



Motivational Factors of Tourists in Visiting Agritourism Sites in Virac, Catanduanes: Basis in the Development of Educational Resource Materials

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Abstract

This study investigates the motivational factors influencing tourist visits to agritourism sites in Virac, Catanduanes, Philippines with the goal of developing educational resource materials. Using a descriptive research design, data were collected through questionnaires targeting both internal and external motivations among 123 respondents. The analysis, utilizing frequency counts, percentages, and weighted means, revealed that a significant majority of participants (72.36%) fall within the age range of 20–39, with a prominent female representation (54.47%). Notably, students constituted the largest demographic group (48.78%), highlighting agritourism's appeal to younger audiences. The findings indicate that internal motivations, such as the desire for new experiences and an appreciation for natural beauty, were rated "Strongly Agree" with a weighted mean of 4.50. Conversely, external motivations, including community development and engagement in outdoor activities, surfaced as crucial factors, with the highest-rated motivation at 4.43. These insights hold significance for stakeholders, including local businesses and educational institutions, offering guidance for targeted marketing strategies and initiatives that resonate with younger tourists. Recommendations arising from this study include developing educational programs for young adults, promoting sustainable agritourism practices, enhancing adventure tourism offerings, and organizing community-centric events. By fostering connections between tourists and local communities, the research underscores agritourism's potential to contribute to sustainable development while enriching visitor experiences and reinforcing community ties in Virac.

Keywords: agritourism, tourist motivation, push-pull theory, Virac, Catanduanes, educational resource material, sustainable tourism development



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INTRODUCTION

Agritourism, often called farm tourism, links agricultural production with tourism by inviting visitors to farms, plantations, or ranches for education, recreation, and direct purchase of farm products. Globally, agritourism has been promoted as a sustainable alternative to conventional rural development because it diversifies farm income, supports small- and mid-sized farms, and fosters public engagement with agricultural landscapes and food systems. Evidence from multiple countries indicates agritourism can strengthen farm

resilience, encourage preservation of rural heritage, and create opportunities for environmental education and community-based tourism (Barbieri, 2013).

In the Philippines, where a large share of the population depends on agriculture, agritourism has high potential to contribute to rural livelihoods and tourism diversification. Republic Act No. 10816 (Farm Tourism Development Act of 2016) provides a legal framework to promote farm tourism activities and support community involvement and sustainable practices (RA 10816). Regionally, Catanduanes is notable for

its abaca production and unique rural landscapes; the province and its municipalities (including Virac) have been exploring agritourism as a strategy to increase local revenue and attract visitors interested in immersive agricultural experiences. (Morales, et.al, 2014; Кабиев, et.al, 2025, Raul, et.al, 2013, Baranda-Romero, et.al, 2021).

Tourist motivations are commonly conceptualized through push-pull theory, which distinguishes internal (push) factors, such as the desire for novelty, learning, nature experiences, or socialization, from external (pull) factors, such as attractions, facilities, accessibility, and marketing that draw tourists to specific destinations. Applying the push-pull framework to agritourism helps separate tourists' intrinsic motivations (e.g., experiential learning, escape from routine) from extrinsic site-related attributes (e.g., quality of farm tours, hands-on activities, interpretive guides). (Crompton, 1979; Dann, 1977; Carpio et al., 2008, Khanal et al., 2019; Delos Reyes et al., 2021).

Despite policy support and growing interest in agritourism in Catanduanes, there is limited empirical evidence on who visits agritourism sites in Virac and what motivates them, especially given preliminary observations that many visitors are students or youth. This gap constrains the design of targeted agritourism products, interpretive programming, and curricular materials in tourism education. This study therefore seeks to: (1) profile the demographics of tourists visiting agritourism sites in Virac, Catanduanes; (2) determine the motivational factors of tourist in visiting agritourism destinations in Virac, Catanduanes; and (3) develop educational resources within the tourism management curriculum based on the findings. These objectives aim to support both local agritourism planning and capacity-building for future tourism professionals.

LITERATURE REVIEW

Motivational Dynamics in Agritourism. Tourism is defined as the act of spending time away from home for recreation, relaxation, and pleasure,

utilizing commercial services. It emerged as a social phenomenon in Western Europe during the 17th century, though it has origins in classical antiquity (Walton, 2024). Within this context, agritourism has become an increasingly popular option for travelers seeking authentic experiences and connections to food production and rural life. This is characterized by the interplay of internal "push" factors, such as personal motivation and a desire for relaxation, and external "pull" factors, including the appeal of rural landscapes and engaging farm activities (Carpio et al., 2008; Ilbery et al., 1998; McKenzie & Wysocki, 2002).

