

## SUSTAINABILITY OF AGRI-ECO TOURISM SITES IN TIGBAUAN: A CASE STUDY

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### ABSTRACT

In conclusion, the economic, social, and political environment of Tigbauan is characterized by a mix of traditional agriculture and emerging tourism, with the local government actively promoting sustainable development. Economically, Tigbauan relies heavily on agriculture and fishing, while also integrating agri-eco tourism into its growth strategy. Socially, the local government focuses on improving quality of life through education, healthcare, and cultural preservation, with strong community involvement in development initiatives. Politically, Tigbauan's leadership emphasizes good governance, transparency, and alignment with national development goals. To enhance the sustainability of agri-eco tourism sites in Tigbauan, the local government should implement the following policies and actions: Promote Organic and Sustainable Farming, Community Involvement, Eco-Friendly Infrastructure, Capacity Building, Environmental Conservation and enforce strict conservation policies to protect local biodiversity and natural resources. Lastly, the agri-eco tourism sites in Tigbauan are streamlined into local development planning through their integration into the Comprehensive Land Use Plan (CLUP) and Tourism Development Plan (TDP). These plans allocate land for sustainable agriculture and tourism, ensuring that development aligns with environmental conservation and community welfare. The local government enforces policies supporting sustainable practices and involves the community in decision-making, promoting long-term sustainability and economic growth. Partnerships with national agencies further bolster funding and technical support for these initiatives

**Keyword:** sustainability; agro-ecotourism; Tigbauan

### Introduction

The rise of interest in connecting with the land, discovering the source of the food, and taking in the attractions of rural environments among the urban and suburban people led to the development of agri-tourism farms. In the global perspective of ecotourism in which agri-tourism, agro-tourism and agri-ecotourism are included with a market size that was valued at USD 216.49 billion in 2023 and is projected to grow from USD 260.76 billion in 2024 to USD 759.93 billion by 2032, exhibiting a CAGR of 14.31% during the forecast period. As defined by the United Nations World Tourism Organization (UNWTO), ecotourism refers to all forms of nature-based tourism in which the key aim of the tourist is to observe and appreciate nature and the traditional cultures that predominates the natural areas. In the Philippines, in the province of Iloilo, lies the municipality of Tigbauan, a coastal town 23 kilometers southwest of Iloilo City. It is one of the seven (7) towns comprising the First District of the Province of Iloilo. According to Cities and Municipalities Competitive Index 2021, there is an increase on economic dynamism which led to the increase of potential agri-eco tourism sites. With the on-going development of the Municipality, the researchers would like to find out what areas of concern that these potential and existing tourism establishments could be augmented by the LGUs as well as other stakeholders.

Thus, this research was initiated as a result of the collaborative tripartite agreement involving Central Philippine University-College of Hospitality Management, St. Therese-MTC Colleges, and the Municipality of Tigbauan to describe the sustainability of local Agri-Eco Tourism establishment in Tigbauan.

## Research Objectives

Generally, this study aims to describe the sustainability of local Agri-Eco Tourism establishment in Tigbauan;

- How is the economic, social, political environment of the local?
- What policy action or recommendation for enhancement for the sustainability of agri-eco tourism?
- How are these agri-eco tourism sites are streamlined in the local development planning?

## Literature Review

### *Epistemological and Theoretical Perspective of the Study*

Constructivism is a learning theory that emphasizes the active role of learners in building their own understanding. Rather than passively receiving information, learners reflect on their experiences, create mental representations, and incorporate new knowledge into their schemas. This promotes deeper learning and understanding.

Constructivism is ‘an approach to learning that holds that people actively construct or make their own knowledge and that reality is determined by the experiences of the learner’ (Elliott et al., 2000, p. 256).

### *Micro Theories*

Social constructivism is the view that learning occurs through social interaction and the help of others, often in a group. Social constructivism posits that the understanding an individual develops is shaped through social interaction. The theory of social constructivism was developed by Soviet psychologist Lev Vygotsky (1896-1934). At the foundation of this theory is the belief that knowledge is not a copy of an objective reality but is rather the result the mind selecting and making sense of and recreating experiences. This means that knowledge is the result of interactions between both subjective and environmental factors.

Sustainable development model is an approach to growth and human development that aims to meet the needs of the present without compromising the ability of future generations to meet their own needs.

### *Research Design*

The design selected for this study is qualitative case study in nature using interview, focus group discussion, observation, and documents. Qualitative research provides an understanding of a situation of phenomenon that tells the story rather than determining cause and effect (Fraenkel, 2003). Techniques for conducting qualitative research include observation, and interview. Data analysis will use triangulation. Triangulation is putting together various types and pieces of information that can lead to a better analysis or interpretation of a situation. According to Patton (1990), “studies that use only one method are more vulnerable to errors linked to that particular method than studies that use multiple methods in which different types of data provide cross-data validity checks”. Interviews and observations are only two parts of that process. Strengthening the information collected from observations and interviews with other data is not essential, but desirable (Stake, 1995). The data collection techniques to be used in this study are structured and unstructured interviews, observations, and documentations.

