

MARKETING STRATEGIES IN THE AGRI-TOURISM INDUSTRY IN BARANGAY ALAPANG AMIDST PANDEMIC

*Alvin T. Morales

Paper Received: 16.11.2023 / **Paper Accepted:** 17.12.2023 / **Paper Published:** 18.12.2023

Corresponding Author: Alvin T. Morales; doi:10.46360/globus.mgt.120241001

Abstract

This study sought to determine the Marketing Strategies in the Agricultural Tourism industry in Barangay Alapang amidst pandemic. The respondents of the study were the Agri-Tourism sectors such as the Municipal Tourism and Agriculture officer, Barangay council, Farmers and Local Tourists. This study used Documentary Descriptive analysis technique which sought to document, describe, analyze and interpret the data gathered on the objectives, and result on the marketing strategy. A questionnaire was the primary instrument used in gathering the data needed in the study. Secondary data on tourist's arrival and other information were downloaded from the website of the Department of Tourism. The findings of the study are as follows: The total number of tourists who visited Barangay Alapang before the COVID-19 pandemic is greater compared to the number of those who visited during this time. There were more female tourists who visited Barangay Alapang during 2020-2021 with a majority under the generation of Millennials. The Kenvin's Garden is the most preferred Agricultural Tourism site and the Potted Flower Festival is the most preferred Agri- Tourism program in Barangay Alapang. Among the issues and challenges encountered by Barangay Alapang, rank 1 was on pandemic situation disrupting the activities because only local tourists are allowed to visit tourist sites. Moreover, the respondents strongly agree on the contribution of Agri-Tourism to Barangay Alapang in terms of its economic and social status and media relations was considered as the most used marketing strategy to promote the barangay amidst COVID- 19 pandemic. Based on the findings, the following conclusions were drawn: Tourists arrival in Barangay Alapang is affected by the desire of travelers for safety and security. Female tourists under the generation of Millennials are more daring because they have not experienced the difficult and trying times known by their elders and their male counterparts. The preference for Agri-Tourism sites is based on the benefits and beauty these sites offer while the preference for Agri-Tourism programs is based on the need of the residents to promote their culture and at the same time address their economic needs. The disruption of the activities which topped the list of issues and concerns can be attributed to the residents' desire to keep their sources of livelihood be sustained. The respondents strongly agreed on the contributions of Agri-Tourism to the economic and social status of Barangay Alapang because these are happening at the moment.

Keywords: Tourists, Generation Millennials, Agri-Tourism Site, Agri-Tourism Program, Media Relations, Safety and Security.

Introduction

Tourism has emerged as a significant driver of the global economy. However, it is highly susceptible to various crises, including natural disasters, pandemics, economic downturns, political instability, and terrorism. The COVID-19 pandemic has particularly devastated the tourism industry, leading to a substantial decline in tourist arrivals and significant economic repercussions. According to the United Nations World Tourism Organization (UNWTO), tourism-dependent economies, especially those relying on contact-intensive services, have been among the hardest hit by the pandemic.

In the current context, few individuals are considering vacations or making early travel arrangements [Bunghez, 2020]. The perception of safety and security in a destination significantly influences a traveler's decision to visit [Suvantola, 2022]. The COVID-19 pandemic has led to unprecedented losses in the tourism and travel industry, with the World Travel & Tourism Council estimating its impact to be five times greater than the 2018 global financial crisis. This is expected to result in a significant increase in unemployment, with the tourism and travel industry being particularly affected. The COVID-19 crisis has caused a substantial decline in international travel, with a 73% global reduction in tourist arrivals in 2020 compared to 2019, endangering between 100 and 120 million direct tourism jobs.

Agri-tourism, a combination of "agriculture" and "tourism," refers to the practice of visiting or engaging with agricultural operations for various purposes, such as relaxation, education, or participation in recreational activities. This concept encompasses a wide range of activities, including U-Pick berry farms, farm stays, volunteer opportunities, farm tours, classes, workshops, and seasonal events.

