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Research Article

Farm Tourism in the Philippines Amid the Covid-19 Pandemic: Assessment Using the TOWS Analysis Approach

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ABSTRACT

This study examines the profiles of Department of Tourism (DOT) – accredited farm tourism owners and their enterprises in Cavite, providing one of the first empirical assessments of the financial and operational impacts of the COVID-19 pandemic on this niche tourism sector. Using interviews with six farm owners and managers, the study analyzed demographic characteristics – sex, age, civil status, educational attainment, and primary occupation – as well as enterprise attributes such as business type, years of operations, farm size, services offered, employee demographics, guest volume, and farm revenue. Descriptive statistics (frequency, mean, and percentage) were used in the analysis.

Findings show a balanced gender distribution among owners, most of whom are married, have completed college, and engaged primarily in farming, with an average age of 55. More than half of the enterprises operate as corporations, have been in business for 10 years, and maintain an average farm size of 8 hectares. While pandemic restrictions limited operations to 30 percent capacity, the data reveal an overall increase in average revenue, suggesting adaptive income-generation strategies and resilience within the sector. The positive change can be attributed to a stronger strategic focus on educational tourism services and emerging digital marketing efforts in spite of the industry restrictions.

A SWOT analysis highlighted strengths such as favorable weather, diverse farm-based activities, and wide-open spaces. However, limited marketing expertise appeared to be a weakness. Opportunities include educational programs diversifying farm products, while threats such as natural disasters (e.g., volcanic eruptions and typhoons) and competition from non-farm tourism enterprise persist. Additionally, financial constraints limit the ability of farm tourism sites to expand their services, although they are equipped to manage security, infrastructure, environmental protection, and

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service quality effectively. Guided by the simplified research question on the effect of the pandemic to the financial and operational resilience of farm tourism enterprises in Cavite and the TOWS informed strategies strengthening sustainability, this study underscores key strategic directions, particularly the need to enhance digital promotion and pursues educational services offerings to support long term growth.

Keywords: Farm Tourism, TOWS Analysis, Sustainability

Background

As an archipelagic nation, the Philippines is richly endowed with natural resources, cultural heritage, agricultural abundance, and diverse landscapes—features that make it highly suitable for the expanding sub-sector of farm tourism. Roberts and Hall (2001) describe this form of tourism as an experience rooted in farming and rural life. In the Philippines, farm tourism gained formal recognition through Republic Act No. 10816, or the Farm Tourism Development Act of 2016, which established a national framework for encouraging farm-based enterprises that integrate production, education, and recreation. Through this policy, the government seeks to promote agriculture as both an economic activity and a cultural asset while enabling farmers to diversify their income sources.

Before the COVID-19 pandemic, farm tourism accounted for an estimated 20–30 percent of the domestic tourism market, supported by more than 170 Department of Tourism (DOT)-accredited farm sites nationwide. Cavite, in particular, has been actively cultivating this sector. Despite favorable policy support and natural comparative advantages, however, the growth of farm tourism remained modest. The pandemic further disrupted the industry, as global tourism experienced severe declines. The World Tourism Organization reported an \$85-billion revenue loss in the first quarter of 2020, while a DOT study indicated that 97 percent of local tourism enterprises anticipated major operational disruptions. During the Enhanced Community Quarantine (ECQ), most tourism activities were halted, resulting in an estimated 50% revenue loss across the sector.

Given that tourism contributed 12.7 percent to the national GDP in 2019 and employed more than 5.7 million Filipinos, understanding

the vulnerabilities and adaptive capacity of farm tourism enterprises became essential. However, empirical data capturing how the pandemic specifically affected DOT-accredited farm tourism sites in the Philippines remains scarce. As highlighted by Yamagishi et al. (2024), farm tourism in the country is still emerging, with limited scholarly attention and technical expertise. This gap is particularly evident in the absence of data-driven assessments on the financial and operational resilience of farm tourism enterprises during and after the pandemic—an area that remains underexplored despite its policy relevance. Moreover, this pioneering study will greatly contribute to the policy development to revitalize this sector.