## Methodology

This paper used a case study method. The case study method has evolved over the past few years and developed into a valuable qualitative research method. As the name

suggests it is used for explaining an organization or an entity, Yin, (2022). Case studies are important research methods in Information Systems researches. The method enables us to study contemporary and complex social phenomena in its natural context and is one of the most widely used qualitative research methods in the field. Case studies are used in both the positivist and the interpretist epistemological tradition. Studies on the evaluation of case research tend to focus on one of both epistemological standpoints and tend to have a

#### *Participants of the Study*

The key informants of this study are the selected stakeholders who are owners of the establishments which are considered potential and existing agriculture and eco-tourism sites in Tigbauan, Iloilo. They are the key participants of the study. The researchers believed that they can provide all the information needed by the researchers. This study will be conducted in the municipality of Tigbauan, Iloilo, specifically in the following area;

#### *Dreamers' Valley.*

A farm resort located at Brgy. Buenavista, Tigbauan, Iloilo. The farm has been in operations for more than 5 years and specialized in natural farming system. An accredited Agricultural Training Institute

#### *Sol y Mar Eco-Park*

Eco-farm is an agricultural learning site well developed by and for natural farming system from which organic produce grow and thrive. This featured piece of land, cultivated primarily for health and wellness, boasts its techniques of sustainable agriculture. Other interesting features of this rich tract of land which include man-made lagoon, cogon- thatched cottages, vineyard, among others while the chirping birds and rustling pine trees lull and lift your spirit.

#### *Café El Marino*

Is a refreshment farm located at Brgy. Cansilayan, Tigbauan Iloilo. The place offer farm ambiance.

#### *SOPA Nature's Park*

A nature park that was identified by the Sangguniang Bayan, a potential agri-ecotourism destination. Communities said that the tree on top of the hill known as "Tres Marias" was used as landmark by fisherfolk.

#### *Atiz Integrated Farm.*

"Paradise Amidst the Roughest Roads". It's the best view that comes after the hardest climb they say. But here in Tigbauan, it's the paradise at the end of the roughest roads. Located at Barangay Bantud, Tigbauan, Iloilo, you can find the hidden treasure of ATIZ Integrated Farm. Jaw-dropping flora and fascinating fauna awaits you there. Now it's for the public for them to see and feel the out of the country vibes that lies at the heart of Tigbauan. This study also included the perceptions of the concerned government agencies such as The LGU, Municipal Tourism Officer, Provincial Tourism Officer, SB for Tourism, DOT (Licensing / Accreditation to Agri-eco tourism destination), and Brgy. Official for Tourism.

#### *Research Settings*

The setting of this research is on the respective areas of the stakeholders in a conducive non-biased manner. The researchers will highlight the possibilities and boundaries

in setting up and managing collaborations, and discuss how to have an experience on the emergence of collaboration.

### *Data Collection Procedures and Strategy*

To select the respondents for this study, the researchers send a letter asking permission from the Mayor to conduct the survey with the respondents identified in Tigbauan. The researchers will conduct two different interview; 1. For the two existing agri-eco tourism site; Dreamer's Valley and Sol y Mar Eco Farm and, 2. To the three Potential agri-ecotourism sites; Café El Marinero, SOPA Eco Park and ATIZ Integrated Farm.

The researcher also include those mentioned LGU, Head of Agencies and different stakeholders. The data gathered through personal interview if the LGU allow us or via online. The researchers may conduct the interview using online platform in googlemet of zoom apps. After the interview, the researchers transcribed word by word or verbatim and translate the recording. Once it is translated, the researchers look for codes and group according to the emerging themes. Sub themes were analysed through existing literatures and group for major themes. The result of the study will be shared to the various stakeholders for validity.

This study was conducted during Academic Year 2021 - 2024, following the approved Gantt-Chart. Unless, otherwise, there are activities that are not implemented due to calamities beyond their control and other justifiable reasons. The Gantt-Chart will be prepared with the list of activities as reference, as to when and what will be completed in the study. First, the researchers shall prepare a letter for approval of the College Presidents before any action is done in the duration of the study.

The informant's name will be dealt with confidentiality. Instructions were given for the informant to follow so that standard procedures will be used from one informant to another. Question to be asked are based on the approved question by the panel. For clarity, there will be follow-up questions or probing questions to ask for participants to explain their answers in a more detail or to elaborate on what they have said, space between the questions for recorded responses; and a final thank you statement to acknowledge the time the information spent during the interview. Information from the respondents will be recorded by gathering their answers during interview. Transcribing the answers will follow.

