

# AGRI-TOURISM POTENTIAL OF SELECTED FARMS IN MENDEZ, CAVITE

Research Study  
Submitted to the Faculty of the  
College of Education  
Cavite State University  
Indang, Cavite

In Partial Fulfillment  
of the Requirements for the Subject  
BSTM 80 - Research II

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ELIZABETH LACHICA  
ABIGAIL MACAPIL  
JHON HENDRIX MONTERO  
AIMEE MUELLE

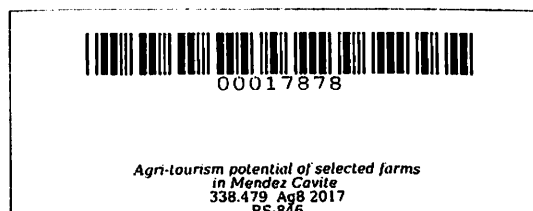
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## **ABSTRACT**

**LACHICA, ELIZABETH P., MACAPIL, ABIGAIL C., MONTERO, JHON HENDRIX M., MUELLE AIMEE S. Agri-tourism Potential of Selected Farms in Mendez, Cavite.** Research Study. Bachelor of Science in Tourism Management. Cavite State University, Indang, Cavite. May 2017. Adviser: Ms. Paulyn Jayziell Sanchez.

The study was conducted from January to May 2017 in Mendez, Cavite to determine the potential of selected farms at Palocopoc 1, Palocopoc 2, Banyad, Asis 1, and Asis 2. Specifically the study aimed to: 1. identify the profile of the farm operators; 2. identify the profile of the farm; 3. Identify the potential of the selected farms to be an agri-tourism site.

The study was used purposive sampling in gathering information. The Department of Agriculture in the municipality of Mendez, Cavite only give ten lists of farms. Among the ten, only five were selected as participants. Those selected were the only farms that were open for public and willing for development and commercialization. The survey questionnaires were disseminated to the selected farms that passed the criteria to become an agri-tourism site.

There were 3 male and 2 female participants and their age ranged from 20-70 years. Most were married and college graduate. Most of the farms have size of land, less than 5 hectares, have less than five employees, the average visitors of less than 50 a month, and the farm incomes, were ranged 10,000-30,000, offered school tours and can accommodate a large number of visitors. All farms have guyabano.

As an agri-tourism site, farms have potential in minimum standard requirements, operation and sanitation and have no potential in terms of safety and security.

# **AGRI-TOURISM POTENTIAL OF SELECTED FARMS IN MENDEZ, CAVITE**

**Elizabeth C. Lachica  
Abigail C. Macapil  
Jhon Hendrix M. Montero  
Aimee S. Muelle**

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A research study submitted to the faculty of the Department of Home Economics, Vocational and Technical Education, College of Education, Cavite State University, Indang, Cavite in partial fulfilment of the requirements for the subject BSTM 80 Research II. Prepared under the supervision of Ms. Paulyne Jayziell C. Sanchez as research adviser and Dr. Myleen P. Legaspi as technical critic.

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## **INTRODUCTION**

Tourism is a dynamic and competitive industry that requires the ability to adapt constantly to customers' changing needs and desires, as the customer's satisfaction, safety and enjoyment are particularly the focus of tourism businesses. "Tourism comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited." (World Tourism Organization, 2010).

The word "agri-tourism" is a mash up of both agriculture and tourism. Fundamentally, agri-tourism is an agriculturally based operations or activity that draws visitors to a farm, ranch or any natural sites. More people were now looking to escape the hustle and bustle of city life to get back to nature; resulting in agri destination gaining popularity among tourists. Besides, more people have a growing interest in taking