The present study sought to address the questions on the pandemic impact on farm tourism resilience using TOWS analysis. It offers one of the first empirical contributions documenting the pandemic's impact on this niche sector, including notable findings such as an overall increase in average revenue despite capacity restrictions, suggesting operational resilience and adaptive strategies. These shifts have also prompted a greater emphasis on educational service offerings and the growing adoption of digital marketing practices.

Methods

This study employed a qualitative research approach. In light of the research's exploratory nature, a descriptive research design was deemed most appropriate. Primary data were collected through in-depth interviews with managers and owners of farm tourism establishments, as well as key informants, including Department of Tourism (DOT) officers from the respective towns and cities where these enterprises are situated. Complementary secondary data, such as the official list of accredited farm

tourism sites, were obtained from the provincial DOT office.

The research encompassed all six (6) accredited farm tourism sites based on the records of DOT Cavite at the time of the study. This relatively small census size reflects the unique nature of farm tourism, as an amalgamation of the farming and tourism sectors. Still considered a niche in the booming tourism industry, the number of farm tourism in the province has yet to get traction, as most chose to persist with their traditional ways. The operational status of these enterprises was analyzed using multiple indicators, including the range of services offered, average number of visitors, operating schedules, staffing levels, and average monthly revenues before and after the COVID-19 pandemic.

To assess the growth prospects of the farm tourism sector, the study utilized the TOWS analysis framework. The TOWS matrix, an extension of the widely recognized SWOT analysis, integrates internal factors (strengths and weaknesses) with external factors (opportunities and threats) to formulate strategic options through systematic pairing. Furthermore, the study identified key challenges and issues of farm tourism related to safety and security,

infrastructure and facilities, pricing and service offerings, environmental and service quality, and product innovation and marketing.

The findings from the TOWS analysis informed the development of strategic plans aimed at revitalizing the farm tourism industry in Cavite. Consequently, the study proposed a strategic action plan designed to support the sector's recovery and foster its long-term growth.

Results and Discussion

Profile of farm enterprise

Table 1 shows the profile of farm enterprises in the Province of Cavite during the COVID-19 pandemic in terms of the type of business organization, years in operation, and the estimated total area of the farm enterprise (in hectares). The results reveal that most of the participants operate their farm tourism sites as corporations. In terms of operational duration, the average farm tourism site in Cavite has been in business for over 11 years, with one farm having operated for 26 years and another for only 4 years. The total area of the farm enterprises ranges from 1 to 17 hectares, with an average size of 8.1 hectares.

Table 1. Profile of farm tourism enterprise

CHARACTERISTICS	FREQUENCY (n=6)	PERCENTAGE %
Types of Business Organization		
Sole proprietorship	2	33
Corporation	4	67
Years in Operation		
4	1	17
5	1	17
7	1	17
12	1	17
17	1	17
26	1	17
Range: 4-26		
Average: 11.8		
Estimated Total Area of Farm Enterprise		
1	1	17
1.1	1	17
2.5	1	17
10	1	17
17	1	17

CHARACTERISTICS	FREQUENCY (n=6)	PERCENTAGE %
Range 1-17	2	33
Average: 8.1		

Services offered by the farm tourism site

Table 2 shows the services offered by the farm tourism site before and during the pandemic. According to the results, most participants offered five common activities: day tours, overnight accommodations, farm involvement (such as pick and pay or animal feeding/pet-

ting), marketing of farm produce and/or handmade items, and meal provisions/restaurant services. However, during the pandemic, many participants scaled back their offerings, with only day tours and the marketing of farm produce and/or handmade items continuing or remaining unchanged.

