

# Students' Awareness of Cavite Agritourism: Basis for a Proposed Information Campaign

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**Abstract:** Agritourism is composed of different structures such as farm, recreational facilities, educational purposes, and farm-based products that gives opportunity for the farm to market and increase the economic state of Agri farm tourism industry that allows them to execute knowledge to younger generations. The perception of 300 college students of Junior Tourism and Hospitality Management Association of the Philippines (JTHMAP) has a significant role, and it can help the farms in Cavite to establish solutions and ways to improve this sector in tourism industry. It raises awareness to the college students on how significant the agritourism is in our economy, their interest as well. To establish the perception, awareness, and engagement of the college students the researcher utilizes survey questionnaires in identifying their level of understanding to formulate a cohesive recommendations and suggestions. The result of the study suggests that the demographic profile of the respondents has a significant difference in awareness towards agritourism wherein ages 20 and above, first year college students and most of the students who are single have a ninety-six-point-seven percent (96.7%) cumulative value which means are aware of agritourism; respondents perceive regarding Farm Resort, Products, Tourism, Educational purposes, Recreation, Economical state and Sources of information results to Strongly agree and concluded that there is a significant difference. Succeeding research studies including the branches of agritourism, advertising it in the market as well as study about farmers should be created to raise attention, solution, and awareness to the existing problems in agricultural industry.

**Keywords:** agritourism, awareness, farm, campaign, interests.

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## I. INTRODUCTION

Agritourism is an instrument used to interpret and promote activities describing the relationship between agriculture and tourism. Furthermore, because it is a key sector in the country, it is a major necessity in the country's economy and is one of the primary revenue sources in the Philippines. It emphasizes agricultural activities such as crop plantation and organic manufacturing. It also serves as a recreational facility for guests, and educational tours for students, allowing them to understand the farmers' process activities.

According to the Department of Tourism (DOT), Agritourism, also known as "farm tourism", is a type of rural farm tourism events which includes activities such as caring for farm animals, cultivation, harvesting, and production of farm products.

Agritourism is a sector that allows the agricultural farm industry to increase its production quality to suffice the satisfaction, needs, accessibility to the guest and tourist as well as outdoor leisure for the guests and tourists who are interested in Agri farming and its activities, such as products, recreational facilities, and the production of good and live

stocks. Through Agritourism, engages and deals with various people, schools, and companies to cater and inform about the farm-based entertainment and food system program, which allows farms to market, educate, and raise awareness predominantly seek support to the locals. (Shembekar, P. 2020)

According to the study De Villa et. al, (2018), One of the most significant challenges that farm owners face is a lack of government support. As a result of their findings, the researchers recommended that Farm Tourism be included as an elective course in the Hospitality and Tourism Management curricula. This issue could also be a contributing factor in the unawareness of students since the lack of government support could or is leading to the declining number of farms and farmers.

The study is limited to the members of the Junior Tourism and Hospitality Management Association of the Philippines (JTHMAP). Its primary goal is to determine how much knowledge these students have about Agritourism, as they may come across events in the future related to the said topic as well as what sources of information, they have about agricultural tourism. This will also allow researchers to assess their capabilities and awareness.

This can present an opportunity for the students in broadening their awareness and level of understanding in agriculture and tourism in Cavite, as well as the economical state of the said industry and its operation such as the proper way to vegetate plants, utilization of fertilizer, raising organic plants and organic livestock, these activities serve as recreational activities and tours for the students that allows them to be enlightened to the Agritourism and how it is market in the industry. These variables aid the researchers to determine how knowledgeable and aware the students on the Agricultural Farm Tourism predominantly to its concept and modernization. Thus, the results of this study can help innovate the local farms and educate students on the idea of Agritourism as a part of the tourism industry.

With, Republic Act No. 10816 stated that incorporating tourism together with agriculture has the potential to distribute the importance of agricultural development in the country's economic and social improvement, acting as a platform for agricultural growth as well as in fishery communities, and provide additional benefits to farmers, agricultural workers, and fishermen. The Act also aims to promote eco-friendly, convenient, and sustainable farming methods, in addition to offering alternative amenities and agricultural tourism activities for families, students, and other tourist, as well as efforts to improve well-being through the consuming of high farm-produced food

According to (Arnaldo, 2017), Region-4A (CALABARZON) has the greatest number of Department of Tourism (DOT) accredited farm-tourism sites in the Philippines. The researchers utilized 5 farm-based institutions, specifically around Cavite. The goal is to determine the awareness of the students about Agritourism located in Cavite, as well as to promote and inform them. These are selected Farm Institutions (1)Terra Verde Eco farm & Resort, (2)Teofely Nature Farms Inc, (3) Nurture Wellness Village, (4) Gratchi's Getaway Farm, and (5) Cocinado con el Corazon by JBT Agri Farm.

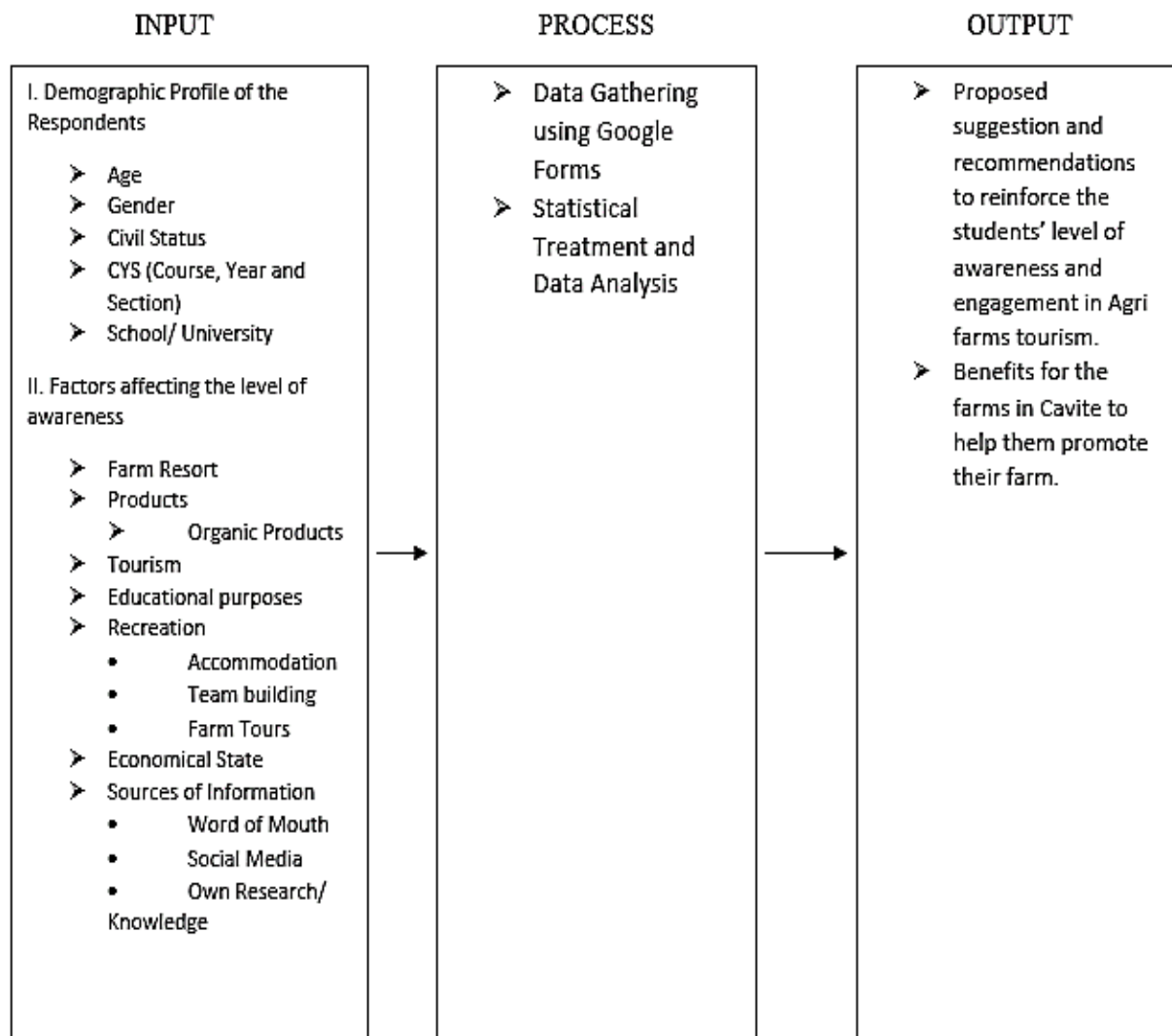
Although Gratchi's Getaway Farm and Cocinado con el Corazon by JBT Agri Farm were not accredited by the Department of Tourism, the researchers chose these farms since it suits the criterion in the Standard Requirements for it to be accredited. Farm guides and security staff should be present. Farm resorts must provide lodging for their visitors. Road, power, water, and communication infrastructure are examples of support infrastructure. There are safety signs and first-aid kits located around the site. Garbage cans and adequate waste and disposal management must be in place. (Manila Bulletin, 2020)

