

# Tourism Demand and Agriculture Supply: Basis for Agritourism Development in Quezon Province

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**Abstract** - *Establishing the tourism and agriculture linkage is a vital factor for the promotion of agri-tourism. This study aimed to determine the tourism and agriculture factors in Quezon province. Specifically, to present the profile of tourists and farmers; determine the supply and demand – related factors influencing the linkage between tourism and agriculture; test the significant difference in the responses of tourists and farmers in terms of supply and demand related factors; test the significant differences on the supply and demand related factors when grouped according to profile; test the significant relationship between tourists' motivation and preferences and propose an action plan for agri-tourism development in Quezon. This study used descriptive design with farmers and tourist as respondents. Self-made questionnaire was utilized as data gathering instrument. Percentage, frequency distribution, weighted mean, T-Test, ANOVA and Pearson-r correlation were the statistical tools used. Based on the result, it was revealed that tourism and agriculture linkages in Quezon province were relatively strong. Educational attainment of farmers is an important factor for agriculture supply, civil status and income were found to be the major indicators of tourist demands while safety and security becomes the major consideration of tourists to visit agritourism sites. It is recommended that there is a need to educate farmers in order to encourage diversification of farms into agri-tourism wherein market segmentation is vital for agri-tourism promotion while fostering a community-based agri-tourism in Quezon province is likewise highly recommended.*

**Keywords:** *Agri-tourism, Demand and Supply*

## INTRODUCTION

Agriculture and tourism play a very vital role in Philippine cultural and economic growth [1], so these two sectors belong to the topmost vital concerns incorporated in the five – year development plan of the Philippines. As an Asian country teeming with natural resources, diverse environment and rich culture, the government sees that the most promising investment rests in agri-tourism [2]. Agri-tourism, also called as farm tourism is an activity done in rural areas, where all stages of agriculture and processing of farm products take place [3].

One of the provinces known for its agriculture industry, branded for being the “food basket” of CALABARZON, is Quezon province, Philippines [4]. Its contribution to major agricultural products such as corn, rice & alternative staple foods, coconut as well as the fisheries, feeds both people and the livestock sectors of CALABARZON, supplying 42% of

combined rice and corn requirement, equivalent to over 200,000 MT annually [5]. However, during the past two decades, Quezon could not lead the country's gross coconut production [5] because it faces challenges on its uncompetitive agri-based products, weak industry linkage and lack of value adding [6]. Moreover, Quezon's traditional agricultural processes have resulted in problems, such as being labor intensive, inefficient, unproductive, lack of farmers' cooperative [5] and lack of marketing and promotional strategies [7]-[8].

One sector that could help the province to overcome these challenges is the tourism industry. As developing countries seek out opportunities in strengthening existing industries, tourism has become a driver for economic development [9]. This industry may offer the potential to stimulate local agricultural development [10] which may increase tourist access to local foods [11]. Furthermore, linking tourism to

agriculture may heighten the potential to alleviate poverty by matching in-demand labor-intensive products and services with the capacities of the poor communities. It will give a chance for a more resilient local economy through local produce. This may also help in creating job and income opportunities, accumulating capital, technology and fostering other dimensions of economic and social development for the benefit of the poor [12]. This may intern leverage a strong, mature agricultural sector that will boost the tourism industry in the coming years [2].

In 2002, the Department of Agriculture and Department of Tourism issued a joint motion to accredit sites which have to adhere to the minimum standards for all operations and maintenance activities, in order to satisfy tourists [13]. However, as of today, only few farms have passed the accreditation. While Quezon, is the only province in CALABARZON which does not have any identified agritourism destination. Director Rebecca Labit, from Department of Tourism Region IV-A, said that Quezon is very appropriate in showcasing its livelihood products, however, the local government still needs to draft programs and organize its communities [14].

Numerous articles have already discussed the promotion of Agritourism in Quezon (PGQ, 2015). Conferences were even conducted encouraging the locals to promote and preserve their culture, and make use of their agricultural abundance to further boost the province's agri-tourism potentials [15]. While activities like agricultural expositions were continuously being conducted to promote the agriculture industry of Quezon [16].

However, as the provincial government pursues these efforts, the demand of the tourists remains focused only on beach resorts and man-made destinations. In which record only registered same-day tourists, leading Kamay ni Hesus in Lucban with 90.5 percent of the tourist arrivals [7],[8] On the other hand, engaging small farmers to expand farming activity into a tourist attraction is a challenge for the community. While only structured agribusiness enterprises have the capacity to provide the demands of tourists, issues relating to underdeveloped and unmanaged tourism sites, and the hesitation of LGU to participate in tourism activities limits the provincial government to empower the local community and increase the tourists' arrival [7],[8]. Thus, a mismatch on the tourism demand and agriculture supply hinders the development of agritourism in Quezon.