### *Ethical Consideration*

Seeking approval from the RERB office and other related offices/institutions Before conducting the study, the research protocol will be submitted to the Central Philippine University (CPU) Research Ethics Review Board (RERB) for ethical approval, as well as to any other relevant institutions or offices for necessary permissions and requests. Risk Assessment This study poses negligible or low risk as the interview questions are not of a sensitive nature. Participants have the right to decline answering any question, and the researchers will respect their decision. Benefits assessment. This study aimed to provide insights on the sustainability of agri-eco tourism sites in Tigbauan, Iloilo

Withdrawal of participants from the study. Participation in this study is entirely voluntary, and it is up to the respondents whether to participate or not. In case they decide to withdraw from the study at any point, there will be no penalties or consequences, and they are not required to provide reasons for their decision. Any data that has been collected from the respondents will be properly discarded and will not be used in the analysis or reporting.

Anonymity and Confidentiality of Participants/Respondents To protect the privacy and confidentiality of participants, their identities will remain anonymous, and codes or pseudonyms will be used instead of real names. All data collected will be kept confidential and accessed only by the research team.

Voluntary, non-coercive recruitment of participants/respondents Participants will be recruited on a voluntary and non-coercive basis, without any form of pressure or coercion. Disposal of research materials/data Upon completion of the study, all raw data, participants' information, and excess materials will be securely and permanently disposed of according to CPU policies. Digital files containing study data will also be deleted.

Contribution to local capacity building and benefits to local communities The findings of this study may contribute to the development of strategies and policies that support the local government in enhancing and sustaining the agri-eco tourism sites in Tigbauan, Iloilo. Incentives/token/compensation for participants/respondents Participants will receive tokens of appreciation for their valuable contributions to compensate for their time and effort. Disclosure or declaration of potential conflict of interest The researchers declare no apparent conflicts of interest in the conduct of the study.

Dissemination plan The research findings will be shared more broadly through publications, local and international research forum. Participants will be informed about how they can access the study results.

#### *Analysis of the Data*

The verbatim transcript of the interview will follow the steps of Thematic analysis in examining the qualitative textual or verbal data on the observations of the researchers while conducting the in-depth interviews. Thematic analysis is a method used in qualitative research to analyze qualitative data. It involves reading through a data set and identifying patterns in meaning across the data to derive themes. Braun & Clarke (as cited in Delve 2023), Thematic analysis is used in recognizing patterns and themes in qualitative data. These themes represent a pattern in the data which is important and address the study. Braun and Clarke (n.d., as cited in Maguire & Delahunt, 2017) provide a six-phase guide in conducting this kind of analysis which the researchers will follow, (1) gathering data; (2) generating initial code; (3) searching for themes; (4) reviewing themes; (5) defining themes; and (6) writing it all up.

In analyzing the data, the researchers will have the verbatim transcripts from all of the in-depth interviews, then the researchers will begin the process of open coding, which is the process of systematically labeling interesting and relevant segments of the data by generating the first order codes. These codes are essentially the bits and pieces that tell what our data means. When all of the transcripts have been coded, the researchers will begin looking for patterns which usually leads to reconfiguration or double-coding as the researchers reconsider how different codes could be clustered, combined, or even discarded in order to represent larger themes. The themes that will be presented will then be checked and made more accurate to clearly show the main ideas and words that can be noticed across the whole gathered data. These will consist of changing initial coding's, subdividing broad themes into narrower sub-themes, or merging thematically similar issues. In order for the researchers to establish the scope and significance of the gathered data, the researchers will make sure that the revised themes have a clear description of their content. To finally produce a detailed thematic analysis, the gathered data and revised themes will be used to create a written analysis that will relate and support this study.

#### *Validity and Reliability of the Study*

The principle of credibility recommends comprehensible and truthful findings from the data related to the phenomenon being studied. Qualitative data collection in case study approach aims not to observe a single objective reality, but to generate data through interactions and observations between participants. Strategies to establish the credibility of the study include several factors: For example, adopting appropriate sampling techniques like purposive sampling to cover a wide range of participants' perspectives and experiences;

designing a comprehensive interview guide with relevant prompts to encourage in-depth discussions; including multiple observers and analysts to review the findings, and ensuring data saturation through exhaustive data collection for in-depth data analysis and accurate interpretation.

Confirmability ensures that the findings of a study accurately represent the participant's perspectives, and are not shaped by the researcher's pre-determined assumptions or agendas. Triangulation, where multiple methods of data collection are used or multi-disciplinary researchers are involved in the analysis, ensures that the data collected and analyzed is comprehensive and the framework used for the study is well-developed. The researchers must be able to establish a clear link between the data collected, the analysis, and the reported findings. Peer debriefing can be used to uncover biases with the help of a debriefer, and member checking of data, where interpretations and conclusions are tested with members of those groups from whom the data were originally obtained, can improve the accuracy of the information collected and analyzed.