The Tourism Act aims to promote sustainable and productive agricultural activities, recognizing the potential of increasing food production and productivity to uplift small-scale farmers. Senator Cynthia A. Villar, Chair of the Senate Committee for Agriculture and Food, initiated a Farm Tourism Program in October 2017, with the subsequent

support of newly appointed Secretary of Tourism Berna Romulo-Puyat. This program has been embraced by both producers and farmers as a viable market idea, and it has gained momentum as a strategic priority with the introduction of the Agri-Tourism Act and the establishment of an Office of Agritourism in the U.S. Department of Agriculture. Agritourism, which combines agriculture and tourism, involves a variety of recreational, educational, and tourism activities offered by farms to make their operations more resilient. Examples of agritourism activities include U-Pick berry farms, farm stays, volunteer opportunities, farm tours, classes, workshops, and seasonal events. The Safety in Agricultural Tourism Act provides guidance for agritourism business owners on issuing notices of inherent risk and visitor responsibilities, aiming to ensure the safety of participants in on-farm activities.

This study examines the marketing strategies employed in the agricultural tourism industry in Barangay Alapang during the COVID-19 pandemic. It emphasizes the importance of planning marketing moves wisely in a dynamic situation to seize opportunities and mitigate risks. The study aims to identify effective marketing techniques to adapt to the ever-changing conditions of the volatile tourism sector. The agricultural production in Barangay Alapang serves as a tool to attract visitors and generate income while also educating and rejuvenating the area. The study focuses on the marketing strategy of various agricultural tourism sites in the area and examines market segments and tourist profiles despite the pandemic. It also explores the challenges faced by the barangay in opening tourism in this situation.

Barangay Alapang is renowned for its thriving agricultural tourism, which includes attractions such as Kenvin's Botanical & Healing Garden, 20K Country Roses Farm, and the production of ornamental hanging plants and vegetables. The area's beauty also encompasses the Alapang

Community Forest and surrounding landscapes. In April 2019, the barangay initiated its first potted flower festival through Barangay Ordinance No. 32, s. 2019, titled "An ordinance institutionalizing the conduct of the Alapang Potted Flower Festival every April in Barangay Alapang, La Trinidad, Benguet." The findings of the study aim to provide information to the barangay about agricultural tourism and promote the potential of this tourist destination. Additionally, the research can serve as a reference for future studies in the field of agricultural tourism.

Theoretical Framework

Theoretical and Conceptual Framework

The study is grounded in the concept of existentialism, which is applied to the field of sustainable tourism. Existentialism emphasizes the need to balance economic, social, and environmental considerations, particularly in the context of sustainable tourism. The research aims to identify the marketing strategy in agricultural tourism, focusing on the experiences and expectations of Barangay Alapang residents during the COVID-19 crisis. This is significant due to the severe impact of the pandemic on tourism, resulting in canceled travel and fear among potential tourists. The study recognizes tourists as essential components of the tourism business and distinguishes three forms of agricultural tourism: direct-market agricultural tourism, education and experience agricultural tourism, and recreation and event agricultural tourism. The research seeks to understand the challenges faced by the domestic tourism sector in the Philippines and estimates a decline in domestic tourist arrivals.

Paradigm of the Study

The study's concept was to strengthen the variables reflected in the study's operational paradigm. The inputs are the activities and attractions that will sustain agri-tourism in barangay Alapang.

