

CULTIVATING AGRITOURISM DESTINATIONS IN SILANG, CAVITE: FACTORS AFFECTING TOURISTS' DECISION-MAKING

Althea A. Torres¹, Aira Nicole D. Jacobo², Coleen Yssabel R. Sapida³, Reynald Alfred G. Sy⁴

^{1,2,3,4}FEU Cavite-Silang, Cavite

Volume 9,

Abstract

Agritourism is a growing field in tourism generating both employment and profit gain to farmers as well as an authentic environment tourism experience to tourists. This study aims to determine the factors that led tourists to visit an agritourism destination in Silang, Cavite through a quantitative descriptive method. The objectives were obtained by conducting a survey questionnaire through convenience sampling. The study utilized the existing instrument by Samaraweera & Upekshani (2019) as the basis for the influence of 5A's (accommodation, attraction, amenities, activities, and accessibility) in tourists' decision-making. In line with this, we have also gathered the respondents' profile and we provided a list of agritourism destination sites found in Silang, Cavite, in order to assess the familiarity of the participants in agritourism destinations. The data gathering was accomplished via dissemination of MS Forms and the analysis was conducted using Descriptive Statistics; Frequency, Percentage, and Mean. The results of this study revealed that among the elements of the 5A's Tourism Model, the Attraction ranks the highest factor that tourists consider upon choosing an agritourism destination. On the other hand – relaxation, unwinding, and stress relieving – serves as the primary reason for the respondent when visiting an agritourism destination. The findings show that all the 5A's depict a high result in interpretation which is a reliable measurement to evaluate the tourist's consideration in selecting a destination. Interestingly, the study suggests that despite the perception that farming may primarily appeal to older generations, our study reveals that there is a progressive change in terms of preference in younger individuals where agritourism is gaining popularity.

Keywords: *agritourism, diversification, 5A's, tourists' decisions, sustainability*

INTRODUCTION

The Philippines being an agricultural land, it directly affects

the rural way of life in the country, as well as the amount of revenue generated and how sustainable tour-

ism is developed. It is considered as the backbone of the Philippine economy and constitutes 11.3% of the country's gross domestic product. This particular type of tourism benefits the community and farmers in terms of ecology, resource planning, and supplemental income production. The promotion of training courses and certification programs, as well as the strengthening of local economies, the establishment of employment opportunities, and new enterprises are all potentially brought on by agritourism.

Tourism in an industry that is widely popular for strategic way to promote rural economies, and the same area where agriculture continuously grows in an attempt to diversify and to increase profit. Thus, to simply explain what agritourism is, it is defined as a form of enterprise linking agricultural activities to tourism attracting visitors that aims to generate income.

According to the website The National Agricultural Law Center, agritourism may be recognized if it combines the essential elements of the tourism and agriculture, it attracts members of the public to visit agricultural operations, when it is designed to increase the farm income, and lastly when it provides recreation, entertainment, and/or educational experiences to visitors.

Furthermore, Maetzold (2002) referred to agritourism as

an alternative business, whereas according to Weaver and Fennel (1997), "agritourism is a set of activities that occur when people associate travel with products, services, and experiences of 2 agriculture"; Che et al. (2005) argue that "agritourism is another consumptive use of farmland and may assist conserve farms". Every type of tourism activity that recognizes and maintains the social, cultural, and natural integrity of the country as well as significantly and fairly boosts the economy and the well-being of those who live and work there is specifically referred to as sustainable tourism (WTO 1998). In addition, agritourism helps promote local destinations and increases the number of employment opportunities. It offers services and lodging while also supporting in the strengthening of rural economies.

Here in the Philippines, specifically in Silang, Cavite, where the locality has embraced the emergence of the opportunities that agritourism could bring in, question arises on how to further recommend these destination sites to the people. In line with this, over the past years, farms have been improved from once just a plantation and a cultivation space until it become one of the tourism valuable assets (Mendoza, 2022). after the industrializations, the province of Cavite's economy has remained dependent on agriculture, and it is still incessantly

the driving power of their farmers income and rural economies. Silang, Cavite, has produced several farms in the municipality but yet, it faces poor recognition and only a few are highly known such as the Gourmet Farm and Shambala, Silang according to some websites.

In a publication post from Crown Asia, Cavite stood as an agricultural province wherein the municipality of Silang contains the greatest number of farmers who are working in cut-flower productions, and in coffee and pineapple plantations.

According to researches that have been made, there has been no studies related to agritourism in Silang, Cavite were conducted making it the blank spot in literature. A blind spot was also found where apart from farming factors, 3 current circumstances also take part in consideration for tourists' decision in visiting a destination. As cited by Seyidov and Adomaitienė (2016) from the studies of Djeri et al., 2007; Hsu et al., 2009; Van Vuuren and Slabbert, 2011; Decrop and Kozak, 2014; Blasco et al., 2016, for tourism businesses to generate more demand and encourage travelers in making decisions in choosing destinations, they must have an in-depth understanding of tourists' behavior and their motivations. Which is why identifying the core factors as the basis of the tourists in choosing a destination, particularly, an Agri-

tourism destination will be an essential to make the Agritourism more competent here in the Philippines.