Table 2. Services offered by farm tourism enterprises before and during the pandemic

Services Offered	BEFORE PANDEMIC	DURING PANDEMIC
	Day tour & Overnight accommodations	Day tour
	Farm involvement (pick and pay; animal feeding or petting)	Marketing of farm produce and/or self-made items
	Marketing of farm produce and/or self-made items	
	Meal Provisions/restaurant	

Manpower requirements

Table 3 shows the manpower requirements or the number of employed individuals in the farm tourism site.

Before the pandemic, the male regular employees ranged from 1-18 people but during the pandemic, it decreased to 0-18 people. While for female employees, it ranges from 0-11 people before the pandemic and down from 0-7 people during the pandemic.

The average number of male regular employees before the pandemic was 7, and the average number of male regular employees

during the pandemic was 6. And the average number of female regular employees before the pandemic was 4, and during the pandemic, 3 was the average number of female regular employees. Overall, the number of male regular employees at the two farm enterprises has decreased from the range of 3 to 0 and 13 to 0, and the number of female regular employees from one farm enterprise has decreased from 11 to 0. The majority of the workers remained the same number as regular employees before and during the pandemic.

Table 3. Manpower requirements of farm tourism enterprises before and during COVID-19 Pandemic.

	BEFORE PANDEMIC	DURING PANDEMIC
Number of male regular employees		
6		6
3		0
1		1
2		8
13		0
18		18

Before pandemic Average: 7

During Pandemic Average: 6

	BEFORE PANDEMIC	DURING PANDEMIC
Number of female regular employees		
3	2	
0	0	
2	2	
0	7	
11	0	
6	6	
Before pandemic Average: 4		
During Pandemic Average: 3		

Average number of guests

Table 4 shows the average number of guests (monthly) before and during the pandemic. Before the pandemic, the average number of guests ranged from 40 to 200 max pax. Additionally, the average number of visitors varies during pandemics from 0 to 250 people

Overall, the majority of farm tourism sites maintained the same monthly average of guests before and during the pandemic; however, there were 2 farm tourism sites that experienced significant decreases in monthly guest counts during the pandemic, possibly as a result of adhering to the health protocol that is in place when a pandemic is occurring.

Table 4. Average number of monthly guests at the farm tourism enterprises before and after the COVID-19 pandemic

AVERAGE NUMBER OF GUESTS	FREQUENCY(N=6)	PERCENTAGE (%)
Before the Pandemic		
15 – 30	2	33
40	1	17
50	1	17
150	1	17
200	1	17
Range: 15-200		
During the Pandemic		
none	1	17
5 – 6	1	17
20	2	33
200	1	17
250	1	17
Range: 0-250		

Estimated average monthly revenue

Table 5 indicates the findings regarding the estimated average revenue (monthly) of the farm enterprise participants. Before the pandemic, the estimated average revenue (monthly) ranged from 40,000 pesos to 110,000 pesos, while during the pandemic, it ranged from 0 to 200,000 pesos. The maximum estimated average revenue before the pandemic was 110,000 pesos, and during the pandemic, the maximum estimated average revenue was 200,000 pesos. While the minimum estimated average revenue before

the pandemic was 40,000 pesos and 0 pesos was the minimum estimated average revenue during the pandemic. Overall, the majority of the farm tourism sites increased their estimated average monthly income throughout the pandemic, proving that they can continue to successfully manage their business even in the event of a pandemic. The said increase was evident as farm tourism sites capitalized on additional revenue streams coming from value-added products, including jams, soaps, and other produce, using digital marketing.

However, there was one farm tourism site that from 50,000- 80,000 pesos estimated average monthly revenue before the pandemic,

earned nothing during the peak of the pandemic.