Dependability refers to transparency and clarity across the methods, methodology, data, and findings to ensure the study following a narrative inquiry approach followed a thorough and systematic process. Since qualitative research is an interpretative and expository process where research findings cannot be replicated, clarity across all stages of the research is required to establish the dependability of the study. To ensure transparent and auditable documentation of the research process, audio recording, and verbatim transcription will be used to capture the data from the participants, while coding will be used to manage and analyze the data and generate themes.

Transferability refers to the relevance of the concepts and themes of the study using a narrative inquiry approach to other populations and settings. This involves achieving data saturation and providing a "thick description" or sufficient details about the study, including the methods, participant characteristics, and the data, to ensure that the findings from the study can be related to similar contexts by other researchers. The study findings can also be compared with other existing research to demonstrate the potential transferability of the findings to other settings.

Member checking will be used by the researchers to improve the credibility and authenticity of research findings. In this process, researchers share their results or interpretations with the participants themselves for feedback and validation. It ensures that the participants' viewpoints have been properly captured and presented by the investigators, which improves the reliability and trustworthiness of the research study, hence making it credible and confirmable.

## Results and Discussion

Table 1. Thematic Table

PARTICIPANTS	CODES	SUBTHEMES	MAJOR THEMES
1. LOCAL GOVERNMENT OF TIGBAUAN	Improve, planning Decisions, priority Comprehensive,	1. Through comprehensive planning, there is improvement. 2. Thrust and priority should be included in decision making.	1. Sustainable Development and Conservation.
2. OWNERS OF AGRI-ECO TOURISM SITES *Dreamer's Valley *Sol y Mar Eco Farm	Ordinances, harmonize Plan, monitoring Issues in Land ownership hinders	1. Lack of funding. 2. Land dispute hinders local development 3. Harmonious ordinance needs proper plan and monitoring.	1. Streamlining Legal and Regulatory Framework. 2. Land dispute and Lack of Funding

* Café El Marinero * ATIZ Integrated Farm * Supa Eco Park	local development	4. Halt implementation.	hinders Local Development of Agri-eco Tourism Sites
3. DOCUMENTS *SB/P Ordinances/ Resolutions	Sustainability Investment, hazard resilient	1. Investing in hazard resilient development. 2. Sustainability & Development	1. Hazard Resilience Development.

*Emerging Themes*

*Sustainable Development and Conservation*

Agri-eco tourism farms combine agricultural activities with tourism to create sustainable and economically viable operations. Even one of the participants said that “Priority sa mga tourism road mga support facilities para matigayon man ang mga ginapropose nga mga investments”. The development and conservation of these farms are crucial for their success and sustainability. Combining agricultural products with tourism can create an eco-innovation strategy that optimizes supply chain relationships and promotes sustainable practices Karampela S. et al (2021) and Jiang (2022). This approach can transform small farms into educational institutions that attract tourists and demonstrate sustainable farming method Shang-liu et al (2017).

Furthermore, in policy integration the integration of agro-tourism significantly contributes to agricultural eco-efficiency, especially in regions where policies support the deep integration of agriculture and tourism. However, the impact can vary by region, necessitating differentiated and green policy approaches to maximize benefits Jiang (2022). Lastly, the development and conservation are vital for the success of agri-eco tourism farms. Integrating agriculture with tourism not only promotes sustainability but also generates economic and social benefits. Conservation efforts ensure the preservation of cultural and environmental assets, making these farms attractive tourist destinations. Effective policies and regional considerations further enhance the eco-efficiency and sustainability of these operations.

*Streamlining Legal and Regulatory Framework*

Agri - eco tourism, is a growing sector that combines agricultural activities with tourism, offering unique experiences to visitors while supporting rural economies. However, the development of this sector faces significant challenges due to existing legal and regulatory frameworks especially in formulating the inputs and priority based on the finding “Actually kun magformulate kami sang amon CDP damo man nga consultations, kag tanan man nga sector. CSO, mas lalo na gid CSO kay kinanglanon namon output sang CSO luwas sa mga output sang mga sectoeall namon nga mga offices, FDA, Health tagaan namon priority ang gina recommend sang mga civil societies and research.” Streamlining these frameworks is crucial for the sustainable growth of agri – eco tourism enterprise.

In the study of Xu (2023), existing laws and regulations in China need further improvement in areas such as administrative supervision, land transfer, contractual systems, and tort liability to promote the healthy growth of rural tourism. Likewise, in Russia, the current legal regulations for rural tourism are insufficient, with issues in the registration of individual entrepreneurs and the specific requirements for accommodation facilities in rural areas Tropina & Sergeev (2022).