For a tourism destination to become successful, according to Dickman (1989), it must have five (5) main elements which are the Accommodation, Accessibility, Activities, Attractions, and Amenities (Kunlawee Lamaichi, 2009). Moreover, Agritourism as a tourist destination has a multiplier effect as it gives promotion to farmers agricultural goods and increase their income. Thus, Agricultural tourism promotes jobs, growth, reliable income for rural residents, and long-term sustainability (Kunlawee Lamaichi, 2009).

As Director Joseph Francisco Ortega from the Department of Tourism in Region 4-A stated, "CALABARZON has gained its recognition for having the most number of DOT-accredited farm tourism sites in the country since 2019". In line with this, back in 2018, the director of Southeast Asian Regional Center for Graduate Study and Research in Agriculture (SEARCA), Director Gil Saguiguit Jr. mentioned that targeting sustainable agriculture and rural development should benefit small farmers. Nevertheless, there has been no official studies that solely focuses on 4 factors that influences tourists' decisions in choosing an Agritourism destinations in Silang Cavite.

Hence, this study aims to seek the factors that affects the tourists' decisions in choosing an Agritourism destinations in Silang Cavite for the purpose of measuring it using 5a's of tourism as a working model.

CONCEPTUAL FRAMEWORK

The concept is not only applied to tourists in Silang, Cavite, but also to agricultural farm owners, local government, and com-

munities where they face certain issues in the development of their sites. Local government must support tourism if it is to fulfill its mandate to improve the social, economic, environmental, and cultural well-being of its constituents. Local governments can implement sustainable decisions with the assistance of public participation.

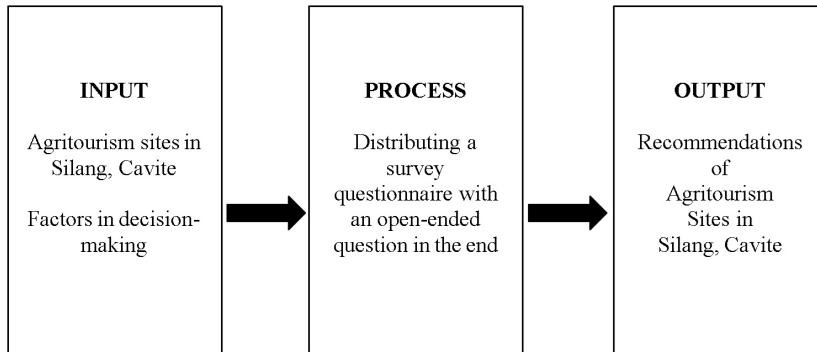


Figure 1: The Conceptual Framework of the Study

In figure 1. The framework highlights the significance of the factors considered in the selection of agritourism sites in Silang, Cavite, which includes the 5A's (Accommodation, Accessibility, Activities, Amenities, and Attractions). These elements are taken into consideration by the tourism sector when marketing excursions to potential visitors as it accumulated several social and economic advantages as well as job opportunities for many people.

Research Questions

1. What are the demo-

graphics of tourists who have visited agritourism destinations in Silang, Cavite, in terms of:

- Age
- Gender
- And Status

2. How do the respondents assess their decisions in choosing an agritourism destinations in Silang, Cavite according to the 5A's of Tourism Model (Accessibility, Accommodation, Attraction, Activities, and Amenities).

3. What other reasons do the participants consider in visiting an agritourism destination in Silang, Cavite?

THEORETICAL FRAMEWORK

The Theory of Planned Behavior (TPB) by Ajzen (1985) proposes that humans act rationally in accordance with atti-

tudes, subjective norms, and perceived behavioural control. The said components are not necessarily pointed out and consciously considered during decision-making process, but it influences the intent of an individual to perform an action.

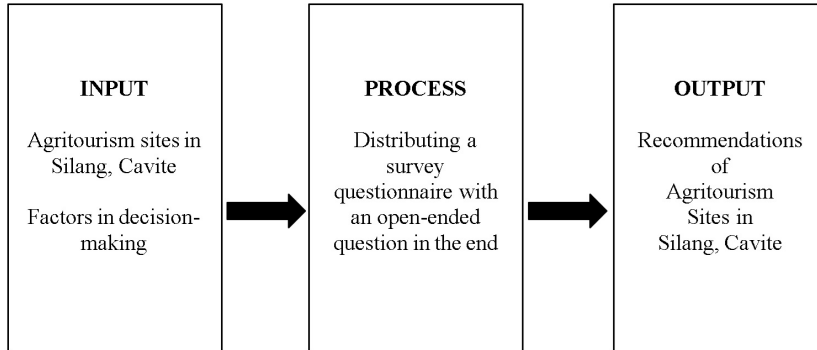


Figure 2: The Theoretical Framework of the Study

Attitude, subjective norms, and perceived behavioural control are key components of the Theory of Planned Behaviour (TPB), which predict behavioural intention and actual behaviour. Attitude includes beliefs about the consequences and values associated with tourism participation. Subjective norms refer to the influence of others' opinions and social pressure. Perceived behavioural control reflects the ease or difficulty of executing an action. In tourism context, attitude plays a significant role in influencing tourists' behavioural intentions. Subjective norms also have a persuasive impact on tourists' intention to visit a destination. Higher levels of perceived behavioural control increase the likelihood of visiting a destina-

