

# ENHANCED MARKETING STRATEGY OF SELECTED AGRITOURISM FARM/SITES IN SAN PABLO, LAGUNA

<sup>1</sup>Perlas, Krishna Ayse G., <sup>2</sup>Ambata, Paula Nicole A., <sup>3</sup>Bibar, Jessa B.,  
<sup>4</sup>Ms. Irene Gueco

<sup>1,2,3</sup> Proponents, <sup>4</sup> Adviser

DE LA SALLE UNIVERSITY – DASMARINAS

College of Tourism and Hospitality Management

Tourism Management Department

---

**Abstract:** Agritourism is one important aspect in the tourism industry that is needed to be enhanced and improved. Enhancing the marketing strategies helps in developing the competitiveness in the market place. The main goal of this study is to be able to help the chosen agritourism site/farm to have an enhanced marketing strategies for their future market growth and to help them assess using the marketing mix 4Ps. The statistical method that is used in the study is Likert Scale and the statistical tools used are frequency & percentage, mean and standard deviation and ANOVA and T-test. The research is a Quantitative study that made use of survey questionnaire to a total 150 respondents of the agritourism farm/site in San Pablo, Laguna. Based on the findings most of the respondents are age 13-30 most of them are single and female. They are college graduate with a household income that ranges from 10,000-29,999 their origin is in the region of CALABARZON. And the main purpose they visit these agritourism farm/site is because they want to spend time with their family and friends. In addition, results showed the need of enhancement to the selected agritourism farm/site and to know effective marketing strategies in each agritourism farm/site in San Pablo, Laguna.

**Keywords:** Marketing, Marketing Strategies, Agritourism Farm/Site, Marketing Mix, 4P's, San Pablo, Laguna.

---

## 1. INTRODUCTION

Marketing is the process of selling or producing a certain product or services to a certain organization. The Marketing Mix 4P's namely (Place, Price, Product, and Promotion) can help in having a strong basis to the competency of the business. Marketing strategies are important in the industry because it helps in establishing the target market and to reach its company goals and to have a positive growth to the organization.

The sunshine industry and the most rapid growing sector of the eco-tourism industry is Agritourism. Agritourism is exploring the beauty of nature and appreciating the hardwork of farmers as they work on an art in form of landscapes.

Agritourism is defined by United States Department of Agriculture (USDA) as a kind of industrial enterprise that links agricultural production and/or process with business so as to draw in guests onto a farm, ranch, or different agricultural business for the needs of amusing and/or educating the guests and generating financial gain for the farm, ranch, or business owner. Agritourism is important to the industry because it presents a novel chance to mix aspects of the business and agriculture industries to produce variety of monetary, academic, and social advantages to tourists, producers, and communities. It enhances the business by increasing the amount of tourists to a district and therefore the length of their keep. Agritourism also conjointly provides communities with the potential to extend their native tax bases and new employment opportunities. In addition, agritourism provides academic opportunities to the general public, helps to preserve agricultural lands, and permits states to develop business enterprises. Whereas agritourism might produce new potential revenue streams, it conjointly presents new legal problems for farmers and landowners.

Today, Agritourism is known globally and promoted by most of the countries in the world that has a goal to sustainable rural development. From (Eurac Research, 2017) states that “there are a lot of general interpretation that agritourism activities support and promote agricultural resources, traditions and culture. “ Mostly famous agritourism site can be seen in California, USA. Just like their Hidden Villa in Lost Altos Hills, CA. It’s a well-known agritourism site because it’s a non-profit educational organization and an organic farm at a same time. The marketing strategy of the farm is they used their own farm and facilities in conducting the seminars and teachings about the environmental awareness and other agriculture related lectures; they also have their own website that can help tourist to know about their products and services.

Just like how agritourism is growing internationally the country of the Philippines is starting to market the different agritourism sites that can be found here. According to (Simeon, L., 2016) “Agritourism in the Philippines is being established as a relatively new tourism product with the aim of not only attracting travellers but also helping local farmers diversify and supplement their agricultural income. ”An Act to Promote Agritourism in the Philippines said that “The objective of agritourism is less on giving a unique experience hence its more on hands on and educational process of fostering the deeper interpretation about farms.” (CORDEVSOJUST, 2015).

Costales Nature Farm that is located in Majayjay Laguna is known as the first Agritourism site that the Department of Tourism Accredited. This farm being labelled as the premier agritourism farm in the Philippines makes it easily to be market locally and internationally but they never failed to compete with other growing agritourism sites in the Philippines. They always updated their official website and make packages affordable for its target markets and makes sure to offer exciting activities yearly.

After this inspirational milestone in the province of Laguna it became the role model of other farms to be alive and active. Laguna is known for being The Resort Capital of the Philippines because of the enormous hot springs. The study is conducted at San Pablo Laguna and choose the following Farm tourism site as endorsed by San Pablo Municipal Tourism Office. San Pablo City is the first class and oldest city in Laguna and it’s the “City of Seven Lakes”, it refers to the Seven Lakes of San Pablo; Lake Sampaloc, Lake Palakpakin, Lake Bunot, Lake Pandin and Yambo, Lake Muhikap and Lake Calibato. San Pablo having good source of water irrigation it became one reason for the emerging of agritourism sites in the city.

There are 3 Department of Tourism (DOT) accredited farms in San Pablo, Laguna that are chosen by the researchers.

Forest Wood Garden located at Brgy. Sta.Elena, San Pablo City. The farm is 5 Hectare owned by Mr. Joel Frago and Mrs. Myrna Frago. In 2004 they opened the farm for public tours. After 9 years it’s already accredited by The Department of Tourism. And also the farm is accredited as an Agricultural Training Institute (ATI) and Integrated Diversified Organic Farming System (IDOFS) including workshops and talks about organic inputs, sustainable pig farming, farm branding, and art plating, seminar, training and landscaping. They offer the unique food that found there called Pansit Kalabuko made of healthy ingredients from the farm. It already featured in TV shows, Vlog and Magazine and also the farm they have a social media accounts and brochure.

Ato Belen’s Farm (ABF) in Brgy. San Juan, San Pablo City, Laguna. The farm is 1.2 Hectare farm land owned by Renato “Ato” Belen it started in 1987 however currently this farm managed by Mr. Belen Son’s, he is Mr.Brian. The farm has been authorized the Agricultural Training Institutes (ATI) and that they practices Integrated Diversified Organic Farming System (IDOFS) and accredited by the Department of Tourism. Ato Belens’s Farm offers farm tour for deeply understanding regarding farming and they also sell products from their own farm like LACTOBAC-LAS 1 which reinforces the photosynthetic capability of crops, eliminates foul odor of organic origin and additional. Ato Belen’s Farm use word of mouth as their marketing strategy, it had been featured in some blogs and vlogs and they also have facebook page where the visitors can review their farm and see what they offer.