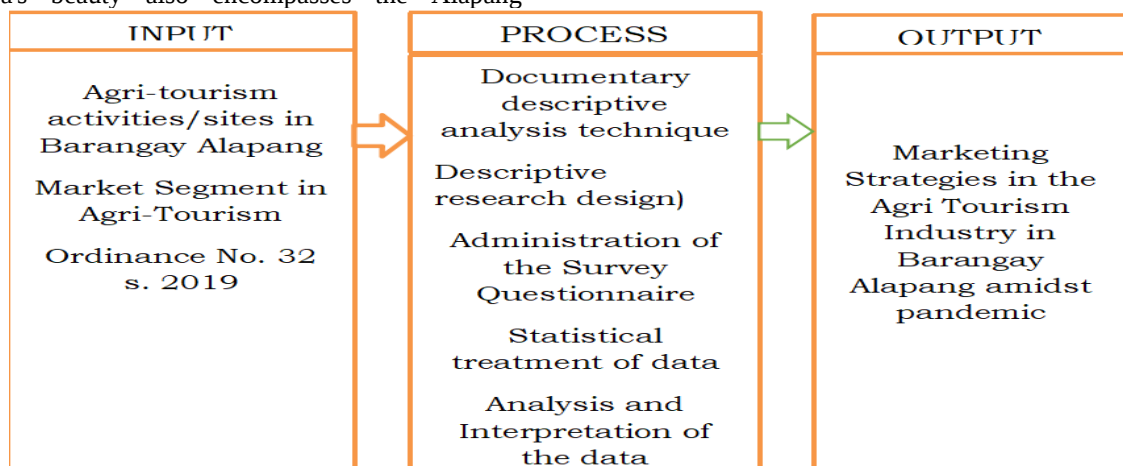


Figure 1: Paradigm of the Study

The process consists of documentary descriptive analysis technique, qualitative descriptive method, administration of the survey questionnaire, statistical treatment of data, and analysis and interpretation of data.

The output is the marketing strategies in the agricultural tourism industry in Barangay Alapang.

Statement of the Problem

This study aimed to determine the marketing strategies in the agricultural tourism industry in Barangay Alapang amidst pandemic. Specifically, the study sought to answer to the following problems:

1. What is the tourist arrival in Barangay Alapang before and during the COVID-19 pandemic?
2. What are the tourist's profile and market segments in Barangay Alapang?
3. What are the preferred agricultural tourism sites in Barangay Alapang?
4. What are the preferred agricultural tourism programs in Barangay Alapang?
5. What are the issues and challenges that Barangay Alapang may encounter in its pursuit to be an agri tourism destination.
6. What are the contributions of Agri-Tourism in Barangay Alapang to its economic and social status amidst COVID-19 pandemic?
7. What are the marketing strategies used to promote Barangay Alapang amidst Covid 19 pandemic.

Scope and Delimitation

The study was conducted in Barangay Alapang, La Trinidad, Benguet, Philippines, during the COVID-19 pandemic from May to June 2021. The findings and conclusions are limited to this specific geographic area and may not fully represent conditions outside this time frame. The research aims to identify the marketing strategy in agricultural tourism, focusing on the experiences and expectations of Barangay Alapang residents during the pandemic. The study recognizes the severe impact of the pandemic on tourism, resulting in canceled travel and fear among potential tourists. The research seeks to understand the challenges faced by the domestic tourism sector in the Philippines and estimates a decline in domestic tourist arrivals. The study distinguishes three forms of agricultural tourism and recognizes tourists as essential components of the tourism business.

The study concentrates on the agricultural tourism industry in Barangay Alapang. Other industries or sectors within the region are not directly addressed in this research. The respondents included in the study were selected from specific sectors within Barangay Alapang. The identified respondents were the Municipal Tourism office staff, Municipal

Agriculture office staff, barangay council members, stakeholders (e.g., Bali Nest Inc., Facilities and Equipment Provider), and local tourists. Additionally, the study involved farmers from six sitios or areas within the barangay, such as Sitio Camp Dangwa, Sitio Dapiting, Sitio Proper, Sitio Samoyao, and Sitio Etlong. The study used a total enumeration approach, meaning all available and willing respondents from the identified sectors were included. The total number of respondents was 20 individuals. The researcher relied on written records, such as the Community Profile of Barangay Alapang, La Trinidad, and Benguet (2009), to gain insights into the background and context of the study area.

The researcher's choice of respondents and the sample size may also impact the generalization of the results beyond the selected group of participants.

Methodology

Research Design

This study used documentary descriptive analysis techniques with descriptive survey methods in gathering the data. It is documentary research because it assessed the set of documents for historical or social value and to create a larger narrative through the study of multiple documents surrounding the marketing strategies of agricultural tourism in Barangay Alapang. The study used the descriptive research design since, according to Calmorin (2017), the descriptive research design is best suited whenever the subjects vary among themselves. One is interested in knowing the extent to which conditions and situations are obtained among the subjects. The descriptive survey method of research was used since this type is suitable wherever the subjects vary among themselves, and the researcher is interested in knowing the extent of differences.

