

¹ Evaluating the Development Potentials of Agri Sites for Tourism: ² The Case of Tigaon, Province of Camarines Sur, Philippines

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⁷ **Abstract**

⁸ The study aims to evaluate the potential and prospects of agritourism sites in Barangays
⁹ Tinawagan and Libod, Tigaon, Camarines Sur through Community-Based Participatory
¹⁰ Action Research approach. The result of the study will serve as baseline information to
¹¹ develop community-managed agritourism trek in the area to help the community uplift the
¹² socio-economic status. The study focuses on classifying the potential agritourism sites from
¹³ the point of origin, accessibility, mode of transportation and side attractions, evaluating the
¹⁴ environment and surroundings of the locality and other services.

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¹⁶ **Index terms**— agritourism, development, tourism potentials, community based participatory action re-
¹⁷ search.

¹⁸ **1 Introduction**

¹⁹ The potentials and prospects of agritourism sites drive its locality of becoming competitive and uplifting the
²⁰ socio-economic condition of the community. Tourism as one of the fast growing industry that creates enterprise
²¹ opportunities to local folks and in adherence to the 10 point socio-economic agenda of President Duterte's
²² administration to encourage both private and public individuals for rural and value chain development by
²³ increasing rural enterprise productivity. The local government unit drives to give the basic services to constituents
²⁴ and will include tourism development, tourism facilities and other tourist attractions.

²⁵ Assessing Agritourism sites is vital in uplifting the economic development of a particular locality. This is to
²⁶ involve the community in the process, hence, their inputs is incorporated and significantly important in its desire
²⁷ to leverage their income. Agri-tourism is an innovative way of transforming the local farms to a place beneficial
²⁸ to everyone where activities for leisure and engaging other processing experiences is a stake. Developing the area
²⁹ into an agritourism destinations will contribute to its preservation and sustainability of potential sites. This will
³⁰ also protect the mother earth from ruining out and dangers. It provides additional income to local farmers that
³¹ makes a difference between profit and loss of agricultural producers (Maetzold, 2002.) It also creates local jobs
³² in the locality in delivering the basic goods and services to tourists.

³³ The Philippine geographical locations surrounded with mountainous, agricultural lands and bodies of water
³⁴ creates a great opportunity to transform and enrich the agricultural sector into a tourist attractions which is
³⁵ strengthen by Republic Act 9538 stating the declaration of tourism policies and standards that supports the
³⁶ economy growth. Part of the involvement of the community is to strengthen the onfarm experience with the
³⁷ facilities used from traditional to modern technology. It will also serves as a gate way to invite tourists aside from
³⁸ the basic products taken from farm to table. The culture being facilitated with creativity sustains the anchored
³⁹ tourist experiences and invites more tourist to come and visit the place. Agri-T tourism is a strategy to deliver
⁴⁰ the farmers good and products suited to tourist needs and wants.

⁴¹ The municipality of Tigaon belongs to 3rd class level in the province of Camarines Sur comprises of 23
⁴² barangays with 48,611 total population as per record at the Philippine Statistics Office. The main sources of
⁴³ living of the people in this municipality are corns, rice, sugar cane and abaca owned and managed by farmers.
⁴⁴ Local farmers in this locality adopts the emerging strategies to enrich their farm products. One among the farms

8 RESULTS AND DISCUSSION

45 present in the area transforms and used organic farming for chicken (organic) to eggs and other live stocks where
46 the owner devices and used organic materials in producing organic products. Likewise, the plantation of the
47 herbs and spices, fruit bearing trees, pineapple, green and leafy vegetables and other root crops are alternative
48 ways used by farmers during off season.