Table 5. The estimated average monthly revenue of farm tourism enterprise before and during the COVID-19 pandemic

ESTIMATED AVERAGE REVENUE (PESO)	FREQUENCY (N=6)	PERCENTAGE (%)
Before the Pandemic		
20,000	1	20
40,000 – 50,000	1	20
50,000 – 80,000	1	20
100,000	1	20
110,000	1	20
Range: 0 -110,000		
During the Pandemic		
0	1	17
0 - 200,000	1	17
5,000	1	17
50,000	1	17
100,000	1	17
200,000	1	17
Range: 0- 200,000		

Status of the farm tourism business

Table 6 shows the status of the farm tourism business in terms of the number of accredited sites according to DOT representatives both before and after the COVID-19 pandemic. The findings indicate that before the pandemic, the Identified or registered Agricultural Tourism Firms in the Town ranges from 1-4 and it ranges from 1-8 during pandemic. There were two DOT respondents identified an increase in

the number of registered agricultural tourism firms in the town, illustrating their ability to successfully manage their businesses and add more registered agricultural tourism sites in the town even in the event of a pandemic. The other two DOT respondents maintain the number of registered agricultural tourism sites in the town without losing any sites in the midst of pandemic.

Table 6. Number of accredited farm tourism enterprises before and during the Covid-19 Pandemic

STATUS OF FARM TOURISM ENTERPRISE	FREQUENCY (N=6)	PERCENTAGE (%)
Before the Pandemic		
1	1	
2	1	25
4	2	50
During the Pandemic		
1	1	25
2	1	25
5	1	25
8	1	25

This presents the interpretation, analysis, and results of the study gathered by the researchers to determine the strength, weakness, opportunities and threats of farm tourism

enterprises as perceived by the local government units and the farm owners in Cavite. The findings of the study were discussed following the order of presentation of the specific topic.

These include the swot analysis of farm tourism enterprises as perceived by the local tourism offices then followed by the swot analysis farm tourism enterprises as perceived by farm tourism site owners/managers. It discussed the TOWS matrix which were simply derived from the SWOT analysis; however, in TOWS, opportunities and threats are examined first, and the strengths and weaknesses are evaluated last. By analyzing the external environment (threats & opportunities), and the internal environment (weaknesses & strengths), prospects and viable strategies were developed. The matrix intends to determine strategies where opportunities can be maximized and the impact of threats can be minimized by exploiting the strengths and overcoming the weaknesses of an entity or organization.

SWOT of the Farm Tourism Enterprises as Perceived by the Local Tourism Offices

In order to identify the strengths, weaknesses, opportunities, and threats of farm tourism enterprises in the province of Cavite, local government tourism offices were interviewed. Findings from the interviews were summarized and categorized to determine the SWOT of farm tourism enterprises as perceived by tourism offices where these farm sites are located.

Strengths of the farm tourism in the province of Cavite (DOTR). Local tourism offices identified several strengths of farm tourism in the area. The farm tourism enterprises enjoyed strong government support since most of the local government units have prioritized their advocacies of farm tourism and promote Agri-Tourism in the province. Also, the farm sites are generally accessible or have good road networks leading to the farm sites, as well as adequate transport services. The province likewise has tourist friendly weather especially those places near Tagaytay. In addition, as part of the strength of farm tourism in the province, farm sites are viewed to have rich and fertile soil, ideal for farm tourism.

Weaknesses of the farm tourism in the province of Cavite (DOT). The local tourism units also identified several weaknesses of farm tourism sites in their locale as mentioned in the survey. Such as insufficient promotion to

improve farm tourism awareness, which is most of them stated. Some farm site owners lacked adequate knowledge operating a farm tourism enterprise. Another one is the farm-land conversion which farm site owners chose to convert their land into commercial buildings. Farm tourism enterprises in the province of Cavite do not have the needed marketing expertise which makes it hard for them to promote farm tourism. Moreover, local government units also considered the absence of accredited tourist guides as one of the weaknesses as well.

Opportunities of the farm tourism in the province of Cavite (DOT). Local farm tourism offices saw a big opportunity to develop more farm lots into farm tourism sites in the province of Cavite because some places are known for having endowed with natural resources that may attract tourists such as natural spring water. It is considered a great opportunity to take advantage of technological advancement particularly of social media to promote farm tourism in the province. Another opportunity for farm tourism enterprises is to have the support of DOT for local tourism programs. Lastly, producing or developing local products is perceived as opportunities because some neighboring municipalities recognize it.