Demographic Influences on Tourist Preferences. Research indicates that age and occupation significantly influence travel motivations among tourists. Specifically, younger demographics (ages 20–39) and students display distinct preferences and motivations when engaging in agritourism. Understanding these demographic nuances is vital for stakeholders looking to attract this target audience. A focus on experiential learning and community involvement can enhance the appeal of agritourism among students, leading to higher participation rates (Warnert & McCue, 1999).

The Role of Agritourism in Local Economic Development. Agritourism plays a crucial role in local economic development, offering diverse income streams to farms while fostering conservation and sustainability in rural communities (The National Agricultural Law Center). By facilitating hands-on experiences like fruit picking, farm workshops, and educational tours on sustainable practices, agritourism enhances awareness of local food systems and increases appreciation for agricultural efforts (Sage, 2014). These activities not only support farmers but also contribute significantly to rural economies.

Integrating Tourism Research into Pedagogy. The evolution of tourism as an academic discipline underscores the necessity for curriculum modernization to meet industry demands (Tribe, 2004). This integration is

essential for a holistic understanding of tourism management. Lewis (2005) emphasizes the need for balanced educational frameworks that cultivate well-rounded graduates who can responsibly engage in tourism development. Incorporating empirical data into the Tourism Management Curriculum can modernize educational resources, further enhancing the curriculum's relevance in teaching sustainable tourism practices (Malihah et al., 2014).

METHODS

Design. This study employed a descriptive research design, which is suited for exploring and detailing the motivations of tourists and their demographic profiles in the context of agritourism in Catanduanes, Philippines. Descriptive research is advantageous in situations where the aim is to gather comprehensive information about a phenomenon without manipulating variables, making it ideal for understanding the nuanced motivations that drive tourist behavior. The use of questionnaires as the primary data collection tool allowed for systematic, structured, and quantifiable responses from participants. This method facilitated a thorough examination of both internal motivations, such as personal interests and educational aspirations, and external motivations, including social influences and economic factors.

Population and Sampling. This study targeted tourists who have visited agritourism sites in Virac, Catanduanes, in order to analyze their relevance to local agritourism and explore the motivational factors that attract them. The target population consisted of 123 respondents who have directly experienced agritourism activities in the area. To ensure a systematic application of quota sampling, specific quotas were established for each agritourism site based on their expected visitor numbers and overall popularity. The following quotas were assigned to each site: Manoy Badong and Manay Idi's Sunflower Farm - 30 respondents; Yahay Farm - 30 respondents; Fleur de Lilies Glamping Farm - 25 respondents; Neliza Farm and Training Center - 20 respondents.

Additional smaller or emerging sites - 18 respondents (distributed). By applying these quotas, the study aimed to capture a diverse range of motivational factors across the different sites, ensuring that the sample reflected the varied experiences of tourists. This structured approach not only enhanced the representativeness of the sample but also increased the validity of the findings, allowing for a comprehensive analysis of the factors influencing tourist attraction to agritourism in Virac, Catanduanes.

Instrumentation. The primary data collection instrument was a self-developed questionnaire composed of two parts: Part I captured respondent demographics (gender, age, occupation, nationality, and tourist type) and Part II measured internal (push) and external (pull) motivations for visiting agritourism sites in Catanduanes. Content validity was established through expert review: three subject matter experts in tourism and agritourism examined the items for relevance, clarity, and comprehensiveness and suggested minor refinements that were incorporated into the final instrument. A pilot test ($n = 20$) was conducted to assess internal consistency. Cronbach's alpha was calculated for the motivation scale as a whole and for the subscales (internal/push and external/pull). The motivation scale yielded a Cronbach's alpha of 0.87, indicating high internal consistency ($\alpha > 0.80$). Subscale reliability coefficients were 0.84 for the internal (push) items and 0.81 for the external (pull) items, both demonstrating acceptable to high reliability. These results indicated that the questionnaire items reliably measure the intended motivational constructs and are suitable for use in the main study.

Data Gathering. The data gathering began by seeking a permission from the adviser. To facilitate the collection of data, the researchers requested permission from the Program Adviser of the BSTM program to distribute the questionnaire to the target respondents. Upon approval, the main instrument for data collection, which is a questionnaire, was distributed among the identified tourists visiting

agritourism sites. This procedure ensured that data were collected systematically and that responses were assessed and evaluated appropriately. Following the collection of the data, the researchers classified, analyzed, interpreted, and presented the results in a quantitative format. The final research output was then prepared, finalized, and presented to the panel of examiners at the CPIC.

