

STATE OF SELECTED AGRI-TOURISM VENTURE IN BOHOL

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BACKGROUND

- ❑ In the Philippines, agriculture and tourism are among the major sources of employment and income of the people.
 - ❑ Agripreneurs in Bohol diversified its operations and accept tourists for farm tours, farm demo, and other agricultural activities. Thus, agri-tourism industry in Bohol is increasing in number.
 - ❑ Given the importance of this industry in the growth of Bohol's economy, no research was conducted yet to advance the literature about the status of this industry. Therefore, this study was conducted with the aim of documenting the benefits and challenges of agri-tourism venture in Bohol.
 - ❑ This research contributes to the lack of literature about agri-tourism, an emerging industry. Moreover, this shall give awareness to the local and international audiences on the roles of agri-tourism play in the lives of the stakeholders.
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OBJECTIVES OF THE STUDY

- ❑ Determine the profile of the selected agri-tourism sites in Bohol.
- ❑ Identify the socio-economic benefits of agri-tourism in the areas of income, and livelihood/employment as experienced by employees and locals outside the site.
- ❑ Map-out the struggles/challenges encountered by the management of the selected agri-tourism sites.



METHODOLOGY

- ❑ Qualitative research
- ❑ Primary data was gathered through the use of Key Informant Interview guide questions.
- ❑ Managers and employees from each site and locals surrounding the sites were interviewed.
- ❑ Sites were chosen based on the number of years in operation in order to collect information which are relevant to the study.

RESULTS AND DISCUSSIONS – PROFILE

Profile	Site 1	Site 2	Site 3
Number of years in operation	96	17	15
Type of business organization	Government owned	People's Organization	Corporation
Ownership	Government	Association	Private
Products offered	Research, Production, Training center, technical assistance, planting materials, meals and farm tour	Village tour, meals, and oyster	Bed and Breakfast, restaurant, tour, and spa
Daily visitors	Seasonal	Seasonal	1,000
Sources of income	All services offered are free. Sales from culled animals are deposited to national treasury.	Income from village tour, and sales from oyster.	Income from bed and breakfast, store, restaurant, farm tour and spa
Movement of profit	Increasing (based on the culled animals)	Increasing	Increasing
Movement of employees	Decreasing	Increasing	Increasing
Employee turnover	Very low (retirement age or lay-off)	Very low	3.5 years



RESULTS AND DISCUSSIONS – BENEFITS TO EMPLOYEES

Benefits	Site 1	Site 2	Site 3
Satisfied with the current income/salary	100	100	80
Income earned is better compared to the previous work	100	100	50
Working environment is better compared to previous work	100	100	100
Standard of living is better compared to previous work	100	100	100



RESULTS AND DISCUSSIONS – BENEFITS TO LOCALS

Benefits	Site 1	Site 2	Site 3
Contributes additional income to the people outside the farm	100	100	100
Contributes additional income to family member	100	100	60
Provides work to family members	100	100	60
Provides livelihood to the community	100	100	100

RESULTS AND DISCUSSIONS – STRUGGLES/CHALLENGES

Area	Site 1	Site 2	Site 3
Visitors	<ul style="list-style-type: none"> • Bacteria brought by the visitors that can affect the livestock. (Bio security) 	<ul style="list-style-type: none"> • Sexual tourism 	<ul style="list-style-type: none"> • Language barriers • Exclusion from popular tour packages
Employees /Members	<ul style="list-style-type: none"> • Lack of support on some management decisions 	<ul style="list-style-type: none"> • Lack of attendance during meetings 	<ul style="list-style-type: none"> • Absences due to fiesta
Locals	<ul style="list-style-type: none"> • Illegal settlers of the farm 	<ul style="list-style-type: none"> • Trashes • Theft 	<ul style="list-style-type: none"> • None




CONCLUSIONS

- ❑ Agri-tourism in Bohol is very promising and undoubtedly forms a significant part of the lives of its workers and its community.
- ❑ For the workers, it largely contributes to: an increase in household income; an improved standard of living; and a healthy working environment.
- ❑ For the locals outside the agri-tourism sites, the sites have opened opportunities for them to earn income which were not there before the sites operated.
- ❑ The management encountered problems from tourists, locals, and employees. But the top challenge they had encountered is from the tourists which greatly affect the sustainability of their site.



IMPLICATIONS FOR PRACTICE AND FUTURE STUDIES

- Initiatives can be taken to educate the host communities about the ill effects of illegal settling, poor waste management, theft and other destructive practices on the sustainability of the farms.
 - It would be a good initiative if farm managements will allocate specific areas where visitors can be allowed and not allowed to preserve the agri-tourism sites.
 - Sites 1 and 2 can explore more ways to diversify products and services offered in order to increase employment opportunities and livelihood prospects of the locals.
 - Future researches can be done on the health, educational, and other social contributions of agri-tourism sites in order to further prove the multi-dimensional benefits of such sites.
 - Challenges might also be mapped-out to identify what hinders the development of these sites.
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THANK YOU & GOD BLESS