To maximize tourism's economic impacts, agriculture and tourism must be solidly interconnected [10]. However, the mismatch between the supply and demand becomes a frequent problem in promoting inter-sectorial linkages between these two industries [17]. The development of tourism industry, its maturity and the degree of promotion to use local cuisine play a great impact on the demand of tourists [10]. While the survival of the local farming community depends on the great demand of tourists for agricultural produce and service [12].

International researches have been conducted concerning the supply and demand-sides of agritourism [18]. While no local studies have been conducted, to completely identify the profile, behavior and demands of tourists for agritourism or even the capacity of farmers to supply the demands of the tourism industry. Agritourism demand have been attested in several international studies [19], but a more thorough examination that identifies other characteristics and preferences of the agritourist is still missing [20]. Furthermore, the researcher believes that before the government pursues this new tourism product, an assessment on the capacity of small-scale local farmers should first be given consideration.

Hyungsuk [21] on his Agritourism: Research and Development Framework has adapted the three broad tourism dimensions of Gunn, which includes the demand side and supply side of agritourism. Demand side agritourism encompassed the volume and characteristics of agritourists; their perceptions, motivations, preferences, decision-making processes, and behavior. For the supply side, the topic included the role and importance of infrastructure, service, and organizations such as transport, attractions, accommodation, intermediaries, coordinators and etc. These factors may either develop or limit the interconnection among the sectors [22].

Certainly, a supply-driven agritourism development has been positive for the revitalization of rural areas. But the current challenge is to match such offer with the motivations, needs and wants driving the agritourism demand. The agriculture industry would have to look for ruminative and modest method for them to respond to the demands of tourism [23].

This research was conducted in order to bridge the gap between the agriculture and tourism industry in Quezon, Philippines, by utilizing the demand and supply factors as indicators of linkage. The demand factors comprise the tourist's profile, decision-making process, travel behavior, tourists' motivations (in

terms of internal and external motivations), and tourists' preferences as to product/activities, facilities/amenities, services, support infrastructure as well as safety and security. While supply side consists the profile of farm owners and the supply of agriculture in relation to the preferences of tourists.

### OBJECTIVES OF THE STUDY

This study aimed to determine the tourism demand and agriculture supply in Quezon Province. Specifically, it sought to identify the profile of tourists and farmers; determine the supply and demand – related factors influencing the linkage between tourism and agriculture; test the significant difference in the responses of tourists and farmers in terms of supply and demand related factors; test the significant differences on the supply and demand related factors when grouped according to profile; test the significant relationship between tourists' motivation and preferences. And lastly, propose an action plan for agri-tourism development in Quezon

### METHODS

The descriptive type of research was utilized to determine the tourism demand and agriculture supply in Quezon, Philippines. The research involved collecting quantitative information by using two self-constructed questionnaire. The first set of questionnaire was answered by tourists assessing the demand-related factors while the second was answered by farm owners assessing the supply-related factors. The validity of questionnaire was attested by conducting a pilot survey on twenty tourists from five accredited agri-tourism destinations in CALABARZON namely Teofely Nature Farm in Cavite; MoCa Farm in Batangas, University of the Philippines, Los Baños; Costales Nature Farm; and Forest Wood Garden all in Laguna, province. From the computed Cronbach alpha's value of 0.500, 0.549 and 0.534 for facilities, services and infrastructure, respectively, the researcher had made revisions on statements related to these topics, in order for the respondents to fully understand the questionnaire provided.

Fourteen farms located on districts one and two of Quezon were purposively chosen, with farm owners answering the questions related to supply factors. Due to travel distance, district three and four were excluded in the selection criteria. Also, the researcher made sure that the said farms have been currently receiving tourist arrivals for the past five years. As to

demand factors, the respondent sampling came from the record of tourists' arrival as of August 2016 with a total population of 276,883 tourists. A sample respondents of 305 were calculated through Slovin's formula with confidence level 0.25. A convenience-random sampling was used to select the respondents for demand factors.

The survey procedure included personal contacts with tourists and interview techniques with farm owners to ensure that only reliable information were gathered. All the information collected were only used for research purposes and had been treated with utmost confidentiality to ensure the privacy of the respondents. Moreover, all the results presented on the findings of the study concealed the name of both the tourists and the management of the agritourists attraction. The respondents were informed regarding the purpose of the study and were chosen based on their willingness to participate in answering the questionnaire.