Dioko’s Resort and Ecotourism Park, located in Bgy. San Joaquin, San Pablo City, Laguna is in hand by Vice Mayor Celso Dioko. He was a drop-out student before and worked for about ten years in Saudi Arabia, Libya and Japan and now he wants to encourage young people to get into agriculture. Dioko’s Resort and Ecotourism Park have been accredited by the Department of Tourism last June 13, 2017. The farm resort also has farm tours to see what they offer like the Mushroom House, fruit trees, their major crop which is hot pepper and more. Aside from farm, they also have resort and mini zoo that is a really great destination for families. Knowing that the owner of this agritourism site is a mayor they can easily market this site with their brochures, and via word of mouth from other politicians.

The main goal of this study is to be able to help the chosen agritourism site/farm to have an enhanced marketing strategies for their future market growth and to help them assess using the marketing mix 4Ps.

Figure 1 Research Diagram of Enhance Marketing Strategies of Selected Department of Tourism Accredited Agritourism Farm/Sites in San Pablo, Laguna.

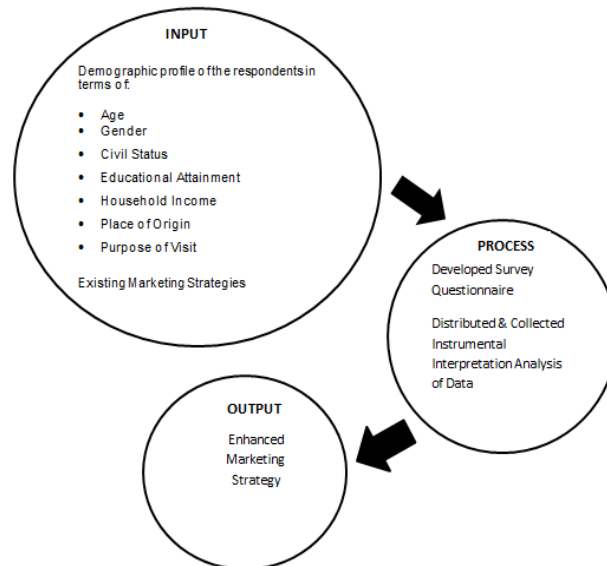


Figure 1 shows the input-process-output of the study the input includes the demographic profile of the respondents which are the age, gender, civil status, educational attainment, household income, place of origin, purpose of visit, existing marketing strategies of the agritourism farm/sites and the legal basis of the study is the Farm Tourism Act of 2016 (R.A 10816). To be able to developed an enhanced marketing strategies of the selected agritourism farm/sites. The process of distributing, collecting, interpreting and analyzing data is necessary.

Just like Hupp. C. (2009) study entitled Marketing Strategies of Ohio Agritourism Businesses it focuses on the marketing strategies of agritoursim sites but the gap of the study is expectancy theory is used in this study to assess the marketing strategies.

The research aims to assess the marketing strategies employed by Department of Tourism (DOT) accredited agritourism site/farm in San Pablo, Laguna.

Specifically, it seeks to answer the following questions:

1. What is the demographic profile of the respondents in terms of:
  - 1.1 Age
  - 1.2 Gender
  - 1.3 Civil Status
  - 1.4 Educational Attainment
  - 1.5 Household Income
  - 1.6 Place of Origin
  - 1.7 Purpose of Visit
2. How do the respondents assess the marketing mix of the Department of Tourism (DOT) accredited agritourism farm/site in San Pablo, Laguna in terms of:
  - 2.1 Place
  - 2.2 Price
  - 2.3 Product
  - 2.4 Promotion

3. Is there a significant difference in the assessment of respondents when they are grouped according to their demographic profile?
4. Based on the findings, what strategies, can be proposed to enhance the marketing strategies of selected agritourism farm/site in San Pablo, Laguna?

## 2. METHODOLOGY

The researchers employed a quantitative descriptive research design for this study. This is also known as statistical research. The chosen design describes the data and characteristics of the population being studied. It is also considered as a fact finding method and interpretations are required.

For this study the marketing mix known as 4 P's by E. Jerome McCarthy such as Place, Price, Product and Promotion (Van Vliet, 2011) is used to access the effectiveness of the existing marketing strategy of the selected agritourism site/farms. Marketing mix concerns in having the right combination of a product in the correct place, time and price

The participants of the study are the tourist of the selected farm in San Pablo, Laguna. They are selected as an end user of the products and services provided by the destination. Based on the given no. of target population of 50 respondents per farm there is a total of 150 respondents. The researchers used a convenience sampling method. This sampling method is categorized as non – probability sampling technique.

Survey questionnaire is used as instrument. The questions are group according to the demographic profile of the participants. The survey is conducted to check the credibility and comprehensiveness of the items included consequently improve them by soliciting suggestions, and further comments. After conducting the survey for among 150 respondents a statistician is consulted to help the researcher obtain it's validate.

The process on the collection of data starts upon presentation of the survey questionnaire to the adviser of the researcher. Upon approval of the instrument this is assessed and approved together with their statistician for further review and validation. Researcher presented consent to conduct survey. The survey questionnaire is distributed to the participants on site of the selected farm tourism destination at San Pablo Laguna. The researchers distributed the survey questionnaire in the weekends as it is the most convenient time possible where the researchers have a whole day free time and go back twice a week to the research site of the study. The information that would be gathered by the survey is secured. Only the researchers have access to them. All data is deleted and/or destroyed two years after the completion of this project. Only the following information shall be revealed in the paper: participants' gender, age, income and marital status. The researchers assure that respondent's identity and other personal information is remaining confidential.

The statistical analyses applied are frequency and percentage was used to compute the demographic profile of the respondents. Weighted mean is used to compute the assessment of the respondents to the marketing mix of the Department of Tourism Accredited Agritourism Farm/Sites. Analysis of variance is part of the treatment to compute the significance difference of the assessment of the respondents. The Statistical Package Service Solution (SPSS) is utilized to answer questions from the research design. Result of the study is presented including the findings. It summarized and made conclusion and recommendation with course of action.

## 3. RESULTS AND DISCUSSIONS

This chapter presents, analyze and interprets the data gathered in this study. The various results were presented in the succeeding tables with corresponding discussion and arguments. It also responds specific problem given in previous chapter.

The first part of the study examines the demographic profile of the respondents. The variables examined were age, gender, civil status, educational attainment, household income, place of origin and purpose of visit was shown in the tables.

**Table 1: Age of the Respondents**

Age Bracket	Frequency	Percentage
13-30	105	70
31-50	32	21.3
51-70	13	8.7
Total	150	100%

The table shown the most of the respondents are between 13 to 30 years old, corresponding to 70.0 % of the total number of respondents. These tourists, aged 13-30 wanted to visit the agri-tourism farm for spending time with their family and friends and for relaxation. These age bracket is called the young age which these people are the one who have a lot of free time and have maximum allowances. Also people in this age are the one who explores and have different educational tours. On the other hand, the least of the respondents are between 51 to 70 years old, which correspond only to 8.7% of the total number of respondents. People at this age have a poor health that they can't go on to far places. People age from 31-50 corresponds to 21.3 % are the people who doesn't have enough time to go to these type of destination because of work. They are the type of people who have a limited time to go too far places and rather choose to go to resorts and spa for relaxation.