Threats to farm tourism in the province of Cavite (DOT). The farm tourism sites or the tourism industry in general are facing threats from the Covid-19 pandemic. Since Cavite is near the province of Batangas, the eruption or the activities of Taal volcano is considered as one of the threats as well. Any alert level brought about by the volcano may cause restrictions to tourist activities in the nearby towns where most farm tourism site are located. Same is true with climate change and natural calamities and disasters. Lastly, a considerable distance from gateways such as airports and seaports discourage weekend tourists from visiting the area.

SWOT of the Farm Tourism Enterprises as Perceived by the Farm Tourism Site Owners/Managers

In order to identify the strengths, weaknesses, opportunities and threats of farm tourism enterprises in the province of Cavite, as perceived by the farm owners/managers

themselves, the proponents visited all the DOT accredited farm tourism sites in Cavite for an interview. Findings from the interviews were summarized and categorized to determine the SWOT of farm tourism enterprises in Cavite.

Strengths of the farm tourism in the area (Farm Enterprise). The farm tourism site owners/ managers considered having the availability of different activities and services in the farms as strengths like healthy restaurant menus, spa massage, zoo, hydro farming and antique museum. These allow them to cater to the various needs of tourists. In addition, since most of the farm tourism sites in the province are located in upland Cavite, tourists can look forward to the farm site's good ambiance and relaxing weather.

Weaknesses of the farm tourism in the area (Farm Enterprise). Similar to the local DOTR, weaknesses of farm enterprise included insufficient marketing expertise to showcase the beauty of farm tourism and lack of qualified manpower was also identified as one of the weaknesses.

Opportunities of the farm tourism in the area (Farm Enterprise). One of the opportunities that the farm sites saw is possibility to produce their own signature products that can be sold to the tourists or products that they can use in the farm sites. It will be a great opportunity because it promotes the local product that can likewise help neighboring municipalities. Followed by an opportunity to expand service that will focus on the educational component that will help the people to be more knowledgeable and aware about farm tourism and encourage more people to participate in it.

Threats to farm tourism in the area (Farm Enterprise). Competition from farm tourism and non-farm tourism enterprises was found to be the immediate threat for most of the farm tourism sites in the province. As the industry continues to gain popularity, heightened competition will draw fewer tourists from individual farm sites will be expected. The other threat is the unpredictability of weather due to climate change.

Threats, Opportunities, Weaknesses, Strengths (TOWS) Analysis

Using the SWOT findings, a TOWS analysis was conducted to generate strategic recommendations. Farm tourism strategies center on expanding promotion through partnerships and social media, improving accessibility, and strengthening disaster preparedness and marketing. Enterprises complement this by creating distinctive experiences aligned with local culture and climate, enhancing service delivery with skilled staff, and preparing contingency plans to address risks such as weather, pandemics, and competition. The matrix intends to identify strategies where opportunities can be maximized and the impact of threats can be minimized by exploiting the strengths and overcoming the weaknesses of this industry, from the perspective of both the enterprise and the Department of Tourism.

While DOT viewed farmland conversion to be a threat, farm tourism sites did not perceive it as such. The divergence in perception can be attributed to the holistic mindset of DOT and the individualistic approach of farm tourism owners.

TOWS Analysis (DOT perspective)

During the interviews with the local government tourism officers, the strength, weaknesses, opportunities and threats of the accredited farm tourism in the province were identified. These were used to develop the TOWS analysis.

Strength-Opportunity strategies. Since farm tourism got the support from the local government as their strength and see as opportunities the development of additional farm tourism and the use of social media as a promotion tool that will boost the advertisement to maintain the position in the market through providing attractive marketing strategies in social media platforms. It would be best for the farm tourism sites to encourage other farms to offer farm tourism services that will further expand the sector, through the use of social media which will be made available to the official DOT sites. Also, one of their strengths is having tourist friendly weather, so one of the possible strategies could be the promotion of farm tourism in their respective towns, DOT offices can highlight the accessibility of the area and the ideal climate that will attract more tourists.