Data Analysis. Data analysis involved using frequency, percentage, and weighted mean methods. Frequency was utilized to determine the number of respondents who rated each item in the questionnaire, achieved through one-on-one counting. Percentage was applied to express the relative size of a quantity, calculated as a fraction of 100 (denoting “per cent” as “per hundred”). This method helped in analyzing the profile of respondents and their internal and external motivations for visiting agritourism sites in Catanduanes.

RESULTS

Demographic Profile of the Tourists. Table 1 presents the demographic profile of the respondents, detailing their age, gender, occupation, nationality, and type of tourist. A significant majority of the respondents are young adults between the ages of 20 and 39 years (72.36%), with another considerable group aged 13 to 19 years (25.20%). This suggests that younger generations are particularly drawn to agritourism experiences, aligning with global trends where youth travelers increasingly seek unique and experiential opportunities. According to a 2023 report by the World Tourism Organization (UNWTO), 23% of international tourists are in the 20 to 39 age group, reinforcing the importance of targeting this demographic in agritourism initiatives. In terms of gender, the respondents include a slightly higher proportion of females (54.47%) compared to males (44.72%). This contrasts with traditional tourism trends, where male dominance is often observed in adventure or outdoor activities. The increasing interest among female tourists in agritourism may be attributed to a greater emphasis on sustainable

practices, local cultural experiences, and nature-based activities.

Table 1
Profile of the Respondents

Profile	Frequency	Percentage
Age		
13 to 19 years old	31	25.20%
20 to 39 years old	89	72.36%
40 to 59 years old	3	2.44%
Total	123	100.00%
Gender		
Male	55	44.72%
Female	67	54.47%
LGBT	1	0.81%
Total	123	100.00%
Occupation		
Administrative and Management Roles	5	4.07%
Service and Support Roles	7	5.69%
Manual Labor and Skilled Trades	5	4.07%
Education and Instruction Roles	63	51.22%
Entrepreneurial Roles	1	0.81%
Unemployed	42	34.15%
Total	123	100.00%
Nationality		
Filipino	122	99.19%
New Zealander	1	0.81%
Total	123	100.00%
Type of Tourist	Frequency	Rank
Adventure	67	1
Business	7	6
Culinary	10	5
Cultural	15	4
Educational	59	2
Leisure	27	3

A 2022 report by the Adventure Travel Trade Association (ATTA) further highlights the growing trend of female travelers actively

seeking agritourism experiences. Occupationally, a substantial portion of respondents (51.22%) works in education and instruction roles, underscoring the educational component often integrated into agritourism. This high representation of students and educators aligns with the motivations for visiting agritourism sites, as many academic programs now incorporate farm visits and hands-on learning experiences. Conversely, unemployed individuals constitute 34.15% of the sample, indicating the potential of agritourism to generate job opportunities and contribute to economic diversification within rural communities. A 2023 study by the International Labour Organization (ILO) supports this perspective, emphasizing agritourism's role in creating rural employment.

The findings on tourist types reveal that the majority visiting agritourism sites in Virac, Catanduanes, identify primarily as adventure tourists (67), followed closely by educational tourists (59), and leisure tourists (27). This distribution indicates that the motivations driving these tourists often intertwine with their demographics; namely, the educational tourists, primarily students, are likely motivated by both learning opportunities and enjoyable experiential activities that agritourism offers. As educational tourism continues to rise, agritourism serves as an enriching platform that caters to the dual desires of young learners—for knowledge and adventure.

Motivational Factors of Tourist to Visit Agritourism Destinations in Virac Catanduanes.

Table 2 outlines the motivational factors that influence tourists in their decision to visit agritourism destinations. Among the internal motivations, the strongest responses were recorded for statements such as “I appreciate seeking new experiences that contribute to my personal development” and “I love natural landscapes and outdoor activities,” both receiving a weighted mean of 4.50 and rated as “Strongly Agree.” These high scores illustrate that tourists engaged in agritourism are not only seeking leisure but also opportunities for self-improvement and connection with nature.

Significant internal motivators also include “I desire to support local communities and economies” (weighted mean = 4.38) and “It’s an advance for me to gain knowledge and skills through hands-on experiences” (weighted mean = 4.39). This demonstrates a strong inclination towards community engagement and practical learning, suggesting that tourists find value in contributing positively to the local economy while enhancing their skills and experiences.