**Table 2: Gender of the Respondents**

Gender	Frequency	Percent
Female	97	64.7
Male	53	53.3
Total	150	100

The table shown that most of the respondents were female corresponding to 64.7 % of the total number of the respondent's gender. According to Karen Anderson the Executive Director of the Northeast Organic Farming Association: "It's a healthy sign of a reconnection between food systems and agriculture that women are interested in farming, not just cooking" (Ganzel B. 2009). It said that most people who are into agriculture are female because of their love for cooking and they want to have knowledge on their own regarding this aspect. On the other hand, the least of the respondent's gender was male. Which correspond only to 53.3 % of the total number of the respondent's gender. Most of the male respondents were at work at the time of the questionnaire distribution.

**Table 3: Civil Status**

Status	Fre- quency	Percent	Valid Percent	Cumulative Percent
Married	51	34	34	34
Separated	4	2.7	2.7	36.7
Single	90	60	60	96.7
Widowed	5	3.3	3.3	100
Total	150	100	100	

The table shown that most of the respondent's civil status were single corresponding to 60.0% of the total number of the respondent's civil status. Single like to visit farms to soothe their selves and for them to do something interesting or new for them. According to a travel blog of (The Wandering Quinn, 2014) Single people tend to travel more than those who are already married and have a family because most of the single people their own time, they handle their own schedule and don't need to think of other people rather than their selves. On the other hand, the least of the respondent's civil status was Separated, which correspond only to 2.7 % of the total number of the respondent's civil status.

**Table 4: Educational Attainment of the Respondents**

Educational Attainment	Frequency	Percent
College Graduate	65	43.3
College Undergraduate	57	38
High School Graduate	19	12.7
Master's Degree	9	6
Total	150	100

The table shows that most of the respondent's educational attainment was College Graduate corresponding to 43. 3% of the total number of the respondent's educational attainment. Agritourism is a powerful tool to gaining knowledge and appreciation college graduate tend to visit agirtourism farm/site for educational purposes. And most of the respondents are

studying agriculture related courses. On the other hand, the least of the respondent's educational attainment was Master's Degree. Which correspond only to 6.0% of the total number of the respondent's educational attainment. Most of the Master's degree holders are those who have less time to go on tours or vacation because of their busy schedule

**Table 5: Household Income**

Income	Frequency	Percent
10,000-29,999	91	60.7
30,000-40,999	24	16
41,000-50,999	20	13.3
51,000 and above	15	10
Total	150	100

The table shown that most of the respondent's household income is between 10,000 to 29,999 corresponding to 60.7% of the total number of respondents. In the Philippines the average household income is 22 thousand pesos per month that is according to the results of the 2015 Family Income and Expenditure Survey (2016, Philippine Statistics Authority (PSA)). They prefer to travel to places that are budget wise. Most of them chose to domestic travel. On the other hand, 51,000 and above is the least income, which correspond only to 10.0% of the total number of respondents. These people chose their travel to more extravagant places and more luxurious destination.

People who have 10,000 to 29,999 are the people who have the average income

**Table 6: Place of Origin**

Place of Origin	Frequency	Percent
CALABARZON	122	81.3
Other Country/Province	28	18.7
Total	150	100

The table shown at table 6 shows that most of the respondents were from CALABARZON corresponding to 81.3% of the total respondents. These tourists are just nearby the farms and can easily get there. On the other hand, the least of the respondents were from other country or province, which correspond only to 18.7% of the total of respondents. According to In 2002, CALABARZON registered 282.7 thousand farms for agricultural use, covering 588.5 thousand hectares. The region's total agricultural land area comprised 36.3 percent of the region's total land area. According to Labit by The Philippines Star (Padin, M., 2004). "Calabarzon region is a vibrant destination. There is no moment that will be boring."

And also she added "The provinces of Calabarzon are also accessible to tourists from Metro Manila" and "It's very near. You don't need to take a plane. It's basically cheaper to travel here," the official added.

**Table 7: Purpose of the Visit**

Purpose of Visit	Frequency	Percent
Celebrating	12	8
Educational Tour	23	15.3
Leisure & Relaxation	40	26.7
Seminar & Training	32	21.3
Spend Time with Family/friends	43	28.7
Total	150	100

The table 7 shows that most of the tourist that goes to the agritourism farm/site has a purpose of spending time with their family and friends. According to the respondent's assessment it has a frequency of 43 and a percentage of 28.7 %. Agritourism farm/site is one of the best way to reconnect with your family and friends because you'll be back to the basic life without technology and gadgets. The least purpose that the respondent's assessed is the purpose of celebrating. Most people do their celebration in extravagant places and not in this type of destination. But according to (Atkins, M., 2015) Farms are offering unique academic information. Beyond the story time, tours, a lot of opportunities for children and adults to learn more.

The second part of this study examines the assessment of the respondent to the marketing mix (4P's)

**Table 8: Respondent's Assessment on Place**

Place	Mean	Std. Deviation	Interpretation	Rank
1. The place offers an exciting experience.	3.48	0.64	Agree	2
2. The farm site can properly accommodate number of guests.	3.5	0.70	Strongly Agree	1
3. Amenities are well-maintained and clean.	3.43	0.57	Agree	3
4. Signage around the area are easy to understand.	3.25	0.78	Agree	5
5. Safety and security in the site are evident.	3.32	0.71	Agree	4
6. The farm/site is accessible.	3.19	0.77	Agree	6
Overall Assessment of place	3.362	0.55	High	

*3.50-4.00 Strongly Agree /Very High, 2.50-3.49 Agree / High, 1.50-2.49 Disagree / Low, 1.00-1.49 Strongly Disagree/Very Low*

In terms of Place the highest mean obtained is the item number 2 that is interpreted as Strongly Agree. This means that all the agritourism farm/site can accommodate large number of tourist by having a designated area only for the guests and these three agritourism farm/site encourage all their guests to do advance booking for them to be prepared and to accommodate all the tourist. This number obtained the highest mean 3.5 with a standard deviation of 0.70. It's strength of the agritourism farm/site to properly accommodate the large number of incoming tourist because it can give them a higher chance of marketing and earning profits. Also, item number 1 is the highest mean next to number 2 that is interpreted as Agree. This means that the three agritourism farm/site can offer an exciting experience. All the agritourism farms offer different activities that is not just fun but also can gain knowledge by doing their activities such as seminars, farm day tour where you can do farming by your own. This number obtained the second highest mean 3.48 with a standard deviation of 0.642. This can be a strength of the agritourism site as they can attract more tourists by promoting their activities through brochures, websites and word of mouth. However the least mean obtained is the number 6 that is still interpreted as Agree and it has 3.19 as the least mean with a standard deviation of 0.77. This means that the agritourism farms is quite accessible.

The Researchers observation regarding in the result of marketing mix of place, the highest was the farm site can properly accommodate number of guests by observing that the three agritourism farms have sufficient space and area for their guests and the number of employees was enough to entertain, and to give good service to the guests/tourists. However, the lowest was the farm/site is accessible. We the researchers observed that there are not enough signages going to the farms and we also experienced hard times to reached the farms and considering it as a waste of time.