Given the fact that they have seen public and private partnership for support and development as opportunity, it would also be nice to establish a mechanism that will promote private organizations partnering with local farmers for the development of farms to tourism sites, this can be in the form of tax incentives. Lastly, considering that farm tourism sites are believed to have rich and fertile soil (ideal for farming) as their strength and can produce or develop local products as an opportunity, it is better to offer farm products or local produce as souvenir items, support in the form of training can be offered to farm tourism enterprises.

Weakness-Opportunities strategies. Due to the fact that one of the perceived weakness of farm tourism in the province is the insufficient promotion to improve farm tourism awareness and seen the social media platform as an opportunity to advertise, the strategy could be like providing exclusive deals and promotion via social media that will boost interest towards farm tourism. It would also be possible for farm tourism to ask private entities, or even the university to provide marketing and business-related trainings to farm site employees; accreditation of tourist guides can also be included since they've seen farmland conversion, lack of marketing expertise and absence of accredited tourist guides as weaknesses and public and private partnership for support and development as opportunities. It would be great for farm tourism to improve online promotional presence through partnering with private, public, and the academe which have some expertise in the use of social media promotion and encourage farm owners to convert their farms tourism sites rather than selling or converting farmland to non-farming operations as their strategies.

Strength-Threat strategies. Farm tourism sites considered the covid 19- Pandemic re-

strictions, eruption or the activities of Taal volcano, climate change and natural calamities and disaster, distant from gateways such as airports and seaports discourage weekend tourists as their threats and given the information in the earlier section regarding the farm tourism strengths, farm tourism needs to ensure that health protocol are being followed by the farm tourism site at all time, trainings can also be given to the employees to effectively handle disaster and calamities. Since one of their strengths is having an accessible and adequate transport service it will be ideal if they promote local tourism (within the CALABARZON) where transport services will always be available. Another strategy to further develop farm tourism in the province is to improve productivity of agricultural products to attract more tourists to visit the farm land since farm sites in Cavite are rich and have fertile soil.

Weakness-Threat strategies. Insufficient promotion to improve farm tourism awareness, farmland conversion, lack of marketing expertise, absence of accredited tourist guides are the weaknesses of the farm tourism and Covid-19 pandemic, volcano eruption, climate change and distances from gateways are threats of farm tourism. It would be really helpful for farm tourism to provide jobs, training, and seminar to employees about client care that improve the quality of service even during difficult times. Adding different options for customer-refund in case of unforeseen circumstances that will encourage customer to consider booking in the farm tourism sites, open online bookings for tourists for them to plan ahead because online bookings is very accessible especially those tourists outside the province and lastly improve the safety protocols and provide good tour experience by having tourist guide for customer retention and ensure the safety and security of the customers.

Table 7. TOWS Analysis – DOT Perspective.

	STRENGTHS		WEAKNESSES	
DOTR	S01	Received strong government support	W01	Insufficient promotion of farm tourism awareness.
	S02	Accessible and adequate transport service	W02	Farmland conversion
	S03	Tourist-friendly weather	W03	Lack of marketing expertise

