

Sustainable Practices and Challenges of Farm Destinations

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Abstract

Tourism is one of the most significant industries worldwide. In the Philippines, farm destinations impact tourist growth that they become valuable tourism assets. As the notion of sustainable rural tourism gains ground as a viable strategy for tackling rural restructuring and agricultural degradation, the role of stakeholders is necessary. This study assessed the degree of agreement of 128 stakeholders on sustainable practices and challenges of sustainable tourism in Mendez, Cavite, Philippines. Data gathered were analyzed using mean and standard deviation. The findings revealed that stakeholders “Strongly Agree” that farm destinations in Mendez, Cavite adopt sustainable practices on economic and environmental dimensions and “Agree” that farm destinations adopt social sustainability practices. Using recycled resources to save, promoting safety conditions, and using the waste segregation technique generated the highest degree of agreement from the stakeholders. The need to use technology and innovative farm practices to increase productivity and the establishment of a small museum necessary for cultural heritage enrichment got the lowest generated mean. Sustainability challenges to be addressed farm destinations' lack of partnership with the residents and the need for training to enhance the skills of farmworkers.

Keywords: *farm tourism, stakeholders, sustainable practices, challenges*

Article History:

Received: April 6, 2022

Accepted: May 11, 2022

Revised: May 5, 2022

Published online: May 25, 2022

Suggested Citation:

Mendoza, H.A. (2022). Sustainable Practices and Challenges of Farm Destinations. *International Journal of Academe and Industry Research*, Volume 3 Issue 2, pp. 1 - 22. DOI: <https://doi.org/10.53378/352889>

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1. Introduction

The establishment of farm tourism has changed the environment of agriculture industry. As per Garcia (2016), farms have developed from simple plantations to unique travel destinations. Farm destinations' impact on tourism development is significant that it becomes valuable tourism assets. Diversifying and transforming farms into a destination for tourists provided an economic and market-based perspective of the agriculture and tourism industries. Simata (2019) suggests on strengthening the agriculture and tourism link to maximize revenue and employment opportunities and realize the multiplier effects from both sectors.

About two decades ago, agri-tourism in the Philippines emanated in La Trinidad, Benguet (Tugade, 2020). Through the years, farm tourism has grown and become accepted. Today, farm tourism is one of the most productive agricultural businesses in the Philippines. The country is now among the top agri-tourism destinations in the world. According to Rose H. Libongco of the Hotel Sales and Marketing Association International (HSMA), the foreign visitor arrivals to the country grew 10.24 % (Daval, 2019). As per Santiano (2018), inbound visitors rose by 11% to 6.62 million, with domestic tourism accounting for 96,720,627 trips in 2017.

In the province of Cavite, the economy in upland area is primarily dependent on agriculture. Despite urbanization and industrialization, many residents in Cavite continue to work in agriculture. For decades, agriculture has become the dominant and driving power of rural economies, providing farmers with their primary source of income. Captured with the potential of farm tourism, the establishment of farm tourism destinations in Mendez, a small town in Cavite has emerged. Mendez has a land composition blessed with natural wonders making it a perfect place for a memorable farm tourism experience. Although tourism has evolved as one of the most lucrative industries, it was criticized for its unsustainable practices, particularly regarding the environment and population exploitation. Farm destinations need to focus the strategies on the triple bottom line; economic, social, and environmental sustainability. When farm operations are managed sustainably, they can help protect watersheds, conserve key ecosystems, and enhance soil health and water quality. Unsustainable techniques, on the other hand, have serious consequences for both people and the environment.

The impact of tourism to the environment and community, specifically on agri-tourism structures has caused a significant research interest (Coica et al., 2018). Yet, there is a dearth of local literature on the sustainability of farms in the province of Cavite (Notorio et al., 2016). This

paper fulfills this gap and adds to the body of knowledge. The study aims to determine the sustainable practices and identifies the challenges of sustainable farm destinations in Mendez, Cavite based on stakeholders' perspectives.

