

Managing Agritourism Industry in Dingalan Aurora: Adhere to Job and Livelihood Project for Women

Dr. Walter P. Salva¹, Rhea - Lyn Fajardo La Penia, MBA²

^{1,2}Nueva Ecija University of Science and Technology, Philippines
waltersalva1975[at]gmail.com

Abstract: Agritourism is simply diverting the tourists to rural areas, having range of agricultural activities, services and amenities in order to generate extra income to farmers. It is also known as farm tourism/agro tourism/countryside tourism. As the local government emphasizes or paying attention to agritourism means a local development', it mean endogenous development: that is, the sustainable utilization of local resources, associated with the promotion of local economic base diversification, rural 'multi - functionality. This paper would open their eyes on the importance and potential in any case that further development will be provided through this and employing the concept of agritourism In order to determine the needed information regarding the status of the agri - tourism in Dingalan Aurora, descriptive type of research which utilized quantitative and qualitative methodology. Based from the summary of findings, the following conclusions were drawn; The respondents are matured enough, know and understand what tourism industry is as well as its impact to their lives. They the respondents are women who are left in their houses with their children. The respondents have big responsibilities for the living of their respective families and work hard for the needs. They also have respondents have no suffice income and can be said belong to the below poverty line in accordance to the PSA. And for the Recommendations; The women should have an active involvement from the tourist, rather than a passive spectator, so a bond between guest - host is strengthened. . Agri and Ecotourism seminar should be given to the community or stablished organization of women. . Ordinances must be implemented strictly not only to the tourists as well as to the community, they should involve the community through proper communication and invitation. This paper should be forwarded to the Municipality of Dingalan to support and give programs/livelihood for women who are just staying at home and waiting for their fishermen husband.

Keywords: Agritourism, livelihood, women, job

1. Introduction

Tourism has significant roles in overall development of the nation and also to uplift the living standards of the people in a certain community. Tourism is one of the industries that is currently boosting nowadays. It has grown into one of the world's major industries and has thus also become increasingly important. Agritourism is simply diverting the tourists to rural areas, having range of agricultural activities, services and amenities in order to generate extra income to farmers. It is also known as farm tourism/agro tourism/countryside tourism.

As the local government emphasizes or paying attention to agritourism means a local development', it mean endogenous development: That is, the sustainable utilization of local resources, associated with the promotion of local economic base diversification, rural 'multi - functionality.

Bosworth, et all (2015) pointed that the content of endogenous development is related to local developmental potential and is based on building competitiveness from local resources and local participation; but is also characterized by dynamic interactions between local areas and their wider environments, through networks of local and extra local actors

According to shaw and williams (2000) the specific rural tourism focusing the agricultural diversity, agricultural activities, and variety of production, agricultural related festivals and functions.

Agritourism is also known as agricultural tourism, agrotourism, agri - ecotourism, farm tourism, farm - based tourism. Diversifying a farm to include recreation and leisure activities into agritourism is increasingly being adopted in different place in the country and is suggested to bring a myriad of economic and intrinsic benefits to farmers, visitors and communities. Agritourism promises the benefits of keeping family farms in business and preserving local agricultural heritage, maximizing the productivity of farmland resources through their recreational use, and even improving the economic situation of local communities.

The researchers were enthusiastically making this study for the benefit of the place wherein it is considered as one of the tourist destination in the place, and most of the people in the community are dependent in to it. Thus, this paper would open their eyes on the importance and potential in any case that further development will be provided through this and employing the concept of agritourism

Objectives of the study

The study aimed to determine the status and prospects of the agri - tourism in the municipality of dingalan aurora in terms of socio - economic and environmental aspect; and to propose an action plan to promote the agri - tourism as a tourist destination in the east.

Research Design

In order to determine the needed information regarding the status of the agri - tourism in DingalanAurora, descriptive type of research which utilized quantitative methodology.