Table 2
Internal Motivation Factors of Tourist to Visit Agritourism Destinations

Motivational Factors	Weighted Mean	Quantitative Description	Qualitative Description
A. Internal Motivations			
1. I desire to learn about agricultural practices and local farming.	4.12	4	Agree
2. I love natural landscapes and outdoor activities.	4.50	5	Strongly Agree
3. Understanding local traditions and cultures are my interest	4.24	5	Strongly Agree
4. I appreciate seeking new experiences that contribute to my personal development.	4.51	5	Strongly Agree
5. It has relevance to our field of study and desire to apply theoretical knowledge.	4.07	4	Agree
6. I have my interest in sustainable farming practices and environmental conservation.	3.99	4	Agree
7. I need a break from academic pressures in a tranquil setting.	4.12	4	Agree
8. Building connections with local farmers and tourism professionals are my interest	4.02	4	Agree
9. Local food and agricultural products are my interest.	4.06	4	Agree
10. Seeking new and exciting experiences in an unfamiliar environment is always a great opportunity for me.	4.37	5	Strongly Agree
11. I have desire to support local communities and economies.	4.38	5	Strongly Agree
12. Inspired to look forward from the landscapes and farming activities for future projects.	4.12	4	Agree
13. I have interest in the health benefits of engaging with nature and farming.	4.06	4	Agree
14. I have personal or familial ties to agriculture and rural life.	4.18	4	Agree
15. It's an advance for me to gain knowledge and skills through hands-on experiences.	4.39	5	Strongly Agree

Legend: 1.00-1.79 (Strongly Disagree); 1.80-2.59 (Disagree); 2.60-3.39 (Neutral); 3.40-4.19 (Agree); 4.20-5.00 (Strongly Agree)

However, the internal motivations with the lowest ratings were “I have an interest in sustainable farming practices and environmental conservation” (weighted mean = 3.99) and “Building connections with local farmers and tourism professionals is my interest” (weighted mean = 4.02). While still viewed positively, these lower scores indicate that sustainability and establishing connections

might not be the primary drivers for young, mostly female students who are engaging in agritourism. This finding is particularly noteworthy, as it suggests that despite the growing emphasis on sustainability in contemporary discourse, immediate personal experiences and developmental opportunities might take precedence for this demographic.

Table 3
External Motivation Factors of Tourist to Visit Agritourism Destinations

B. External Motivations			
1. It's my interest to learn about local agricultural practices and traditions	4.17	4	Agree
2. Understanding sustainable farming and its impact on the ecosystem must be prioritize.	4.27	5	Strongly Agree
3. I love to gain practical experience through farm activities and interactions with farmers.	4.23	5	Strongly Agree
4. It is important to have connections with local farmers and agritourism operators for future career prospects.	4.33	5	Strongly Agree
5. As a student, it's important to participate in community development and support local economies	4.43	5	Strongly Agree
6. This experience will help me to be updated in the trends and practices of agritourism in the province and even region.	4.28	5	Strongly Agree
7. It is interesting to explore local food production and farm-to-table practices	4.26	5	Strongly Agree
8. I enjoy outdoor activities such as hiking, biking or fishing in agritourism areas.	4.35	5	Strongly Agree
9. I am favor in supporting small-scale farmers and agritourism businesses.	4.25	5	Strongly Agree
10. It is inspiring to attend agricultural fairs and festivals that showcase local products and traditions.	4.23	5	Strongly Agree
11. Participating in guided tours that provide insights into agricultural methods helps to develop my skills as a future tourism staff.	4.20	5	Strongly Agree
12. It is vital to learn and promote eco-friendly tourism models.	4.37	5	Strongly Agree
13. I like engaging in volunteer work on farms or community projects	3.98	4	Agree
14. Capturing the beauty of rural landscapes and agricultural life for projects is satisfying.	4.34	5	Strongly Agree
15. Collaborative activities in agritourism settings helps me to develop my skills such as teamwork, leadership, and problem-solving.	4.28	5	Strongly Agree

Legend: 1.00-1.79 (Strongly Disagree); 1.80-2.59 (Disagree); 2.60-3.39 (Neutral); 3.40-4.19 (Agree); 4.20-5.00 (Strongly Agree)

In contrast, external motivations (Table 3) were strong, with the highest rated being “As a student, it's important to participate in community development and support local economies” (weighted mean = 4.43), and “I enjoy

outdoor activities such as hiking, biking, or fishing in agritourism areas” (weighted mean = 4.35). These motivations further highlight the significance of community involvement and recreational opportunities in agritourism, particularly for educational tourists.