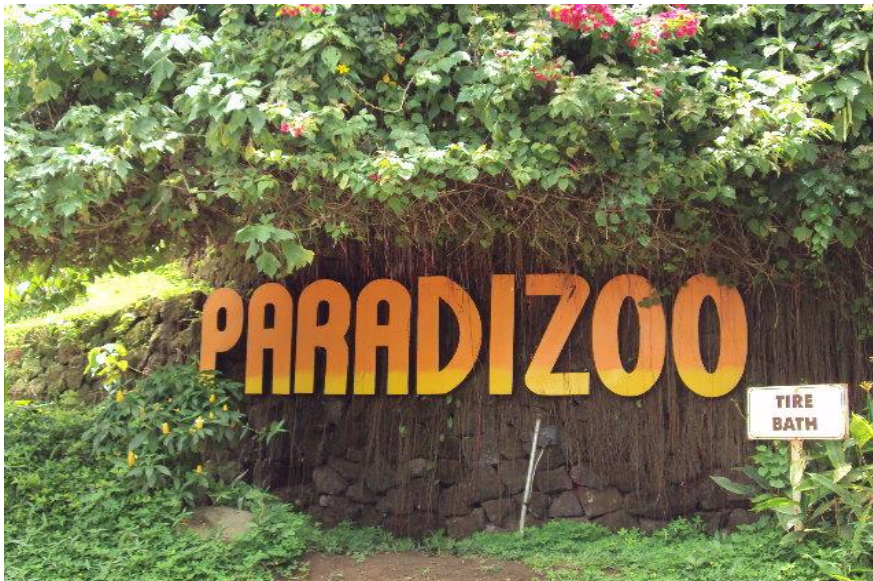
2. Literature Review

2.1 Farm Destinations in Mendez, Cavite

Mendez, Cavite is a fourth-class municipality in upland Cavite with a gross agricultural land area of 1,170.40 hectares in 2019, accounting for 70% of the total land area (Cavite Ecological Profile 2019). It is mainly an agriculture municipality with crops such as pineapple, rice, vegetables, fruits, root crops, coffee, and coconut. Currently, Mendez, Cavite has five farm destinations; Paradizoo, Yoki's farm, Mendez Organic Farm, Enchante Farm, and Women and Ecology Wellness farm. Being rich in natural resources, crops and the natural resources are the main attractions of the farm destinations, all set up to offer leisure activities.

Figure 1

Paradizoo Farm in Mendez



Paradizoo is a ten-hectare theme farm in Panungyan, Mendez, Cavite (Figure 1). It is a combination of a zoo and theme park that offers a variety of educational, outdoor, and group

outing programs for nature, flowers, and animal lovers (zoomanity, n.d.). Paradizoo has different attractions like a vegetable garden, flower garden, meditation garden, eclectic garden, farm frenzy, orchid pavilion, pet cemetery, honey bee farm, butterfly farm, goat house, wedding pavilion, and bromeliad pavilion. Natural resources are the main attractor of the farm destination on which tourists can experience and enjoy the scenery and feel its ambiance. Similarly, leisure attractions are the additional features that farm offers for tourist fun and enjoyment. The farm also offers real farm educational opportunities and experiences and activities for team building. The farm offers foods and transportation services to the guests.

Figure 2

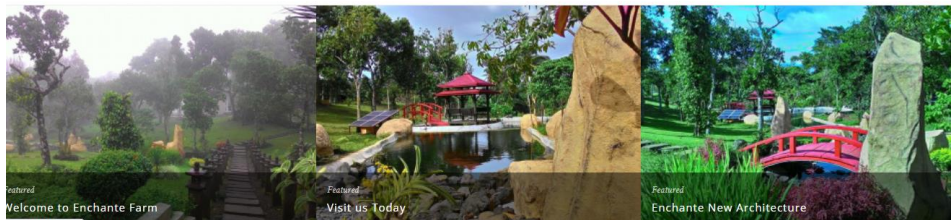
Yoki's Farm in Mendez, Cavite



Yoki's Farm (Figure 2), situated in Palocpoc, Mendez, Cavite opened in 1996. The farm offers crop and natural attractors like an orchidarium, hydroponics farm. There is a small museum with display models of traditional agricultural implements and collections like relics. The farm also has an animal sanctuary. Tourists have a closer and more meaningful encounter with the animals. It has animals and pets of different kinds. Children take care of pets like goats, sheep, chickens, ducks, geese, rabbits, and many more on which they can feed. Eco-tourism efforts raise awareness among tourists about safeguarding animals and their habitats (Yokis Farm, n.d).