Volume 11 Issue 6, June 2022

www.ijsr.net

Licensed Under Creative Commons Attribution CC BY

2. Findings

Presentations and discussions

Table 1: Classification of Respondents

Barangay	N	n
Aplaya	10	10
ButasnaBato	10	10
Matawe (cabog)	10	8
Caragsacan	10	9
Davildavilan	10	8
Dikapanikian	10	9
Ibona	10	7
Paltic	10	10
Poblacion	10	10
Tanawan	10	10
Umiray	10	9
Total	110	102

Table 1 shows the classification of the respondents with a total population size of 110 which means 10 each barangay wherein the Dingalanaurora has eleven barangays. Because of the time pressure and during the time of the retrieval of the questionnaire only 102 respondents complied to answer and they are the valid respondents of the study.

3. Presentations, Analysis and Interpretation of Data

Profile of the respondents

Table 1.1: Age

	f	%
18 - 25yrs old	0	0
26 - 33yrs old	2	1.96
34 - 41yrs old	20	19.61
42 - 49yrs old	42	41.18
50years old –above	38	37.25
Total	102	100

Table 1.1 shows the age of the respondents, it is vividly shown that in majority of the respondents belong to 42 - 49 years old with 41.18 percent followed by 38 or 37.25 belong to 50 years old and above, then 20 or 19.61 percent belong to 34 - 41 years old and 2 or 1.96 percent.

This implies that the respondents are matured enough, know and understand what tourism industry is as well as its impact to their lives.

Table 1.2: Sex

	F	%
Male	24	23.53
Female	78	76.47
Total	102	100

Table 1.2 shows the sex of the respondents, it is vividly shown that in majority of them are female with 78 or 76.47 percent and 24 or 23.52 percent male.

This implies that the majority of the respondents parallel to the life of the people in the place that men are working for a living and women are just stay in their houses. Thus, the

respondents are women who are left in their houses with their children.

According to Edun (2011) who reported that women in the coastal are actively involved in picking of shell fishes, such as periwinkle, oyster and clam. From this study, engagement of women is limited to the creeks and rivers, it is forbidden for women to be involved in deep sea fishing in the coastal area.

Table 1.3: Civil status

	f	%
Single	9	8.82
Married	86	84.31
Widow/er	3	2.94
Separated	4	3.92
Total	102	100

Table 1.3 shows the civil status of the respondents, it is vividly shown that in majority of them are married with 86 or 84.31 followed by 9 or 8.82 percent then 4 or 3.92 percent separated and 3 or 2.94 widow/er. It implies that respondents have big responsibilities for the living of their respective families and work hard for their needs

Table 1.4: Monthly income

	F	%
below - 10, 000	79	77.45
10, 001 - 15, 00	12	11.76
15, 001 - 20, 000	4	3.92
20, 001 - 25, 000	2	1.96
25, 001 - 30, 000	3	2.94
30, 001 - 35, 000	0	0
35, 001 - above	2	1.96
Total	102	100

Table 1.4 shows the monthly income of the respondents, it is vividly shown that in majority of them 79 or 77.45 percent belong to monthly income of 10, 000 –below, followed by 12 or 11.76 percent with monthly income of 10, 001 to 15, 000, there are 4 or 3.92 with monthly income of 15, 001 - 20, 000, then 3 or 2.94 with monthly income of 25, 001 – 30, 000 and 2 or 1.96 with monthly income of 20, 001 - 25, 000, and 35, 001 and above.

It implies that respondents have no suffice income and can be said belong to below poverty line in accordance to the PSA.

Table 1.5: Highest Educational Attainment

	F	%
elementary level	48	47.06
high school level	31	30.39
college level	21	20.59
bachelor’s degree	2	1.96
MA units	0	0
MA graduate	0	0
Ph. D units	0	0
Ph. D graduate	0	0
Total	102	100

Table 1.5 shows the highest educational attainment of the respondents, it is vividly shown that in majority of the respondents

or 48 or 47.06 percent are elementary level followed by 31 or 30.39 high school level, 21 or 20.59 college level and only 2 or 1.96 have bachelor’s degree.