Overall, the evaluation of these motivational factors reveals a clear trend: educational tourists, especially young females, prioritize personal development and hands-on learning experiences over sustainability concerns and connections with local farmers. This insight suggests an opportunity for agritourism operators to enhance visitor experiences by emphasizing personal growth, adventure, and practical learning, which align closely with the values and motivations of this dominant demographic.

Developed Educational Resource. The educational resource developed by the researchers is a promotional catalogue which offers a detailed presentation of agritourism sites in Virac, Catanduanes, and delivers an in-depth exploration of the area's agricultural landscapes and tourist attractions. This resource aims to deepen the understanding of agritourism in the context of Virac. Presented in Figures 1 to 5, the stunning images encapsulate the local essence, the primer blends visual appeal with informative content, transforming it into an engaging educational tool. This dynamic resource not only highlights the rich cultural and environmental heritage of the province but also establishes a foundational understanding of how agritourism can drive sustainable development and economic growth.

Within the framework of tourism management education, the content of this resource underscores agritourism's critical role in environmental conservation and local economic enhancement. By exploring the historical and cultural dimensions of Virac, the material provides students with nuanced insights into the factors shaping tourism development in rural contexts. Research findings indicate that effectively integrating local heritage and agricultural practices with contemporary

tourism strategies can yield sustainable results. Additionally, the resource outlines various agritourism sites in Virac, presenting their potential as enriching educational experiences for visitors. Such insights equip students with the knowledge to formulate responsible and culturally sensitive tourism strategies.

Finally, this educational resource serves as an essential guide for both educators and students, highlighting key findings that underscore agritourism's significance in the province. The research illustrates that effective tourism management requires an appreciation of both economic benefits and the cultural and environmental frameworks surrounding these sites. By leveraging this comprehensive information, students are empowered to devise initiatives that enhance visitor experiences while honoring local traditions. The resource also advocates for active engagement with local communities, showing valuable relationships that enrich the tourism landscape. Ultimately, this educational material elevates the tourism management curriculum by integrating theoretical insights with practical applications in the vibrant field of agritourism.

Figure 1 presents the cover page of the promotional catalogue. The cover page features a cartographic representation of Catanduanes, visually contextualized against its agritourism sites. This design element underscores the geographical and cultural setting of the study while simultaneously highlighting the province's potential as a destination for integrated tourism. The title, *Catanduanes Escapades: Nature, Culture, and Agriculture*, encapsulates the multidimensional experiences available to travelers, emphasizing the interplay of natural landscapes, cultural heritage, and agricultural practices. In doing so, the resource material positions Catanduanes not merely as a tourist destination, but as a holistic environment where ecological sustainability, cultural identity, and economic livelihood converge.

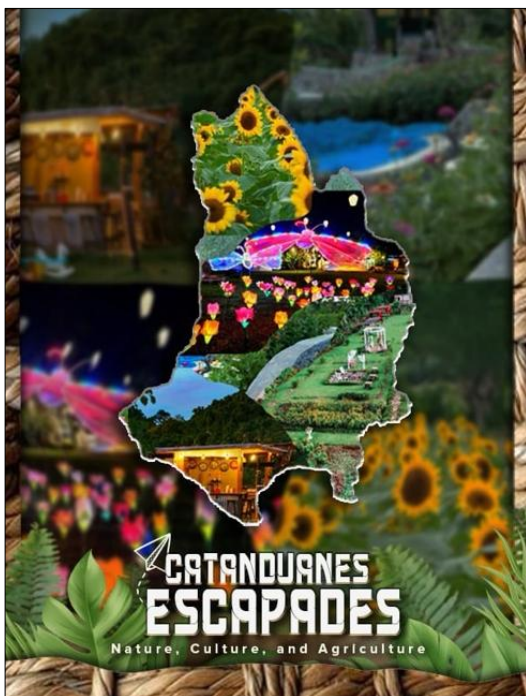
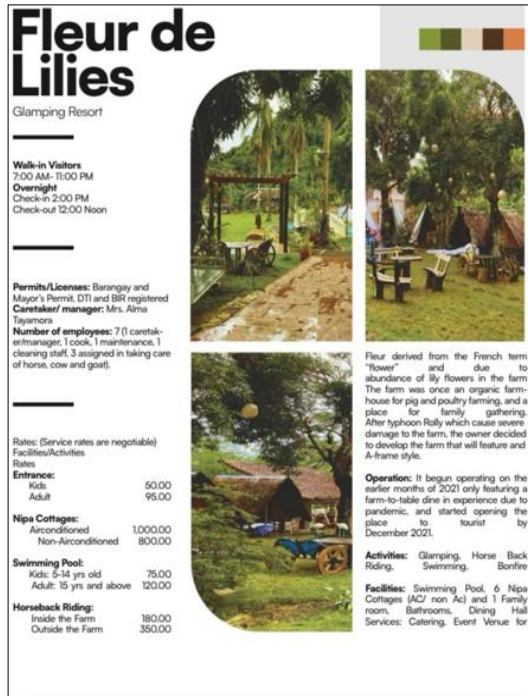