tion. The TPB has been applied to understand tourists' post-pandemic travel intentions, particularly for safer international travel choices. It helps create a theoretical framework for predicting tourists' behaviours and decision-making, which is relevant to various tourism-related industries. In this study, the focus is on understanding factors influencing tourists' choice of Agritourism destinations. By utilizing the TPB, the researchers aim to identify the considerations that impact tourists' decision-making and help the industry in offering suitable products and services.

METHODS

The researchers used statistical techniques to assess the data

collected from the participants considering this study includes a quantitative approach. To further strengthen the survey data obtained, responses to three open-ended questions were included in the analysis. The initial and second sections of the questionnaire utilized a five-point Likert Scale: 5 – Strongly Agree, 4 – Agree, 3 – Neutral, 2 – Disagree, 1 – Strongly Disagree, and the last section used open-ended questions. The study was primarily conducted in Silang, Cavite, and the researchers used a sampling size of 100 as the baseline, identified through a statistical software tool called G*Power.

To determine how the 5A's (accommodation, attraction, amenities, activities, and accessibility) influence tourists in choosing an agritourism destination, this study modified the research instruments from Samaraweera & Upekshani (2019).

The questionnaire of the study consists of three sections. Part I includes the informed consent form and the questionnaires about the participants' backgrounds, a list of accredited agritourism destinations in Silang, Cavite, and how often they travel. Part II includes questions that must be answered using a Likert Scale and are concerned with the influence of 5A's on selecting a destination. The part III is made up of open-ended ques-

tions, (1) the visitor's consideration in choosing a destination since the pandemic, (2) the things in consideration of the travelers in choosing an agritourism destination, and (3) their own reason for visiting an agritourism destination. This study will focus on Silang, Cavite as the primary location where various agritourism sites are located. To further examine rural areas, the researchers will have a sampling size of 100 respondents as a baseline. The total sampling population was 30 identified using a statistical software tool called G*Power. The participating respondents are those who travels and are mostly residing in Cavite. Participants are chosen who can contribute most to answering the research questions and deepening comprehension of the subject being studied. Thus, selecting appropriate respondents is one of the chapter's most fundamental objectives. The selection criteria are determined by the research questions, theoretical perspective, and supporting data for the study. Furthermore, due to their significant contributions to rural communities and individuals, as mentioned in chapter one, agritourism visitors were considered suitable for the research area's population. Since most of them have spent many years visiting these locations, they are in the ideal position to provide the researcher with the data required to respond

to the study's research question.

Each of the participants had 30 minutes to complete the questionnaire, which was disseminated by means of social media platforms. The survey questionnaire was evaluated and analyzed by researchers using Exploratory Factor Analysis, Confirmatory Factor Analysis, and Structural Equation Model as validation models. This study used the following statistical procedures to guarantee the reliability

and accuracy of the data collected: (1) Frequency and Percentage, (2) Mean, (3) Sample Standard Deviation, and (4) Thematic Analysis.

RESULTS AND DISCUSSION

The demographic factors considered for further analysis included the age group, gender, and status of the respondents. These factors were collected from the participants and are elaborately explained in the following subsections.

Table 1 Demographic Profile of the Respondents

	N	%
Age Group		
Below 18	11	10.68%
19-24	67	65.05%
25-30	17	16.50%
31 and above	8	7.77%
Gender		
Female	51	49.51%
Male	45	43.69%
Non-binary	6	5.83%
Prefer not to say	1	0.97%
Status		
Full-time student	65	63.11%
Working student	12	11.65%
Freelancer	14	13.59%
Regular worker	12	11.65%

As shown above, 65.05% of the total population consists of 67 participants and are within the age range of 19-24 years old. Currently as agriculture became the backbone of many economies of developing countries with a total of 25% contribution in GDP, youth engagement helps to strengthen the local food system and would provide a gainful of employment opportunities (Aduroja, 2021).