49 Sitio Libod of Barangay Tinawagan, Tigaon, Camarines Sur was strengthened in June 22, 1963 through
50 Republic Act 3590 "known as the revised barrio chapter" which resulted to the declaration of Sitio Libod into
51 Barangay Libod, an additional Barangay in Tigaon, Camarines Sur with a total land area of 861.1632Ha.,
52 situated in the northern part of Barangay Gaaao, Southern part of Barangay Panagan, Eastern Part of Barangay
53 Tinawagan and Western part of Barangay Consocep. This comprises of residential and agricultural area presently
54 occupied by 450 households with 480 families dominated by Roman Catholic. The economic activity in the area
55 was 90% farming, 6% Business and 4% Employment. This data manifested that agriculture is the prime source
56 of income of the constituents, thus, valuing the farmers creativity in sustaining their products, this study is being
57 conducted to evaluate the potentials and prospects of agritourism sites.

58 It was in this context that the community participation is ardently needed to participate in gathering
59 information, consultations, group discussions, guides in the ocular site visits, enjoins all activities being conducted
60 such as getting the approximate distance from one prospects to another, approximate time of arrival from one
61 point to another were some of the basic involvement of the community. The participation of the community
62 signifies a vital role in the process of this study to produce a factual and comprehensive data that will be used
63 in crafting and evaluating the potentials and prospects of agritourism sites in the locality. This study aims to
64 identify and classify the potentials and prospects of agritourism sites. Describe the possible distance from the
65 point of origin to the prospect agritourism sites. It will also include the distance from one destination to another
66 agritourism site and side attractions. This may be located along the road, or any strategic place that tourist
67 could easily appreciate. It will also determine the available and easy way to access the area, the possible market,
68 and the utilities available in the area. It will also Evaluate the potential agritourism sites along environment
69 and surroundings, and basic services such as electricity, accommodation, water supply, means of communication
70 and mode of transportation.. The results of this study will serve as baseline information in developing the
71 communitymanaged agritourism sites in Barangays Tinawagan and Libod, Tigaon, Camarines Sur that aims to
72 strengthen the agritourism sector of Partido.

73 2 II.

74 3 Materials and Methods

75 4 a) Respondents

76 The respondents of the study were the barangay officials, representatives from Indigenous people and the
77 community.

78 5 b) Research Design

79 The study used the Community Based Participatory Action Research approach in gathering factual data. The
80 Tourism Assessment Process (Linking Communities Tourism and Conversation) model was utilized through
81 focused group discussions, ocular and site visit, and oral interview to local folks and owners of potential
82 agritourism sites were considered in gathering the data. To analyze the result and enable to have a clearer
83 and better understanding descriptive statistics was employed.

84 6 c) Collection and Gathering of Procedure

85 The study used worksheets translated into dialect to easily facilitate the conduct of the focus group discussions.
86 There were four (4) worksheets developed in gathering the data. The focus group discussion were attended by
87 barangay officials headed by Barangay Captain, the Indigenous People headed by their Chieftain and members,
88 the Womens organization with members, Barangay Tanods, Barangay Health Workers, Habal-Habal drivers.
89 Ocular visit and unstructured interview were also conducted.

90 The Tourism Assessment Process (linking Communities Tourism and Conversation) model was utilized as a
91 guide in involving the community in the process of developing the project. The needed variables was determined
92 based on the model.

93 7 III.

94 8 Results and Discussion

95 a) The classification of potential and prospects agritourism sites Table 1 presents the classification of potential
96 agritourism sites in terms of attractions, location and features. Based on the results, it was revealed that these
97 potential agritourism sites are classified as natural attractions and for recreational activities, namely: 1.) Canibag
98 falls, 2.): VK Farm, 3.) Helen's Havens, 4.) Portion of Mt Isarog Natural Park, 5.) Sanoy Farm, 6.) Maripas
99 Farm, 7. Centennial tree (matan tree), 8. Libod Elementary School-senorita (variety of banana) along location,

100 distance and side attractions. It was found to have plantations, such as corn, banana, rootcrops, coconut, variety
101 of trees, fruit bearing trees that tourist love to visit, pick and buy with the least area has an approximate size of
102 1/2 hectares. It was noted that natural attractions such as Canibag Falls and centennial tree can be developed as
103 highlight on agritourism trek to be visited considering the features with slope area, hillsides and rocky landscapes.
104 Thus, this study is similar to the study on developed plantations in Virginia USA such as pumpkins, flowers,
105 melon, orange and the like were visited by tourists. They picked what they want and pay before they leave.
106 Tourists enjoy picking up pumpkins while in other rare area farmers innovates a cart where farm products are
107 in place while in the Philippines we also experienced having the same plantations of flowers and vegetables in
108 Cordillera region, likewise, agritourism destination was also developed in Davao with leisure activities for tourist.
109 The Canibag Falls has an approximate height of 40 meters. According to the local folks of the area, the name
110 Canibag was taken from the shape of the falls like a bag with the canal like -a passage way of the water, the
111 nature attractions enriches with the flora and fauna, different vine trees and shaped rocks.