(1) The farm became a stress-relieving haven for their family and is up to the public, particularly the youth, for picnics, team-building, and hands-on farming experiences. They aim to revive ancient traditions such as weaving (Habing Maragondon), provide alternative livelihoods for locals, and protect natural resources. (2) A Farm School for raising native pigs and cultivating organically grown vegetables, fruits, and herbs. (3) Combining health and wellness spa with organic farming. They also practice vermiculture, composting, and making their organic pesticides and fertilizers. The rainwater harvesting system, greywater recycling in the camp kitchen, and natural filtration system for the kids pool all practice sustainable development and environmental preservation. (4) A six-hectare farm resort that is beautifully manicured and created with natural and man-made features that both nature-lovers and adventure-seekers are sure to appreciate, it is nature through varied educational activities and exciting adventures. For nature lovers, the resort has an animal farm where you may meet goats, ostriches, turkeys, Asian palm civets (locally known as Alamid), native pigs, and other cute farm animals. (5) The Italian and Spanish-inspired menu places a strong emphasis on wonderful food grown in the restaurant's vegetable garden, where most of the produce is grown organically all year.

The motive for this study is to promote and raise awareness regarding a long-standing problem that Agritourism has faced in recent years, which is that Agri farm tourism has received less exposure than other sectors of the tourism industry. To determine the educational impact of Agritourism on students and assess their level of understanding.

- Understand the importance of Agritourism in the Philippine tourism industry. It may assist students in gathering concepts and learning to understand the expertise of agricultural farms, primarily in the province of Cavite.
- Farm owners in Cavite could use the data collected by researchers to create ideas to enhance the farm's capabilities in the tourism industry as well as in advertising it as a destination.

### Conceptual Framework



**Figure 1: IPO Conceptual Framework of Students' Awareness on Agritourism: Basis for a Proposed Information Campaign**

The researcher will utilize IPO or Input, Process, and Output in interpreting the structure of the study to determine the flow and effectivity of the research study; it interprets input variables such as demographic profiles of the students, experiences, and perspective. Hence, the process refers to the procedures that this study is conducting to analyse empirical information and data gathering procedures, through utilizing google form and statistical treatment to interpret the data. The output is the results from the gathered information. Various studies also utilize these factors to determine the perceptions and methods to allocate information for the agricultural farm to have an innovative and creative approach for development.

### **Statement of the Problem**

This objective of the study aims to identify and understand the level of understanding and awareness of the students towards agricultural farm tourism in Cavite.

1. The demographic profile of the respondents
  - 1.1 Gender
  - 1.2 Age
  - 1.3 Civil Status
  - 1.4 CYS (Course, Year & Section)
  - 1.5 School/University
2. Factors that affect the level of awareness of the students
  - 2.1 Farm Resort
    - 2.2.1 Products
    - 2.2.2 Organic Products
  - 2.3 Tourism
  - 2.4 Educational Purposes
  - 2.5 Recreation
    - 2.5.1 Accommodation
    - 2.5.2 Team Building
    - 2.5.3 Farm Tours
  - 2.6 Economical State
  - 2.7 Sources of Information
    - 2.7.1 Word of Mouth
    - 2.7.2 Social Media
    - 2.7.3 Own Research/ Knowledge
3. Is there a significant difference between the student's level of awareness on Cavite Agri Tourism and their demographic profile when grouped?
4. Based on the results of the study, what suggestions and/or recommendations can be proposed to address the level of student's awareness on Cavite Agri Tourism?

### **Statement of Hypothesis**

There is no significant difference in the level of student's awareness and engagement on Cavite Agri farm Tourism when grouped according to their demographic profile.

### **Scope and Delimitations of the Study**

This study is conducted to find out the students' awareness towards Agritourism. The researchers' target respondents will be the members of Junior Tourism and Hospitality Management Associations of the Philippines (JTHMAP). The researchers also want to promote the importance to the Tourism and Hospitality Management students in terms of their awareness of Agritourism.

### Review of Related Literature

One of the industries that are currently seeing growth in tourism. It has evolved into one of the world's most vital industries, and as a result, it has expanded in importance. Although tourism is prevalent, it cannot be denied that there are issues that stifle growth in any location. Since tourism firms place a priority on customer satisfaction, safety, and enjoyment, it is a dynamic and competitive sector that needs the ability to respond to changing client expectations and ambitions on a continuous basis. It is a significant contributor to the growth of the Philippine economy. Producers and farm tourism operators play a significant role in extending student knowledge and understanding of agriculture through the Classroom Agriculture Program, which visits classrooms around the province to speak with students. (De Villa, I.R., et al. 2018)

Agritourism is a significant element of the tourism sector since it is one of the primary commodities in the nation, and it also produces high-quality vegetables, poultry, and live animals. Thus, Agritourism has less exposure since younger generations are focused on technologies and new market trends, which leads to the lack of awareness and engagement of the students towards the said industry, alongside the current situation wherein COVID-19 affects various businesses globally and caused major shocks to the tourism industry and one of them is the Agritourism sector, which disrupts the producing capacity and the consumer's preferences in terms of purchasing, and the engagement of the people towards agricultural tourism, it also affects the unemployment rate and the demand to the tourism sector. (Zbierska, M. et al. (2020))

Any occurrence of events or global pandemic majorly affects the demand and interest of the tourist and people since the community focuses on their health and safety. As the pandemic still at present, local communities start to patronage local farms and products, since it is more diversified, accessible, and organic also far from biohazards. (The World Bank, 2020)

According to Republic Act 10816, Agritourism is defined as "the strategy of inviting guests to farm areas for the objectives of production, education, and recreation." To guarantee their sustainability, farmers will be able to boost their income and invest in other economic activities. As a result, Agritourism's goal is to be able to help marginalized and underprivileged farmers. Educating them about agricultural tourism, including what it is, how it will influence them, and how they will gain from it, would provide the assistance and learning they need to further promote and advance Agri farm tourism. Even before the pandemic arises the Department of Tourism (DOT) implemented a policy that discusses the Farm Tourism Development Board, which under Section 5, it pertains to establishing strategies as well as projects to develop and promote agricultural tourism in the Philippines. This is an approach and contingency plan, to establish and assess the implementation of farm tourism research and develop activities to ensure the efficiency and effectiveness of Philippines agricultural farm tourism such as market analysis, trends, innovative approaches, also information exchange to establish sustainable ways and methods, ways, and education purposes. (Sgd. Belmonte Jr. F., 2016).

In terms of assessing Agritourism to the younger generation, it seems the knowledge that the students have is limited to an extent of their sources of information. Moreover, rural farms and Agritourism has a lot of opportunities to offer since it promotes the primary source of income and it touches the economic stability of the country, as well as in the tourism industry, with the help of the sources of information of the students and knowledge towards Agritourism it can contribute to the solutions and innovations to the local farms that offer accommodation, recreational facilities to promote, market and advertise to the tourists. They have conducted a survey which results to half of its respondents has little and has no knowledge whether of their state has agricultural farm tourism, it is evident that Agritourism is not highly promoted to saturation levels. Future studies should concentrate on the attitudes and knowledge of Agritourism among non-agricultural students. Efforts should be made to strengthen and innovate postsecondary Agritourism marketing education and training. (Amaral, K., et al. (2017))

Agritourism can reconnect citizens with local businesses while also delivering economic benefits to specialty crop farmers. It assists producers in diversifying and increasing their lifespan, while also delivering cultural and economic advantages to their communities. It emphasizes that if Agritourism will give a chance to promote and market its products and services it can bounce back and take the opportunity to showcase the farm. According to the study's findings the participants of the study were not familiar with the Agritourism term, hence the researchers also establish that the participants wanted the activities to be more reasonable; For the most part, participants were engaged in leisurely or moderately demanding activities as well as wanted to learn about specific crops and goods, including how to cultivate or

raise their own, as well as the history of agriculture and the area, current concerns such as hydroponics and genetically modified organisms, food and product sources, and the environment in general. Participants had previously learned about Agritourism prospects through word of mouth or the internet but stated that they preferred to learn about them through local newspapers and television. This might be impacted by the average age of the participants in focus groups. The following findings can help the farmers to innovate and improve based on the participants answers is to help the owners to promote the agritourism at the same time promote awareness to the participants. (Stofer, K. Ph. D et al. (2018).