Figure 3*Training conducted at Mendez Organic Farm*

Mendez Organic farm is a training center for small integrated organic farming technology. It is located in barangay Banayad, Mendez, Cavite. The farm owner is Mr. Levi Perez, a retired agriculture researcher. One of the farm activities is to educate the tourists and conduct training on farming techniques (Figure 3). It allows tourists to harvest the plants. Most crop art on the farm consists of various designs of horticultural and grain crops. Tourists can enjoy nature and experience farm relaxation. It offers many amenities like resort, educational attractors, and an animal habitat. The farm has accommodation and support resources like mobile communication, restroom, water and electricity, informational signage, and facilities for disabled guests.

Figure 4*The Enchante Farm Attractors*

Enchante Farm in Palocpoc, Mendez, Cavite is known for its beautiful garden. The farm has accommodation for tourists, resort and a fishing site. The farm conference and banquet facilities are available for hire. Guests can use karaoke, which offers a large selection of popular songs on its playlist. Guests arriving by automobile appreciate the parking area (planetofhotels.com).

Figure 5

Farm Building at Women and Ecology Wholeness farm

Women and Ecology Wholeness Farm Mendez Cavite



The Women and Ecology Wholeness Farm, or Ecofarm is a 1.2-hectare fruit and coffee orchard in Mendez, Cavite, established in 1997 (St. Scholastica's College, n.d.). It is an environmentally responsible farm, junk-free, and with a sustainable lifestyle. It has a building (Figure 5) that utilizes organic, bio-diverse farm technique, and biogas-based waste management. Farming is organic, with compost made from the farm's waste and garbage from local houses that have joined the cause of sustainable, environmentally friendly waste management. The farm has a mushroom house and a butterfly sanctuary.

2.2 Sustainable Tourism

Sustainability as per the United Nations Brundtland Commission in 1987 is “*meeting the needs of the present without compromising the ability of future generations to meet their own needs.*” Sustainability creates opportunities for the social, economic, natural, and cultural environments of the place (Ahmed, 2016). The UN (2015) formulated the Sustainable Development Goals (SDGs), which set development objectives from 2015 to 2030, emphasizing the Brundtland Report's importance to global development strategy. Sustainable development in its three aspects (economic, social, and environmental) is committed towards a balanced and integrated manner to achieve sustainable goals (Le, 2016).

Sustainable tourism provides benefits to the environment, community, and the economy. Tourism is a massive part of our global culture, permitting us to discover different parts of the world, meet human beings from distinctive walks of life, and experience new traditions and activities. The goal of sustainable tourism is to extend the benefits and diminish the negative impacts of tourism to a destination. Sustainable Tourism is “*a way of travel that, while it offers a unique and amazing experience to the traveler and connects people, it also protects our best assets, nature, culture, communities, history, and planet*” (Guevarra, 2019). For the United Nations World Tourism Organization (UNWTO), sustainable tourism leads to the management of all areas, including the economic, social, and environmental needs integrated with the culture, ecological processes, biodiversity, and support the development of societies.

2.3 Farm Destinations Sustainable Practices

Sustainability is a popular term that has become a buzzword for green business practices embedded in many corporate strategies (Lotich, 2019). Farm destination has to apply an innovation and diversify strategy to sustain. Zickefoose (2016) stated that farm destinations have to increase resource pool in finding new and innovative ways to tackle sustainability issues.