112 Canibag Falls is approximately 1.5kms from Centro of Barangay Libod with an approximate time of 45 mins.
113 walking. There are hillsides and riverbanks, variety of rock formations along the sides. While Sanoy Farm is
114 the gateway to Canibag Falls.(results taken from ocular visit and interview) Sanoy Farm is the gateway going
115 to Canibag Falls, centennial tree and Mt Isarog Natural Park. It is located at Libod, Tigaon, Camarines Sur.
116 Farm produced products are corn, banana, abaca, jackfruit, cassava, coconut, etc. It has an approximate land
117 area of more or less 10Ha. Sanoy Farm is owned and managed by Mr. Saturnino Sanoy. (results taken from
118 ocular visit and interview) Globally, tourists travel from one place to another for leisure, pleasure and business.
119 Some tourist loved to visit farms enjoying and picking farm products and placed it on the table. They loved the
120 freshness of the farm produced products. In United States, agritourism is part of the working agribusiness their
121 area while in the Philippines, Luzon's Cordillera Administrative Region, is the prime agri-tourism destination of
122 the country. Likewise, the Department of Agriculture and Bureau of Soils and Water Management in Davao also
123 conceptualized a program called agritourism that aims of attracting tourists to observe and experience the unique
124 Filipino Agriculture and rural living as well as a means of maximizing the agricultural potential of an area. Based
125 on their concepts Agritourism can alleviate poverty and increase agricultural productivity, sustaining development
126 and dispersing industries. Table ??B presents the potentials and prospects along accessibility, potential market,
127 means of transport and mode of transportation. It was noted that VK Farm, Helen's Havens, Sanoy Farm and
128 Senorita plantation could easily be reached within an hour to travel, likewise, Canibag falls needs to consider the
129 weather condition of the area due to hillsides and riversides while the most difficult to access were the Mt. Isarog
130 natural park and centennial tree. In terms of potential market, VK Farm, Helen's Havens, Sanoy Farm and
131 Senorita plantation were for day trip while Canibag Falls during weekender. However, centennial tree and Mt.
132 Isarog will be on a long stay. The means of transport in this study pertains to the number of days that the guest
133 may spent before the area will be reach. Based on the results, these potentials and prospects of agritourism sites in
134 Barangays Libod and Tinawagan can easily be reach with a day while the mode of transportation was any kind of
135 vehicle, could reach the perspective destinations, however at present the commonly used mode of transportation
136 is the Habalhabal. This means that there is an urgent need to priority the development of the locality along
137 infrastructure and means of transportation. Likewise, this is similar to the study of S.H.P. Malkanthi and J.K.
138 Routhry, (2011) that presents possibilities of establishing agritourism in Sri Lanka which this study consider in the
139 process of conducting this study. Wherein based on their studies it is essential in the development of a successful
140 agritourism is the infrastructure development that would improve the economic, social, cultural and aesthetic
141 level of the areas.

142 **9 Conclusion**

143 It is concluded that VK Farm, Helen's Havens, Sanoy Farm, Senorita plantation, Pine apple plantation and
144 Canibag Falls are potentials and prospects for agritourism sites at Barangays Libod and Maripas Farm in
145 Tinawagan, Tigaon, Camarines Sur. These potential agritourism sites needs to be developed with infrastructure
146 to become more responsive to tourist.