Retrieving all the questionnaires, the researcher proceeded on tallying and tabulation of gathered information. Percentage and frequency distribution were used to quantify the profile of respondents, travel decision-making and travel behavior. The weighted mean was utilized to identify the demand and supply-related factors influencing the linkage between tourism and agriculture. T-test was used for determining the difference of tourists and farmers' responses while ANOVA was used to test the difference of responses as to profile of respondents. And lastly, Pearson-r formula was utilized in determining the relationship between tourists' motivation and preferences.

The following shows the range and scale used to interpret the results:

Range	Scale	Verbal Interpretation		
		Tourists' Motivation	Tourists' Preferences	Farmers' Supply
4	3.50 – 4.00	Highly motivated	Highly preferred	Definitely can be supplied
3	2.50 – 3.49	Moderately motivated	Preferred	Possibly can be supplied
2	1.50 – 2.49	Less motivated	Less preferred	Possibly cannot be supplied
1	1.00 – 1.49	Not motivated	Not preferred	Definitely cannot be supplied

## RESULTS AND DISCUSSION

### Farmers' Profile

Results show that majority of the farm owners are 30-65 years old (11 or 78.60 percent), married (10 or 71.40 percent) and have attained college degree (10 or 71.40 percent). Half of them have above 20 years and another half have below 5 years of experience in farming (both 4 or 28.60 percent) as they are earning below 20,000 pesos (\$4,000) on a monthly basis (8 or 57.10 percent). Further interviews also reveals that farm owners have finished bachelor degree but are not mostly related to agriculture.

The results imply that majority of farmers are getting older and they have families to support or families that support them in agribusiness ventures. Although their educational attainment was not related to agriculture, they have acquired enough years of experience in farming. However they are earning a minimum monthly income that suggests the need for another business activity inside the farm areas.

Tew and Barbieri [24] have found that the older the farm operator, the higher they perceive importance of agritourism. Greek National Tourism Organisation [25] asserted that family resources, needs, goals, life style preferences and family cooperation are crucial part of identifying agritourism opportunities. Another study suggests that education and type of educational background are important to the overall success of an agritourism enterprise. While experienced operators are more likely to be successful and make their businesses more profitable [26]. Moreover, agritourism-related income may be particularly important for farms and ranches that are struggling to survive economically [27].

### Tourists' Profile

The types of tourists that visit farms in Quezon are locals (287 or 94.10 percent) ranging in ages 12-20 years old (113 or 37 percent) and 30-65 years old (112 or 36.70 percent), female (174 or 57 percent), single (194 or 63.60 percent) college graduate (213 or 69.80 percent), employees (124 or 40.70 percent) in private sector (53 or 42.74 percent) with monthly income of less than 7,890 pesos or \$157.80 (128 or 42 percent).

This infers that majority of the respondents are in adolescence and mature adult stage of life cycle, interpreted as young people seeking for passion and established individuals who want to take a break from worldly responsibilities. Results also show that

females are more likely to visit agritourists destinations. While most of them belong to low income class travelling only within the country.

Quite contrasting, related studies show that smaller percent of agritourism visitors were young adults under the age of 20, while majority are adults with age ranging from 35 to 49. In many cases they were families [28]. Similar studies also revealed that it is more likely for locals than foreign tourists to show preference in visiting agricultural places in their vacation [29], whereas most of them are women and single [30] as female shows higher motivation on agricultural life environment than males [31]. Katsoni and Dionysopoulou [29] have also found that most of the agritourists have finished tertiary level. While majority of them are full time employees, followed by retirees, homemakers, part-time employees, unemployed and students [32] who predominantly belong to low income class [32], [30].

### Tourists Decision – Making Process

Tourists decision making comprises spending vacation or holidays in farms (75 or 24.60%) mostly influenced by recommendations of friends and family (154 or 50.50 percent) which implies that farms receive bulk of tourists during holidays mostly through word of mouth.

Tourists experience the inherent need to relax when on holiday; thus, the provision of a tranquil environment is important [33]. While recommendations of friends and relatives are vital for agritourists due to accessibility and availability of information. Hence, tourist farms which are not known to tourists were not able to be considered in their selection process [34].