According also to most participants “damo nga workshop damo nga sectors lalo pa gid subong national nga mga lahi bala ginapa harmonize samon CLUP”. Nonetheless,

strengthening regulatory agency construction and clarifying the scope of powers and responsibilities are essential to enhance government supervision and support the development of rural tourism Xu (2023).

### *Hazard Resilience Development*

Developing agri – eco tourism enterprises in hazard-prone areas raises questions about the wisdom of such investments, particularly concerning resilience to natural disasters. This findings examines the relationship between tourism development and hazard resilience, drawing insights from multiple research studies. Most of the participants agreed that “Hmm oo kung magapply sila samon kay ang tanan man nga development may locational clearance samon may zoning certification naidentify namon kung ang mga proposal nila sa hazard prone natun inform na namon kung ang ano bala hazard sa ginapropose mo nga site, te kung gusto mo padayunon tagaan lang namon sila sang dapata nila himuon nga interventation nga at least maka daw ano bala mangin ano term gani natun, resistance mangin resilient ang ila development sa existing nga hazard sa ila area.”.

Tourism resources and spaces can be multifunctional, aiding in disaster preparation, emergency arrangements, and long-term recovery that supports the study of Chan et al (2020), Filimonau & Coteau (2019), and Estevão & Costa (2020). Thus, effective disaster management in tourism requires stakeholder collaboration and integration of disaster management principles into destination management plans Cioccio & Michael (2007).

In the study of Méheux, & Parker, (2006) and Aznar-Crespo et al (2019), tourist destinations often face high geographical exposure and social vulnerability due to tourists' lack of local risk knowledge and the volatility of demand. Adaptive capacity in tourism can be enhanced through socio-economic dynamism, quality infrastructure, and cooperative relationships Biggs et al (2012).

### *Analysis and Discussion in relevance to Sustainability Development Model*

#### *How is the economic, social, political environment of the local government?*

- The economic, social, and political environment of Tigbauan, a municipality in Iloilo, reflects its active role within the province's development framework and can be anchored in Sustainable Model by Ukaga, Maser, & Reichenbach, (2011)
- Economic Environment: Tigbauan is classified as a second-class municipality, with its economy primarily rooted in agriculture and fishing. The local government is actively working to enhance economic growth through investments in infrastructure, like improved road networks, which facilitate better access to markets and services. Additionally, the municipality promotes agri-eco-tourism, capitalizing on its natural resources and cultural heritage to attract visitors, which contributes to local revenue and job creation. CLUP Vol. 3; [www.tigbauaun.gov.ph](http://www.tigbauaun.gov.ph)(2024); [www.iloilo.gov.ph/tigbauan](http://www.iloilo.gov.ph/tigbauan)(2024).
- Social Environment: Socially, Tigbauan focuses on improving the quality of life for its residents through various social services. The local government provides support for education, healthcare, and social welfare programs. The community is closely knit, with local festivals and events playing a significant role in maintaining cultural ties and traditions. Social development programs also emphasize poverty reduction and improving the living conditions of marginalized groups. Mun. Ord. No. 2022-005; [www.gov.ph/tigbauan](http://www.gov.ph/tigbauan)(2024)
- Political Environment: Politically, Tigbauan operates under a local government system that adheres to national policies while also focusing on the unique needs of its community. The municipal government, led by the mayor and supported by the local

council, is responsible for implementing policies that promote sustainable development, transparency, and good governance. The local leadership works closely with provincial authorities to align Tigbauan's development goals with the broader objectives of Iloilo Province. Mun. Ord. No. 2024-017; SP ADOPTION of the Joint Committee Report and the APPROVAL of a resolution declaring Mun. Ord. No. 2024-017 of Tigbauan, Iloilo, LEGAL and VALID; [www.tigbauaun.gov.ph\(2024\)](http://www.tigbauaun.gov.ph(2024)); [www.iloilo.gov.ph/tigbauan\(2024\)](http://www.iloilo.gov.ph/tigbauan(2024)).

This overview demonstrates how Tigbauan's economic, social, and political environments are interconnected, with each playing a crucial role in shaping the municipality's overall development trajectory.

*What policy action or recommendation for enhancement for the sustainability of agri-eco tourism*

To enhance the sustainability of agro-eco tourism sites in Tigbauan, several policies, actions and recommendations can be implemented, grounded in sustainability principles.