Locale and Population of the study

The researcher conducted the study in Alapang, La Trinidad, and Benguet during the COVID-19 pandemic. The researcher chose Barangay Alapang because farming and tourism are secondary sources of income, and written records show that Barangay Alapang (Community Profile of Barangay Alapang, La Trinidad, Benguet, 2009).

The respondents were the Municipal Tourism Office staff, Municipal Agriculture Office staff, Barangay Council, stakeholders, farmers, and local tourists. Total enumeration was used in identifying the respondents. The total number of respondents was identified as twenty (20).

Data Gathering Instrument

The questionnaire was the primary tool used in gathering the data needed for the study. The

questionnaire had three parts: I. Preferred Agricultural Tourism Sites, Part II. Marketing Strategies Being Used, and Part III. Socioeconomic Contributions of Agricultural Tourism in Barangay Alapang

Other data gathering employed the following: data on tourist arrivals and other pertinent documents about agricultural tourism profiles were gathered from the office of Alapang tourism advocates. Data on population growth and the population pyramid survey were downloaded from the NSO website, www.nso.gov.ph. Additional data were downloaded from the Farm Tourism Act, an act providing for the development and promotion of farm tourism in the Philippines. Key informant interviews and focus group discussions were employed to gain more insights on the status of tourism in Barangay Alapang, particularly on the possibility of promoting the agritourism industry in Barangay Alapang for marketing strategies. Observations were made on the farmers as well as on the activities on the farm.

Data Gathering Procedures

The researcher conducted negotiations with the barangay Alapang farmers and local tourists. For the farmers that the researcher could reach, he delivered and retrieved the topics of the questionnaire. During the floating and retrieval of the questionnaires, some informal interviews were conducted with the farmers and tourist respondents. For the local tourists who could not possibly reach them, the researcher used Google Forms with the help of their

recorded emails. Observation of the attractions was conducted.

Statistical Treatment of Data

After gathering the data, these were sorted out, tabulated, and submitted to statistical treatments. The weighted mean ranking was used. The results of the statistical treatment were analyzed and interpreted.

The weighted mean was used to quantify the responses to items in the tables. The ranking was used to prioritize items in the tables based on their computed weighted means, and this was done for the purpose of orderly analysis and interpretation of the data.

The weighted mean was used to determine the weighted mean of responses. The formula used was (Subong, 2016).

$$WM = \frac{\sum fn}{N}$$

Where: WM= weighted mean

$\sum$ = summation

f = frequency

n= nominal value

The results of the computation were analyzed and interpreted using a 5-point scale and descriptive equivalent per numerical value.

The following scale count, statistical limit, descriptive equivalents, and symbols were used:

Numerical Rating	Range	Verbal Description	Symbols
5	4.21-5.00	Strongly Agree	SA
4	3.41-4.20	Agree	A
3	2.61-3.40	Neither Agree or Disagree	NAD
2	1.81-2.60	Disagree	D
1	1.00-1.80	Strongly Disagree	SD

To rank the most visited agricultural tourism sites, implement agricultural tourism programs, and use marketing strategies in Barangay Alapang based on the barangay records and data, a scale of 1–5 was used. To compute the mean of the ratings, a range of values was established to qualitatively interpret the results of the evaluation. In particular, the 5-point Likert-type scale was used to indicate the descriptive and numerical interpretations of the ratings of the key informants.

Descriptive interpretation of the responses:

Strongly agree (5): Respondents who strongly agree with the statement, indicating a high level of

satisfaction or belief in the agricultural tourism sites, programs, and marketing strategies in Barangay Alapang.

Agree (4): Respondents who agree with the statement, indicating a moderate level of satisfaction or belief in the agricultural tourism sites, programs, and marketing strategies in Barangay Alapang.

Neither agree nor disagree (3): Respondents who neither agree nor disagree with the statement, indicating a lack of strong opinions or beliefs regarding the agricultural tourism sites, programs, and marketing strategies in Barangay Alapang.