2.3.1. Economic dimension of sustainable practices

Increasing competitive pressure has led to explore the feasibility of complementary economic strategies for getting business initiatives. Farm destinations need to find new ways to stay on top of trends and create differentiation. Adopting appropriate approaches and practices is necessary to sustain. The practices identified by traditional agricultural and tourism initiatives

had paved the way for economic development through job creation, increase business opportunities and community development (Simata, 2019). Farm destinations play a relevant role in sustainable development of rural areas because of growth and the substantial contribution to the economies of many nations and local destinations. The National Agriculture Law Center report that farm tourism presents unique opportunity to combine tourism and agribusiness to provide financial, educational, and social benefits to sightseers, producers, and communities. The establishment of farm destinations can help increase the local taxes, educational opportunities, land preservation, and development of business endeavors.

As per Lou et al. (2016), farm tourism contributes to economic development like foreign currency earnings, attracting international investment, rising tax revenues, and generating new job. In the Philippines, establishment of farm destinations assist local farmers in diversifying and supplementing their agricultural income (Simeon, 2016). In addition, at Phu Ruea at Northern Thailand, Choenkwan et al. (2016) found that farm tourism created many employment opportunities for local people. Yet, according to Ammirato et al. (2020), the consequences of continuous economic growth (i.e., high social costs, indiscriminate use of natural resources, widespread pollution, and so on) have led to a consensus that current development paths are no longer sustainable and that radical changes are required.

2.3.2. Social dimension of sustainable practices

When people or nations come together to improve the welfare of everyone, they form a social pillar. Tatcher (2015) affirmed that the social sustainability encapsulates social equity, social cohesion, cultural knowledge, regional diversity, social institutions and communities, wellbeing and living conditions, recreational opportunities, educational achievement, a child-friendly environment, and social solidarity.

Community and destinations can be conversely affected by farm activities. According to Roberts and Tribe (2008) and Mason (2003), cited in Raderbauer (2011), socio-cultural sustainability is concerned with social interactions, behavioural patterns, and values of the people. Related studies revealed tourists' visitations bring economic, social, and cultural impacts. In Arab countries, Zgolli and Zaiem (2017) found that the responsible behavior of residents creates a positive impact on the tourist's choice of destination. As stated by Cerralado et al. (2018), tourist visits to destinations improve the quality of life of the locals, create social welfare and provide social, economic, and environmental sustainability in Spain. Further, Zacal, et al.

(2019) revealed that in Bohol, Philippines agri-tourism leads to a rise in household income, a higher standard of living, and a healthier working climate for the workforce.

2.3.3. Environmental Dimension of sustainable practices

Environmental sustainability is the ability of the environment to support a defined level of environmental quality and natural resource extraction rates indefinitely (Singh, 2019). The notion of sustainability recognizes that the habitat is a finite resource, so safeguarding the environment is a critical reason for all living creatures. Salimzadeh (2016) attested that environmental sustainability is a strategic construct within the business philosophy directed towards awareness, engagement, and commitment to practices related to natural environment protection.

Practicing sustainability guarantees ethical decisions that ensure everyone has a secure and livable future. Farm destination has to be less dependent on natural and energy sources to be sustainable and be more resilient to droughts, floods, and other climate change impacts.

Raising awareness of environmental issues among tourists represents another issue of sustainable practices (Readerbauer, 2011). Teaching people how to value the environment would help increase awareness and a greater understanding of nature. It will enable people to minimize their environmental impact by making more productive use of resources and water sources, particularly in resource-scarce areas.

Many studies found that tourism can put enormous pressure on destinations like soil erosion, pollution, loss of natural habitat, endangered species pressure, and heightened vulnerability to forest fires. Yet, Barbieri et al. (2016) affirmed that farm destinations have an advantage over the environment by protecting natural resources and habitat conservation.