### Tourists' Travel Behavior

In terms of travel behavior, tourists who visit farms in Quezon are considered as independent travelers (205 or 67.20 percent) who use private transportations (191 or 62.60 percent) and usually stay in farm for less than a day (150 or 49.50 percent) with no accommodation (127 or 41.60 percent). They visit during weekends (145 or 47.50 percent) with occasional frequency (130 or 42.60 percent), usually travelling together with their friends (115 or 37.70 percent) comprising 2-5 persons (106 or 34.80 percent) and spending greater money on food and beverages (185 or 60.70 percent).

Results indicate that farm owners should have continuous communication directly to tourists since

they tend to travel without the aid of travel agencies. Moreover, access on public transportation would be vital to increase tourists' arrival. Aside from these, farm owners would have to make ways on how they can accommodate overnight tourists. While weekends and occasional visits imply that tourists have greater possibility to come back once they have visited the destination. Farm owners should also arrange group tour package since tourists travel with accompanying persons. Furthermore, the provision of food and beverages would be vital to satisfy visitors and increase the promotion of local cuisine.

Esichaikul and Chansawang [35] have found out that most of agritourists arrange trips independently using private cars, mostly together with their friends, staying in homestays. Group tour is very well represented because of the fact that many respondents spend a night on tourist farm on the occasion of various social events. Members of this group are usually not among frequent visitors of tourists farms.

### **Tourists' Motivations**

With an overall composite mean of 3.37, "moderately motivated", it could be inferred that tourists are stimulated to visit agritourism destinations. Ranking shows that internal motivations (3.42) have higher influence to tourists than external motivations (3.33).

Particularly, it indicates that tourists visit farms because they want to get away from stress, release tension, reduce depression and anxiety with the highest weighted mean of 3.70, "highly motivated". Moreover, tourists are also motivated in improving their health and well-being (3.54), as well as celebrating occasions with families and friends (3.52). However, they are moderately motivated in developing skills and abilities and enhancing environmental ethics (3.30), maintaining pride of one's culture and support sub cultural groups (3.29), and pursuing hobbies with the lowest weighted mean of 3.26.

In terms of external motivations, tourists affirmed high motivation in experiencing peaceful rural environment with the highest weighted mean of 3.66, succeeded by their attractive nature and culture (3.58), and fresh food products (3.50). On the other hand only few want to purchase unique non-food products (3.22), participate in traditional country chores (3.06), and learn animal cultivation with the lowest WM of 3.05, all with "moderately motivated" verbal interpretation. Results indicate that the best way in

attracting tourists for agritourism is by providing a tranquil environment showcasing the culture and tradition of the province of Quezon

The study of Artuger and Kendir [30] revealed that agritourists participated in agritourism to relax rather than to participate in agricultural experiences. Hence, they have suggested farm owners/managers to ensure an environment where tourists can relax mentally and physically, rest and be in a natural habitat, rather than prioritizing other agricultural activities.

### **Demand and Supply Related Factors Influencing Linkage between Tourism and Agriculture**

Both tourists and farmers provided positive responses for all the factors indicated with an overall composite mean of 3.33, "preferred" and "possibly can be supplied". Support infrastructure depicts the highest priority with highest weighted mean of 3.43, followed by safety and security (3.41) and facilities and amenities (3.36), all with the verbal interpretation of "preferred" and "possibly can be supplied". Services as well as products/activities goes to fourth and fifth rank with weighted mean of 3.31 and 3.15 respectively. This means that both group of respondents place higher priority on their primary necessities as people than the products and facilities that any tourist destination has to offer.

Burr [36] suggests that a critical element for agritourism operators is the provision of support services and infrastructure.

### **Products / Activities**

The composite mean of 3.15, "preferred" and "possibly can be supplied" construes that there is a linkage on the demand and supply factors as to products/ activities. Specifically, the results showed the highest responses on traditional and healthy homemade food and drinks (3.47), followed by educational program (3.41) and holistic farming activities (3.29), all with a verbal interpretation of "preferred" and "possibly can be supplied" While agricultural entertainment/performances such as agricultural fairs, concerts, petting zoos and working dog trainings (2.92), health and wellness activities (2.91) as well as animal petting and caring opportunities for tourists (2.85) ranked last on the preferences of tourists and supply of farmers.

This reveals that farm-to-table or agri-gastronomy is the most applicable agritourism offer for Quezon. According to Urgulu [37], people now also travel just

for purpose of having experience of food culture of the destination. If this gastronomic purpose of travel reaches healthy, enjoyable and comfortable original products and services, it might be considered as an organic product and service which travelers have always been looking for.