In comparison to wealthy countries, the expansion of Agritourism in developing countries, particularly in South Asia, is slower. Farmers' willingness and ability to construct required infrastructure, as well as visitor interest in visiting such places, are the primary drivers of agritourism development. However, most Agritourism studies are concentrated in industrialized countries, with little research on Agritourism in underdeveloped countries. Based on the result of the study, the participants are not familiar with the agritourism term as stated in their paper. Farmers are encouraged to participate in Agritourism because of the increased financial benefits. Furthermore, rather than seeking conveniences, tourists choose Agritourism-related destinations to engage in real activities, according to researchers. Agritourism is becoming more popular as more events and regional foods become available. Participants also learned about Agritourism through the word of mouth of other people. (Bhatta, K. et al. (2020).

Based on the study, Agritourism is a tourism subsector and a sub-category of rural tourism in which a variety of farms serve as tourist attractions. It supports farm's demonstrations, tours, and training, and other tourist-oriented farm activities, including on benefits and farm product revenues. Tourists are welcome to take part in agricultural operations while understanding the value of farmers' produce. (Tugade, L. (2020).

According to Bhatta, K. et al. (2020), this study suits the criteria of the researchers which can be a basis and relates to the factors that can raise awareness for the corresponding participants which are the Tourism and Hospitality Management college students, wherein recreational activities are the most preferable factors that pokes the interest of the participants, thus sources of information can be learned through the word of mouth this illustrates the capabilities of word mouth to younger generations. To assess and determine the level of awareness of students towards Agri Tourism, the following factors and sub-categories are to be evaluated/discussed by researchers:

- Farm Resort – Leisure farms for those who are only interested in agricultural activities: in this case, largely students. People could not only experience basic agricultural products, but also food trips through cornfield labyrinths, direct interaction with farm animals, contention, cow milking, and equitation through these types of activities. (Petroman, I., et al 2016)
- Products – Educational Agritourism can be established as a fundamental component of a business model capable of assisting agricultural organizations in promoting their operations at various festivals, i.e., the Agri-tour type. (Petroman, I., et al 2016)
- Organic Products – Crops are among the most important needs of Filipino farmers. Organic Agriculture in the Philippines, to develop an environmentally friendly and safer production techniques, the availability of safer and more nutritious commodities and food, and greater farm productivity and revenue prospects for Filipino farmers are all possible. (Lirag, M., Bordado G. (2016)).
- Tourism – When it comes to farm tourism, both professors and farm owners agree that it educates visitors and the public about agriculture. The students, on the other hand, appear to only agree. This has the same effect on the idea that the increased number of tourists necessitates better transit to and from their destinations. According to the findings, there are considerable discrepancies in answers between professors and students, faculty and farm owners, and student and farm owners. As a result, students still require more information about the advantages of farm tourism. (De Villa, I. R., 2018)
- Educational Purposes – Farmers agreed that the kids should be brought back to the farm because they require experience learning or genuine teachings from the farmers about the importance of food production. (De Villa, I.R., et al. 2018)
- Recreation
  - Accommodation – According to the President of the International School of Sustainable Tourism (ISST) and former DOT Secretary, “farm tourism brings tourists and travellers to agricultural regions, typically for educational and recreational objectives that stimulate economic activity and give money to the community.” Because of the agricultural character of the economy, the country's sunshine industries may be developed. (De Villa, I., et al. (2018)).



- Team Building – Researchers also discovered that when stressed, more than two-thirds of people prefer to go to natural location. This illustrates why there is an increase in the number of Farm Owners that are converting their farm into a farm tourism destination. (De Villa, I., et al. (2018)).
- Farm Tours – farm education is focused on direct participation in a variety of agricultural and economic tasks that vary depending on the season. The cycle of trips to the farm for the same group of students is an essential aspect - in summer, children may learn to prepare the ground for growth in the garden and plant seeds. As the number of farms rises, so does the awareness of students and staff members about farm tourism. (Stofer, K. Ph. D et al. (2018)).
- Economical State – Yamagashi, K et al (2020), emphasize Farm tourism lays the foundation for inclusive and sustainable agricultural and rural development by providing opportunities for small-scale farmers to diversify their income while also fostering sustainable agricultural systems and community involvement and participation.
- Sources of Information – concerning to technological advancement, for example, the internet and information technology have unlocked new possibilities for enhancing farmers' agricultural livelihoods. (De Villa, I.R., et al. 2018)
- Word of mouth – The majority of study respondents said they learned about agritourism marketing through word-of-mouth.; possibly it indicates that people hear about Agritourism events through a friend. (Amaral, K., Edgar, L., & Johnson, D., (2017)).
- Social Media – According to the result of the study of Amaral K, Edgar, L., and Johnson D. (2017), it is stated that the second largest percentage of the participants answered Agritourism exposure was through paid ads; Participants are more than likely to read about Agritourism activities in these areas and then passing that knowledge along to a companion.
- Own Research – Agritourism websites should include relevant tags to improve the convenience of Agritourism search queries. Owners of agritourism businesses should utilize a website to market their operations. (Amaral, K., Edgar, L., & Johnson, D., (2017)).

## II. METHODOLOGY

### Research Design

The researchers will apply quantitative research as the chosen research design, with a focus on statistical data relevant to the study. It will be distributed based on the students' level of understanding and involvement in Agritourism. From rating low to high, the Likert scale will be used to determine people's perspectives on specific topics, events, or other people. (Allen, M. 2017).

Quantitative research is defined and was created as a tool to aid in the improvement of research designs while emphasizing the presence of a quantitative and improve researcher education and engagement, create a connection between qualitative and quantitative researchers, and be able engage in discussion of qualitative approach. (Aspers. P and Corte. U. 2019)

With the use of the said research design, the data which will be collected from the respondents can determine the students' level of awareness and engagement in Agri farm tourism as a basis for suggestion and recommendations.

### Sampling Method

Purposive sampling is a sampling method in which the researcher chooses individuals from the group to take part in the study based on his or her own personal preferences. It necessitates the use of human judgment in selecting examples that help provide answer to the research questions or achieve research objectives. (Dudovskiy, J. 2018).

This study will also utilize Crowdsourcing, which according to Tucker J.D et. al (2019) refers to a problem-solving approach used in the previous decade in which an organization allows a large group to attempt to solve an issue or a component of a problem, then distributes the results. Crowdsourcing is associated with open innovation, which differs from traditional closed innovation medical research in numerous ways. The phrase is a combination of the word "crowd" and "outsourcing." The original concept was used to represent businesses that outsourced duties to a group of individuals who worked together or independently.

### Research Locale

The study will be conducted through online platforms such as the utilization of Google Forms to conduct surveys to the chosen respondents of the study since the pandemic still at present and researchers will not be able to conduct surveys in person. Adapting to the system and utilizing the available resources that the researchers can use throughout the process of the study.

### Participants of the Study

The Junior Tourism and Hospitality Management Association of the Philippines (JTHMAP) aims to develop leadership opportunities, student engagement, conduct academic activities that will boost the learning and appreciation of tourism and hospitality disciplines and to uphold significant local industry practices in the global platform. The participant of this research paper is limited only to College Students who are taking up the course of Tourism and Hospitality Management, specifically the Members of JTHMAP.

The requirement in choosing the participants in this research paper, the students must be in the Department of College of Tourism and Hospitality Management, and a member of JTHMAP, since the research study is in line with this course. It will provide the researchers an accurate and necessary data needed in the study.

### Sampling Size

With consultations with the statistician, the researchers have decided to conduct the study on 300 members of Junior Tourism and Hospitality Management Association of the Philippines (JTHMAP.)

### Statistical Formula

With further consultation, the statistical treatment that would be utilized is Frequency, Percentage, and Mean. It is a method of efficiently organizing actual data by displaying a set of results in an ascending or descending order, along with their frequencies—the number of times each score happens in the corresponding given data. In addition, when comparing various sets, of data, Mean can be an effective method.

The researchers will also utilize T-Test which refers to a conservative approach in determining and comparing the means of two sets of data or groups. Hayes, A. (2020). This will allow the researchers to test the hypothesis in determining the relationship between Agri-farm tourism and the participants, to know if the perception, awareness, and engagement have a significant effect on the two sets of data.

Analysis of Variance (ANOVA) is a statistic analysis approach similar to the T-Test in which the researcher compares groups of more than two and determines any significant differences; moreover, it generates various null hypotheses at the same time.

The Results of the ANOVA allow for the examination of several sets of data to identify the variability between and within samples. Kenton, W. (2021).

### Research Instruments

As the COVID-19 pandemic is still ongoing and researchers find it difficult to carry out the study in direct contact, the survey will be carried through online platforms such as Google Forms. Furthermore, because there will be no personal contact with the respondents, the risk of contracting the virus will be decreased.