It implies that respondents work for a living after they have finished elementary and they did not value education. it can also be said that the respondents are so much dependent to the resources that they have in the place thus education was neglected. As they said:

In the study and observation of Dr Tanya Ovenden - Hope, (2015) identified a link between student performance and ‘deprived coastal towns’, with a realisation that these areas have ‘felt little impact from national initiatives designed to drive up the standards for the poorest children’.

Having started researching the link between socio - economically disadvantaged coastal regions and educational attainment in 2010, a study in 2013/14 of six secondary ‘coastal academies’ in the North and South of England identified some clear educational challenges and strategies for improvement that were specific to their coastal location. All of the schools were in coastal areas with high levels of poverty, and in which there are multi - generational limited employment prospects, with poor experiences of education that had developed in places into an ‘anti - education’ culture, as education was perceived to have little positive impact on their own life chances.

Table 1.6: Number of children

	f	%
0 - 2	26	34.31
3 - 5	65	63.73
6 - 8	2	1.96
9 - above	0	0
Total	93	100

Table 1.6 shows the number of children of the respondents, it is vividly shown that in majority of them has 3 - 5 children with 65 or 63.73 percent followed by 26 or 34.31 percent with 0 - 2 children and 2 or 1.96 percent has 6 to 8 children. It can also be observed that the table has a total number of 93 respondents because 9 of them are single. It implies that respondents have no enough income to the number of family members to be fed.

2. Status and Prospect of Agritourism

Table 2.1: Socio Economic Aspect

	WM	VI
1) Improve the living of the agri - tourism business.	4.84	Strongly Agree
2) Upgrade social condition of the community.	4.88	Strongly Agree
3) Contribute to the economic growth in Dingalan as an agri - business. .	4.88	Strongly Agree
4) Increases demand production of the local agricultural products.	4.99	Strongly Agree
5) Agricultural products (rice, herbs and spices, organic plants, vegetables, poultry products, etc.) became part of the trading industry.	4.96	Strongly Agree
6) The agricultural business provides additional revenues to the local government.	5.00	Strongly Agree

7) Promotes local agricultural products of the farm	4.98	Strongly Agree
TWM	4.93	Strongly Agree

Table 2.1 shows the status and prospect of agritourism in terms of socio economic aspect in the place with a total weighted mean of 4.93 and verbal interpretation of strongly agree. Statement “The agricultural business provides additional revenues to the local government. ” Got the perfect mean of 5.00, followed by “Increases demand production of the local agricultural products. ” With a mean of 4.99 then “Promotes local agricultural products of the farm” got 4.88. All of the statements got the verbal interpretation of strongly agree.

It implies that the respondents are optimistic to the impact of agritourism in their place in terms of socio economic aspect. And it can be said that they are feeling the positive effect to their lives.

R. Minciu (2004) believes that “the tourism action manifest itself on a variety of plans, as from stimulating the economic growth to improve the social structure, from better use of resources to economic and social progress. . ”. Likewise, Cosmescu I. presents the tourism as a phenomenon with a multifunctional approach, as that human experience, social behavior, as a geographical phenomenon, as a business and source of income, as well as industry.

Table 2.2: Environmental Aspect

	VM	VI
1) The development of agri - tourism posts hazard to the natural environment.	4.97	Strongly Agree
2) The agricultural products increase generation of waste.	4.78	Strongly Agree
3) Development of agri - tourism causes degradation of the landscape and natural resources.	4.88	Strongly Agree
4) The agricultural business supports the clean and green project of the area (Go Green Environment, Zero Waste Management, Three Rs Waste Management).	4.92	Strongly Agree
5) The agricultural business decreases the available land scape.	4.78	Strongly Agree
6) Proper implementation of land used or zoning.	4.97	Strongly Agree
7) Agri - business destructs the flora and fauna.	4.82	Strongly Agree
TWM	4.87	Strongly Agree

Table 2.2 shows the status and prospect in terms of environmental aspect with a total weighted mean of 4.87 and verbal interpretation of strongly agree. Among the statement, “Proper implementation of land used or zoning. ”and “The development of agri - tourism posts hazard to the natural environment. ”got the highest mean of 4.97. It can also observe that all of the statements got the verbal interpretation of strongly agree.