Figure 1
Promotional catalogue cover page

Figure 2
Promotional catalogue table of contents

The content of the resource material (Figure 2) encompasses the foreword, acknowledgments, and a historical overview of Virac. It further includes demographic information, documentation of agritourism sites within Virac, Catanduanes, and supporting references that contextualize the study. Collectively, these components provide both foundational background and empirical grounding, situating

the resource material within the broader discourse on tourism, culture, and local development.



Fleur de Lilies
Glamping Resort

Walk-in Visitors: 7:00 AM- 11:00 PM
Overnight: Check-in 2:00 PM, Check-out 12:00 Noon

Permits/Licenses: Barangay and Mayor's Permit, DTI and BIR registered
Caretaker manager: Mrs. Alma Tayama
Number of employees: 7 (1 caretaker-manager, 1 cook, 1 maintenance, 1 cleaning staff, 3 assigned in taking care of horse, cow and goat)

Rates: (Service rates are negotiable)
Facilities/Activities:

Entrance:	
Kids	50.00
Adult	95.00
Nipa Cottages:	
Airconditioned	1,000.00
Non-Airconditioned	800.00
Swimming Pool:	
Kids: 5-14 yrs old	75.00
Adult: 15 yrs and above	120.00
Horseback Riding:	
Inside the Farm	180.00
Outside the Farm	350.00

Operation: It began operating on the earlier months of 2021 only featuring a farm-to-table dine in experience due to pandemic, and started opening the place to tourist by December 2021.

Activities: Glamping, Horse Back Riding, Swimming, Bonfire

Facilities: Swimming Pool, 6 Nipa Cottages (AC/ non Ac) and 1 Family room, Bathroom, Dining Hall
Services: Catering, Event Venue for

Figure 3
The first agritourism site documented - Fleur de Lilies Glamping Resort

The first agritourism site documented in Virac, Catanduanes is the Fleur de Lilies Glamping Resort (Figure 3). The resource material presents the visiting schedule alongside detailed information regarding the site's natural environment, facilities, and recreational activities. This inclusion highlights the integration of ecological features with hospitality services, positioning the resort as both a leisure destination and a model of agritourism development in the locality.

As shown in Figure 4, the second agritourism site documented is Yahay Farm, located in Virac, Catanduanes. The resource material outlines the farm's operations, activities, facilities, services, entrance fees, and regulatory permits. This comprehensive presentation highlights the farm's dual role as both a recreational venue and an agritourism enterprise, situating it within the broader context of sustainable rural development and tourism diversification in the locality.



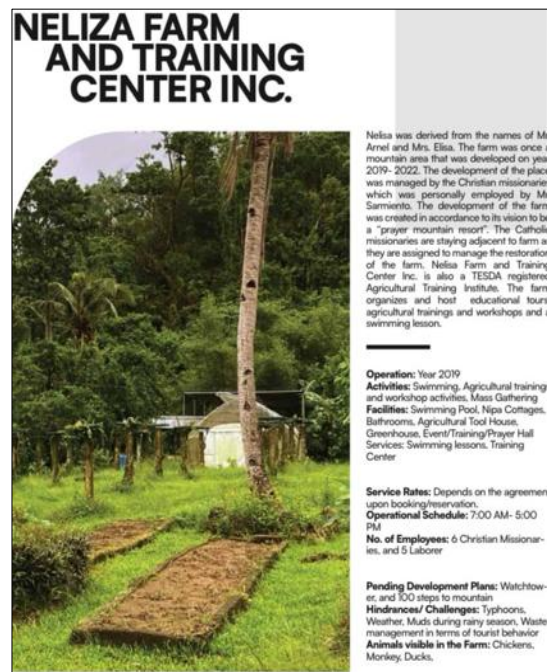
Yahay Farm

Yahay Farm aimed to offer tourists a paradise and surreal experience. The peak season was during its opening, the summer of April 2022. However, in August 2022, they had to temporarily close the farm due to the damage caused by heavy rains. The Yahay farm continued its operation in the summer of 2023 but the number of tourists decreased. According to the owner, it was as if the enthusiasm of the tourists on the farm lessened after new agritourism sites were developed in nearby areas. Nowadays they only open the farm for tourists who book the place as a venue for events like birthdays, team-building activities and video/ photoshoots.