2.4 Challenges of Sustainable Farm

Though farm tourism opens up new revenue streams for farmers and landowners, it also raises new legal concerns. Its effect has the potential to alter the destination's overall character. Even if tourism may benefit the economy by providing employment and increasing cash flow, when the number of tourists exceeds the host destination's capacity, it can also cause social and environmental concerns. The creation of farm tourism may result in overexploitation or loss of natural resources, diminishing the pool of resources accessible to local people and future generations (Holden, 2005; Marcinek & Hunt, 2019; Ostrom & Field, 1999), as cited in Trinh (2021). Moreso, respectful engagement between hosts and visitors, local participation, and

acknowledgment of the importance of traditions and culture to the tourist experience are crucial problems for sustainable enterprises, according to Roberts and Tribe (2008) as cited in Radebauer (2011).

Llopis and Blasco (2018) stated that the tourism industry is taking creative measures to maintain growth when coping with the size and existence of global environmental problems. The proliferation and overconsumption by today's global society will ultimately lead to the complete depletion of natural resources, forcing the community and businesses to find other energy sources.

Other pressing issues of farm tourism include food waste, overall waste management, and a poor business climate. Tourists' flow can also cause congestion of the area (Adillon, 2018). Tourism interests often clash with the community, resources, and land-use policies. Coordination of various stakeholders, such as the government, tourism boards, companies, and local communities, is required for good tourism management and operations, allowing for a more balanced and integrated approach to decision-making (SolimarInt, 2018). Yaday et al. (2018) found that lack of coordination among various stakeholders and lack of government incentives are the most significant barriers to sustainable tourism in National Chambal Sanctuary (NCS), India.

Moreover, when farms are poorly managed and conditioned, cultural and natural assets of destinations can deteriorate, crime can grow, ladies and youngsters can be abused, and monetary benefits can also leak out of the economy (Weldearegay, 2017). High energy consumption, food waste, total waste management, a poor business climate (particularly in developing countries), a scarcity of trained labor, restricted access to financing, and low levels of investment are some of the other urgent issues (Pan e al., 2018).

3. Methodology

3.1. Research Design

This study determines the sustainable practices and identifies the challenges faced by the farm destinations through quantitative research method that gathers quantifiable data used in the statistical analysis of the population sample.

3.2. Participants of the Study

Given the focus of this study on the local community, the study conducted a survey of 128 stakeholders, excluding farm tourists. Residents, local businesses, the media, employees, the government, rivals, visitors, business associations, activists, and tourism developers are all stakeholders in a tourism destination. Participation from stakeholders is necessary in determining the sustainability of farm destinations. All stakeholders must be permitted and allowed to participate in the tourism decision-making process required to bring sustainable tourism ideas into practice (Ahmed, 2016).

Table 1

Distribution of the Participants of the Study

Profiling Variable	Frequency	Percentage
Local Government Unit/Tourism and Agriculture Municipal Offices	20	16%
Residents	20	15%
Non-Government Organization (NGO)	20	16%
Business Partners (Farm Suppliers)	4	2%
Tourism Industry (Farm destinations managers and workers)	64	50%
Total	128	100%

For this study, a convenience sampling approach was chosen based on the presence or absence of the respondent at the time of data collection and their willingness to participate in the study (Saunders et al., 2007; Black, 2009) as cited in Raderbauer (2011).

This study covered the three farm destinations in Mendez, Cavite that were considered based on the years of operation to measure the sustainability. The participating stakeholders were the supply side stakeholders of the three participating farm destinations. Two farm destinations operate for five to six years, and one farm operates from seven to ten years. Two farm destinations are family corporations and one is owned by a single proprietor. One farm destination has one to two hectares area while two farms have three to five hectares land area.

3.6. Instrument

The study used a researcher-made questionnaire using a 5-point Likert scale of agreement. Based on reliability statistics, or Cronbach's $\alpha = .86$ for the sustainability of farm

tourism and Cronbach's $\alpha = .92$ for barriers to sustainable tourism, the instrument developed has high internal consistency reliability. Following content validity, the significant correlation between indicators has high validity measures.

The instrument developed and validated is divided into three sections: profiling of the participants, evaluation of the sustainable practices, and identification of barriers to farm destinations operation. The data gathering through survey questionnaire was personally administered by the researcher.