In addition, the researchers will also make use of the 4-Point Likert Scale. The researchers will use this to conveniently collect and understand the perceptions and opinions of the respondents. This is frequently used as a quantitative scale to further understand social views toward a brand, product, or target market.

## III. RESULTS AND DISCUSSION

This chapter presents, analyse, and interprets all the data gathered from the answers of the respondents. To fully show and present the accuracy of data based on the objectives stated in the study, this is to analyse the level of understanding and awareness of the respondents based on the indicators that the study inputs, to provide suggestions, reinforce students towards the Agritourism and input benefit for the farmers in promoting its farm.



**Statement of the Problem #1****1. Demographic Profile of the respondents.****1.1 Gender**

Frequencies of 1.1 Gender

Levels	Counts	% of Total	Cumulative %	Ranking
Male	126	41.7 %	41.7 %	2
Female	176	58.3 %	100.0 %	1

Table 1.1 reveals the demographic profile of the respondents according to their gender. The figure shows that 126 out of 302 or forty-one-point seven percent (41.7%) of the respondents are male while 176 out of 302 or fifty-eight-point three percent (58.3%) of the respondents are female.

The data implies that women have the tendency to be more aware about the agricultural farm tourism in Cavite than men.

To further analyze the data given by the proponents, the findings of Lirag, M. T., & Bordado, G. J. (2016) identified that even though the gap of the respondents between female and male are quite wide, the percentage of the male is the most repeatedly gender among the respondents with sixty percent (60%) while the percentage of female respondent is forty percent (40%). Their study shows that males are more aware and have the understanding towards agricultural farm tourism.

**1.2 Age**

Frequencies of 1.2 Age

Levels	Counts	% of Total	Cumulative %	Ranking
Below 18	15	5.0 %	5.0 %	4
18-19 YO	144	47.7 %	52.6 %	3
20-21 YO	106	35.1 %	87.7 %	2
22 and above	37	12.3 %	100.0 %	1

Table 1.2 shows the profile of the respondents according to their age. Majority of the respondents belong to the category of 18 – 19 years old having 144 out of 302 or forty-seven-point seven percent (47.7%). On the other hand, the category that got the least number of respondents is 18 years old below which consists of 15 out of 302 or five percent of the population.

This indicates that people of between 18 – 19 years old, not that old and not those young are more likely have the understanding and awareness when it comes to agricultural farm tourism in Cavite.

The findings are far to the study of Lirag, M. T., & Bordado, G. J. (2016), also the age range that they use are not similar enough to the study, the most frequent age group in their study is in the category of 51-60 years old which is forty-five percent (45%) of the population. The study shows that older people have more understanding and awareness towards agricultural farm in Cavite.

**1.3 Course and Year**

Frequencies of 1.3 Course and Year

Levels	Counts	% of Total	Cumulative %	Ranking
First Year	166	55.0 %	55.0 %	4
Second Year	63	20.9 %	75.8 %	3
Third Year	52	17.2 %	93.0 %	2
Fourth Year	21	7.0 %	100.0 %	1

Table 1.3 shows the demographic profile of the respondents according to their year level. Most of the respondents belong to the category of first year students with 166 out of 302 or fifty-five percent (55.0%). While the category that received the lowest number of respondents is fourth year students with 21 out of 302 or seven percent (7.0%) of the population.

The data seen in the study shows that people who belong to the category of first year students are more aware and have the understanding towards the agricultural farm tourism in Cavite than the other year levels.

To compare it in the study of Amaral, K., Edgar, L., & Johnson. D. (2012), the fourth-year students or the seniors has the highest number of respondents having 25 out of 64 or thirty-nine-point one percent (39.1%) while the lowest are the graduate students having 4 out of 64 or six-point three (6.3%) of the population. Their data shows that the fourth-year students are more aware of the agricultural farm tourism in Cavite due to the learnings they got when they are in their lower years.

#### 1.4 Civil Status

Frequencies of 1.4 Civil Status

Levels	Counts	% of Total	Cumulative %	Ranking
Single	292	96.7 %	96.7 %	3
Married	4	1.3 %	98.0 %	2
Prefer not to say	6	2.0 %	100.0 %	1

Table 1.4 shows the civil status of the respondents. The figure presents that 292 out of 302 or ninety-six-point seven percent (96.7%) are single while 4 out of 302 or one-point three percent (1.3%) are married and 6 out of 302 or two percent are the respondents who prefer not to say.

The data shows that people who are single are more likely to be aware of the agricultural farm tourism in Cavite as their time are more flexible than people who are already married.

To further analyse the data given by the proponents, the findings of Amaral, K., Edgar, L., & Johnson. D. (2012) are the married people are more likely has the highest having ninety-five-point four percent (95.4%) while people who are single is the lowest having twelve-point seven percent (12.7%) of the population. It shows that married people are more likely has the understanding and awareness towards agricultural farm tourism in Cavite.

#### 1.5 School/ University

Frequencies of 1.5 School/ University

Levels	Counts	% of Total	Cumulative %	Ranking
College of Science and Technology Sariaya (CSTS)	264	87.4 %	87.4 %	4
De La Salle University – Dasmariñas (DLSU-D)	11	3.6 %	91.1 %	3
Lyceum of The Philippines Cavite	6	2.0 %	93.0 %	2
Others	21	7.0 %	100.0 %	1

Table 1.5 shows the demographic profile of the respondents according to their school/university. Majority of the respondents belong to College of Science and Technology Sariaya having 264 out of 302 or eighty-seven-point four percent (87.4%). On the other hand, the category that got the least number of respondents is the Lyceum of the Philippines Cavite having 6 out of 302 or two percent (2.0%) of the population.

The data seen in the study shows that people who belong to the category of first year students are more aware and have the understanding towards the agricultural farm tourism in Cavite than the other year levels.

This indicates that College of Science and Technology Sariaya (CSTS) has more understanding and awareness towards agricultural farm tourism in Cavite.

Amaral, K et al (2017), finding shows in the study that there is a higher percentage of the respondents from Oklahoma State university that has some knowledge about the importance of the agritourism and level of awareness towards agritourism.

## Statement of the Problem #2

### Factors that affect the level of awareness of the students

In terms of the following:

Verbal Interpretation of the Mean		
1.00 – 1.49	Strongly Disagree	Very Low Level
1.50 – 2.49	Disagree	Low Level
2.50 – 3.49	Agree	High Level
3.50 – 4.00	Strongly Agree	Very High Level

## 2.1 Farm Resort

FARM RESORT	Mean	Standard Deviation	Verbal Interpretation	Ranking
2.1.1 I have knowledge about Agritourism.	2.81	0.810	Agree	4
2.1.2 I am familiar on the farms in Cavite. (e.g., Terra Verde Eco-farm & Resort, Teofely Nature Farms, Nurture Wellness Village, Gratchi's Getaway Nature Farm Resort, and Cosinado con el Corazon by JBT Agri-Farm)	2.38	0.865	Disagree	5
2.1.3 Familiarization in farming enhances my experience.	2.94	0.853	Agree	3
2.1.4 Accessibility to Agri farms provides me knowledge about sustainability and being environmentally conscious.	3.06	0.843	Agree	2
2.1.5 Farmers and farmworkers should have an additional revenue aside from their harvest.	3.31	0.841	Agree	1
<b>OVERALL ASSESSMENT OF FARM RESORT</b>	<b>2.90</b>	<b>0.635</b>	<b>High Level</b>	

For the Farms Resort, student's response to the question 2.1.5 "Farmers and farmworkers should have an additional revenue aside from their harvest" has gained the highest mean of three point thirty-one (3.31) and a standard deviation of 0.841 Moreover, the question 2.1.2 "I am familiar on the farms in Cavite. (e.g., Terra Verde Eco-farm & Resort, Teofely Nature Farms, Nurture Wellness Village, Gratchi's Getaway Nature Farm Resort, and Cosinado con el Corazon by JBT Agri-Farm)" gained the lowest mean is which is two point thirty-eight (2.38) which describes as Strongly Disagree.

The data implies that the respondents from the Junior Tourism and Hospitality Management Association of the Philippines (JTHMAP) strongly agree that farmers should have an additional revenue aside from their harvest as well as they should have accessibility and willingness to visit Agri farms for the to have a better understanding towards the sustainability and consciousness to environment. Moreover, students agree that they should be familiarized in Agri farms to broaden their experiences in local farms. Whereas the result of the answers on the question 2.1.1 and 2.1.2 indicates that students are not familiar to the Philippine local farms.

