

Towards the Development of International Farm Tourism Framework in Puerto Princesa City

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Abstract

The Farm Tourism Development Act of 2016 (Republic Act No. 10816) promotes farm tourism in the Philippines, with emerging sites in Puerto Princesa City advancing sustainable development. These sites conserve natural resources and boost the city's tourism offerings, benefiting the local economy through food production, employment, and investment. As a gateway to Palawan's tourist destinations, Puerto Princesa increasingly serves as a drop-off point for travelers. This qualitative study assessed the city's emerging farm tourism sites against DOT-DA Joint Memorandum Circular No. 2020-002 accreditation criteria, aligning them with tourists' preferences. Data was collected through semi-structured interviews, focused group discussions (FGDs), participant observation, and online travel reviews. Preferences and expectations of farm tourism guests were analyzed thematically. Results show farm operators meeting minimum accreditation criteria, with tourists favoring features like swimming pools, cottages, and restaurants offering indoor/outdoor dining. Preferred attractions include plantations, livestock, and picturesque natural landscapes, with favored activities such as farm tours, animal watching/feeding, and fishing. Farm-to-table dining and local organic fruits are the top services and products, respectively, desired by tourists. Intangible benefits sought include rejuvenation, exceptional guest experiences, and warm hospitality. However, the minimum accreditation requirements do not fully align with tourists' preferences, indicating a need for higher standards. The proposed Farm Tour Framework aims to bridge this gap, enhancing farm tourism's international appeal.

Keywords: farm tourism, farm tourism framework, core benefits, thematic analysis Puerto Princesa City