S04	Rich and fertile soil (ideal for farming)	W04	Absence of accredited tourist guides
OPPORTUNITIES	S-O STRATEGIES	W-O STRATEGIES	
001	Growth of farm tourism	1 Encourage other farms to offer farm tourism services and expand the sector through social media promotion linked to official DOT platforms (S01, 001, 002).	1 Offers exclusive social media deals and promotions to increase interest in farm tourism (W01, 002).
002	Social media as a promotional tool	2 DOT offices can promote farm tourism by emphasizing the area's accessibility and favorable climate to attract more tourists (S02, S03, 002).	2 Request private entities or the university to offer marketing and business trainings for farm employees, including accreditation for tourist guides (W01, W03, W04, 003).
003	Public and private partnership for support and development	3 Create a system that encourages private organizations to partner with local farmers in developing farms into tourism sites, such as through tax incentives (S01, S02, 003).	3 Enhance online promotion by partnering with private, public, and academic institutions skilled in social media marketing (W01, 002, 003).
004	Produce or develop local products	4 Offer farm or local products as souvenirs, and provide training support to farm tourism enterprises (004, S01).	4 Encourage farm owners to develop their farms into tourism sites instead of selling or converting them for non-farming uses (W02, 001).
THREATS	S-T STRATEGIES	W-T STRATEGIES	
T01	COVID 19- Pandemic restrictions	1 Ensure that the farm tourism site consistently follows health protocols and provide employee training for effective disaster and calamity response (T01, T02, T03, S01).	1 Offer employee jobs, training, and seminars on client care to enhance service quality in all circumstances (W03, W04, T01, T02, T03).
T02	Eruption or the activities of the Taal volcano	2 Promote local tourism within CALABARZON with consistently available transport services (T04, S02).	2 Provide alternative refund options for customers in case of unforeseen circumstances. (W01, T01, T02, T03)

THREATS	S-T STRATEGIES	W-T STRATEGIES
T 03 Climate change and natural calamities, and disaster	3	3 Enable online bookings so tourists can plan in advance. (W01, T04)
T 04 Being far from airports and seaports discourages weekend tourists.	4 Enhance agricultural productivity to attract more tourists to the farm.	4 Enhance safety and tour experience by providing tour guides to retain customers (W04, T01).

TOWS Analysis (Enterprise perspective)

During the interviews with the six accredited farm tourism owners/managers, the strengths, weaknesses, opportunities, and threats of the industry were identified. These were used to develop the TOWS analysis.

Strength-Opportunity strategies. Farm tourism has seen the availability of different activities and services in the farm as its strength, while having farm related products as their opportunity, a sound strategy for the farm tourism is to expand services by offering agricultural training and seminars as well as student educational trips that will highlight farming and farm appreciation so that more people will become interested and aware regarding farm tourism. Given the fact that farm tourism in Cavite is viewed to have a friendly weather especially those near Tagaytay City and seen the opportunity in expanding service that will focus on the educational component, farm tourism sites can also consider to offer farm products that will compliment the cold and tourist friendly weather of the farm tourism sites then offer them as additional activity in the farm such as fruit picking and coffee tasting to entertain more customers.

Weaknesses-Opportunities strategies. Farm tourism enterprises considered insufficient marketing expertise and a lack of qualified manpower as their weaknesses, while on the other hand, producing farm-related products and expanding services that will focus on the educational component as their opportunity. Given this information, farm tourism sites can consider a strategy to conduct

marketing-related training as part of retooling or upskilling current farm workers and add skilled and knowledgeable employees in farm tourism sites to improve product and service quality.

Strength-Threat strategies. Given the availability of different activities and services in the farm as their strength, while competition from farm tourism and non-farm tourism enterprises as their threat, farm tourism sites in the province will be able to differentiate farm tourism from non-farm tourism enterprises by giving more emphasis on the agricultural and nature aspect of the site. For similar far tourism enterprises, emphasis will be on the unique offerings of the farm sites, such as the bamboo products for Maragondon or the exotic animals for Paradizoo, to create a competitive advantage. Even though farm tourism in Cavite is known for friendly weather, it is still unpredictable due to climate change, but it would be better if the farm tourism offers activities that can be done both indoors and outdoors to counter weather unpredictability. Other products, such as rain coats, native fans, can also be offered.

Weakness-Threats strategies. Considering all the weaknesses and threats, it is also important for farm tourism to hire qualified marketing professionals who will develop programs that address competition and plan for contingencies during calamities or weather disturbances. This will allow the farm tourism to return or continue to its daily operations as quickly as possible after an unforeseen event, protect resources, and minimize customer inconvenience.