**Promote Community Engagement and Participation**

- **Local Involvement.** Engage local communities as a workforce, in decision making processes to ensure that the development of agri-eco tourism sites aligns with their needs and values. CLUP Vol. 3 pp. 186; Mun. Ord. 2023-011
- **Capacity Building.** Provide training programs for local farmers and residents on sustainable tourism and agricultural practices to build their capacity to manage and benefit from tourism. CLUP Vol. 3 pp. 186; Mun. Ord. 2023-014; Mun. Ord. No 2023-024

*Implement Environmental Protection Policies*

- **Biodiversity Conservation.** Enforce local policies that protect local biodiversity, including preservation of natural habitats and the prohibitions of activities that could harm local wildlife. Mun. Ord. No. 2021-006; Sacramento, N. J. J., & Gees, D. (2020).
- **Environmental Education.** Design and establish educational programs for tourist to raise awareness about the importance of environmental conservation and sustainable practices during their stay. Mun. Ord. No. 2024-017 Masih, J., Sharma, M., Saini, N., & Sharma, A. (2024)

*Economic Incentives and Support*

- **Subsidies for Sustainable Practices.** Provide financial incentives, such as subsidies, tax holidays, to farmers and tourism enterprise that adopt sustainable practices. CLUP Vol 3 p.188; Mun. Ord. 2023-014
- **Market Access.** Support local producers by creating direct market access opportunities, such as farmer's bazaars or partnerships with local businesses in selling their products to tourist. CLUP Vol 3 p.188; Masih, J., Sharma, M., Saini, N., & Sharma, A. (2024).

*Monitoring and Evaluation*

- **Sustainability Indicator.** Develop and regularly monitor sustainability indicators to assess the environmental, social, and economic impacts of agri-eco tourism enterprise.
- **Adaptive Management.** In the study of Dudek, M., & Wrzaszcz, W. (2020)., local government is encourage to implement adaptive management strategies to adjust practices and policies based on monitoring results, ensuring long-term sustainability. CLUP Vol. 3 p 166.

*Cultural Heritage Preservation.*

- **Cultural Programs.** Incorporate cultural programs that highlights local traditions, crafts, and cuisine, making the tourism experience richer while preserving the cultural heritage of Tigbauan. Mun. Ord. No. 2023-013; Li, X. (2021)

- Local Narratives. Promotes the use of local narratives and stories in tourism activities to strengthen community identity and pride. Mun. Ord. No. 2023-013; Krishna, D. K. (2024). *Public-Private Partnership*.
- Collaborative Projects: Foster partnerships between the local government, private sector, and NGOs to pool resources and expertise for sustainable tourism development. PROVINCIAL ORDINANCE NO. 2018-170; Dudek, M., & Wrzaszcz, W. (2020).
- Joint Marketing: Engage in joint marketing campaigns that promote Tigbauan as a sustainable tourism destination, attracting eco-conscious travelers. Sacramento, N. J. J., & Geges, D. (2020)

#### *Legal and Regulatory Framework*

- Zoning Regulations. Implement zoning regulations that limit development in ecologically sensitive areas to prevent over-exploitation. Mun. Ord. No. 2019-005; Redikultseva, E. N., Stakhova, L. V., Feoktistov, S. V., Panova, N. A., & Tretyak, E. B. (2022).
- Sustainable Tourism Laws: Enforce laws and regulations that mandate sustainable practices in tourism operations, including waste management and water conservation. Res. No. 2023-172; Zvavahera, P., & Chigora, F. (2023); Cao, X. (2015).

#### *Financial Mechanisms*

- Tourism Taxes. Introduce small environmental tax or fee for tourists that can be reinvested in conservation efforts and community development Mun. Ord. No 2023-008.
- Microfinancing. Provide microfinancing options to local farmers and entrepreneurs who wish to develop sustainable tourism businesses. CLUP Vol. 3 pp 156, 173; Henegar, D., Ilieş, G. L., Mureşan, I. C., Poruţiu, A. R., Arion, I. D., & Arion, F. H. (2024).

These recommendation aims to balance the growth of agri-eco tourism in Tigbauan with the need to preserved the environment, culture, and social well-being of the local community, ensuring that tourism remains a sustainable driver for the region.

#### *How are these agri-eco tourism sites are streamlined in the local development planning?*

Agri-eco tourism sites in Tigbauan are streamlined into local development planning through a combination of strategic integration into existing development frameworks, policy alignment, and active community involvement. CLUP Vol. 3 p 166 Djuwendah, E., Karyani, T., Wulandari, E., & Pradono, P. (2023). Moreover, these efforts ensure that tourism development supports sustainable agriculture, environmental conservation, and socio-economic growth. Salarda, L. M. D. P. (2021).

#### *Integration into Local Development Plans*

**Comprehensive Land Use Plan (CLUP):** Agri-eco tourism is incorporated into Tigbauan's Comprehensive Land Use Plan (CLUP), which outlines land allocation for agricultural, residential, and tourism purposes. This ensures that agri-eco tourism sites are strategically placed in areas where they can thrive without compromising agricultural productivity or environmental sustainability. CLUP Vol. 3, 185; Litheko, A. (2022). **Municipal Development Plan (MDP):** In the study of Salarda, L. M. D. P. (2021), the Municipal Development Plan integrates agri-eco tourism as a key economic driver, with specific programs aimed at promoting sustainable practices. The plan also includes infrastructure development such as road improvements and the creation of eco-friendly facilities to support tourism activities. CLUP Vol. 3.