In an agritourism video series highlighting women's perspec-

tive in risk-management, women play a vital role in advocating for gender-responsive agricultural policies, programs, and investments. Women's involvement in agricultural research and innovation is also known to be critical for developing sustainable farming practices and improving productivity. Encouraging women's participation in science and technology can lead to more inclusive and effective agricultural solutions (Schmidt, n.d.) Stated from the study of Bleke-

saune, Brandth, and Haugen (2017) that farm tourism is most likely to appear attractive to aged 25 to 30 and above 60 years old. However, it was found out that in that same study it was claimed on their findings that the younger age groups (15-25 years old), and even women, is increasing their interest to farmhouse holidays. It is because, according to their perceptions, cultural holidays are more preferred, especially with having grandparents with roots in farming. It is further supported that higher ages are not always necessarily the primary visitors to farm site, particularly at this progressive date where old people still resist the changes brought by technology (Guo, Then, Zhu; Yamagishi and Ocampo 2021). Moreover, agritourism is no longer limited to older generations, as younger individuals are increasingly interested in farming and sustainable living. Recent changes have made agritourism popular among the younger generation, who are tech-savvy and make informed decisions regarding sustainable products. Farm visits have a direct im-

act on their purchasing decisions, as they experience the values of sustainable agriculture first-hand. This exposure makes them more aware of the environmental impact of their choices and more likely to choose sustainable products in the future. Agritourism serves as a platform for them to learn about conservation and sustainable agriculture practices. Moreover, agritourism is no longer limited to older generations, as younger individuals are increasingly interested in farming and sustainable living. Recent changes have made agritourism popular among the younger generation, who are tech-savvy and make informed decisions regarding sustainable products. Farm visits have a direct im-

Table 2 Factors of Respondents In Choosing Agri-Tourism Destinations In Silang, Cavite In Terms Of 5A's Of Tourism

Observed Variables	Components										
	ATT		ACC		ACE		AME		ACT		
	M	INT	M	INT	M	INT	M	INT	M	INT	
Natural attractions in destination (ATT 1)	4.76	High								4.68	High
Variety of food and beverages in destination (ATT 2)	4.57	High									
Cultural attractions in destination (ATT 3)	4.52	High									

People who live in destination are warm welcoming (ATT 4)	4.51	High							
Enough Accommodations around the destination (ACC 1)			4.68	High					
Accommodations are safe and secured (ACC 2)			4.59	High					
Accommodation prices are affordable (ACC 3)			4.52	High					
Facilities in the accommodations are in best condition (ACC 4)			4.46	High					
Good road network to reach the destination (ACE 1)					4.63	High			
Traveling cost is affordable (ACE 2)					4.56	High			
Adequate information and documents about the destination are available (ACE 3)					4.51	High			
You can reach the destination without traffic congestions (ACE 4)					4.49	High			
Proper sanitary facilities in destination (AME 1)					4.68	High			
Proper medical treatments and other emergency services are available (AME 2)					4.45	High			
Ample parking spaces in destination (AME 3)					4.41	High			
ATM Facilities are available around the destination (AME 4)					4.29	Above Average			
Suitable atmosphere to relax on the site and has farming activities (ACT 1)							4.74	High	
Destination is safe to do various farming activities (ACT 2)							4.61	High	
Purpose is to visit the Agri-tourism site in Silang, Cavite (ACT 3)							4.50	High	
Purpose is to attend cultural events at the destination (ACT 4)							3.09	Average	

1-1.80 = Low; 1.81-2.60 = Below Average; 2.61-3.40 = Average; 3.41-4.20 = Above Average; 4.21-5.00 = High

The attraction sector is one of the most important pillars in the tourism industry (Espinosa, 2016).

The attraction sector is one of the most important pillars in the tourism industry (Espinosa, 2016). The data from Table 2.1 shows that among the other factors from the 5A's of tourism model, Attraction ranked the highest with result as a factor that influences tourists' decision in choosing a destination. Here is why similar to the listed themes in Table 3.2, such as: Picturesque scenery and the surrounding ambiance of the destination; The appearance of the farming site, the facilities, and amenities; and The tranquil feeling and relaxing climate of the destination, are part

of the main factors that travelers' would consider upon choosing a destination related to agritourism.

As accommodation serves as an area to stay and rest, this is an essential to people who constantly travels (RevFine.com, 2023). From table 3.2, it shows that the most considered factor in choosing an Agri-tourism destination are: The appearance of the farming site, the facilities, and amenities; and Cleanliness and sanitation of the facilities in the destination. As claimed by iNurture (2016), it is important to have a proper set of quality standards for operations

and safety, especially the hygiene, sanitation, and health policies.

Amenities supports the comfort level of tourists to fully immerse themselves in experiencing the destination (Rajraji, 2022). As shown in the table above, the only above average interpretation is the ATM facilities around the destination. As claimed by WTTC.org (2019), 83% of travelers has a mobile phone with them. This helps them into arranging flights, acquiring electronic boarding pass, looking where to eat, and other travel essentials. Asia-pacific gathered 25% in 2015 and 34% in 2017 with ages 16-64 years old in using their mobile phones for paying an item or service. This indicates that the emergence of on-line payment transactions is more convenient to the respondents. As for the attractions, this gathered a high interpretation which can be aligned with most of the answered things to consider in choosing a destination in table 3.2, which is the picturesque scenery and the surrounding ambiance of the destination a. This supports the claim of Mckercher and Tolkach (2019) that cultural tourism is frequently marketed as a “product” or “attraction” at the broadest level by numerous places, but it is a product category made up of variety of such attractions and pursuits that are somewhat connected.