According to Amaral et al (2017), the result to 52.3% of their respondents did not know if their home state had an agritourism department, and 84.8% of their respondents recognized the term agritourism. Which shows that students have a lesser knowledge towards agricultural tourism and farming, students should engage themselves in agritourism to increase their awareness for them to help generate solutions to the long-term problem that country has faced. Which it is also proved by De Villa (2018), discusses that the students need more comprehensive understanding and awareness about Farm Tourism.

## 2.2 Products

PRODUCTS	Mean	Standard Deviation	Verbal Interpretation	Ranking
2.2.1 Buying farm-based products or direct produce from the farm is much better than the products from supermarkets, as it is fresher and less chemically treated (GMO).	3.25	0.843	Agree	4
2.2.2 Farm-based products are worth purchasing.	3.84	1.065	Strongly Agree	1
2.2.3 I am willing to pay a higher price for an agritourism activity/product that is ecofriendly and sustainable.	3.05	0.812	Agree	5
2.2.4 I am willing to support locally made products.	3.39	0.839	Agree	2
2.2.5 Agritourism is important in making food and other products available, which are not only necessary to sustain and improve human life, but also provide a source of income for a large percentage of the population.	3.32	0.831	Agree	3
<b>OVERALL ASSESSMENT OF PRODUCTS</b>	<b>3.37</b>	<b>0.768</b>	<b>High Level</b>	

In terms of products, the highest mean has three point eighty-four (3.84) which implies as Strongly Agree in the verbal interpretation, wherein farm-based products are worth purchasing, Whereas the willingness of the respondents to pay higher price for the agritourism obtained the lowest rank having a mean of three point zero five (3.05) which indicate as Agree in verbal interpretation.

The results of the respondents imply strongly agree that students are willing to support the local farms in Cavite, even though the respondents came from different parts of the Philippines, they strongly believed that farm-based products are worth purchasing due to its freshness and contains no or lesser chemicals or (GMO). Students also acknowledge agritourism as one of the essential parts of the agricultural industry since it provides commodity, sustainability, improves human life, and income for the farmers and farm owners.

According to De Villa (2018), the study reveals that students are aware to local goods in the market since respondents are familiar with the usual local goods, but not on the handmade goods. With that being said, students should be exposed to agritourism sites, this is to improve their capability and knowledge in understanding the agricultural tourism industry.

## 2.3 Tourism

TOURISM	Mean	Standard Deviation	Verbal Interpretation	Ranking
2.3.1 I have attended various agritourism related activities before (e.g., educational tour, Recreational activities, etc.)	2.64	0.866	Agree	4
2.3.2 I would not have engaged in Agritourism activities if it was not part of the tour itinerary/school requirement.	2.61	0.889	Agree	5
2.3.3 It is worth engaging with Agritourism activities as I have gained experiences and additional knowledge about the Agri-farm sector.	3.12	0.821	Agree	3
2.3.4 It improves the tourist sector by boosting the number of visitors and the length of their stay in a certain date and location.	3.18	0.792	Agree	2
2.3.5 I am willing to recommend Agri-Farms as a Tourist Destination.	3.28	0.800	Agree	1
<b>OVERALL ASSESSMENT OF TOURISM</b>	<b>2.96</b>	<b>0.605</b>	<b>High Level</b>	

In terms of tourism, table 2.3 shows that statement 2.3.5 “I am willing to recommend Agri-Farms as a Tourist Destinations” shows the highest ranking with a mean of three-point twenty-eight (3.28) with verbal interpretation of Agree. Meanwhile, statement 2.3.2 “I would not have engaged in Agritourism activities if it was not part of the tour itinerary/school requirement” got the lowest ranking with a mean of two-point sixty-one (2.61).

This shows that tourists have the level of understanding and awareness when it comes to agricultural farm tourism and in that they are willing to recommend that Agri-Farms should be a tourist destination for it helps people especially students to be more aware and learn something from it.

According to Yu, W. (2017), during their visitor's interview, one of their visitors' views of agritourism is "it provides an opportunity for touring, especially for kids to even know how their food was grown." Basically, they are also willing to make Agri farms into a tourist destination.

Based on De Villa et al (2018), students are more aware to the various activities that the guest and tourist can do in the farm which emphasizes that farm tourism denotes nature, and their respondent's perception that it is a place to relieve stress and relax.

## 2.4 Educational Purposes

EDUCATIONAL PURPOSES	Mean	Standard Deviation	Verbal Interpretation	Ranking
2.4.1 I am willing to learn new activities/experiences in Agri-Farms such as Product Selling, Agricultural Education, Hands-on Experience.	3.33	0.861	Agree	1
2.4.2 In my opinion, Agritourism activities are essential for us students.	3.33	0.809	Agree	1
2.4.3 Through Educational tours, I was engaged in local communities which allowed me to explore more on agricultural activities.	3.13	0.831	Agree	5
2.4.4 Learning more about Agritourism made me understand the role of agriculture in the tourism industry.	3.30	0.794	Agree	4
2.4.5 The younger generations should visit and engage with Agri farms to boost the tourism industry.	3.32	0.795	Agree	3
<b>OVERALL ASSESSMENT OF EDUCATIONAL PURPOSES</b>	3.28	0.721	High Level	

In terms of educational purposes, table 2.4 reveals that statement 2.4.1 "I am willing to learn new activities/experiences in Agri-Farms such as product selling, agricultural education, hands-on experience" and statement 2.4.2 "In my opinion, Agritourism activities are essential for us students" are having the same mean which is three-point thirty-three (3.33) with verbal interpretation of Agree. While statement 2.4.3 "Through educational tours, I was engaged in local communities which allowed me to explore more on agricultural activities" got the lowest ranking with a mean of three-point thirteen (3.13) with a verbal interpretation of Disagree.

The result shows that students agreed that agritourism activities are essential for them. Also, they are willing to learn and explore more about agritourism.

According to Yu, W. (2017), it is more helpful to understand the concept of farm tourism when they make it more recreational and educational activities as supplementary to farming activities on a working farm.

## 2.5 Recreation

RECREATION	Mean	Standard Deviation	Verbal Interpretation	Ranking
2.5.1 I have experienced leisure and recreation in Agri-farms.	2.75	0.865	Agree	5
2.5.2 Recreational Activities such as Tree Planting/Farming, Pick your own fruits and plants, Farm Tour, Educational Activities, Horse Riding, Interaction with animals, etc. excites me when visiting Agri-farms.	3.24	0.770	Agree	3
2.5.3 I believe that Recreational features are one of the most essential factors for increasing the farmers' profit, as well as promoting sustainable growth in rural areas.	3.21	0.814	Agree	4
2.5.4 Visiting Agri-farms encourages us as students to understand more about the farm.	3.30	0.815	Agree	1
2.5.5 The recreational activities in Agri-farms are fun and appealing.	3.26	0.823	Agree	2
<b>OVERALL ASSESSMENT OF RECREATION</b>	3.15	0.682	High Level	

Table 2.5 exhibits that the statement 2.5.4 obtained the highest mean which is three point thirty (3.30) with a verbal interpretation of Agree. While students reveals that they have least experience in relation with leisure and recreational facilities in Agri-Farm, having a two point seventy-five (2.75) mean, which also indicates Disagree in verbal interpretation.

This indicates that the respondents wanted to experience and expose themselves in recreational facilities, activities, and leisure in Agri-farms which the sole purpose is to serves as an entertainment that provides amusement, since they have limited and barely visit Agri-farms. Perhaps students are occupied to new trends and have little to no interest in agritourism, as agritourism also have least attention in the community.

According to Amaral (2017), stated that “it is clear that agritourism is not being promoted to the level of audience saturation.” Wherein it should be promoted, and government should pay close attention in promoting and marketing the farms, while compensating the farmers the right amount.

## 2.6 Economical State

ECONOMICAL STATE	Mean	Standard Deviation	Verbal Interpretation	Ranking
2.6.1 The number of tourist and visitors contributes to the Agri-farm tourism's economical state.	3.22	0.805	Agree	3
2.6.2 The Philippines' tourism industry has been greatly affected by the Covid-19 pandemic, which has had a detrimental impact on economies, livelihoods, public services, and possibilities.	3.24	0.832	Agree	2
2.6.3 Modernization affects the Agri-farms.	3.21	0.808	Agree	4
2.6.4 Agritourism can contribute to developing the local economy/society.	3.28	0.788	Agree	1
2.6.5 Agritourism are not given enough funding by the government.	3.11	0.804	Agree	5
<b>OVERALL ASSESSMENT OF ECONOMICAL STATE</b>	3.21	0.694	High Level	

For Economical State, Table 2.6 reveals that statement 2.6.4 “Agritourism can contribute to developing the local economy/society” received the highest mean score of three point twenty-eight (3.28), in which gives a verbal interpretation of Agree. While statement 2.6.5 “Agritourism are not given enough funding by the government.”, gets the lowest mean score of three point eleven (3.11), and has a verbal interpretation of Agree.