#### *Policy Alignment and Support*

**Local Government Policies:** Local government ordinances and policies are crafted to support agri-eco tourism by providing incentives for sustainable practices, such as tax breaks for organic farming and eco-friendly tourism businesses. These policies are aligned with

national laws on environmental protection and sustainable development. CLUP Vol. 3; Belliggiano, et al. (2020). Support from National Agencies: Tigbauan's local government collaborates with national agencies like the Department of Tourism and the Department of Agriculture to streamline agri-eco tourism in local planning. These collaborations often result in funding and technical support for developing and promoting agri-eco tourism sites CLUP Vol.3; Djuwendah, E. et al (2023).

#### *Community Involvement and Capacity Building*

**Participatory Planning:** The local government of Tigbauan ensures that community members, particularly farmers and local business owners, are involved in the planning process. This participatory approach helps to align tourism development with the needs and aspirations of the local population, ensuring long-term sustainability and community buy-in. Public Hearing Publication –LGU Website; Henegar, D., et al (2024).

**Training and Education:** Training programs are provided to local stakeholders to enhance their skills in sustainable agriculture and tourism management. These programs are often conducted in partnership with NGOs and academic institutions, focusing on building local capacity to manage and benefit from agri-eco tourism, Bachev, H. (2015).

#### *Environmental and Cultural Preservation*

**Environmental Conservation Efforts:** The integration of agri-eco tourism into local development planning includes strict environmental conservation measures. These efforts are designed to protect Tigbauan's natural resources, including its agricultural lands, water sources, and biodiversity, which are essential for both agriculture and tourism Mun. Ord. No. 2019-005; Mun. Ord.No.2021-006; PROVINCIAL ORDINANCE NO. 2024-313; Nash, J. (2001); Loomis, O. (1983).

**Cultural Heritage Protection:** Agri-eco tourism in Tigbauan also focuses on preserving the local cultural heritage. Development plans include provisions for maintaining traditional farming practices, local cuisine, and cultural festivals, which are integral to the tourism experience and the identity of the community Mun. Ord. No. 2023-013 Gunawan, R., et al (2020).

#### *Sustainable Economic Growth.*

**Economic Diversification:** The integration of agri-eco tourism into local development planning is part of a broader strategy to diversify Tigbauan's economy. By linking agriculture with tourism, the local government aims to create additional income streams for farmers and small businesses, reducing their reliance on traditional farming and increasing economic resilience CLUP Vol. 3 pp 185-189; Mun.Ord.No.2024-016; Masih, J., Sharma, M., Saini, N., & Sharma, A. (2024).

**Market Access and Promotion:** Local development plans include strategies for promoting Tigbauan's agri-eco tourism sites to broader markets, both domestically and internationally. This includes marketing campaigns, participation in tourism fairs, and the development of digital platforms to attract tourists Mun. Ord. No. 2023-008; Dudek, M., & Wrzaszcz, W. (2020).

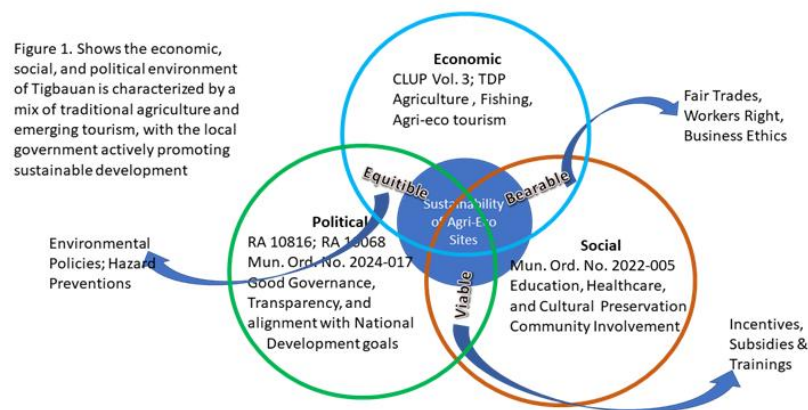


Figure 1. Sustainability Model, in which shows the Sustainability of Agri-Eco Tourism Sites in Tigbauan.

## Conclusion

In conclusion, the economic, social, and political environment of Tigbauan is characterized by a mix of traditional agriculture and emerging tourism, with the local government actively promoting sustainable development. Economically, Tigbauan relies heavily on agriculture and fishing, while also integrating agri-eco tourism into its growth strategy. Socially, the local government focuses on improving quality of life through education, healthcare, and cultural preservation, with strong community involvement in development initiatives. Politically, Tigbauan's leadership emphasizes good governance, transparency, and alignment with national development goals.