To be able to visit a destination, it should have an accessibility. According to World Health Organization (2023), any ethical and sustainable tourism strategy should place a strong emphasis on ensuring that all people have access to facilities, goods, and services. Since the general interpretation of accessibility from the gathered data is high, it shows that most of the respondents considered the accessibility of the destination before visiting one.

As cited by Leslie (2020) from Bureau of Agricultural Research, the destination’s activities must foster awareness of the local culture, heritage, and customs through direct interaction with the local community. Furthermore, agritourism destination focuses on offering activities such as harvesting, fruits and vegetables, feeding and caring for farm animals, fishing, camping, hiking, and sampling local cuisine (BIMP-EAGA, 2022). This depicts that Agri-tourism destination does not focus on events activities. In which, the interpretation of the purpose is to attend cultural events has only an average interpretation.

Overall, the study suggests that accessibility is an important consideration for tourists when choosing Agri-tourism destinations in Silang, Cavite. The high mean scores indicate that respondents prioritize factors related to ease of access, affordability, and availabil-

ity of information. These findings align with the principles of ethical and sustainable tourism, which emphasize providing accessible

facilities, goods, and services to all individuals, as mentioned by the World Health Organization (WHO).

Table 3.1 Travelers' Consideration in Choosing A Destination Since Pandemic

Theme	Description	Quotation
Compliance to proper implementation of COVID 19 health protocols ^a	Since the pandemic outbreak the government have set some specific rules that destination or attraction site has to follow in order to operate such as temperature checks and vaccine confirmation.	"The destination should have guidelines according to covid safety" (respondent 122)
General safety of the destination ^b	Safe and secure environment for the tourists as a part of a good quality service.	"Safety and Essentials (if it offers food/drinks/toilets)" (respondent 49)
The ambience and scenery of the destination ^c	Refers to the beautiful nature around the destination	"When a particular place that I want to visit has an eye pleasing view, peace, enjoying environment, and many more" (respondent 12)
Away from the public crowd ^c	The destination has a maximum capacity of visitors allowed within the premise.	"I consider the amount of people the destination is allowing at the same time for safety purposes" (respondent 123)

^aDespite the undoubted collapse of the tourism industry due to pandemic, establishments collaboration with the implemented protocols by the government helped them to revitalize from loss. In the data provided by pwd publication, government initiatives have helped the business leaders to boost their confidence amidst pandemic. In one of their surveys, 11% of the business owners claimed that during COVID era, they are experiencing a positive demand for their product and survey.

^bA safe environment is a must at any destination for the well-being of the tourist. This is why there are certain regulations for requirements an agritourism site must first follow, particularly on safe and security standards.

It includes a location that must be situated in a peaceful area and a security personnel to be on duty (visitmyphilippines.com, n.d.).

^cBeautiful ambience and scenery are part of the factors in consideration of the visitors. According to the study of Chen, Dax, and Zhang (2019), preservation of scenic areas helps to attract tourists brought by its unique natural view.

^cLimited visitors are also an important factor to be included to the factors of consideration in visiting a destination site. Not only in this during pandemic but it carrying capacity is important in any tourism areas especially when dealing with uncontrolled environmental changes (Orpia, et.al, 2022) Pandemic has highlighted the importance of nature, hence, visiting farms has become a

way to provide knowledge on sustainable living and an escape from a usual city life. For this reason, many travelers have also become keener in engaging to farm activities (Roman and Grudzien, 2021).

Table 3.2 Things in Consideration When Visiting an Agritourism Destination

Theme	Description	Quotation
Picturesque scenery and the surrounding ambiance of the destination ^a	The overall aesthetic, feels, and pleasing nature of the destination.	“I like to see the different plants and trees with the fruits in it. It's very fun to see them right at front” (respondent 125)
The appearance of the farming site, the facilities, and amenities ^b	This refers to the structure and how convenient it is to use the facilities and amenities of the destination.	“The remote area but at the same time with a variety of products and services”. (respondent 107)
Engaging to farming activities and other available activities offered ^b	The offered farming activities is one of the considerations in choosing an Agritourism destination as it introduces a new experience.	“The Agri-tourism destination must have farm cultivation and fun farming experience”. (respondent 112)
Cleanliness and sanitation of the facilities in the destination ^b	It is important to consider the cleanliness and sanitation of the destination after the pandemic to ensure safety and comfortability.	“Choosing a destination that takes safety seriously is likely to be a top priority”. (respondent 5)
The tranquil feeling and relaxing climate of the destination ^c	To fully enjoy doing such activities and the general experience in visiting farm sites, good climate conditions help set the mood to have a relaxing ambiance.	“As a student visiting an agritourism destination, we expect and consider the place and sceneries to be more relaxing, remove our stress and refreshing”. (respondent 10)

^aAs mentioned in the table and from the discussion in Table 3.1, the surrounding aesthetic of the environment play a huge role in the considerations of visitors if they There to visit an agritourism destination (Chen, Dax, and Zhang, 2019).