Operation: Started April 2022.
Activities: Camping, Sightseeing, Bonfire
Facilities: Garden, Outdoor Photo Booths, Bathrooms, Dining Hall
Services: Venue for Weddings, Birthdays, Pre-Nuptial and Doble Photoshoot, Team Building, Outdoor Yoga Session
Booking/Reservation: Online Booking and reservation
Permits/Licenses: Barangay and Mayor's Permit, DTI registered
Entrance Rate: 50.00

Source: <https://www.facebook.com/share/15sXL9q33t/?mibextid=wwXifr>

Figure 3
The second agritourism site documented - Yahay Farm



NELIZA FARM AND TRAINING CENTER INC.

Neliza was derived from the names of Mr. Arnel and Mrs. Elisa. The farm was once a mountain area that was developed on year 2019- 2022. The development of the place was managed by the Christian missionaries which was personally employed by Mr. Sarmiento. The development of the farm was created in accordance to its vision to be a "prayer mountain resort". The Catholic missionaries are staying adjacent to farm as they are assigned to manage the restoration of the farm. Neliza Farm and Training Center Inc. is also a TESDA registered Agricultural Training Institute. The farm organizes and host educational tours, agricultural trainings and workshops and a swimming lesson.

Operation: Year 2019
Activities: Swimming, Agricultural trainings and workshop activities, Mass Gathering
Facilities: Swimming Pool, Nipa Cottages, Bathrooms, Agricultural Tool House, Greenhouse, Event/Training/Prayer Hall
Services: Swimming lessons, Training Center

Service Rates: Depends on the agreement upon booking/reservation.
Operational Schedule: 7:00 AM- 5:00 PM
No. of Employees: 6 Christian Missionaries, and 5 Laborer

Pending Development Plans: Watchtower, and 100 steps to mountain
Hindrances/ Challenges: Typhoons, Weather, Muds during rainy season, Waste management in terms of tourist behavior
Animals visible in the Farm: Chickens, Monkey, Ducks.

Figure 4
The third agritourism site documented - Neliza Farm and Training Center Inc.

The third agritourism site documented is Neliza Farm and Training Center Inc., situated in Virac, Catanduanes (Figure 4). The resource material provides comprehensive details regarding the farm's operations, activities, facilities, and

services, along with other pertinent site information. As both an agricultural enterprise and a registered training center, Neliza Farm exemplifies the integration of agritourism with educational and community development initiatives. Its dual function highlights the role of agritourism not only in leisure and recreation but also in capacity-building and skill enhancement, thereby contributing to sustainable rural development in the locality.



Figure 5
The fourth agritourism site documented - Manoy Badong and Manay Idi's Sunflower Farm

The fourth agritourism site surveyed in Virac, Catanduanes is Manoy Badong and Manay Idi's Sunflower Farm, located in Barangay Pajo Baguio. Shown in Figure 5, the resource material documents the farm's origin, operations, facilities, and services, situating it as both a recreational venue and a community-based agricultural enterprise. Its emphasis on sunflower cultivation, complemented by ancillary activities and facilities, underscores the integration of aesthetic, ecological, and economic dimensions within local agritourism development.

(Note: The remaining resource materials are within the custody of the authors. Interested

parties who wish to view the complete set of photographs featured in this educational resource may submit a formal request letter to the authors or contact them directly via email at kristinejoygeromo@gmail.com.)