This shows that the chosen agritourism farm/site weakness is that it lacks signages going to the farm and not understandable by the tourist.

To be able to be accessible to the tourist going to the agritourism farm/site. According to (2016, Joseph, C.) in his article that "Signs can be an essential component of a business's overall marketing strategy." This shows the importance of having proper signages in businesses.

**Table 9: Respondent's Assessment on Price**

Price	Mean	Std. Deviation	Interpretation	Rank
1. Entrance fee is affordable.	3.45	0.65	Agree	1
2. Price of farm tour is reasonable.	3.41	0.60	Agree	2
3. The food products are reasonably priced.	3.39	0.63	Agree	3
4. Souvenirs are affordable.	3.3	0.63	Agree	5
5. Price is accurate for the quality of the services that it offers.	3.32	0.64	Agree	4
Overall Assessment of price	3.38	0.52	High	

*3.50-4.00 Strongly Agree /Very High, 2.50-3.49 Agree / High, 1.50-2.49 Disagree / Low, 1.00-1.49 Strongly Disagree/Very Low*

In terms of Price the highest mean obtained is the item number 1 interpreted as Agree with a mean of 3.45 and standard deviation of 0.65. This means that the agritourism farm/site's strength is that the price of their entrance fee is affordable for all types of tourist. The ticket price for adults is different from the ticket price for students, kids and senior citizens. However the least mean obtained is item number 4 with a mean of 3.3 with standard deviation of 0.68 and interpreted as Agree. In terms of the Price, the weakness of the farm/site is the price of the souvenirs sold in the place. The souvenirs and other items is not appropriate to the price like the mushrooms being sold in the farm, one small pack is ranges to PHP 250 and some of the items is quite old already. Also the tourist have the thinking that it's more cheaper to buy in local markets than the one sold in the farm.

The Researchers observation regarding in the result of marketing mix of place, the highest was the entrance fee because aside of their affordable price for the adult they also have discount for the student, kids and senior citizens. However, the lowest was the price of the souvenir because its quality is not reasonable for the price.

Proper pricing of the products that would reach the expectation of the tourist is a must in the article of (2019, Peacock, L.) "Setting the right prices for your products is a balancing act". And all the chosen agritourism farm/site has quite achieved this goal.

**Table 10: Respondent's Assessment on Product & Services**

Product	Mean	Std. Deviation	Interpretation	Rank
1. The quality of products satisfies the visitor.	2.92	0.90	Agree	1
2. Products are produces from farm.	2.88	0.84	Agree	2
3. Foods are all organic.	2.64	0.79	Agree	4
4. Employees prioritize their visitor's need.	2.57	0.80	Agree	5
5. Information during farm tour is clearly explained.	2.8	0.84	Agree	3
Overall Assessment of product	2.77	0.69	High	

*3.50-4.00 Strongly Agree /Very High, 2.50-3.49 Agree / High, 1.50-2.49 Disagree / Low, 1.00-1.49 Strongly Disagree/Very Low*

In terms of Products and Services the highest obtained mean is the number 1 interpreted as Agree with a mean of 2.92 and a standard deviation of 0.90. This shows that the strength of the agritourism farm/site is that all the products and services of the place satisfy the tourist. However the least mean obtained is item number 4 interpreted as Agree with a mean of 2.57 and 0.80. The respondents show that the weakness of the agritourism farm/site is that the employees do not prioritize enough their needs in short having good impression in their first visit may give you a good marketing strategy.

The Researchers observation regarding in the result of marketing mix of place, the highest was the quality of products satisfies the visitor because when it comes to their product we really saw where it came from, how organic it is and also how was it prepared. However, the lowest was employees prioritize their visitor's need because base on our experience we waited for almost an hour. And some of their employees seem like she lack in some skills and knowledge about their work, because some of their staff are just locals in San Pablo, Laguna.

. Being able to satisfy the tourist is also one of an important factors (2019, Dilenschneider, C.) said in her article that "Onsite visitor satisfaction plays a major role in making sure that organizations can both execute their missions and keep their doors open." Because one's a tourist is satisfied with the services offered by the employees there is a high tendency that the tourist may freely recommend the place to other people which can be a source of free marketing.

**Table 11: Respondent's Assessment on Promotion:**

Promo	Mean	Std. Deviation	Interpretation	Rank
1. Social Media Website is updated.	3.53	0.58	Strongly Agree	1.5
2. The farm/site is promoted through word of mouth.	3.53	0.61	Strongly Agree	1.5
3. The blogs and vlogs from the internet is attractive.	3.46	0.64	Agree	5
4. Brochures and Flyers are updated seasonally.	3.53	0.65	Strongly Agree	1.5
5. The promotion help visitors make outright decision.	3.43	0.65	Agree	6
6. The site is promoted through T.V shows and documentaries.	3.49	0.53	Agree	4
Overall Assessment	3.25	0.36	High	

*3.50-4.00 Strongly Agree /Very High, 2.50-3.49 Agree / High, 1.50-2.49 Disagree / Low, 1.00-1.49 Strongly Disagree/Very Low*



In terms of Promotion the highest mean obtained are the items number 1 with mean of 3.53 with standard deviation 0.58, item number 2 with mean of 3.53 with standard deviation of 0.61 and item number 4 with mean of 3.53 and standard deviation of 0.65. These shows that the agritourism farm/site strengths are the social media website is updated that shows competitiveness to the market industry in terms of technology. Other strength is that the farm/site is highly recommended by tourist through word of mouth. It also said that the farm/site updated their brochures and flyers seasonally. However the least mean obtained is the item number 5 with mean of 3.43 and standard deviation of 0.65. This means that the promotion of the agritourism farm/site doesn't help in the decision making of the tourist.

The Researchers observation regarding in the result of marketing mix of place, the highest was the Social Media Website is updated, they are usually posting their promo and announcement regarding what is usually happening in the farms. However, the lowest was the promotion help visitors make outright decision. We the researchers observed that the three farms were not clearly giving information and not enough to deeply understand by the tourists or guest.

A good marketing should tie promotion and placement elements together so they can reach their core audiences that is based on (2019, Kenton W.) his studies about the Four P's. All the aspects of 4p's should be balanced if a business wants a successful marketing.

**Table 12: Significant difference in the assessment when grouped by Age (ANOVA)**

Marketing Mix		Sum of Squares	Df	Mean Square	F	P-Value	Interpretation	Decision
Place	Between Groups	0.41	2	0.20				
	Within Groups	44.86	147	0.31	0.67	0.52	Not Significant	Accepted
	Total	45.27	149					
Price	Between Groups	0.23	2	0.13				
	Within Groups	39.92	147	0.27	0.43	0.65	Not Significant	Accepted
	Total	40.15	149					
Product	Between Groups	0.34	2	0.17				
	Within Groups	70.89	147	0.48	0.35	0.75	Not Significant	Accepted
	Total	71.22	149					
Promotion	Between Groups	0.56	2	0.23				
	Within Groups	41.66	147	0.28	0.98	0.38	Not Significant	Accepted
	Total	42.22	149					
Overall	Between Groups	0.32	2	0.16				
	Within Groups	18.86	147	0.13	1.26	0.29	Not Significant	Accepted
	Total	19.19	149					

*Not Significant if Pvalue > 0.05 Significant if Pvalue<0.05*

The table 12 shows assessment of the 4p's when grouped by Age to see if there is a significant difference.