Disagree (2): Respondents who disagree with the statement, indicating a moderate level of dissatisfaction or disbelief in the agricultural tourism sites, programs, and marketing strategies in Barangay Alapang.

Strongly disagree (1): Respondents who strongly disagree with the statement, indicating a high level of dissatisfaction or disbelief in the agricultural tourism sites, programs, and marketing strategies in Barangay Alapang.

Ethical Considerations

Prior to gathering data, the researchers obtained permission from the respondents, ensuring they were willing participants in the study. To make sure the respondents fully understood the research, the researchers explained the study in simple terms, ensuring they were aware of the objectives and aims of the research.

After data collection, the researchers analyzed and evaluated the findings, maintaining transparency with the respondents. Those who chose to receive a copy of their answers were emailed the results.

The researchers upheld ethical standards by not coercing or threatening the participants in any way. Additionally, the respondents had the freedom to withdraw from the study at any point if they wished to do so. These measures demonstrate the researchers' commitment to respecting the rights and

well-being of the participants throughout the research process.

Result and Discussion

This section contains the results and discussion of the gathered data. The gathered data were presented in tabular form, with analysis as the basis of the descriptive and inferential interpretations. These collected data answered the question stated in the statement of the problem.

Tourist arrival in Barangay Alapang Before and during Covid-19 Pandemic

The table shows that there were a total of 2114 tourists who visited Alapang before the pandemic and 280 during the pandemic. As shown in Table 1, the local tourists from Baguio City, with total arrivals of 956, rank as the most interested in visiting the local tourist spot in Alapang, accounting for 45.22% of all arrivals before the pandemic. During COVID-19, local tourists from La Trinidad, with a total of 224 arrivals, were the most interested in visiting the site in Alapang, accounting for 80%. The data on the local tourist arrivals show that all the tourists explore agricultural tourism areas as a manifestation of their travel experience for farming or agriculture sites. Local tourists were most present in the tourist site of Barangay Alapang during the time of the pandemic. This represents how the pandemic affected tourism in Barangay Alapang.

Table 1: Tourist Arrival in Barangay Alapang Before and during Covid-19 Pandemic

Origin	Before	Percentage	During	Percentage
Baguio City	956	45.22%	32	11.5%
La Trinidad	864	40.87%	224	80%
Benguet	118	5.58%	24	8.5%
Pangasinan	61	2.88%	0	0%
Manila	31	1.46%	0	0%
La Union	28	1.32%	0	0%
CAR	18	0.85%	0	0%
Cavite	16	0.75%	0	0%
Ilocos Region	14	0.66%	0	0%
Bulacan	8	0.37%	0	0%
Total	2114		280	

Profile of Tourists and Market Segments in Barangay Alapang 2020-2021

As shown in Table 2, there were 603 male tourists and 1,736 female tourists who visited Alapang. As to segment generation, 137 are under Gen Z; Millennials, 1021; Gen X, 807; Baby Boomers, 263; and the Silent Generation shown in Table 2 is the profile of the tourist who visited the Agri-Tourism site in the Municipality of La Trinidad, Barangay Alapang, in the years 2020–2021. The Benguet

Locals market contributed the biggest share to the barangay.

For the past year, the majority of Benguet locals who visited the barangay were female, with 76.44% being ages 22–37 (millennials). Nowadays, tourists are classified under the generation of millennials, and millennials are adventurous. They make travel their priority, and currently, this is the fastest-growing age segment in terms of money spent on trips. This travel-demanding generation is well-

known for its fascination with exploring the world. Millennials' mindset has fundamentally changed the behavior of the tourism industry. Millennials seek adventure, comfort, new experiences, and stories, and with their age, they already have jobs that could

provide their needs and wants. That's why most of the tourists are Millennials. The assumption, which states that the profile of the tourists varies as to gender and segment generation, is true and confirmed.