### **Facilities/Amenities**

Findings also present that there is a linkage on the responses of tourists and farmers on facilities/amenities with composite mean 3.36, “preferred” and “possibly can be supplied”. Enthusiastically, the respondents asserted positive responses on natural sceneries (3.67), agricultural landscape (3.60) and on-site sanitary facilities (3.55), which all have a verbal interpretation of “highly preferred” and “possibly can be supplied.” While souvenir shop or mini trading area (3.20), multipurpose function hall or theatre (3.21), and cultural and historic exhibit (2.95) got lowest in the rank of facilities. All have the verbal interpretation of “possibly can be supplied”. This means that enriching the natural attractions will harness the potential of agritourism in Quezon. Sotomayor et al. [32] revealed that tourists are mostly interested in places where they can do something with family, view the scenic beauty, enjoy the smells and sounds of nature and learn more about nature.

### **Services**

Results indicate that services also serve as vital factors for agritourism development with composite mean of 3.31, “preferred” and “possibly can be supplied”. This only shows that farm owners should also give focus on providing satisfactory service to tourists.

Excellent, hospitable and professional service of staffs (3.45) is a must for agri-tourism. Along with this attribute are reception or information counter wherein guests can inquire about the farm tour offerings, services & amenities (3.38) and farm guides who provide information on farm operations, products and other unique features of the farm (3.37), which all have verbal interpretations of “preferred” and “possibly can be supplied”.

Fourth and fifth on the list of services are the support services that prioritize persons with disabilities and senior citizens (3.23) and convenient affordable transportation services for commuters (3.09), “preferred” and “possibly can be supplied”

It can be interpreted that tourists prefer services that will make them experience living in a home away from home. They also want to feel that they are mostly welcomed, appreciated and given care by the hosts or locals. Burr [36] stated that customer service should be an integral part of agritourism business planning, and involves training staff to interact with customers in an appropriate way that will ensure a safe and high quality experience for customers.

### **Support Infrastructure**

The composite mean of 3.43, “preferred” and “possibly can be supplied” implies the linkage on the responses of tourists and farmers With an overall weighted mean of 3.62, respondents avowed that unlimited water supply, potable drinking water and proper waste disposal is a must in an agri-tourism destination. Succeeded by adequate source of electricity (3.53). While satisfactory road condition and communication services ranked fourth and fifth, with weighted mean 3.30 and 3.08 respectively. This means that Quezon should allocate greater priority on infrastructure. As mandated by DOT (2014), the DPWH, the DOTC, the DA, and other infrastructure agencies shall include in their annual development plans and priority investment programs infrastructure projects and transportation programs to expand access to farm tourism camps. The DOT and the DA shall coordinate with these agencies the infrastructure requirements of established and potential farm tourism camps.

### **Safety and Security**

Safety and security resulted to a composite mean 3.42, “preferred” and “possibly can be supplied”, which infers that both tourists and farmers also give priority for these factors. Specifically on complete firefighting facilities (3.55) 24-hour security personnel that ensure safety of guests (3.50) and well-stocked first aid kit and emergency skilled personnel (3.48). Furthermore, respondents assessed off-limit areas and safety signage last to their preferences with weighted mean 3.42 and 3.10 respectively. It can be interpreted that in any form of tourism, safety and security are still an essential factor on tourists’ motivation to travel. As farm owners should have to consider these factors in developing their farms, most specially that some of their activities and facilities are risky for tourists.

According to DOT (2014), a 24-hour security personnel; appropriate safety signages; Off-limit

areas; firefighting facilities; first aid kit and proper parking of equipment should be available to ensure the protection of both guests and the management

### **Difference on Tourism Demand and Agriculture Supply**

All the computed p-values were all greater than 0.05 alpha level, thus the researcher accepts the null hypothesis of no significant difference on the supply and demand related factors between the two groups of respondents. This means that the responses of tourists and farmers are the same, hence there is a linkage on the tourism demand and agriculture supply in Quezon. However certain considerations should be taken proper action in order for farmers to supply all the demands of tourists.

Walker [38] suggests that before farm operators start implementing a new farm adventure, analysis of liability issues and the financial feasibility in relationship to the farm's character, values, goals, and financial resources are still needed to be taken into consideration.

### **Difference of Supply Factors as to Farmers' Profile**

Educational attainment was considered significant on the assessment on agricultural supply since the obtained p-value of 0.006 is less than 0.05 alpha level. This means that the respondents differ in their responses as to the degree that they earned. It was noticed that those who earned doctoral degree have a higher assessment. Thus, those farm owners who attained higher educational attainment have greater capacity to diverse their farms into agri-tourism destination.