In terms of the respondent's age there is no significant difference in the assessment of the respondents on the place, price, product and promotion of the Department of Tourism (DOT) accredited agritourism farm/site in San Pablo, Laguna when grouped by age, since the F-values of 0.67, 0.43, 0.35 and 0.99 have p-values greater than 0.05. The null hypothesis of no significant difference is Accepted.

This indicated that the respondents from different age groups gave the same assessment of the place, price, product and promotion of the Department of Tourism (DOT) accredited agritourism farm/site in San Pablo, Laguna.

Meanwhile, there is no significant difference in the overall assessment of the respondents Department of Tourism (DOT) accredited agritourism farm/site in San Pablo, Laguna when grouped by age, since the F-value of 1.254 has a p-value greater than 0.05. The null hypothesis of no significant difference is Accepted. This indicated that the respondents from different Age groups gave the same overall assessment of the Department of Tourism (DOT) accredited agritourism farm/site in San Pablo, Laguna.

This assessment shows that there is no effect to the marketing mix 4p's regarding the respondent's assessment when grouped by age.

**Table 13: Significant difference in the assessment when grouped by Gender (T-Test)**

Marketing Mix			f	Sig.	t	df	Sig. (2-tailed)	Inter-pretation	Decision
Place	Equal Variances Assumed		7.648	0.006	1.812	148	0.072	Not Significant	Accepted
	Equal Variances Not Assumed				2.018	140.651	0.045		
Price	Equal Variances Assumed		4.196	0.042	1.277	148	0.204	Not Significant	Accepted
	Equal Variances Not Assumed				1.377	131.401	0.171		
Products & Services	Equal Variances Assumed		1.55	0.215	0.105	148	0.917	Not Significant	Accepted
	Equal Variances Not Assumed				0.109	120.539	0.913		
Promotion	Equal Variances Assumed		1.15	0.285	0.87	148	0.386	Not Significant	Accepted
	Equal Variances Not Assumed				0.924	126.755	0.357		
Overall	Equal Variances Assumed		4.167	0.043	1.532	148	0.128	Not Significant	Accepted
	Equal Variances Not Assumed				1.675	135.666	0.096		

*Not Significant if Pvalue > 0.05 Significant if Pvalue < 0.05*

The table 13 shows assessment of the 4p's when grouped by Gender to see if there is a significant difference.

In terms of the respondent's gender There is no significant difference in the assessment of the respondents on the place, price, product and promotion of the Department of Tourism (DOT) accredited agritourism farm/site in San Pablo, Laguna when grouped by gender, since the t values of 2.018, 1.377, 0.105 and 0.924 have p-values greater than 0.05.

The null hypothesis of no significant difference is Accepted. This indicated that the male and female respondents gave the same assessment of the place, price, product and promotion of the Department of Tourism (DOT) accredited agritourism farm/site in San Pablo, Laguna.

Meanwhile, there is no significant difference in the overall assessment of the respondents Department of Tourism (DOT) accredited agritourism farm/site in San Pablo, Laguna when grouped by gender, since the t-value of 1.675 has a p-value greater than 0.05. The null hypothesis of no significant difference is Accepted. This indicated that the male and female respondents gave the same overall assessment of the Department of Tourism (DOT) accredited agritourism farm/site in San Pablo, Laguna.

This assessment shows that there is no effect to the marketing mix 4p's regarding the respondent's assessment when grouped by gender.

**Table 14: Significant difference in the assessment when grouped by Civil Status (ANOVA)**

Marketing Mix		Sum of Squares	Df	Mean Square	F	P-Value	Interpretation	Decision
Place	Between Groups	1.482	3	0.494	1.65	0.18	Not Significant	Accepted
	Within Groups	43.727	146	0.302				
	Total	45.264	149					
Price	Between Groups	2.198	3	0.733	2.82	0.05	Not Significant	Accepted
	Within Groups	37.955	146	0.26				

	Total	40.154	149					
Product	Between Groups	1.124	3	1.671				
	Within Groups	70.103	146	0.445	3.76	0.06	Not Significant	Accepted
	Total	71.228	149					
Promotion	Between Groups	2.021	3	0.975				
	Within Groups	40.197	146	0.264	3.69	0.07	Not Significant	Accepted
	Total	42.218	149					
Overall	Between Groups	1.06	3	0.157				
	Within Groups	18.126	146	0.128	1.22	0.06	Not Significant	Accepted
	Total	19.186	149					

*Not Significant if Pvalue > 0.05 Significant if Pvalue<0.05*

The table 14 shows assessment of the 4p's when grouped by Civil Status to see if there is a significant difference.

In terms of the respondent's civil status there is no significant difference in the assessment of the respondents on the place, price, product and promotion of the Department of Tourism (DOT) accredited agritourism farm/site in San Pablo, Laguna when grouped by age, since the F-values of 1.65, 2.82, 3.76 and 3.69 have p-values greater than 0.05. The null hypothesis of no significant difference is Accepted.

This indicated that the respondents from different civil status gave the same assessment of the place, price, product and promotion of the Department of Tourism (DOT) accredited agritourism farm/site in San Pablo, Laguna.

Meanwhile, there is no significant difference in the overall assessment of the respondents Department of Tourism (DOT) accredited agritourism farm/site in San Pablo, Laguna when grouped by age, since the F-value of 1.22 has a p-value greater than 0.05. The null hypothesis of no significant difference is Accepted. This indicated that the respondents from different Age groups gave the same overall assessment of the Department of Tourism (DOT) accredited agritourism farm/site in San Pablo, Laguna.

This assessment shows that there is no effect to the marketing mix 4p's regarding the respondent's assessment when grouped by civil status.

**Table 15: Significant difference in the assessment when grouped by Educational Attainment (ANOVA)**

Marketing Mix		Sum of Squares	Df	Mean Square	F	P-Value	Interpretation	Decision
Place	Between Groups	3.888	3	1.296				
	Within Groups	41.376	146	0.283	4.57	0.004	Significant	Rejected
	Total	45.264	149					
Price	Between Groups	4.12	3	1.373				
	Within Groups	36.033	146	0.247	5.57	0.0001	Significant	Rejected
	Total	40.154	149					
Product	Between Groups	1.547	3	0.516				
	Within Groups	69.68	146	0.477	1.08	0.36	Not Significant	Accepted
	Total	71.228	149					
Promotion	Between Groups	1.704	3	0.568				
	Within Groups	40.513	146	0.277	2.05	0.11	Not Significant	Accepted
	Total	42.218	149					
Overall	Between Groups	1.191	3	0.397				
	Within Groups	17.995	146	0.123	3.22	0.025	Significant	Rejected
	Total	19.186	149					

*Not Significant if Pvalue > 0.05 Significant if Pvalue<0.05*

The table 15 shows assessment of the 4p's when grouped by Educational Attainment to see if there is a significant difference.