147 V.

148 **10 Recommendations**

149 It is therefore recommended that the local government unit might consider to make the necessary policies and
150 guidelines, recognizing the identified as agritourism sites as potential agritourism destinations of the locality
151 where people could visit, experience the scenery on manual planting of corn, banana, pineapple, cassava and
152 harvesting or picking up the same for a fee.

153 It is likewise recommended to priority infrastructure projects in the area such as road network and construction
154 of livelihood building that people could use to showcase their farm products.

155 Further, this study serves as a baseline information for the development of the communitymanaged agritourism
156 trek in Barangays Libod and Tinawagan, Tigaon, Camarines Sur and in aid of legislation for agritourism projects.
157 Moreover, further studies on the market demand and socio-economic status, marketing strategies and biodiversity.

158 1



2B6

Figure 1: Table 2B : 6 Global



Figure 2:

1

Year 2020
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Figure 3: Table 1 :

10 RECOMMENDATIONS

2A

Indica tors Location

1. VK Farm Libod,
3.Helen Havens Tigaon,
Ca-
marines
Sur

2. Helens Havens 3. Sanoy farm 4.Mt. Isarog Natural Park Libod, Tigaon, Camarines Sur Libod, Tigaon, C

4. Maripas Farm 5.Sanoy Farm 5. Canibag Falls 6.Maripas Farm 7.Centennial approx. 5 mtr. in dia. Tinaw

6. Centennial Tree BAT 8.Elementary school -Libod, Tigaon, Camarines Sur senorita (inarnibal)

7. Senorita Libod,
Plantation Tigaon,
 Camarines
 Sur

8.Pineapple Libod,
plantation Tigaon,
 Ca-
 marines
 Sur

Potential Attractions

1.Canibag Falls

3A

		Camarines Sur	Philippines				
Mt.							
Isarog	,						
Natural Park	/	Long Stay	Scheduled Walking				
(Provincial)							
San oy Farm	/	Day trip	Anytime PUV				
Maripas Farm	/	weekender	None PUV/walking				
Centenni							
al tree							
dia. (Matan tree) approx..	5	Long stay	Scheduled PUV/walking	Year 2020			
mtr. in							
house—BAT					7		
Elementar (inarnibal) y school -	/	Day trip	Anytime PUV	Volume			
senorita				XX	Issue		
				III	Version		
				I			
)			
				F			
				(
Indicator 1. Air Quality	2. road	VK	Helen's Maripas Farm	5 2 2	Sano	Weighted	Global
network	3.communication	5	Farm Haven		Senorita	Mean	Journal of
		5		5	Farm	5.0	Management
		4		4	Farm		and
		3		3	5	3.6	Business
					3	2.8	Research
4. transportation	3	3	1	3	3	2.2	
5. water sources	4	4	3	4	4	3.8	
6.Side Attractions	3	3	3	3	3	3.0	
							© 2020
							Global
							Journals

Figure 5: Table 3A :

3B

Figure 6: Table 3B :

10 RECOMMENDATIONS

159 .1 Acknowledgment

160 The author acknowledges its funding institution -the Research and Development Council of Partido State
161 University for financial and technical support. Likewise, to the respondents of the study whose supported in
162 the entire data gathering.

163 .2 Conflict of Interest

164 The author declares no conflict of interest. 3A reveals that potential agritourism sites along air quality has the
165 highest weighted mean of 5.0 while the least was transportation with a weighted mean of 2.2 as perceived by
166 the community. This means that the potential agritourism sites is free from pollution, tourists may enjoy the
167 freshness of air and scenery of the locality. However, there is a problem along transportation if the tourist doesn't
168 have his/her own car considering that at present the only mean of transportation in the area is Habal-habal,
169 which is also followed by communication that internet is unstable which this study was supported by the study
170 of Eckert, that according to him family farms usually faced serious challenged on economic side and competition
171 with the large corporate farms.

172 In terms of basic services, table ??B shows the perception of the community that potential agritourism sites
173 found to have the source of water, transportation by any mean, electricity in some figures or area necessary and
174 composed fit where they placed their sewages, However, there is a problem on accommodation as noted in this
175 study having only one offering lodging accommodation.

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10 RECOMMENDATIONS

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