This implies that the respondents believes that Agritourism is a benefiting factor in improving the local economy, also they are aware that the government are not also paying that much attention to Agricultural industry mainly the farms.

Agritourism can reconnect citizens with local businesses while also delivering economic benefits to specialty crop farmers. It assists producers in diversifying and increasing their lifespan, while also delivering cultural and economic advantages to their communities. It emphasizes that if Agritourism will give a chance to promote and market its products and services it can bounce back and take the opportunity to showcase the farm. (Stofer, K. Ph. D et al. (2018).

## 2.7 Sources of Information

SOURCES OF INFORMATION	Mean	Standard Deviation	Verbal Interpretation	Ranking
2.7.1 Agri-farms are not given enough exposure to the public.	3.05	0.784	Agree	3
2.7.2 I am not aware nor was I informed about what is Agritourism.	2.73	0.871	Agree	5
2.7.3 Through word of mouth, social media, and/or Friends/Family, I have knowledge onto what is agritourism.	2.98	0.762	Agree	4
2.7.4 Through modern-day technology, the information available about Agritourism are up to date and easier to find.	3.14	0.714	Agree	2
2.7.5 I think visiting Farms or Farm Resorts provide knowledge for better understanding about how Agritourism works.	3.27	0.785	Agree	1
<b>OVERALL ASSESSMENT OF SOURCES OF INFORMATION</b>	3.03	0.553	High Level	



For Sources of Information, Table 2.7 shows that the question 2.7.5 has the highest mean, which is 3.27 with a verbal interpretation Agree, wherein respondents agree that visiting farms or farm resort provides them knowledge to better understand how the agritourism works. However, the results in 2.7.2 have the lowest mean of 2.73 with a verbal interpretation of disagree, it emphasizes that respondents are not informed about the agritourism.

(no own analysis)

This study supports closely to Amaral, K et al (2017), priority should be given to university-level courses in agritourism education, as well as various means of promotion, marketing, advertising, and marketing skill development to provide future agricultural communicators with the necessary expertise agriculture's needs.

### Statement of the Problem #3

**Is there a significant difference between the student's level of awareness on Cavite Agri Tourism and their demographic profile when grouped?**

#### 3.1 Group by Gender

	Gender	N	Mean	Median	SD	SE
Farm Resort	Male	126	2.80	2.90	0.677	0.0603
	Female	176	2.97	3.00	0.596	0.0449
Products	Male	126	3.28	3.40	0.769	0.0685
	Female	176	3.43	3.60	0.762	0.0574
Tourism	Male	126	2.85	3.00	0.626	0.0558
	Female	176	3.05	3.00	0.577	0.0435
Educational Purposes	Male	126	3.18	3.30	0.700	0.0624
	Female	176	3.36	3.60	0.728	0.0549
Recreation	Male	126	3.03	3.00	0.686	0.0611
	Female	176	3.23	3.40	0.668	0.0504
Economical State	Male	126	3.10	3.00	0.718	0.0639
	Female	176	3.29	3.30	0.667	0.0503
Sources of Information	Male	126	2.95	3.00	0.520	0.0463
	Female	176	3.09	3.00	0.570	0.0429

The table above exhibits the results of the respondents that is grouped by gender, whereas the highest mean are the females who obtained 2.97 whilst the males obtained the lowest mean which is 2.80. For the products females has the higher mean which is 3.43 compared to the males who has a mean of 3.28.

Moreover, in tourism females also gained the highest mean, which is 3.05, while males gained the lowest mean which is 2.85. In terms of the educational purposes female also gained the highest mean which is 3.36 compared to males who obtained with a mean deviation of 3.18.

For the recreation the results of the highest mean were obtained by the females who acquired 3.23 while the male receives the lowest rank when grouped by gender wherein the mean is 3.03. In terms of Economical state females also obtained the highest mean, which is 3.29, compared to males that receives the lowest mean which is 3.10.

However, in sources of information females also gained the highest mean, which is 3.09, on the other hand males obtained 2.95 mean which is lower than the females.

To further analyze the data that are presented, the findings identified females has the highest mean in all the indicators, which implies they are most aware towards the factors that are presented in the table. Whereas males have lower mean this indicates that they are less aware in agritourism and its components. Perhaps males are not interested since most of the generation pays attention to the trends while females have more ideas in regards with agritourism.

To support the study the findings of Tesfai et al. (2016), females has more significant opinions and attitudes regarding environmental issues than males.

Table 3.1.1 Significant Difference between the gender of the respondents and their awareness of Agritourism.

3.1.1 Independent Samples T-Test						
Gender		Statistic	df	p	Interpretation	Decision
Farm Resort	Student's t	-2.28	300	0.023	Significant	Reject
Products	Student's t	-1.73	300	0.084	Not Significant	Accept
Tourism	Student's t	-2.89	300	0.004	Significant	Reject
Educational Purposes	Student's t	-2.23	300	0.027	Significant	Reject
Recreation	Student's t	-2.53	300	0.012	Significant	Reject
Economical State	Student's t	-2.45	300	0.015	Significant	Reject
Sources of Information	Student's t	-2.29	300	0.023	Significant	Reject

The table shows the result of the comparison of the perception of the male and female respondents on farm resort, products, tourism, educational purposes, recreation, economical state, and sources of information.

The result showed that there is a significant difference in the perception of the male and female respondents since the t-values of -2.28, -1.73, -2.89, -2.23, -2.53, -2.45 and -2.29 has a p-value less than the level of significance of 0.05 or 5%. This indicated that the null hypothesis of no significant difference is rejected.

This means that the male and female respondents have different level of understanding and awareness, perhaps female students has more ideas, knowledge towards agritourism and other related news and information in agricultural tourism.

According to Lirag, M. T., & Bordado, G. J., (2016), male respondents have the more awareness and understanding rather than the female.

### 3.2 Group by Age

	Age	N	Mean	SD	SE
Farm Resort	Below 18	15	2.75	0.787	0.2033
	18-19 YO	144	2.88	0.621	0.0518
	20-21 YO	106	2.95	0.653	0.0635
	22 and above	37	2.91	0.582	0.0957
Products	Below 18	15	3.24	0.911	0.2352
	18-19 YO	144	3.27	0.747	0.0622
	20-21 YO	106	3.52	0.758	0.0736
	22 and above	37	3.39	0.779	0.1280
Tourism	Below 18	15	2.77	0.740	0.1911
	18-19 YO	144	2.92	0.603	0.0502
	20-21 YO	106	3.05	0.600	0.0582
	22 and above	37	2.95	0.559	0.0919
Educational Purposes	Below 18	15	3.17	0.922	0.2381
	18-19 YO	144	3.20	0.692	0.0576
	20-21 YO	106	3.38	0.713	0.0693
	22 and above	37	3.36	0.754	0.1240
Recreation	Below 18	15	3.03	0.814	0.2101
	18-19 YO	144	3.07	0.674	0.0562
	20-21 YO	106	3.28	0.659	0.0640
	22 and above	37	3.15	0.687	0.1129
Economical State	Below 18	15	3.03	0.763	0.1970
	18-19 YO	144	3.11	0.690	0.0575
	20-21 YO	106	3.38	0.658	0.0639
	22 and above	37	3.19	0.717	0.1179
Sources of Information	Below 18	15	3.00	0.676	0.1746
	18-19 YO	144	3.04	0.559	0.0466
	20-21 YO	106	3.02	0.550	0.0535
	22 and above	37	3.08	0.502	0.0825

The table reveals that ages 20-21 old has the highest mean in terms of the factors which are the farm resort, products, tourism, educational purposes, recreation, economical state, and sources of information. While the lowest mean deviation are ages ranging from below 18.

Which indicates that ages that are much older have a more knowledge in relation with the farm resort, products, tourism, educational purposes, recreation, economical state, and sources of information. Since they are more exposed compared to ages 18 and below.

To further analyze the data the result of the study reveals regarding the student's awareness and level of understanding of agritourism when grouped by age.

This means that the respondents have the same level of understanding and awareness on farm resort, products, tourism, educational purposes, recreation, economical state, and source of information when grouped by age.

Wherein, as stated in the results of Lirag, M. T., et al (2016), that ages who are in their twenties and above have more knowledge in agritourism compared to ages who are much lower than them.