^bAccording to the respondents, it was revealed to us that the appearance of the farming sites and its amenities are also part of their considerations upon visiting an agritourism site. This is mainly because well-maintained facilities and landscaping could leave a better impression from the customers and would increase the likelihood of the visitors to return.

^bSimilarly, to farming activities where it is a unique offer that helps in attracting tourists to visit farm sites.

^bAnd even the cleanliness and sanitation of the facilities are

a factor of considerations as visitors are becoming more wary after health risks caused by the COVID virus (UNWTO, 2021).

^cKampfer and Mutz (2013) revealed that sunshine has a direct positive effect to emotions as it increases the serotonin of the brain. On the other hand, studies conducted during hot climates demonstrate that doing physical activities in high temperatures is unfavourable (Etterma, Friman, Olsson, Garling, 2017). This supports the claims of the tourists in choosing a destination that has a good weather condition to fully immersed themselves in relaxation.

In summary, agritourism offers a distinct chance to blend elements of tourism and agriculture, resulting in various financial, educational, and social advantages for tourists, producers, and communities. Producers benefit from addi-

tional income and direct marketing opportunities, while the tourism industry experiences growth in visitor numbers and extended stays (National Agriculture Law Center, 2022).

Table 3.3 Reasons in Visiting an Agritourism Destinations

Theme	Description	Quotation
For unwinding, relaxing, and stress relieving a	The relaxing and calming ambiance of the environment helps in unwinding and stress relieving.	“I would visit an agritourism destination to unwind and appreciate the attractions”. (respondent 18)
To have an extraordinary farming experience	Farming experience aligns with doing various farming activities which can be done in an agritourism destination	“For the agricultural immersion experience”. (respondent 26)
To gain new and more insights about the sustainability in farming c	The experience in visiting an agritourism destination also involves new knowledge that can be adapted for sustainability purposes.	“To explore new things that I don't know yet”. (respondent 37)

^aAn information from the European Commission (2013) states that agritourism is a form of sustainable tourism offering an authentic experience for unwinding and relaxation in a natural environment.

^bThe best way to experience farming related activities is to visit an Agri-tourism destination as it offers intensive agricultural experiences (Leslie, 2020). It may include vegetable or fruit picking, sampling of local wines, planting crops, visiting organic farms, and activities with regard to caring animals. This supports the reason why experiencing extraordinary farming activities is one of the top intentions of the tourists in visiting Agri-tourism destination.

^cIdentified from the National Agricultural Law Center, visiting farms could help greatly in gaining more valuable insights into agricultural practices. It teaches them about the sustainable living and consume more of farm-produced products.

Agritourism distinguishes itself from eco-tourism by focusing on cultural landscapes rather than solely emphasizing natural scenery. It plays a significant role in regional development and contributes to the conservation of plant and wildlife diversity. One of its notable advantages is that rural areas, especially cultural landscapes, remain appealing destinations for holidays and outings, offering glimpses into the lifestyles and work of previous generations (Casella, 2021).

CONCLUSION AND RECOMMENDATION

The results indicated that the majority of visitors belonged to the age group of 19-24, highlighting a significant interest among young adults. Furthermore, the study highlighted a gender disparity with 51 females being the predominant gender among the surveyed tourists. Additionally, the findings empha-

sized that the majority of visitors are full-time students, suggesting a potential correlation between the agritourism and educational pursuits. These findings shed light on the target audience for agritourism in Silang, Cavite, which can help stakeholders and policymakers in developing tailored strategies and experiences to attract and cater to the specific preferences and needs of these demographic segments.

The 5A's of tourism (Attractions, Amenities, Accessibility, Activities, and Accommodations) is a widely recognized working model for analyzing the factors that influence tourists' destination choices. While the working model is generally applied to tourism, it can certainly be adapted to analyze the factors affecting tourists' decisions in choosing agritourism destinations. Furthermore, the gathered results showed that the 5A's of tourism have all high interpretations. This depicts that the 5A's of tourism are a reliable measurement to evaluate the considerations of the tourists. By contemplating each of these factors and working to improve them, agritourism destinations can increase visitors and provide a better overall experience for those who wish to visit.

In light of the result of this research study, the findings highlight that Silang, Cavite has a significant potential to become

a popular agritourism destination in the future. Our study has shown that visitors to agritourism destinations are drawn to the natural and tranquil environment, the opportunity to reconnect with nature, and the chance to learn about sustainable agriculture and rural lifestyles, more particularly, after the post health risks of the pandemic. Moreover, our study implies that agritourism destinations offer significant benefits for local farmers and communities, including economic growth and cultural preservation.