3.8. Data Analysis

The data was analyzed using MS Excel Data Analysis Tool Pack. The mean and standard deviation were employed to analyze the degree of agreement of stakeholders.

3.5 Ethical Consideration

Participants were kept fully aware of the study endeavor and their rights through a concise description of the research goal, procedures, and expected outcomes in the permission forms. The study did not ask for personal details to secure their identity and information. Participant information page and a consent form were provided.

4. Findings and Discussion

Presented in the table 2 are the stakeholders' degree of agreement on economic, social, and environmentally sustainable practices of farm tourism in Mendez, Cavite. Results revealed that the stakeholders "Strongly Agree" on economic sustainable practices ($M=4.27$), "Agree" ($M=3.67$) on social sustainable practices, and "Strongly Agree" ($M=4.36$) on environmentally sustainable practices. The result implies that farm destinations in Mendez, Cavite adopt sustainable practices.

For economic sustainable practices, the table shows that the statement farm destination uses recycled resources to save got the highest generated mean of 4.73, which is interpreted as "Strongly Agree". It indicates that farm destinations in Mendez, Cavite value their resources. Saving resources provide economic benefits to farm destinations. This asserts the statement of Tseng et al. (2016) that farm destinations use recycled resources to save, reduce environmental impacts, reuse energy, and recycle all usable goods and supplies.

Table 2***Stakeholders' Degree of Agreement On Sustainable Practices of Farm Destinations***

Indicators	Mean	SD	Interpretation
Economic			
A1. The farm destinations make use of renewable energy to save (e.g. solar)	4.04	0.782	Agree
A2 The farm destination uses recycled resources to save (e.g. crop wastes as fertilizer)	4.73	0.542	Strongly Agree
A3. The farm destination produces farm products based on the needs and wants of tourists to increase sales	4.18	0.767	Agree
A4. The farm destination invests on big farm projects	4.37	0.687	Strongly Agree
A5. The farm destination uses technological resources and innovation to increase productivity	3.82	0.827	Agree
A6. The farm destinations encourage more spending from tourists	4.09	0.725	Agree
A7The farm destination paid the right amount of taxes that helps increase the internal revenue allotment of the community	4.31	0.571	Strongly Agree
A8 The farm destination hires local resident as farm worker	4.61	0.641	Strongly Agree
Overall Mean	4.27		STRONGLY AGREE
Social			
B1. The farm destination promotes safe condition for employees and tourists	4.52	0.560	Strongly Agree
B2. The farm destination supports local residents through partnership (e.g. suppliers of farm resources)	3.69	0.876	Agree
B3. The farm destination provides the right amount of compensation and benefits	3.39	1.117	Neither Agree or Disagree
B4. The farm destination shares rural heritage through a small museum with historical and cultural relics	2.76	1.202	Neither Agree or Disagree
B5. The farm destination preserves the community traditions thru presentation of culture and traditions during events and shows	3.24	0.994	Neither Agree or Disagree
B6. The farm destinations sponsor/or support community projects	3.82	0.827	Agree
B7. The farm destination provides access of facilities to the community	3.5	0.913	Agree
B8. The activities of farm destination do not endanger the basic needs of local community like water, energy or public health	4.46	0.559	Strongly Agree
Overall Mean	3.67		AGREE
Environmental			
C1 The farm destination educates guests on environmentally friendly	4.52	0.639	Strongly Agree
C2. The farm destination uses waste segregation technique	4.59	0.658	Strongly Agree
C3. The farm destination has process to minimize air and water pollution	4.31	0.748	Strongly Agree
C4. The farm destination preserves the natural environment	4.43	0.769	Strongly Agree
C5. The farm destination helps to increase awareness of protecting and saving the environment	4.45	0.718	Strongly Agree
C6. The farm destination takes care of endangered plants and animals	4.09	0.710	Agree
C7. The farm destination uses eco-friendly resources.	4.08	0.748	Agree
C8. The farm destination adopts the green marketing practices	4.38	0.784	Strongly Agree
Overall Mean	4.36		STRONGLY AGREE