To enhance the sustainability of agri-eco tourism sites in Tigbauan, the local government should implement the following policies and actions: Promote Organic and Sustainable Farming, Community Involvement, Eco-Friendly Infrastructure, Capacity Building, Environmental Conservation and enforce strict conservation policies to protect local biodiversity and natural resources.

Lastly, the agri-eco tourism sites in Tigbauan are streamlined into local development planning through their integration into the Comprehensive Land Use Plan (CLUP) and Tourism Development Plan (TDP). These plans allocate land for sustainable agriculture and tourism, ensuring that development aligns with environmental conservation and community welfare. The local government enforces policies supporting sustainable practices and involves the community in decision-making, promoting long-term sustainability and economic growth. Partnerships with national agencies further bolster funding and technical support for these initiatives

## Recommendation

ACADEME. For both Central Philippine University & ST. Therese Integrating agri-eco tourism research into tourism management courses is increasingly important as it equips students with the knowledge and skills to develop sustainable tourism practices that benefit both the environment and local communities. This field of research is essential for understanding how agricultural landscapes can be leveraged to create unique tourism experiences that promote environmental stewardship and rural development.

## Department Of Agriculture

Promotion of Local Agriculture: Agri-eco tourism research can highlight the unique agricultural practices and products of various regions, helping the DA promote local food and agriculture-based products to both domestic and international tourists.

Income Diversification for Farmers: Research outcomes can assist the DA in creating programs that allow farmers to supplement their income through tourism, thus reducing dependency on traditional farming alone.

#### *Department Of Environment And Natural Resources*

Conservation and Awareness: The findings of this research can guide the DENR in designing eco-tourism programs that raise awareness about environmental conservation while ensuring that tourism activities do not harm natural ecosystems.

Environmental Protection Policies: Agri-eco tourism research can help in crafting policies that balance tourism development with the protection of biodiversity and natural resources

#### *Local Government Of Tigbauan*

LGU- can be helped and guided by the result of the study in monitoring and evaluating their projects to ensure a well distributed of resources in agri-eco tourism site making it sustainable. They can also provide inputs on the ff:

Economic Development: Agri-eco tourism research can help the local government of Tigbauan identify key agricultural and natural resources that can be developed into additional tourist attractions. This can diversify the town's economy, create jobs, and increase income for local farmers and businesses. CLUP Vol. 3; PROVINCIAL ORDINANCE NO. 2018-170

Cultural Preservation: Findings of the research can highlight the unique cultural and agricultural heritage of Tigbauan, guiding the local government in creating tourism initiatives that preserve and promote local traditions, crafts, and agricultural practices. Mun. Ord. No. 2023-013/

Sustainable Resource Management: Also this research provides insights into best practices for balancing tourism with environmental protection. This can help Tigbauan implement sustainable tourism practices that protect the area's natural resources while still benefiting the community.

Policy Formulation and Planning: Data-driven of this research report can support the local government in crafting policies and strategic plans that ensure the long-term success and sustainability of agri-eco tourism projects in Tigbauan. CLUP Vol. 3

#### *Department Of Interior And Local Government*

Local Economic Development: Research in agri-eco tourism can support local governments in creating community-based tourism projects, empowering local communities and boosting their economies. Capacity Building and Governance: The DILG can use research findings to develop training programs for local officials and communities, equipping them with the necessary skills to manage and sustain agri-eco tourism projects effectively.

#### *Department Of Tourism*

Agri-eco tourism research is crucial for these government institutions as it provides the necessary data and insights to develop, implement, and manage sustainable tourism initiatives that benefit both the environment and local communities. These research efforts can lead to well-informed policies, better resource management, and enhanced economic opportunities not just the local community but across the country. Research in agri-eco tourism helps the DOT identify potential rural areas that can be developed into tourist attractions, diversifying the country's tourism offerings beyond conventional destinations. Also by promoting agri-eco tourism, the DOT can ensure tourism development aligns with environmental sustainability, protecting natural resources while providing economic benefits to local communities

#### *Future Researchers*

Foundation for Further Studies: Current research in agri-eco tourism provides a solid foundation for future researchers to build upon, helping them identify gaps in the literature and explore new areas of study within the field. Innovative Approaches: This research can inspire future researchers to develop innovative approaches to agri-eco tourism that address emerging challenges, such as climate change, resource depletion, and community resilience. Collaboration and Networking: Ongoing research in this field encourages collaboration among researchers, institutions, and local communities, leading to the sharing of knowledge and best practices that can benefit all stakeholders involved. Practical Applications: Future researchers can use current research findings to develop practical solutions and recommendations for local governments, businesses, and communities, ensuring that agri-eco tourism initiatives are both effective and sustainable. Overall this agri-ecotourism research can contribute to the long-term success and sustainability of agri-eco tourism in Tigbauan and beyond.

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