In terms of the respondent’s educational attainment there is a significant difference in the assessment of the respondents on the place and price of the Department of Tourism (DOT) accredited agritourism farm/site in San Pablo, Laguna when grouped by educational attainment, since the F-values 4.573 and 5.565 have p-values LESS than 0.05. The null hypothesis of no significant difference is Rejected. This indicated the respondents with master’s degree gave the highest assessment on place and price of Department of Tourism (DOT) accredited agritourism farm/site in San Pablo, Laguna.

However, There is no significant difference in the assessment of the respondents on the product and promotion of the Department of Tourism (DOT) accredited agritourism farm/site in San Pablo, Laguna when grouped by educational attainment, since the F-values of 1.081 and 2.047 have p-values greater than 0.05. The null hypothesis of no significant difference is Accepted. This indicated that the ASSESSMENT of the respondents with different educational attainment on the product and promotion of the Department of Tourism (DOT) accredited agritourism farm/site in San Pablo, Laguna is the same.

Meanwhile, there is a significant difference in the overall assessment of the respondents Department of Tourism (DOT) accredited agritourism farm/site in San Pablo, Laguna when grouped by educational attainment, since the F-value of 3.220 has a p-value less than 0.05. The null hypothesis of no significant difference is Rejected. This indicated that the respondents with master’s degree gave the highest overall assessment of the Department of Tourism (DOT) accredited agritourism farm/site in San Pablo, Laguna.

The assessment of marketing mix 4p’s to the demographic profile based on educational status showed the significance of Place and Price with a respondent of Master’s Degree holder. This shows that people who have higher educational attainment tend to be practically wise in terms of the location and cost of their designated vacation. People who hold this degree have higher income and knowledge about having a practical wise vacation. According to an article about the benefits of having a master’s degree in today’s job market “Earning a master’s degree helps you gain specialized knowledge to advance in your field” (Shulsinger, 2017).

**Table 16: Significant difference in the assessment when grouped by Household Income (ANOVA)**

Marketing Mix		Sum of Squares	Df	Mean Square	F	P-Value	Interpretation	Decision
Place	Between Groups	3.889	3	1.296	4.58	0.004	Significant	Rejected
	Within Groups	41.374	146	0.283				
	Total	45.264	149					
Price	Between Groups	2.337	3	0.779	3.01	0.032	Significant	Rejected
	Within Groups	37.816	146	0.259				
	Total	40.154	149					
Product	Between Groups	1.56	3	0.52	1.09	0.355	Not Significant	Accepted
	Within Groups	69.667	146	0.477				
	Total	71.228	149					
Promotion	Between Groups	2.549	3	0.85	3.13	0.028	Significant	Rejected
	Within Groups	39.669	146	0.272				
	Total	42.218	149					
Overall	Between Groups	1.159	3	0.386	3.13	0.028	Significant	Rejected
	Within Groups	18.027	146	0.123				
	Total	19.186	149					

*Not Significant if Pvalue > 0.05 Significant if Pvalue<0.05*

The table 16 shows assessment of the 4p’s when grouped by Household Income to see if there is a significant difference. In terms of the respondent household income there is a significant difference in the assessment of the respondents on the place, price and promotion of the Department of Tourism (DOT) accredited agritourism farm/site in San Pablo, Laguna when grouped by income, since the F-values 4.575, 3.008 and 3.127 have p-values less than 0.05. The null hypothesis of no significant difference is Rejected. This indicated the respondents with the highest income gave the highest assessment on place, price and promotion of Department of Tourism (DOT) accredited agritourism farm/site in San Pablo, Laguna.

However, There is no significant difference in the assessment of the respondents on the product of the Department of Tourism (DOT) accredited agritourism farm/site in San Pablo, Laguna when grouped by income, since the F-value of 1.090 has a p-value greater than 0.05. The null hypothesis of no significant difference is Accepted. This indicated that the assessment of the respondents on the promotion of the Department of Tourism (DOT) accredited agritourism farm/site in San Pablo, Laguna is the same across all income groups.

Meanwhile, there is a significant difference in the overall assessment of the respondents Department of Tourism (DOT) accredited agritourism farm/site in San Pablo, Laguna when grouped by income, since the F-value of 3.128 has a p-value less than 0.05. The null hypothesis of no significant difference is Rejected. This indicated that the respondents with the highest income gave the highest overall assessment of the Department of Tourism (DOT) accredited agritourism farm/site in San Pablo, Laguna.

The assessment of marketing mix 4p's to the demographic profile based on household income showed the significance of Place, Price and Promotion in terms of people who have higher income. It represents that people gave significance to these marketing mix because they value the importance of the expense that they will use in their chosen vacation. Based on the article of Business Insider (Howffer, 2018) that rich people tend to view money the same way, no matter how old they are. It shows that not all rich people waste their money in their vacation. The place should have the same value of the price of it, also promotions gave a huge impact to the decision of the tourist to visit the attraction.

**Table 17: Significant difference in the assessment when grouped by Place of Origin (T-Test)**

Marketing Mix		f	Sig.	t	df	Sig. (2-tailed)	Interpretation	Decision
Place	Equal Variances Assumed	0.08	0.927	0.136	148	0.892	Not Significant	Accepted
	Equal Variances Not Assumed			0.143	42.891	0.887		
Price	Equal Variances Assumed	0.392	0.532	0.917	148	0.362	Not Significant	Accepted
	Equal Variances Not Assumed			0.917	40.378	0.364		
Products & Services	Equal Variances Assumed	2.774	0.098	-1.49	148	0.138	Not Significant	Accepted
	Equal Variances Not Assumed			1.747	49.962	0.087		
Promotion	Equal Variances Assumed	0.068	0.795	0.358	148	0.721	Not Significant	Accepted
	Equal Variances Not Assumed			0.348	39.17	0.729		
Overall	Equal Variances Assumed	0.002	0.96	-	148	0.219	Not Significant	Accepted
	Equal Variances Not Assumed			1.137	37.142	0.263		

*Not Significant if Pvalue > 0.05 Significant if Pvalue < 0.05*

The table 17 shows assessment of the 4p's when grouped Place of Origin to see if there is a significant difference.

In terms of the respondents place of origin there is no significant difference in the assessment of the respondents on the place, price, product and promotion of the Department of Tourism (DOT) accredited agritourism farm/site in San Pablo, Laguna when grouped by place of origin, since the t-values of 0.136, 0.917, 1.490 AND 0.358 have p-values greater than 0.05.

The null hypothesis of no significant difference is Accepted. This indicated that the respondents from CALABARZON and non-CALABARZON gave the same assessment of the place, price, product and promotion of the Department of Tourism (DOT) accredited agritourism farm/site in San Pablo, Laguna.