Legend: 1.00-1.80=Strongly Disagree; 1.81-2.60=Disagree; 2.61-3.40= Neither Agree or Disagree; 3.41-4.20=Agree; 4.21-5.00=Strongly Agree

The farm destination hires residents as a farmworkers', got the second highest mean of 4.61, interpreted as "Strongly Agree". It implies that the farm destinations have high regard for the livelihood of the residents. The result is similar to the findings of Simeon (2016) that farm tourism in the Philippines helps local farmers diversify and supplement their income. The result also affirms the findings of Welteji and Zerehun (2018) that agriculture is the main source of income in the Bale Mountains National Park, Southeastern Ethiopia. Moreso, In Phu Ruea, Northeast Thailand, Choenkwan et al. (2016) found that farm tourism created many employment opportunities for local people. Moreover, Adillon (2018) stated that tourism has become one of the major players in international commerce, and is the main source of income for many developing countries.

The statement, '*farm destination uses technological resources and innovation to increase productivity*' is an area to consider, it generates the lowest mean of 3.82 in the economic dimension of sustainable practices, interpreted as "Agree". It indicates that farm destinations in Mendez, Cavite need to adapt to technological advancement. Technical development is one way toward sustainable agriculture. Kolshus et al. (2015) cited in El Bilali and Alahyari (2018), affirmed that the agricultural community allows for the sharing of ideas, knowledge, and tools on how to use ICT to improve rural livelihoods, motivate rural communities, and create enabling conditions for developing sustainable agriculture and achieving food security. Moreso, as per Maumbe (2012) as cited by Mpiti & dela Harpe (2014), Information and Communications Technology (ICT) plays an important role in promoting and improving the livelihoods of farmers in the agri-tourism sector. Further, Agriculture Secretary William D. Dar emphasized the importance of adopting an inclusive agribusiness approach based on the value chain system, and suggested adopting technologies from other countries, shortening the transfer of technologies to stakeholders, and applying technologies or innovations developed by the country's universities, colleges, and research institutions (DA Communication Group, 2019).

In terms of the social dimension of sustainable practices of farm destinations, the highest mean generated is on the statement the farm destination promotes safe conditions for employees and tourists with a Mean of 4.52 and interpreted as "Strongly Agree". It implies that farm destinations have high regard for managing the security of the tourists. A crisis has a great effect on the image of the destination, tourists will not travel to a destination if it is not stable. They consider safety and security as one the factors in visiting destinations. Lago (2017) revealed that in Quezon, Philippines, safety, and security are considered by tourists in visiting the destinations.

Further, Islam et al. (2017) found that in Bangladesh, the most important for tourists is their personal safety and the security of the place. Further, Magnini (2017) found that Virginia's farm tourism venues not only produce economic-related results but also help foster safety and security.

Nevertheless, the statement "*farm destination shares rural heritage through a small museum with historical and cultural relics*" got the lowest mean of 2.76 with an interpretation of "Agree" from stakeholders' perspective. Farm destinations in Mendez, Cavite need to preserve their history and culture to entice more tourists' visitation. In contrast, Notorio et al. (2016) reveal that in the province of Cavite, Philippines tourism is highly qualified for cultural heritage enrichment. In addition, Abocejo (2015) found that tourism in Cebu City, Philippines, is strengthened by its diverse historical and natural resources and rich cultural milieu. It presupposes that farm destinations in Mendez, Cavite do not prioritize preserving cultural resources. There is a necessity for farm destinations to improve social sustainability in terms of sharing rural heritage through a small museum with historical and cultural relics and preserving the community traditions since it can entice tourists' visitation. Mirabent (2019) stated that attractors like architecture and tradition are vital features of the destination's competitiveness.