DISCUSSION

Tourist motivations are central to understanding participation in agritourism. The push-pull framework distinguishes internal, psychologically driven motives (push), for example, the desire for novelty, experiential learning, escape from routine, socialization, and self-development, from external, destination specific attributes (pull) such as accessibility, on site activities, interpretive services, and the attractiveness of the rural landscape (Crompton, 1979; Dann, 1977). Agritourism research consistently demonstrates that both sets of factors operate together: tourists are "pushed" by intrinsic needs (learning, nature contact, relaxation) and "pulled" by farm offerings (hands on activities, educational tours, local products) that satisfy those needs (Carpio et al., 2008; Delos Reyes et al., 2021; Moraru, 2019). Empirical studies applying multivariate and factor analytic approaches (e.g., Nickerson et al., 2001) reveal that motivation constructs tend to cluster into economic, social, and experiential dimensions; in agritourism contexts, experiential and environmental motives often rank highly alongside opportunities for product purchase and leisure. These findings justify using the push-pull lens to disaggregate internal and external drivers when investigating why BSTM students and other visitors choose agritourism destinations in Virac.

Demographic characteristics shape travel motivations and behavior. Age and occupation are frequently associated with differences in travel preferences, risk tolerance, disposable income, time availability, and learning orientation. The 20-39 age cohort (young adults and early mid-career adults) often exhibits strong interest in experiential, authentic, and value for money travel, with substantial uptake of activity based and learning oriented products.

Students, in particular, may prioritize experiential learning, skill acquisition, social interaction, and affordability; they may also be more receptive to sustainability narratives and hands on activities that complement their formal studies in tourism or related fields (Tribe, 2004; Lewis, 2005; Malihah et al., 2014). Research that maps structural and socio-economic correlates of agritourism participation (e.g., Khanal et al., 2019) suggests that education level and cultural capital influence both demand for and supply of agritourism. For the present study's emphasis on BSTM students in Virac, these literatures imply that student status and the 20–39 age range may predict stronger push motives (learning, self-development, nature contact) and particular pull sensitivities (quality of farm experiences, price, and accessibility).

A substantive literature documents agritourism's contribution to rural livelihoods, farm diversification, and landscape conservation. Agritourism offers alternative revenue streams that can buffer farms from commodity price volatility and climate risks while creating non-farm employment and stimulating local value chains (Nickerson et al., 2001; Barbieri, 2008; Tew & Barbieri, 2012). Case studies from Europe and North America, as well as exploratory field research in regions experiencing rural decline, indicate that well designed agritourism initiatives can strengthen community cohesion, preserve cultural heritage, and incentivize conservation of farmland (Ammirato et al., 2014; Moraru, 2019). Structural analyses (Khanal et al., 2019) further show that demographic, economic, and spatial factors influence where agritourism develops and how effective it is at generating local benefits. However, the distributional outcomes of agritourism depend on governance, local capacity, and the degree to which activities integrate local producers and value addition. For Virac, Catanduanes, the literature suggests potential gains from promoting abaca related experiences and farm visits but also signals the need for empirical data on visitor profiles and motivations to align product design with community development goals.

Empirical tourism research has direct pedagogical value when incorporated into tourism management curricula. The literature on tourism education emphasizes balancing vocational competencies with broader critical and sustainability literacies (Tribe, 2004; Lewis, 2005). Studies on edu tourism and tourism pedagogy highlight the benefits of using field-based data to develop experiential learning modules, case studies, and resource materials that make classroom content locally relevant and professionally applicable (Malihah et al., 2014). Linking research on visitor motivations and demographic profiles to curriculum design can produce targeted educational resources (e.g., interpretive guides, lab exercises, practicum templates) that prepare students for community engaged tourism practice and destination management. For BSTM programs, integrating findings from local agritourism studies supports competency development in sustainable tourism planning, community engagement, and interpretation — skills increasingly demanded by employers and stakeholders in rural tourism.

It is important to acknowledge several methodological limitations inherent in this study. First, the use of non-probability quota sampling restricts the ability to generalize findings beyond the sample group. The research focuses solely on Virac, limiting the geographical scope and potentially overlooking diverse tourist motivations present in other agritourism areas. Furthermore, the reliance on self-reported data introduces biases, as respondents may have provided socially desirable responses rather than reflecting their true motivations.

Given these limitations, future research should explore underlying reasons for the low interest in sustainability-related motivations to enhance understanding of this demographic's preferences. Comparative studies across various regions could provide broader insights into tourist motivations in agritourism and help identify more effective strategies. Furthermore, investigating the impact of educational programs aimed at young tourists could reveal

ways to promote sustainability and community engagement. Recommendations arising from this study include developing educational programs that cater to young adults, promoting sustainable agritourism practices, enhancing adventure tourism offerings, and organizing community-centric events. By fostering connections between tourists and local communities, this research underscores agritourism's potential to contribute to sustainable development while enriching visitor experiences and reinforcing community ties in Virac.

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