This is obvious since those who attained college degree have taken courses other than agriculture. Moreover, those farmers who attained doctoral degree have greater knowledge and exposure about the applicable agri-tourism products and activities to offer for tourists.

Bagi and Reeder [27] suggest that limited education points to difficulties for farmers in establishing agritourism. Thus, it may be possible for a limited resource, undereducated farmer to overcome educational deficiencies and succeed in this activity with proper advice

### **Difference of Demand Factors as to Tourists' Profile**

It can be gleaned from the result that there were significant differences observed on civil status and monthly income since the obtained p-values were less than 0.05 alpha level. Statistical output shows that

widowed individuals depicts higher preference on services (0.007) and separated individuals have higher response on safety and security (0.001), which connotes that people who have experienced unstructured family relationships longs for proper attention through service and protection while on travel.

According to Bausch, Koch and Vesper [39], widowed individuals who seem to belong on a higher age-group have affirmed a strong shift on their travel behavior. More security and a safe environment, more calm and slowness as well as more health treatments for the majority of people are a logic consequence.

Furthermore, tourists who earn a monthly income of 118,350 – 157, 800 pesos (2,367-3,156 dollars) have higher preference for services (0.048) while tourists who have income of 78,900 - 118,350 pesos (1,578-2,367 dollars) affirmed higher preference for support infrastructure (0.002) and safety and security (0.003). This implies that people who belong to high income class assess higher value on factors that will give them ease in staying in an agriculture related destinations.

Tripathi and Siddiqui [40] found that family income is mainly responsible for contributing high utility value to this service option. While Kara [41] addressed that the issue of security and safety could be one of the reasons why few international tourists have shown interest in visiting tourists' attraction.

### **Relationship of Tourists' Motivations and Preferences**

The computed r-values denoted a moderate positive correlation and the resulted p-values were less than 0.01 alpha level. It was observed that there is a significant relationship between tourists' motivation and tourist preferences except on safety and security.

This means that the more the tourists are motivated, the more they prefer to travel and visit different places. However, the perceived safety and security threats that tourists might encounter directly affects their motivation to travel into the destination.

Mellina and Aballe [42] revealed that tourists will only perceive an attraction as safe and secured if there were initiatives coming from the tourism service providers on informing tourists on safety travel tips for them to have a rewarding and worthwhile travel.

### **CONCLUSION AND RECOMMENDATION**

Based from the results drawn in the study, it can be construed that there is a linkage on the tourism demand and agriculture supply in Quezon, province,

Philippines because both tourists and farmers affirmed positive responses for all the factors indicated. However, rankings reveal lower demand and supply on products/activities.

Tourists are internally motivated to visit agritourism attractions, while they affirmed highest preference on safety and security. Specifically the demands differ on civil status and monthly income. Widowed and separated individuals show higher preference on services and safety and security, respectively. While tourists that belong to high income class have higher preference on services, support infrastructure and safety and security. The results imply that the perceived risks to encounter on agritourism attractions have significant effect on the motivation of tourists to visit the destination.

On the other hand, farm owners asserted that they can possibly supply the demands of tourists for agritourism. Specifically, they avowed the highest response on support infrastructure. Moreover, the possibility to supply the demands for products and activities significantly differ as to educational attainment. That means, the higher the educational attainment, the more capable farmers are in supplying agritourism products and activities.

With conclusions drawn from these study the researcher recommends the following:

Farmers or agriculturists with higher educational attainment may initiate conducting seminars, trainings and workshops regarding agricultural products and activities, to be participated by small-scale farmers.

The provincial tourism office should make an agritourism market segmentation, identifying the tourists' profile, tourists' behavior, motivation, and satisfaction. This will be vital in determining the types of potential agritourists in Quezon.

An inventory of agri-tourism resources including the topography, geographical characteristics, possible tourism activities and the fruiting or harvesting season should be done in order to create an agritourism mapping in Quezon, province. This will be beneficial in identifying the particular products/activities that can be showcased by each farms, so as to increase tourist demand for agritourism.

Community-based agri-tourism should be the key focus of Quezon Province, in order to offer those products and services that could not be provided by the farms. This will also help in increasing manpower without obliterating the culture and tradition of the place. Encouraging collaboration between businesses, local community and cross promotion between

farm enterprises is important. The provincial and local government should have ongoing communication to local residents and public officials about issues and trends relating to agritourism.

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