Meanwhile, there is no significant difference in the overall assessment of the respondents Department of Tourism (DOT) accredited agritourism farm/site in San Pablo, Laguna when grouped by place of origin, since the t-value of 1.234 has a p-value greater than 0.05. The null hypothesis of no significant difference is Accepted. This indicated that the respondents from CALABARZON and non-CALABARZON gave the same overall assessment of the Department of Tourism (DOT) accredited agritourism farm/site in San Pablo, Laguna.

This assessment shows that there is no effect to the marketing mix 4p's regarding the respondent's assessment when grouped by place of origin.

**Table 18: Significant difference in the assessment when grouped by Purpose of Visit (ANOVA)**

Marketing Mix		Sum of Squares	Df	Mean Square	F	P-Value	Interpretation	Decision
Place	Between Groups	1.537	4	0.384	1.27	0.283	Not Significant	Accepted
	Within Groups	43.727	145	0.302				
	Total	45.264	149					
Price	Between Groups	2.456	4	0.614	2.36	0.056	Not Significant	Accepted
	Within Groups	37.698	145	0.26				
	Total	40.154	149					
Product	Between Groups	6.686	4	1.671	3.76	0.006	Significant	Rejected
	Within Groups	64.542	145	0.445				
	Total	71.228	149					
Promotion	Between Groups	3.9	4	0.975	3.69	0.007	Significant	Rejected
	Within Groups	38.318	145	0.264				
	Total	42.218	149					
Overall	Between Groups	0.627	4	0.157	1.22	0.303	Not Significant	Rejected
	Within Groups	18.559	145	0.128				
	Total	19.186	149					

*Not Significant if Pvalue > 0.05 Significant if Pvalue < 0.05*

The table 18 shows assessment of the 4p's when grouped Purpose of Visit to see if there is a significant difference.

In terms of the respondents purpose of visit there is a significant difference in the assessment of the respondents on the product and promotion of the Department of Tourism (DOT) accredited agritourism farm/site in San Pablo, Laguna when grouped by purpose, since the F-values 3.755 and 3.690 have p-values less than 0.05. The null hypothesis of no significant difference is Rejected. This indicated the respondents whose reason is to spend time with family and friends gave the highest assessment on product while respondents whose reason is educational tour gave the highest assessment of the Promotion of the Department of Tourism (DOT) accredited agritourism farm/site in San Pablo, Laguna.

However, there is no significant difference in the assessment of the respondents on the place and price of the Department of Tourism (DOT) accredited agritourism farm/site in San Pablo, Laguna when grouped by purpose, since the F-values 1.274 and 2.361 have p-values greater than 0.05. The null hypothesis of no significant difference is Accepted. This indicated that the respondents with different reasons gave the same assessment of the place and price of the Department of Tourism (DOT) accredited agritourism farm/site in San Pablo, Laguna.

Meanwhile, there is no significant difference in the overall assessment of the respondents Department of Tourism (DOT) accredited agritourism farm/site in San Pablo, Laguna when grouped by purpose, since the F-value of 1.224 has a p-value greater than 0.05. The null hypothesis of no significant difference is Rejected. This indicated that the respondents with different reasons gave the same assessment of the Department of Tourism (DOT) accredited agritourism farm/site in San Pablo, Laguna.

The assessment of marketing mix 4p's to the demographic profile based on purpose of visit showed the significance of Promotion in the purpose of spending time with family and friends. An agritourism farm/site is a good place to unwind and relax for families and friends. The ambiance of these sites helps in reconnecting and uniting people. The promotion have a huge significant because these promotional paraphernalia would gave the tourist the overview that would triggered their purpose. And would gave them a basis to decide to choose that site. The meaning of promotion to (Kotler, 2010) "Promotion includes all the activities the company undertakes to communicate and promote its products to the target market."

#### 4. CONCLUSION

Coherent with the main objective of the research which is to assess the existing marketing strategies of the agritourism farm/site in San Pablo, Laguna and come out with an enhanced marketing strategies with the help of the marketing mix 4 P's.

According to the respondent's assessment the tourist that usually goes to the agritourism farm/site are people aged from 13-30 most of them are single and female. They are college graduate with a household income that ranges from 10,000-29,999 their origin is in the region of CALABARZON. The main purpose they visit these agritourism farm/site is because they want to spend time with their family and friends.

Based on the respondent's assessment on the marketing mix 4P's in terms of place the agritourism farm/site in San Pablo, Laguna can properly accommodate the number of guest coming to their farm/site. In terms of price they assessed that the price of the entrance fee is affordable to their budget. For the products & services they agreed that the quality of products and services satisfies them. And for promotion they agreed in these three options; the social media sites of the farm/site are updated, the farm/site is promoted through word of mouth, the brochures and flyers are updated seasonally.

The significant tool for the selected agritourism farm/site is to create an enhanced marketing strategy. And with a thorough examination of the marketing mix to assesses the effectiveness of the existing marketing strategies of the selected agritourism farm/site. It allows the company to capitalize on generation and it is one of the best marketing strategy use. It allows the company to capitalize on strengths, thus minimizing associated marketing costs and increasing its return on that investment. It's significant because San Pablo, Laguna is a rising agritourism destination, and to be able to compete and be advantageous in the market you need to be able to have a good promotional mix.

#### ENHANCED MARKETING STRATEGIES

##### RATIONALE

This brochure and road map of activities output aims to come up with enhanced marketing strategies for the chosen agritourism farm/site which represents the result of the data gathering for the marketing mix 4P's. This will benefit the chosen agritourism farm/site to be able to catch the attention of future possible tourist and to have an improvement in the market popularity. This can be used as a tool for trendy marketing of the farm/site.

##### MISSION

To serve as a perfect introduction to the three agritourism farm/sites as it gives good overview to the target market.

##### VISION

Stand out and deliver information while simultaneously creating a brand image in people's mind.

##### OBJECTIVES

For tourist to have a brief idea about the agritourism farm/site in San Pablo Laguna and to set curiosity about the relevance of agritourism and help them be enlighten of its importance, not just for knowledge but also for enjoyment.