It implies that respondents are aware to the negative effect of tourism industry if not take in consideration the environment or abusing the environment for the sake of tourism. They are also aware on the effect on the improper implementation of

land use or zoning as well as eradication of endemic animals or insects. Some said;

According to Fujisaki et al, (2017) the increasing economic activities in developing countries result in more energy and consumption demand, which generally lead to environmental degradation. There is a conventional belief that such environmental degradation would resolve as soon as these countries grow economically since that would enable them to afford environmental friendly technology as well as pro - environmental regulations and policies. However, several studies indicated that many developing countries already equipped with environmental policies, legal frameworks and economic instruments, which are

regarded as highly sophisticated by international standards and yet face the worsening of environmental conditions.

4. Proposed Program

After the analysis of the data, the researchers made an appropriate program for agritourism in Dingalan Aurora, wherein Agritourism exists in the place. However there are things to be considered in order to support the tourism industry in one of the visited place in the East. Part of the objectives of the researchers is to maximize the tourism industry to help the community to have total economic development as well as economic growth as they will continue value the resources they have.

Table 3.1: Proposed Program

Key Result Area	Objective	Activities	Person Involved
Socio Economic Improve agri - tourism business.	Provides all year around source of living for local community. To promote agribusiness as a tourist destination to the society	Conduct livelihood program for alternative source of living Coordinate with the DOT, provincial tourism and with the travel agencies for the promotion of the selected farms inDingalan Aurora.	Local Government Unit Non - Government Organization Department of Environment and Natural Resources Department of Agriculture Travel Agencies Department of Touris Local Government Unit Department of Agriculture
Environment Agricultural Business supports the clean and green projects.	To strengthen the environmental environmental understanding among the residents and government.	Conduct Seminars and workshop about the implementation of the clean and green projects	Provincial and Municipal Local Government Unit Local Community Department of Agriculture
Proper implementation of land usage	Proper implementation of land usage To ensure that any future development activities do not adversely affect the ecological, archeological, historic, landscape and natural character values of the area	For additional activity like camping, team building. Conduct Seminars and workshop about the proper implementation of land use or zoning. Interactive activities wherein tourists could be part of the agricultural activities while appreciating the value of the products	Provincial and Municipal Local Government Unit Local Community Department of Agriculture Provincial and Municipal Local Government Unit Local Community Department of Agriculture

5. Conclusions

Based from the summary of findings, the following conclusions were drawn;

The respondents are matured enough, know and understand what tourism industry is as well as its impact to their lives. The respondents parallel to the life of the people in the place that men are working for a living and women are just stay in their houses. Thus, the respondents are women who are left in their houses with their children.

Women work for a living after they have finished elementary and they did not value education. it can also be said that the respondents are so much dependent to the resources that they have in the place thus education was neglected.

The respondents are optimistic to the impact of agritourism in their place in terms of socio economic aspect. And it can be said that they are feeling the positive effect to their lives.

The respondents are aware to the negative effect of tourism industry if not take in consideration the environment or abusing the environment for the sake of tourism.

6. Recommendations

Based from the summary of findings and conclusions, the following recommendations are offered;

- 1) The women should have an active involvement from the tourist, rather than a passive spectator, so a bond between guest - host is strengthened. .
- 2) Agri and Ecotourism seminar should be given to the community or stablished organization of women.
- 3) The LGU as well as the community should provide a sanctuary or place where endemic plants and animals will be cared.
- 4) Ordinances must be implemented strictly not only to the tourists as well as to the community, they should involve the community through proper communication and invitation.
- 5) This paper should be forwarded to the Municipality of Dingalan to support and give programs/livelihood for

women who are just staying at home and waiting for their fishermen husband.