Table 3.2.1 Significant Difference between the age of the respondents and their awareness of Agritourism

3.2.1 One-Way ANOVA (Fisher's)						
Age	F	df1	df2	P	Interpretation	Decision
Farm Resort	0.520	3	298	0.669	Not Significant	Accept
Products	2.241	3	298	0.084	Not Significant	Accept
Tourism	1.411	3	298	0.240	Not Significant	Accept
Educational Purposes	1.530	3	298	0.207	Not Significant	Accept
Recreation	2.114	3	298	0.099	Not Significant	Accept
Economical State	3.495	3	298	0.016	Significant	Reject
Sources of Information	0.132	3	298	0.941	Not Significant	Reject

The table above shows that regarding student's awareness and level of understanding of agritourism has no significant difference when group by age in accords with farm resorts, products, tourism, educational purposes, recreation, economical state, and sources of information since the F value are 0.520, 2.241, 1.411, 1.530, 2.114, 3.495, and 0.132 have a p value greater than the level of significance of 0.05 or 5%. This indicated that the null hypothesis of no significant difference is not rejected and was accepted, while the alternative hypothesis is rejected.

This means that the respondents have the same level of understanding and awareness on farm resort, products, tourism, educational purposes, recreation, economical state, and source of information when grouped by age, as a result ages that are twenty-two above plays a significant role in the level of awareness in agritourism. Hence ages that are below twenty-two are

In the findings of Lirag, M. T., & Bordado, G. J. (2016), the older people have more awareness and understanding rather than young people, which support this study that ages 20-21 and 22 above are more knowledgeable compared to younger age.

### 3.3 Group by Course and Year

	Course and Year	N	Mean	SD	SE
Farm Resort	First Year	166	2.87	0.651	0.0505
	Second Year	63	2.81	0.663	0.0836
	Third Year	52	3.08	0.585	0.0811
	Fourth Year	21	3.03	0.453	0.0988
Products	First Year	166	3.28	0.792	0.0615
	Second Year	63	3.23	0.771	0.0972
	Third Year	52	3.64	0.701	0.0972
	Fourth Year	21	3.83	0.247	0.0540
Tourism	First Year	166	2.92	0.634	0.0492
	Second Year	63	2.81	0.594	0.0749
	Third Year	52	3.20	0.529	0.0734
	Fourth Year	21	3.20	0.310	0.0676
Educational Purposes	First Year	166	3.21	0.738	0.0572
	Second Year	63	3.15	0.747	0.0941
	Third Year	52	3.53	0.656	0.0910
	Fourth Year	21	3.67	0.312	0.0681
Recreation	First Year	166	3.09	0.687	0.0533
	Second Year	63	2.97	0.732	0.0923
	Third Year	52	3.39	0.589	0.0817
	Fourth Year	21	3.55	0.316	0.0689
Economical State	First Year	166	3.12	0.719	0.0558
	Second Year	63	3.14	0.717	0.0904
	Third Year	52	3.43	0.599	0.0831
	Fourth Year	21	3.55	0.384	0.0838
Sources of Information	First Year	166	3.04	0.573	0.0445
	Second Year	63	2.92	0.538	0.0678
	Third Year	52	3.06	0.548	0.0760
	Fourth Year	21	3.24	0.393	0.0858

The table shows that the respondents who are in their fourth-year level, have a higher mean compared to the other year levels that has a lower mean deviation.

Therefore, respondents who are in their 4<sup>th</sup> year college are more knowledgeable, due to the experiences, and exposure towards the agritourism industry. While respondents who are in lower years have lesser knowledge or idea related to agritourism, since they are not totally exposed, and they have little to no interest in agritourism industry.

Thus, in the study of Chen, T. (2020) the findings also revealed that the greater the exchange students' personal sociocultural and structured representations experiences, the greater their perceived professional essence in the agricultural field, wherein it reinforces the exchange students' support for SEPs and aids in the development of their agricultural career intentions.

Table 3.3.1 Significant Difference between the course and year of the respondents and their awareness of Agritourism

Course and Year	F	df1	df2	P	Interpretation	Decision
Farm Resort	2.28	3	298	0.001	Significant	Reject
Products	6.41	3	298	< .001	Significant	Reject
Tourism	5.48	3	298	< .001	Significant	Reject
Educational Purposes	5.63	3	298	0.003	Significant	Reject
Recreation	6.86	3	298	0.140	Not Significant	Accept
Economical State	4.77	3	298	0.001	Significant	Reject
Sources of Information	1.84	3	298	< .001	Significant	Reject

The table above reveals that regarding students' awareness and level understanding of agritourism has a significant difference when group by course and year in accords with farm resort, products, tourism, educational purposes, recreation, economical state, and sources of information since the F value of 2.28, 6.41, 5.48, 5.63, 6.86, and 4.77 have a p value less than the level of significance of 0.05 or 5% showed significant result, Reject H0 alternative hypothesis and conclude that there is a significant difference. Otherwise failed to reject H0 alternative hypotheses.

Therefore, the alternative hypothesis was rejected since p-value are less than 0.05. Course and Year can affect the awareness and level of understanding of the (JTHMAP) students on farm resort, products, tourism, educational purposes, recreation, economical state, and sources of information.

The results of this study have the same result to the research study of De Villa et al (2018), results of the test shows that there are highly significant differences in the responses of the faculty and students, faculty, farm owners, students, and farm owners towards the perception of the respondent in Farm Tourism.

### 3.4 Group by Civil Status

Group Descriptive					
	Civil Status	N	Mean	SD	SE
Farm Resort	Single	292	2.89	0.641	0.0375
	Married	4	3.20	0.365	0.1826
	Prefer not to say	6	3.10	0.452	0.1844
Products	Single	292	3.36	0.775	0.0454
	Married	4	3.70	0.416	0.2082
	Prefer not to say	6	3.63	0.480	0.1961
Tourism	Single	292	2.96	0.613	0.0359
	Married	4	3.10	0.200	0.1000
	Prefer not to say	6	3.20	0.283	0.1155
Educational Purposes	Single	292	3.27	0.727	0.0425
	Married	4	3.75	0.500	0.2500
	Prefer not to say	6	3.67	0.301	0.1229
Recreation	Single	292	3.14	0.686	0.0402
	Married	4	3.55	0.526	0.2630
	Prefer not to say	6	3.47	0.372	0.1520
Economical State	Single	292	3.20	0.699	0.0409
	Married	4	3.50	0.577	0.2887
	Prefer not to say	6	3.57	0.408	0.1667
Sources of Information	Single	292	3.02	0.555	0.0325
	Married	4	3.25	0.526	0.2630
	Prefer not to say	6	3.33	0.432	0.1764

Regarding to the table wherein it is grouped by civil status, it shows that the respondents who are married has a higher mean compared to the respondents who prefer not to say their civil status and to those who are single.

Therefore, respondents are married are more knowledgeable and has more idea about agritourism than those who are single and married, since those who are married has more experience and exposure.

According to Zbierska, M. et al. (2020), younger generations, or single individuals, are much more fixated on technology and modern market trends, resulting in a lack of awareness and understanding of Agritourism. Furthermore, the current dilemma in which COVID-19 affects various businesses worldwide and has caused significant disruptions to the tourism industry. One of them is the Agritourism sector, which disrupts production rate, consumer purchasing preferences, and people's participation in agricultural tourism; it also has an impact on the unemployment rate and tourism industry demand.

Table 3.4.1 Significant Difference between the civil status of the respondents and their awareness of agritourism

Civil Status	F	df1	df2	p	Interpretation	Decision
Farm Resort	0.750	2	299	0.473	Not Significant	Accept
Products	0.748	2	299	0.474	Not Significant	Accept
Tourism	0.576	2	299	0.563	Not Significant	Accept
Educational Purposes	1.738	2	299	0.178	Not Significant	Accept
Recreation	1.387	2	299	0.251	Not Significant	Accept
Economical State	1.182	2	299	0.308	Not Significant	Accept
Sources of Information	1.232	2	299	0.293	Not Significant	Accept

Table 3.4.1 interprets that there is a significant difference in the awareness of the students when it is grouped by civil status according to farm resort, products, tourism, educational purposes, recreation, economical state, and sources of information since the F value of 0.750, 0.748, 0.576, 1.738, 1.387, 1.182, and 1.232 has a p value less than 0.05, that there is a significant result, reject the alternative hypothesis and therefore there is a significant difference. Otherwise, failed to reject the alternative hypothesis.

In this case the alternative hypothesis was rejected, since all the p values are less than 0.05, thus null hypothesis was accepted. Moreover, demographic profiles such as civil status of the students can affect the level of awareness in agritourism.

According to Bevans (2020), P-values are used in hypothesis testing to help determine if the null hypothesis should be rejected. The lower the p-value, the more likely it is that the null hypothesis will be rejected.