<b>ROADMAP OF ACTIVITIES</b>					
<b>OBJECTIVE</b>	<b>ACTIVITY</b>	<b>IMPLEMENTING BODY</b>	<b>TIME FRAME</b>	<b>RESULT</b>	<b>BUDGET</b>
Put up signages along the way directing to the location of the site/farm	Cooperate with the local government and ask permission to put signages	Agritourism farm/site and local government	Maintain every 3 years	The tourist that would want to go to the agritourism farm/site will have an easy access going to their location.	PHP 15,000
Conduct seminars for proper pricing of products	Seminar focusing on Proper pricing strategy	Agritourism farm/sites and San Pablo Tourism Office	Every 2 years	The agritourism farm/site will have an outcome on how to make their souvenir be affordable and be a big hit.	PHP 10,000

Conduct seminars for employees in relation to a good customer's service.	Seminar about Guest Satisfaction: Focusing on Good Services	Agritourism farm/sites and San Pablo Tourism Office	Yearly	This will help local employees be knowledgeable and aware of what a good service is.	PHP 5,000 to PHP 10,000
Conduct an interactive contest to tourist	Farmer Wannabe Contest and will be posted to all marketing paraphernalia	Agritourism farm/site and San Pablo Tourism Office	Yearly	This will help the agritourism farm/site have a unique marketing that will attract possible tourist. If they post or put this in their marketing paraphernalia. T	PHP 15,000 to PHP 20,000

### REFERENCES

- [1] Atkins, M. (2015). *Monica Atkins*. Retrieved from <https://mommyuniversitynj.com/2015/05/20/10-educational-benefits-of-visiting-a-farm>
- [2] Behavioral Sciences, 142((2014), 439-446. Retrieved March 05, 2019 from <https://www.sciencedirect.com/science/article/pii/S1877042814046242>
- [3] Biones, Z., Yusay, R., & Valdez S. (2017). Enhancing Community Based Tourism Programs of GawadKalinga Enchanted Farm Towards Sustainable Tourism Development. *Journal of Economic Development, Management, IT, Finance and Marketing*, 9(1), 51-60.
- [4] Corp., A. (2017). *Why The Philippines Is An Emerging Farm Tourism Destination*. Retrieved October 13, 2017, from <http://www.choosephilippines.com/do/events-and-nightlife/5725/farm-tourism-conference-2017>
- [5] Corp., A. (2016). *Why Farm Tourism is the Next Big Thing in the Philippines*. Retrieved October 13, 2017, from <http://www.choosephilippines.com/stay/relaxation-and-wellness/4392/why-farm-tourism-next-big-thing-philippines>
- [6] Dilenschneider, C. (2018). The Three Most Important Reasons To Prioritize Visitor Satisfaction (DATA). Retrieved March 10, 2019 from <https://www.colleendilen.com/2018/04/25/three-important-reasons-prioritize-visitor-satisfaction-data/>
- [7] Eurac Research Website. (2018). Agritourism: A successful and Growing Example of Sustainable Tourism. Retrieved April 30, 2018 from <http://agritourism.eurac.edu/>.
- [8] Ganzel, B. (2009). Women on the Farm. Retrieved February 22, 2019 from [https://livinghistoryfarm.org/farminginthe70s/money\\_10.html](https://livinghistoryfarm.org/farminginthe70s/money_10.html)
- [9] Hoffower, H. (2018). Rich people tend to view money the same way, no matter how old they are - with one big exception. Retrieved March 10, 2019, from <https://www.businessinsider.com/how-rich-people-view-wealth-every-generation-2018-6>
- [10] Hupp, C. (2009). Marketing Strategies of Ohio Agritourism Businesses. Ohio State University Undergraduate Research. Retrieved May 1, 2018, from [https://kb.osu.edu/dspace/bitstream/handle/1811/37083/1/final\\_hupp\\_thesis.pdf](https://kb.osu.edu/dspace/bitstream/handle/1811/37083/1/final_hupp_thesis.pdf).
- [11] Joseph, C. (2016). Importance of Signage in a Business. Retrieved March 10, 2019, from <https://smallbusiness.chron.com/importance-signage-business-3348.html>
- [12] Kenton, W. (2019, March 12). Four Ps. Retrieved March 10, 2019, from <https://www.investopedia.com/terms/f/four-ps.asp>
- [13] Lucardi, D., (2014). The Impact of Fun and Enjoyment on Adult's Learning. *Procedia- Social and*
- [14] Nomaguchi K. (2011). Marital Status, Gender, and Home-to-Job Conflict Among Employed Parents. Retrieved March 25, 2019 from <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3496794/#R20>



- [15] Official Gazette. (2016). Republic Act No. 10816. Retrived May 16, 2018 from <http://www.officialgazette.gov.ph/2016/05/16/republic-act-no-10816/>
- [16] Padin, M. (2004). The Philippine Star. Retrieved from <https://psa.gov.ph/content/review-agriculture-sector-calabarzon>
- [17] Peacock, L. (2019). Pricing Strategies: 10 Ways to Pick the Perfect Price. Retrieved March 15, 2019, from <https://www.shopify.com/blog/pricing-strategies>
- [18] Philippine Senate Committee on Rural Development and Social Justice (CORDEVSOJUST) Website. (2015). An Act to Promote Agritourism in the Philippines and for other purposes. Retrieved April 21, 2018 from <https://www.cardph.com/single-post/2015/05/26/An-Act-to-Promote-Agritourism-in-the-Philippines-and-for-Other-Purposes>.
- [19] Philippine Statistics Authority. (2016). Average Family Income in 2015 is Estimated at 22 Thousand Pesos Monthly (Results from the 2015 Family Income and Expenditure Survey). Retrieved February 20, 2019, from <https://psa.gov.ph/content/average-family-income-2015-estimated-22-thousand-pesos-monthly-results-2015-family-income>
- [20] Polevoi, L. (2016). Use Freebies to Boost Your Sales. Retrieved March 01, 2019, from <https://quickbooks.intuit.com/r/marketing/use-freebies-to-boost-your-sales/>
- [21] Ramya, N. & Ali, M. (2016). Factors affecting consumer buying behavior. International Journal of Applied Research 2016; 2(10): 76-80.
- [22] Rebuelta, G. (2010). Extent of Implementation of Marketing Strategies in Selected Destination and Resort Spa in CALABARZON: Basis for Proposed Marketing Plan. Unpublished Thesis. Graduate School. Philippine Womens University.
- [23] Romm, C. (2015). What 'Food Porn' Does to the Brain. Retrieved March 1, 2019, from <https://www.theatlantic.com/health/archive/2015/04/what-food-porn-does-to-the-brain/390849/>
- [24] Simeon, L. (2016). Farm tourism: A new bright spot for Philippine economy. Retrieved October 13, 2017, from <http://www.philstar.com/agriculture/2016/06/12/1591943/farm-tourism-new-bright-spot-philippine-economy>.
- [25] Simplified, L. (2014). Meaning, Importance & Components of Promotion. Retrieved from <https://www.kullabs.com/classes/subjects/units/lessons/notes/note-detail/7548>
- [26] Shulsinger, T. (2017). The Benefits of a Master's Degree in Today's Job Market. Retrieved March 10, 2019, from <https://www.northeastern.edu/graduate/blog/masters-degree-benefits/>
- [27] TheWanderingQuinn. (2016). Why You Travel More When You're Single! Retrieved February 26, 2019, from <https://thewanderingquinn.com/2016/03/why-you-travel-more-when-youre-single/ToolsHero>: <https://www.toolshero.com//marketing/marketing-mix-4p-mccarthy/>.
- [28] United States Department of Agriculture. (N.A.) Agritourism and Farm Tours. Retrived May 23, 2018 from <https://www.nal.usda.gov/afsic/agritourism-and-farm-tours>
- [29] Van Vliet, V. (2011). Marketing Mix, the 4P's(McCarthy). Retrieved May 2, 2018 from