Table 2: Profile of Tourists and Market Segments in Barangay Alapang 2020-2021

	PROFILE OF TOURISTS GENDER & PERCENTAGE				MARKET SEGMENTS GENERATION				
	2020-2021		Percent		Gen Z	Millennial	Gen X	Baby Boomer	Silent Generation
	Male	Female	Male	Female	Ages 6-21	Ages 22-37	Ages 38-53	Ages 54-72	Ages 73-90
Benguet	294	954	23.56 %	76.44%	95	521	491	72	69
Baguio	260	728	26.32 %	73.68%	30	428	301	189	40
Region 1	49	54	47.57 %	52.43%	12	72	15	2	2
Total	603	1736			137	1021	807	263	111

Preferred Agri-Tourism Sites in Barangay Alapang

Shown in Table 4 are the most preferred agricultural tourism sites in Barangay Alapang, visited by local tourists during the COVID-19 pandemic due to the appeal of outdoor recreation and safety. Among the existing agri-tourism sites in the area, Kenvin's Garden received the highest rating for potential visits, while Paoay Farm received the least. Kenvin's Garden, owned by Sandy Sigue and Marissa Sigue, offers a healing and botanical garden experience with beautiful green vegetation, flowers, and calm water elements. It provides visitors with views of Alapang Greenhouse terraces, ecological walks, and enchanting foggy walks, unique to the cool climate of Barangay Alapang.

Table 3: Preferred Agri-Tourism Sites in Barangay Alapang

Site	Frequency	Rank
Kenvin's Garden	10	1
20k Country Roses Garden	7	2
Communal Forest (Coffee Farm)	2	3
Paoay Farm	1	4

Kenvin's Garden is marketed as an educational and experiential agricultural tourism site, offering activities such as selling potted plants, picnics at the garden, farm visits, and hands-on experiences of life on a working farm. The 20K Country Roses Farm is another popular attraction in the area, known for over 20,000 roses that provide Instagram-worthy photos for tourists. This attraction is marketed as a

recreational and event agricultural tourism spot, offering opportunities for events, celebrations, camping, and Bali Nest photoshoots.

Agricultural tourism sites are valuable for promoting sustainable tourism, teaching visitors the importance of caring for the environment, and supporting local farmers during the pandemic. Agritourism can benefit farmers, residents, and tourists by managing farm resources, marketing them, and generating additional income. The statement confirms the assumption that tourists prefer beautiful and beneficial outdoor sites for their visits.

Preferred Agri-Tourism Programs in Barangay Alapang

The focus group discussion conducted in Barangay Alapang revealed that the Potted Flower Festival received the highest rating among existing agricultural tourism programs. The festival, institutionalized by an ordinance, aims to promote tourism, and preserve the barangay's identity as the "Potted Flower Capital of the Philippines." Festivals play a significant role in showcasing local culture and attracting visitors. Agricultural tourism festivals in the province, initially organized within barangays, have grown over the years, with local farmers encouraging tourists to participate in activities like vegetable picking and yam processing. The Barangay Alapang Council and Municipal Tourism Office recognize the potential of other tourist activities in the area and plan to classify and accredit these programs for proper promotion.

Barangay Alapang has become a renowned agricultural tourism destination due to its farms and

natural attractions, such as the 20K Country Roses, Kenvin's Garden, and Poao Farms. Private "Open Gardens" and garden tours have gained popularity, with Kenvin's Garden and 20K Country Roses being major attractions. Word-of-mouth experiences of local tourists have contributed to the increasing popularity of Barangay Alapang as a must-visit site during the summer and holidays. The local government and tourism office are aware of these trends and aim to make Barangay Alapang a prominent tourist destination in La Trinidad and Benguet. Overall, the study confirms that the preferred agricultural tourism program caters to promoting local culture and fulfilling the basic needs of the residents. The research highlights the potential for further development and a focused marketing strategy for sustainable tourism in the area.

Table 4: Preferred Agri-Tourism Programs in Barangay Alapang

Programs	Frequency	Rank
Potted Flower Festival	15	1
Garden Tour	3	2
Farmers Day	2	3

Table 5: Issues and Challenges that Barangay Alapang Encountered as an Agricultural Tourism Destination

Issues & Challenges	Frequency	Rank
Pandemic situation may disrupt the activities. Only local tourists are allowed to visit tourist sites	15	1
Safety and security of tourists visiting the garden	11	2
Environmental factors such as pests and diseases, drought and natural calamities.	8	3
Lack of accommodation/staycation	7	4
Lack of parking space	6	5
Possible damage of landscapes due to natural disasters (typhoons, soil erosion)	5	6
Lack of social skills of the local people.	3	7
Poor participation of farmers	2	8

The study also discusses the impact of the pandemic on leisure tourism in the Benguet province, with high-impact tourism programs like the annual Strawberry Festival being suspended to prevent the spread of the virus.