### 3.5 Group by School/ University

	School/ University	N	Mean	SD	SE
Farm Resort	NCST	264	2.87	0.628	0.0386
	DLSU-D	11	3.29	0.441	0.1331
	Lyceum of The Philippines Cavite	6	3.70	0.374	0.1528
	Others	21	2.92	0.685	0.1496
Products	NCST	264	3.34	0.753	0.0463
	DLSU-D	11	3.69	0.509	0.1534
	Lyceum of The Philippines Cavite	6	3.97	0.388	0.1585
	Others	21	3.43	1.036	0.2261
Tourism	NCST	264	2.92	0.590	0.0363
	DLSU-D	11	3.51	0.441	0.1331
	Lyceum of The Philippines Cavite	6	3.60	0.358	0.1461
	Others	21	3.01	0.706	0.1540
Educational Purposes	NCST	264	3.25	0.705	0.0434
	DLSU-D	11	3.76	0.398	0.1201
	Lyceum of The Philippines Cavite	6	3.83	0.408	0.1667
	Others	21	3.26	0.974	0.2125
Recreation	NCST	264	3.12	0.664	0.0409
	DLSU-D	11	3.44	0.505	0.1521
	Lyceum of The Philippines Cavite	6	3.80	0.400	0.1633
	Others	21	3.24	0.913	0.1993
Economical State	NCST	264	3.17	0.684	0.0421
	DLSU-D	11	3.55	0.466	0.1404
	Lyceum of The Philippines Cavite	6	3.70	0.374	0.1528
	Others	21	3.42	0.865	0.1887
Sources of Information	NCST	264	3.03	0.543	0.0334
	DLSU-D	11	3.18	0.374	0.1127
	Lyceum of The Philippines Cavite	6	3.30	0.395	0.1612
	Others	21	2.87	0.747	0.1629



Regarding to the table shown above, when it is grouped by school/university, Lyceum of the Philippines Cavite has a higher mean compared to CSTS, DLSU-D and others.

Therefore, respondents who are studying in Lyceum of the Philippines are more aware and more knowledgeable about the importance of agritourism. While CSTS, DLSU-D and other schools have lesser knowledge.

As stated in the results of the study of Amaral, K et al (2017), university plays a significant role towards the level of awareness of the students towards the agricultural tourism.

Table 3.5.1 Significant Difference between the school/university of the respondents and their awareness of Agritourism

Table 3.5.1 One-Way ANOVA (Fisher's)

School/University	F	df1	df2	P-Value	Interpretation	Decision
Farm Resort	5.00	3	298	0.002	Significant	Reject
Products	2.07	3	298	0.105	Not Significant	Accept
Tourism	5.91	3	298	< .001	Significant	Reject
Educational Purposes	3.00	3	298	0.031	Significant	Reject
Recreation	2.85	3	298	0.037	Significant	Reject
Economical State	2.86	3	298	0.037	Significant	Reject
Sources of Information	1.37	3	298	0.252	Not Significant	Accept

The table 3.5.1 presents the one-way ANOVA test, wherein there is a significant difference when it is grouped by schools/university, in relation with civil status according to farm resort, products, tourism, educational purposes, recreation, economical state, and sources of information, wherein the F value of the factors that affects the awareness of the students has a p value less than 0.05 or 5%, therefore it indicates there is a significant results, rejects the alternative hypothesis and accept the null hypothesis, otherwise failed to reject the alternative hypothesis (no significant difference).

To further conclude the results there is a significant difference when the respondents are grouped by school and university, wherein College of Science and Technology Sariaya has more knowledge compared to other universities that belongs in the stated organization.

Amaral, K et al (2017), finding shows in the study that there is a higher percentage of the respondents from Oklahoma State university that has some knowledge about the importance of the agritourism and level of awareness towards agritourism.

## IV. CONCLUSION

### 1. Demographic Profile

#### Gender

Women are more likely than men to be aware of agricultural farm tourism in Cavite.

#### Age

Ages ranging from 20-21 and 22 above are more knowledgeable towards the agritourism and its factors such as farm resort, products, tourism, educational purposes, recreation, economical state, and sources of information.

### **Civil Status**

Majority of the students who are single have a ninety-six-point-seven percent (96.7%) cumulative value which evidently presents that respondent who are single are more likely to be aware of agricultural farm tourism in Cavite since their routines are more flexible than those who are already married.

### **Course and Year**

For the course, year, and section the total percentage of the highest category are first year students who got fifty-five-point zero percent (55.0%), this implies that first year students are more likely to have knowledge about agritourism compared to higher years.

### **School/University**

College of Science and Technology Sariaya (CSTS) has the highest total percentage of eighty-seven-point-four percent (87.4%), which indicates that respondents from this university has a better understanding regarding agritourism compared to the students in Lyceum of the Philippines University Cavite who got two percent of the total count.

## **2. Factors that affect the level of awareness of the students**

### **2.1 Farm Resort**

It is evidently shown that respondents believed that farmers and farmworkers should have an additional revenue aside from their harvest, this implies that farmers receive lesser than they deserve which leads to an agricultural problem.

Since it is a farm resort, the farmers should also have a share in the revenue of the institution.

### **2.2 Products**

Farm based products obtain the highest mean which is three-point-eighty-four (3.84), as it shows that respondents agreed that fresh produce are worth purchasing compared to the market since it is fresh, and it supports the local farmers.

With the current on-going pandemic, fresh produce would be on high demand, as people have become for health conscious. So, this is one of the key factor for the farmers' profit.

### **2.3 Tourism**

Respondents agreed that they are willing to recommend agricultural farms as a tourist destination, which implies that students support Agri-farms which can help increase the agritourism industry.

Also, this would be a way to promote the Agri-farms to the youth, to understand the importance of the farms in the tourism industry.

### **2.4 Educational Purposes**

For educational purposes the highest mean is three-point-thirty-three (3.33) wherein students are willing to learn new activities and experience in Agri-farms such as product selling, agricultural education, and hands-on experience, as well as they perceived that agritourism activities are essential for the students since it allows them to explore what can Agri-farms can offer.

### **2.5 Recreation**

Most of the respondents agreed that visiting farms encourages them to further understand more about the farm, it indicates that the more expose the student, the more the Agri-farms will be established.

### **2.6 Economical State**

In terms of the economical state researchers conclude that agritourism can contribute to developing the local economy and society since it is where the country's basic commodity came from, which can give an opportunity for the agritourism industry and agricultural economy.

## 2.7 Sources of Information

Based on the sources of information, respondents agreed and perceived that visiting farms or farm resorts provides knowledge for them to understand how agritourism works, this means the more students are exposed to farms the more they will understand the process and procedures in Agri-farms and agritourism industry.

## V. RECOMMENDATIONS

### Farm Resort

Since farmers and farmworkers receives lesser than what they deserve, the researchers recommends that they can also sell to local community markets and grocery shops. In that, they can reduce product shipping expenses and enhance profit margins.

In addition, providing awareness campaigns or informative lessons about farm resorts near their area.

### Products

To further develop the products, the researchers advise that they should sell more fresh products from the farm. Aside from being fresh, it can also help the farmers to gain more revenue.

Furthermore, offering cost-effective yet organic products from their farms would bring more customers and boost sales, as they would prefer both quality and quantity.

### Tourism

To improve tourism, the researchers recommend that tourist farm should be part of a tourist spot not just to enhance their knowledge but also to appreciate the hard work of the farmers and farmworkers.

Farms should use a more efficient and effective way to advertise, and for schools to implement on their tour itinerary, so that students would be able to understand and appreciate the Agri-farms. And at the end, it would not just be a “destination” for the school trip.

### Educational Purposes

Because students are eager to learn new activities and gain practical experience in Agri-farms such as product selling and agricultural education, farms could offer training programs or help educate about agriculture as it is viewed as an important aspect that allows students or the youth to discover what Agritourism has to offer. With this, it would also be able to benefit not just the students, but the farmers and the industry itself as well.

### Recreation

Students want to expose themselves in recreational activities since it stimulates their knowledge and amusement towards the agricultural farms, this can create improvement to the farm’s revenue, opportunities as well as to the farmers.

Introducing other facilities within the farm, or farm resort would attract guests and customers. There are those who also prefer a nature-like environment, a much fresher appeal.

### Economical State

Raising awareness, or campaigns related, on Agri-farms would benefit the local society, especially with it being one of the most important resources of the country. This would also provide an opportunity for the farms to improve.

Supporting Agri-farms would also boost its popularity, resulting to more customers and/or in-kind donations.

### Sources of Information

With social media trends now, Agri-farms could explore and provide information and knowledge on the practices and their products. As the youth are more focused on technology, the farms can utilize this to their advantage and encourage them to learn more about Agri-farms.

Aside from social media, schools may also include lessons or tour itineraries about Agri-farms to further increase their understanding about it.

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