Relating to the theoretical framework of TPB, attitude, subjective norms, and perceived behavioural control plays an essential role in influencing tourists' behavioural intentions in the context of agritourism destinations. The TPB framework is relevant to various tourism-related industries as it helps to create a theoretical foundation to understand and predict tourists' behaviour.

Additionally, this study proposes that future researchers emphasize the value of agritourism destinations and suggests the need for further research and development in this field. Key recommendations include conducting studies with a larger number of respondents to obtain more accurate findings, conducting a comprehensive market analysis to understand visitor preferences and tailor offerings accordingly, using

the 5A's of Tourism model to measure customer satisfaction, considering declaring Silang, Cavite as an official agritourism destination, improving less familiar farms by enhancing aesthetics, establishing a website, and expanding activities, and promoting collaboration among farmers to collectively promote agritourism in the region.

REFERENCES

- 80% of Filipinos seek sustainable, “meaningful” way to travel. (2021, December 7). Philippine News Agency. <https://www.pna.gov.ph/articles/1162039>
- Accessible Tourism | UNWTO. (n.d.). Accessible Tourism | UNWTO. <https://www.unwto.org/accessibility>
- Agriculture and rural development. (2023, May 3). Agriculture and Rural Development. https://agriculture.ec.europa.eu/index_en
- Arru, B., Furesi, R., Madau, F.A. et al. Economic performance of agritourism: an analysis of farms located in a less favoured area in Italy. *Agric Econ* 9, 27 (2021). <https://doi.org/10.1186/s40100-021-00199-z>
- Aduroja, D. (2021). What is the Role of Youth in Agriculture? Heifer International. <https://www.heifer.org/blog/what-is-the-role-of-youth-in-agriculture.html>
- Blekesaune, A. (2017, November). Visiting a farm based tourist enterprise—who are the visitors and what is the future potential? *ruralis.no*. <https://ruralis.no/wp-content/uploads/2017/05/14940f8dde7671-1.pdf>
- Chen, Dax, and Zhang (2019). Complementary Effects of Agricultural Tourism and Tourist Destination Brands in Preserved Scenic Areas in Mountain Areas of China and Europe. <https://www.degruyter.com/document/doi/10.1515/opag-2019-0050/html?lang=en>
- Communications, O. O. (2021, October 30). What is Agritourism, Why Are People Attracted to the Farm, and Where to Go? <https://sebsnjaesnews.rut>

- gers.edu/2021/10/what-is-agritourism-why-are-people-attracted-to-the-farm-and-where-to-go
- Department of Tourism-Philippines.(n.d.).http://www.tourism.gov.ph/news_features/PhilippineTravelSurvey.aspx
- Ettema, D., Friman, M., Olsson, L. E., & Gärling, T. (2017). Season and Weather Effects on Travel-Related Mood and Travel Satisfaction. PubMed Central (PMC).<https://doi.org/10.3389/fpsyg.2017.00140>
- Friman, M., Olsson, L. E., Ståhl, M., Ettema, D., & Gärling, T. (2017). Travel and residual emotional well-being. *N/A*, 49, 159–176. <https://doi.org/10.1016/j.trf.2017.06.015>
- iNurture. (2016, June 1). Significance of Hospitality and Tourism in a Country's Economy - Home. Home. <https://inurture.co.in/significance-of-hospitality-and-tourism-in-a-countrys-economy/>
- Leslie. (2021, March 30). Agritourism in the Philippines: Forging New Heights as an Agritourism Destination. Kapwa Travel. <https://kapwatravel.com/blog/agritourism-in-the-philippines/>
- Mayuree Nasa (2020). Examining Destination Attractiveness Through Tourists' Perspectives At Phu Kra dueng National Park, Thailand https://www.researchgate.net/publication/340290833_Examining_Destination_Attractiveness_Through_Tourists'_Perspectives_At_Phu_Kra_dueng_National_Park_Thailand
- McKercher, B., & Tolkach, D. (2020). Influence of attractions on destination selection. <https://online.library.wiley.com/doi/full/10.1002/jtr.2371>
- National Agricultural Law Center. (2022, March 14). Agritourism Overview - National Agricultural Law Center.<https://nationalaglawcenter.org/overview/agritourism/#:~:text=Agritourism%20>

