benefits of Agri-tourism is preserving the ancestral heritage and maintaining the rural lifestyle. Since most of the respondents were mandayan this is clear evidence that they were very particular when it comes to their culture and beliefs by preserving their ancestral heritage. Lastly, the awareness of respondents stimulates their level of importance towards Agri-tourism. They were acquainted on what is Agri-tourism therefore they know that Agri-tourism is very important and can contribute greatly in the Society (Saxena & Sharpley, 2007). The willingness of the farmers is also shown in figure 3. Both farmers and representatives from the selected sector were very highly willing to engage in Agri-tourism. The respondent's levels of awareness and importance contributed so much in their level of willingness to engage in Agri-tourism. They were aware on the positive influence of Agri-tourism on the farm family income and its contribution to the local community; this is the reason why they wanted to engage in Agri-tourism (Veck, 2007). They wanted a sustainable and environmentally-friendly way of life by achieving the full benefits of sustainable and controlled environment. Agri-tourism offers a path to economic development in rural areas (Carating, 2013), because of the specified benefits of Agri-tourism farmers and the representatives from the selected sector were very much s and induce to engage in Agri-tourism.

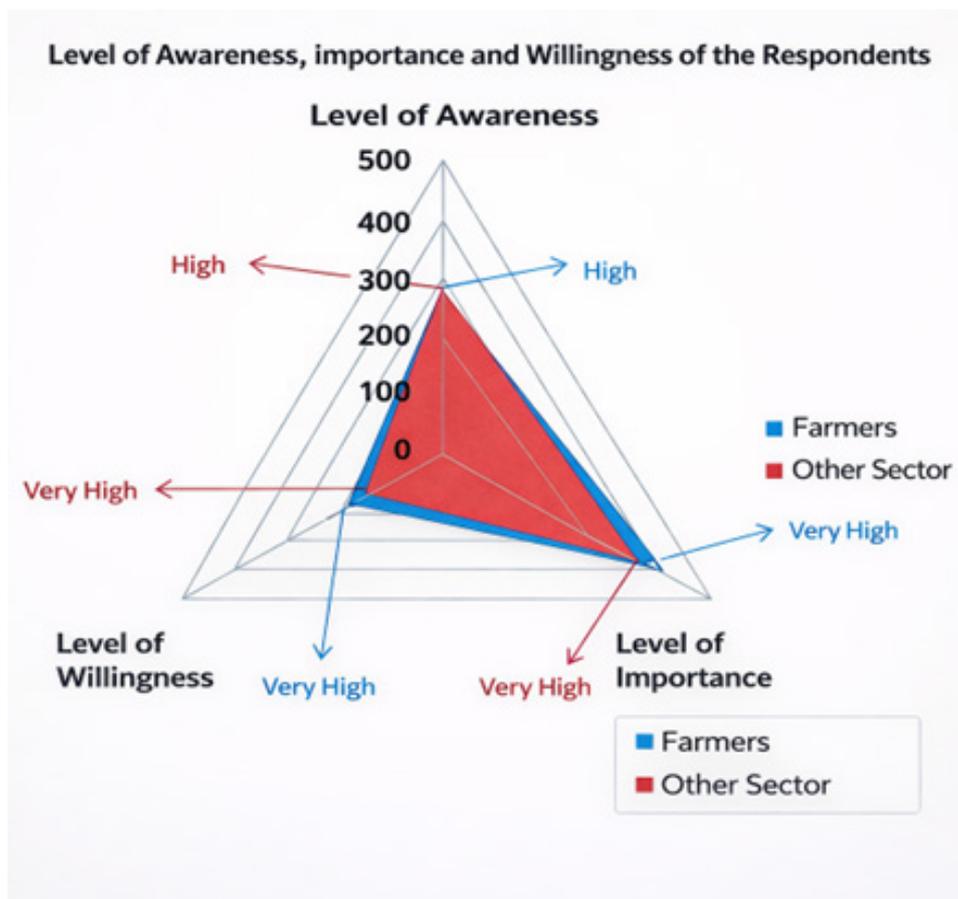


Figure 2. Levels of awareness, importance and willingness to engage in agri-tourism of the farm owners and some sectors.

Conclusions

Based on the foregoing findings, it can be inferred that the level of awareness of farmers regarding agri-tourism was high, and representatives from selected community sectors were likewise highly aware of agri-tourism. The respondents perceived agri-tourism as very important, particularly because it provides additional income for farmers and other sectors of the community. They also recognized the promotion of local culture and the generation of supplementary income as significant contributions of agri-tourism in the locality, especially during periods of declining agricultural production. Moreover, farmers expressed willingness to accept visitors, offer agri-tourism-related services, conduct agri-entertainment and agri-education activities, build lodging facilities to ensure visitors' safety, and promote their farms through various means of communication. Despite this strong willingness to engage in agri-tourism, farmers remained uncertain about fully pursuing it due to constraints such as the lack of agricultural amenities, limited farm space, insufficient government support, and lack of capital. Accessibility was also identified as a major consideration, as most potential agri-tourism sites in the Municipality of Manay are not easily accessible by transportation and often require visitors to hike on foot to reach the farms.

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