References

- [1] Bagi and Reeder (2012) Factors influencing agritourism adoption by small farmers in North Carolina Journal of Agricultural Extension and Rural Development Vol.9 (5), pp.84 - 96, May 2017
- [2] Barbieri and Msheng (2008) Case Studies of Agritourism among Small Farmers in North Carolina Selected Paper prepared for presentation at the Southern Agricultural Economics Association's 2016 Annual Meeting, San Antonio, Texas, February 6 - 9, 2016
- [3] Colton and Bissix (2005) Factors influencing agritourism adoption by small farmers in North Carolina Journal of Agricultural Extension and Rural Development Vol.9 (5), pp.84 - 96, May 2017
- [4] Dončić et al.2006 ROLE OF AGRITOURISM IN SUSTAINABLE RURAL DEVELOPMENT IN UZBEKISTAN: INSIGHTS FROM THE ITALIAN EXPERIENCE International Journal of Economics, Commerce and Management Vol. VI, Issue 3, March 2018
- [5] Fernandez (2012) Status and Prospects of Agri - Tourism in Selected Municipalities of the 4th District of Batangas Asia Pacific Journal of Multidisciplinary Research Volume 2, No.4, August 2014
- [6] Fujisaki, Shigeaki and others (1997), Hattentojo koku no kankyoishiki (Environmental Awareness in Developing Countries: Case of China and Thailand), Tokyo, Institute of Developing Economies.
- [7] Garofoli 2002: 228) Endogenous Rural Development: Empowerment or Abandonment?
- [8] Paper presented at the 4th International Summer Conference in Regional Science, Dresden,
- [9] June 30 – July 1, 2011
- [10] Dr Tanya Ovenden - Hope, (2015) Coastal academies: Changing school cultures in disadvantaged coastal regions in England”,
- [11] Iorioet. al., 2010 Status and Prospects of Agri - Tourism in Selected Municipalities of the 4th District of Batangas Asia Pacific Journal of Multidisciplinary Research Volume 2, No.4, August 2014
- [12] Lupi et al. (2017) ROLE OF AGRITOURISM IN SUSTAINABLE RURAL DEVELOPMENT IN UZBEKISTAN: INSIGHTS FROM THE ITALIAN EXPERIENCE International Journal of Economics, Commerce and Management Vol. VI, Issue 3, March 2018
- [13] Martin and Sunley (2016) Learning Endogenous Development *Building on Bio - cultural Diversity*
- [14] Minciu R., Tourism Economy, Third Edition revised, Publisher Uranus, Bucharest, 2004.
- [15] Intermediate Technology Publications Lt trading as Practical Action Publishing
- [16] Schumacher Centre for Technology and Development 2007
- [17] Mnguni (2010) Getting Started in Agritourism Information compiled by Monika Roth, Feb.2008
- [18] Ochterski (2008) Getting Started in Agritourism Information compiled by Monika Roth, Feb.2008
- [19] Philips, Hunter and Blackstock (2010) A Typology for Defining Agritourism Tourism Management 31 (2010) 754-758
- [20] Vizconde&Felicen, 2012 Tourism Industry of Batangas Province, Philippines: Basis for Improved Tourism Program IAMURE International Journal of Multidisciplinary Research vol.3, no.1 (2012)
- [21] Ward, Atterton, Kim, Lowe, Phillipson and Thompson (2005, p.5) Evaluating the impact of agritourism on local development in small islands Island Studies Journal, Vol.11, No.1, 2016, pp.161 - 176

Authors

Walter Salva Ed. D. waltersalva1975[at]gmail.com
Nueva Ecija University of Science and Technology, Philippines

Rhea - Lyn Fajardo La Penia, MBA, Nueva Ecija University of Science and Technology, Philippines