The result of the environmental practices revealed the farm destination uses the waste segregation technique and got the highest mean of 4.59. It indicates that farm destinations have high regard for conserving the environment. It affirms Barbieri et al. (2016) that farm destinations provide environmental benefits such as the protection of natural resources and habitat conservation. Yet, the statement that farm destination uses eco-friendly resources got the lowest mean of 4.08 with an interpretation of "Agree". It necessitates that farm destinations in Mendez, Cavite need to improve in the aspect of using eco-friendly resources to save the environment. Based on the result it presupposes that farm destinations in Mendez, Cavite have high regard for environment sustainable practices.

Table 3 presents the result of the degree of agreement of stakeholders on the challenges of sustainable tourism. The finding revealed that the barriers to sustainable tourism based on the stakeholders' perspective include lack of business partnership with the residents (M=3.0) and lack of workforce training and development with a mean of 3.68. The stakeholders "Agree" on these farm destinations' challenges to sustainable tourism.

Table 3***Stakeholders' Degree of Agreement On Barriers of Sustainable Farm Tourism***

Indicators	Mean	SD	Interpretation
1.Congestion problem is visible in the community.	2.46	1.210	Disagree
2 Construction of general infrastructure and activities of farms affect the climate change	2.39	1.079	Disagree
3 The community has concerns about the potential noise and trespassers	2.09	0.929	Disagree
4 The farms do not have business partnership with the residents (e.vg. concessionaire)	3.80	0.851	Agree
5 Lack of workforce development and training	3.68	0.952	Agree
6 The prices of products and services are high	2.74	1.181	Neither Agree or Disagree
7 Lack of information dissemination or public awareness	2.68	1.165	Neither Agree or Disagree
8.The high cost of innovation and technology adoption limits the improvement and development of farms	2.56	1.077	Disagree
9.Lack of community support	3.39	1.172	Neither Agree or Disagree
10.Lack of support from the government	3.36	1.216	Neither Agree or Disagree

Legend: 1.00-1.80=Strongly Disagree; 1.81-2.60=Disagree; 2.61-3.40= Neither Agree or Disagree; 3.41-4.20=Agree; 4.21-5.00=Strongly Agree

Strengthening partnership with residents has a multiplier effect, for the residents to augment their livelihood and for the farms to have easy access to community resources as. According to Dlamini et al. (2014), the related and support industry pertains to the availability of the local input providers, producers, distributors, marketers, financiers, and all other firms that provide goods and services to the agribusiness. Business partners provide inputs necessary for farm destinations to operate efficiently.

On the other hand, to have sustainable agriculture, knowledge, skills, practices, technologies, and resources must be used for sustainable intensification (Loconto et al., 2016). The training requirements for farm tourism are essential in its operation since tourism is engaged with operational skills and product knowledge. The high quality of place and the presence of various services cannot be sufficient if the quality of service is poor (Mahaliyanaarachchi, 2015).

4. Conclusion and Recommendations

The role of stakeholders in tourism destinations is necessary to realize tourism goals and objectives. Having the stakeholders as research participants provides benefits and advantages

because of their knowledge about the entire portfolio. Thus, stakeholders' perspective is an important consideration to ensure sustainable tourism of farm destinations. Sustainable tourism is highly regarded by farm destinations, by taking account of current and future impacts on economic and environmental aspects. Social sustainability is evident through the sustainable practices adopted by farm destinations that lead to creating a balance on pillars of sustainability.

On the degree of agreement of stakeholders on sustainable practices, farm destinations in Mendez, Cavite have high regard for sustainable practices. It is presupposed that farm destinations can support a defined level of the sustainability that can lead to a more productive use of resources and provide more economic and social opportunities for the resident. Barriers to sustainable tourism show the weak points of the farm destinations that need to consider since they can affect farm tourism sustainability.

It is recommended that farm destinations focus on continuous capability-building for farmworkers through training programs. Skills and knowledge need to be updated based on need assessment. Moreover, strengthening the cultural attraction through preservation and presentation of the community traditions and heritage is needed for cultural heritage enrichment lastly, encouragement of local small businesses to build a partnership with farm destinations is suggested to reinforce the support system with a multiplier effect.

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