Table 8. TOWS Analysis – Farm Tourism Perspective

		STRENGTHS	WEAKNESSES
		S-O STRATEGIES	W-O STRATEGIES
OPPORTUNITIES		S-O STRATEGIES	W-O STRATEGIES
O 01	Opportunity to produce farm-related products	1 Availability of different activities and services in the farm S 02 Tourist-friendly weather	W 01 Insufficient marketing expertise W 02 Lack of qualified manpower
O 02	Opportunity to expand the service that will focus on the educational component	1 Offer agricultural trainings, seminars, and student educational trips that promote farming and farm appreciation. (S01, O02). 2 Offer farm produce that will complement the cold and tourist-friendly weather of the farm tourism sites, then offer them as additional activities in the farm, such as fruit picking and coffee tasting (O01, O02, S01, S02)	1 Provide marketing training to retool or upskill existing farm workers (W01, W02, 001). 2 Add skilled and knowledgeable employees in farm tourism to improve product and service quality (W02, 001)
THREATS		S-T STRATEGIES	W-T STRATEGIES
T 01	Competition from farm tourism and non-farm tourism enterprises	1 Differentiate farm tourism from non-farm tourism by highlighting the site's agricultural and natural features. For similar farm tourism enterprises, focus on each site's unique offerings—such as bamboo products in Maragondon or exotic animals in Paradizoo—to establish a competitive advantage (S01, T01). 2 Offer activities that can be done both indoors and outdoors to counter weather unpredictability. Other products, such as rain coats, native fans, can also be offered (S02, T02).	Hire qualified marketing professionals who will develop programs that address competition and plan for contingencies during calamities or weather disturbances (W01, W02, T01, T02)
T 02			

Conclusion, Theoretical Implications, Limitations, and Recommendation

Conclusions. Based on the findings of the study, the following conclusions were drawn: The farm enterprises in Cavite have an average area of 8 hectares are operating as corpora-

tions for more than 10 years. They can accommodate 255 guests and offer various services including accommodation, farm tours, farm involvement and produce marketing. The pandemic paved the way for an increase in the estimated revenue of farm enterprises.

Analysis of the results revealed that the identified strengths and opportunities of farm tourism sites can be maximized to lessen the adverse effects of the corresponding weaknesses and threats. The application of a strategic management approach will pave for viable strategies that the farm tourism owners, as well as the local tourism offices, can consider.

By capitalizing on the opportunity to produce value-added products and educational-related services, and maximizing the tourist-friendly weather and site accessibility, farm tourism in Cavite remains resilient.

Limitations. The research was limited to the farm tourism enterprises in the province of Cavite focusing on the financial and operational aspect. Only accredited and operational farm tourism enterprises based on the list provided by the provincial DOT of Cavite were included. TOWS analysis was used to provide a strategic approach to assessing the farm tourism enterprise in the province.

Future Recommendations. Based on the study's results, the following pandemic-proof policy and future research recommendations are proposed:

Given the potential of farm tourism in the province, a separate division may be created to provide a more focused attention to its development and promotion.

1. Aside from the usual accommodations and farm tour, offering educational or training services must be part of the regular offerings of farm tourism to facilitate technology transfer among local farmers.
2. Promote healthy competition among farm tourism sites by annually hosting ceremonies that will recognize best practices among farms as well as local DOT offices implementors.
3. As part of the accreditation incentives, farm tourism sites should also be encouraged to hire certain percentage of their employees from the local community.
4. Linkage with public and private educational institutions should be established to promote interest in farming and farm activities among the youth.

Additionally, the following are also recommended:

1. Include non-accredited farm tourism sites in the province as participants in the succeeding research to also determine their respective status and challenges.
2. Region-wide assessment of farm tourism may also be considered.
3. Determinate factors that inhibit farm tourism sites from applying for accreditation as one of the initial findings of the research limited number of accredited farm tourism in Cavite.
4. Perspective of other farm tourism stakeholders, such as the community, customers and employees can likewise be looked into.

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