To prepare farms for visitors, it is recommended to review potential hazards and seek external perspectives to improve safety measures. Additionally, most farms in Barangay Alapang offer agricultural products and farm tours, but accommodation services are not yet provided.

Overall, the assumption that safety and security of tourists are the top-ranking issues is refuted, and the

Issues and Challenges that Barangay Alapang Encountered as an Agricultural Tourism Destination

As shown in Table 5, in this study, issues and challenges faced by Barangay Alapang as an agricultural tourism destination were identified and rated by respondents. The COVID-19 pandemic has significantly impacted the tourism industry, making travel more challenging with protocols such as swab tests, registration, and quarantine requirements. These measures have led to reduced travel and increased expenses for tourists.

Environmental factors like pests, diseases, and natural calamities were rated as serious problems for farms engaged in crop production, particularly piti-mini farming. The pandemic has also limited tourist visits to only local tourists due to quarantine restrictions.

Safety and security for tourists are important concerns, and most farms have established guidelines and standards to ensure a safe experience. However, disruptions of activities were rated as the top issue faced by the destination.

study sheds light on various challenges that need to be addressed for sustainable and responsible tourism in agricultural destinations.

Contributions of Marketing Strategies of Barangay Alapang

As reflected in Table 6, the results of the contributions are all similar and equally in the high percentage of strongly agree interpretations. Results point out that the whole statement in the marketing strategy of Barangay Alapang amidst the COVID-19 pandemic has a high level of agreement towards the social contributions of the agritourism site in the Municipality of La Trinidad.

The study shows that there is optimism among respondents about the potential for Barangay Alapang to be developed as an agricultural tourism destination. They are satisfied with the attributes of environmental awareness, effective preservation mechanisms, unity among farmers and the local government, and visitor satisfaction in agritourism. The marketing strategies employed in the barangay have significantly contributed to its economic and social status, as rated highly by the respondents.

Agri-tourism is gaining importance in the Cordillera region, with each town offering unique ranches, products, and cultural experiences for visitors. To further promote and develop these destinations, partners need to work together to provide necessary facilities like clean restrooms, comfortable accommodations, and good eateries. Maintaining

mountain woodlands and watersheds, organizing exciting cultural events, and promoting local cuisine are also crucial aspects of town planning.

The contributions of agri-tourism to Barangay Alapang are diverse and enriching. It allows for cultural exchange and learning, with tourists getting insights into the locals' way of life, farming practices, and religious beliefs. At the same time, developing the area as an agricultural tourism destination creates a fusion of cultures, blending local traditions with global influences, especially in terms of food and hospitality.

Overall, the respondents strongly agree that agri-tourism has positively impacted the economic and social status of Barangay Alapang, even amidst the challenges posed by the COVID-19 pandemic.

Table 6: Contributions of Marketing Strategies of Barangay Alapang

Contributions	SA 5	A 4	NAD 3	D 2	SD 1	WP	DE	Rank
1.Create greater environmental awareness among agricultural tourism sites	14	5	1	0	0	4.65	SA	4.5
2. Promote agri tourism as an effective mechanism to promote and enhances agri sites	15	4	1	0	0	4.7	SA	3
3.Preserve the agri sites of Barangay Alapang	16	4	0	0	0	4.8	SA	1.5
4.Bring greater unity among the farmers and LGU in the pursuit for agri tourism	16	1	3	0	0	4.65	SA	4.5
5.Satisfy the demand for clean air and natural aesthetics	17	2	1	0	0	4.8	SA	1.5
Average Weighted Mean						4.72	SA	

Marketing Strategies used to Promote Barangay Alapang Amidst Covid 19 Pandemic.