- gives%20producers
%20an%20op-
portunity,the%20
length%20of%20their%20
stay.
- News Covid 19 Has Increased
Travelers Desire to Explore
but Also to Be Cautious.
(n.d.). UNWTO.
[https://www.unwto.org/
news/covid-19-has-
increased-travelers-
desire-to-explore-but-also-
to-be-cautious](https://www.unwto.org/news/covid-19-has-increased-travelers-desire-to-explore-but-also-to-be-cautious)
- Orpia, C. B., Bueno, R. L. C., &
Savellano, Q. S. (2022).
Carrying Capacity of Farm
Tourism Sites: Basis for
Ilocos Norte's Sustain-
able Development Plan.
*International Journal of
Multidisciplinary Research
and Analysis*, 05(11),
3081– 3099. [https:
//doi.org/10.47191/ijmra/
v5-i11-16](https://doi.org/10.47191/ijmra/v5-i11-16)
- PricewaterhouseCoopers. (n.d.).
CEO Mid-year Survey
2021. PwC. [https://www.
pwc.com/ph/en/publi-
cations/ceo-insights-sur-
veys/ceo-pulse-2021.
html#:~:text=While%20
companies%20are%20
starting%20to,tradition-
al%20retail%20and%20](https://www.pwc.com/ph/en/publications/ceo-insights-surveys/ceo-pulse-2021.html#:~:text=While%20companies%20are%20starting%20to,traditional%20retail%20and%20)
- food%20service.
- Putting the Spotlight on Farm
Tourism in the Philippines
|BIMP-EAGA. (2022).
Putting the Spotlight on
Farm Tourism in the
Philippines |BIMP-EA
GA. [https://bimp-eaga.
asia/article/putting-
spotlight-farm-tourism-
philippines](https://bimp-eaga.asia/article/putting-spotlight-farm-tourism-philippines)
- Rajraji, H. (n.d.). What is the
importance of 6 A's in
tourism?www.linkedin.
com.[https://www.linkedin.
com/pulse/what-import-
tance-6-tourism-hicham-ra-
jraji](https://www.linkedin.com/pulse/what-importance-6-tourism-hicham-raja)
- Revfine.com. (2023). Tourism
Industry: Everything You
Need to Know About
Tourism. Revfine.com.
[https://www.revfine.
com/tourism- industry
/#:~:text=The%20accom-
modation%20sector%
20is%20central,some%
20form%20of%20over-
night%20accommodation.](https://www.revfine.com/tourism-industry/#:~:text=The%20accommodation%20sector%20is%20central,some%20form%20of%20overnight%20accommodation.)
- Roman, M., & Grudzień, P.
(2021). The Essence of
Agritourism and Its Profit
ability during the Corona-
virus (COVID-19)
Pandemic. *Agricul*

- ture,11(5),458.<https://doi.org/10.3390/agriculture11050458>
- Samaraweera, K. G., & Upekshani, Y. (2019). An empirical analysis to investigate the influence of 5A's on domestic tourists' satisfaction in Research Gate. https://www.researchgate.net/publication/341277208_An_empirical_analysis_to_investigate_the_influence_of_5A%27s_on_domestic_tourists%27_satisfaction_in_Hikkaduwa_Sri_Lanka
- Schmidt, C. (n.d.). Women in Agritourism: Perspectives on Risk Management. <https://extension.psu.edu/women-in-agritourism-perspectives-on-risk-management>
- Security_and_Travel_Facilitation_Seamless_Travel_Journey_Mobile_Payments_in_Travel_and_Tourism_Mar_2019. (2019). In wttc.org (World Travel and Tourism Council). https://wttc.org/Portals/0/Documents/Reports/2019/Security_and_Travel_Facilitation_Seamless_Travel_Journey_Mobile_Payments_in_Travel_and_Tourism_Mar_2019.pdf?ver=2021-02-25-182803-757
- The theory of planned behavior. (2004). The Theory of Planned Behavior - ScienceDirect.[https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)
- Tourism pillars. (2016). Karen Febe A. Espinosa – Pillars Of Tourism. Pillars of Tourism. <https://tourismpillars.wordpress.com/tag/karen-febe-a-espinosa/>
- Van Trung, H., & Mohanty, P. P. (2021). Exploring the Level of Tourist Satisfaction in Agritourism: A Reflection of Tra Que Village, Vietnam. *Journal of Gastronomy and Tourism*, 5(2), 107–116. <https://doi.org/10.3727/216929721x1610530303648>
- Visitmyphilippines.com. (n.d.). Department of Tourism The Philippines Ultimate Travel Guide For Tourist. <https://www.visitmyphilippines.com>

pines.com/index_title_
RulesandRegulations_Gov-
erningtheAccreditationof
Agri-tourismSites_func_
all_pid_98_tbl_1.html

Why Southeast Asia Needs to
Embrace Sustainable
Tourism | SEADS. (n.d.).
SEADS. <https://seads.adb.org/solutions/why-south-east-asia-needs-embrace-sustainable-tourism>

WTTC.org(2019)https://wttc.org/Portals/0/Documents/Reports/2019/Security_and_Travel_Facilitation_Sealess_Travel_Journey_Mobile_Payments_in_Travel_and_Tourism_Mar_2019.pdf?ver=2021-02-25-182803-757

Yamagishi, Gantalao, &
Ocampo. (2021). The
future of farm tourism in
the Philippines:challenges,
strategies and insights.
<https://www.emerald.com/insight/content/doi/10.1108/JTF-06-2020-0101/full/html>