As shown in Table 7, marketing in general is one of the greatest tools utilized in the field of tourism. However, using particular resources such as broadcasting, media relations, brochures, and posters are really the primary avenues to effectively promote the uniqueness of an area and location, especially during the COVID-19 period. Broadcasting, first and foremost, is one of the most accessible marketing tools or strategies because, in mere seconds, an audio file or visual presentation that is created and posted is already shared with a large mass of people.

The table discusses the significance of broadcasting, media relations, and brochures as effective marketing strategies for promoting tourism, particularly during the COVID-19 pandemic.

Broadcasting through various devices allows people to gain knowledge about tourist destinations without physically visiting them, making it an effective strategy amidst strict rules and safety concerns. Media relations, such as vloggers and celebrities sharing their travel experiences, influence potential tourists' decisions. Brochures and posters, even in electronic form, serve as visual tools to spread information and appeal to tourists during the pandemic. The text also highlights how tourist attractions are adapting their marketing strategies to overcome pandemic-related challenges and emphasizes the importance of evaluating the effectiveness of these strategies. Despite the challenges, the desire to sustain the agricultural-tourism industry in Barangay Alapang is evident, with effective marketing strategies being crucial for its survival.

Table 7: Marketing Strategies used to Promote Barangay Alapang Amidst Covid 19 Pandemic

Marketing Strategies	Frequency	Rank
Advertising		
Broadcast	11	1
Print Advertising	10	2
Outdoor Advertising	5	3
Public service	4	4
Journal Article	15	5
Public Relations		
Media Relations	20	1
Special events	15	2
Speaking engagement	5	3
Newsletter	3	4
Seminars	1	5
Promotions		
Brochure	15	1
Personal Selling	12	2
Flyers	11	3
Product Demo	4	4
Newsletter	3	5
Publicity		
Poster	16	1
Word of Mouth	15	2
Banners	10	3

Conclusion and Recommendations

This section presents the conclusion and recommendations of the study.

Conclusion

Based on the findings of the study, the following conclusion were drawn:

1. Tourist arrivals in Barangay Alapang are affected by the desire of travelers for safety and security.
2. Female tourists under the generation of Millennials are more daring because they have not experienced the difficult or trying times known by their elders and their male counterparts.
3. The preference for agri-tourism sites is based on the benefits and beauty these sites offer.
4. The preference for the agri-tourism program is based on the need of the residents to promote their culture and, at the same time, address their economic needs.
5. The disruption of the activities that topped the list of issues and concerns can be attributed to the residents' desire to keep their sources of livelihoods sustained.
6. The respondents strongly agreed on the contributions of agri-tourism to the economic

and social status of Barangay Alapang because these are happening now.

7. The use of media relations as the top strategy reflects the power of broadcast communications to reach the public.

Recommendations

Based on the conclusions and salient findings, the following are recommended:

1. Those in charge of tourism in Barangay Alapang are encouraged to prioritize the safety and security of visitors and tourists at the agri-tourism sites by observing health protocols at all times.
2. Barangay Alapang tourism advocates are encouraged to continue to design a good management plan that would eventually involve other market segments and introduce other tourism activities to cater to children and baby boomers, like children's playgrounds and traditional games or recreational activities for the baby boomers.
3. The Department of Tourism, Municipal Tourism Office, Office of Municipal Agriculture, Local Government Unit, Barangay Council, Barangay Alapang residents, and students are encouraged to help in the promotion and information campaign on how to sustain Barangay Alapang as an agricultural tourism destination, including information on precautionary measures, waste disposal, re-greening, and beautification programs.
4. Barangay Alapang Council or Tourism Advocates are encouraged to continue to achieve the objectives of the community program to promote activities for farmers and tourists.
5. The Barangay Alapang council is encouraged to help resolve the agricultural tourism issues and challenges in Barangay Alapang for them to succeed in developing its pursuit to be an agricultural tourism center.
6. The Barangay Alapang council is encouraged to continue to promote tourism and meet the expectations of domestic tourists as well as its residents.
7. The Barangay Alapang council is encouraged to continue to use and enhance the strategies to develop the Barangay Alapang Agricultural Tourism Destination.

Conflict of Interest

There is no conflict of interest by the author in this manuscript.

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