

Agritourism Potentials: Linking Towards Hospitality Business in Brgy. Kiorao, Kibawe, Bukidnon, Philippines

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ABSTRACT

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The main purpose of this study was to identify the potential agricultural farms linking towards agritourism in Brgy. Kiorao, Kibawe, Bukidnon. The study used the quantitative research design by using survey questionnaire. A researcher made instrument was used in gathering the data based on the Department of Tourism Executive Order 292. Purposive sampling was employed in the selection respondents with the help of the Barangay Officials.

Results of the study showed that the Barangay Officials agreed that their barangay can offer, provide and accommodate major structures for the different types of attractions. Moreover, Barangay Officials, Residents and LGU Tourism Personnel agreed that their barangay can provide farm related activities as well as other recreational activities such as sightseeing and nature appreciation activities. Additionally, they both agreed that their barangay can create structure, develop sites, provide an area for recreation and build structure for accommodations. Also, they agreed that their barangay can designate, build and provide promotional facilities like souvenir shop, product development shop and tour guiding. Furthermore, both agreed that their barangay can develop and provide accessibility of the tourist.

Keywords: Agritourism, Hospitality, Barangay Kiorao

INTRODUCTION:

Agritourism in the Philippines is growing significantly in areas where agricultural businesses incorporate hospitality and tourism. These two elements transform simple and purist agri-business into a place where tourists flock. The farm-owners can earn non-agricultural income, preserve their natural resources, educate people about farming, and most importantly provides an avenue for the hospitality sector (e.g., lodging operations, hotels, and restaurants) to exercise business activity resulting in the development.

[1] that in Nigeria, the hotel industry development was attributed to the strengthened potentials of the government and private sector. These strengths were materialized through tourist attractions and providing basic facilities and amenities (e.g., roads, electricity, and water). In the past decade, the development of tourism potentials in countries like Kenya, Brazil, South Africa, Taiwan, Nigeria, and others have necessitated the rapid growth of the hospitality industry and most particularly the hotels.

Another statement cited by [6] was illuminated in the Caribbean Region. The strong development of linkages between agritourism and hospitality offered significant potential for repositioning the broad-based growth in the Agricultural value chain. This has led to opportunities for channeling the region's diversity and fostering genuine competitiveness and sustainability in the services and product of hospitality as well as tourism.

2) METHODS AND METHODOLOGY:

Research Design

The researcher of this study employed the descriptive research design. According to [8], a descriptive study will provide researchers with a profile or characteristics of certain variables of interest.

The objective of the survey is to determine what farmers think about attractions, activities, amenities, accommodation, and accessibility of the place.

It is for this premise that the method used was the descriptive –survey method since this study aimed to determine the level of agritourism potential of Brgy. Kiorao, Kibawe, Bukidnon, Philippines.

Respondents of the Study

This study was conducted in Brgy. Kiorao, Kibawe, Bukidnon, Philippines the respondents of this study were the stakeholders. The stakeholders were composed of farmers, and Brgy Officials. The researcher used purposive sampling in selecting respondents. [2] mentions that purposive sampling is a non-probability sampling method and it occurs when elements selected for the sample are chosen by the judgment of the researcher. The researcher discussed the nature of the study for them to have a full understanding purpose and the benefits of the study. The researcher allowed the respondents to answer the survey sheets and they were given ample time to answer the survey.

Data-Gathering Procedure

The researcher first made a request letter to the different offices concerning the respondents of the study to have full authority to conduct the study. The following tasks are done as a data-gathering procedure. The researcher used purposive sampling to form the stakeholders and to become the participants and informants of the study. There were nineteen (19) farmers, eleven (11) LGU Tourism Officials and Staff, and eleven (11) Barangay Officials, having a total of forty-one (41) respondents as the total number. A letter was written to the dean of the college and the research director. This allowed the researcher to use their time to conduct the researchers' study. Before the distribution of the researcher-made questionnaire, the researcher took time to discuss first the nature of the study with the stakeholders. This enabled the stakeholder to fully understand the study after afterward the distribution commenced.

The researcher made the respondents answer the survey sheet based on their understanding. In addition, the researcher entertained queries from the respondents during the conduct of the study. After they finished answering the questionnaire, the researcher retrieved the survey sheets from the respondents for safekeeping and confidentiality of their answers. The data retrieved was given statistical treatment and interpreted

The researcher informed the participants and informants about the nature of the study by distributing information sheets and consent forms. The researcher entertained queries from the participants to further explain the study.

Instrumentation

The data collection in the study is researcher-made questionnaires (survey sheets). The survey questionnaire was based on the department of tourism executive order no. 292 rules and regulations to govern the accreditation of agritourism or farm site. The descriptions of various techniques were used for data collection. This provided readers with practical approaches to consider in developing technical and operational training materials.

The questionnaire was tested to establish its reliability. The reliability scores were measured using Cronbach's Alpha for the finalization of the questionnaire.

Statistical Treatment

The following statistical tools were used in answering the following questions:

Mean. This was used to determine the level of the agritourism potential of Barangay Kiorao, Kibawe, Maramag, Bukidnon.

Standard Deviation. This was used to determine the individual responses to a question vary from the mean to determine the level of the agritourism potentials of Brgy. Kiorao, Kibawe, Bukidnon.

Data Analysis

The responses of the participants were collected, encoded, and analyzed in answering the two questions. Descriptive statistics using the mean was employed in determining the participants' level of the agritourism potentials of Barangay Kiorao, Kibawe, Maramag, Bukidnon, Philippines in each indicator. A table was used for the presentation. The result was analyzed based on the formulated parameter limits and their descriptive equivalents.

3) RESULTS:

In this chapter, the researcher presented different tables showing the level of agritourism potential of Barangay Kiorao, Kibawe, Maramag, Bukidnon. The researcher also explained the main findings of the descriptive research design. The emphasis of data analysis in the quantitative phase focused on the level of difficulty for each indicator.

Table 1 Profile of Barangay Officials in Kiorao, Kibawe, Bukidnon

PLACE	PRODUCTS	FEATURES
Brgy. Kiorao, Kibawe, Bukidnon	Rice	Plantation
	Copra	Large Space
	Corn	River
	Rubber	
	Mangoes	

Table 1 presents summary profile of Barangay Kiorao, Kibawe, Bukidnon that could potentially promote sustainable to the city's hospitality sector. This place is operated by the resident of the barangay. The products produced from this place are fruits such as mango. It also produces rice, copra, corn, and rubber.

Table 2 Level of Agritourism Potentials of Barangay Officials in Kiorao, Kibawe, Bukidnon in terms of Attractions

ITEMS	MEAN	STANDARD DEVIATION	DESCRIPTION
Attractions			
The place...			
1. can offer variety of farm experience (e.g., food processing activity, recreational activity and etc.). - makatanyag sa lain-laing kasinatian sa kaumahan sa pagproseso sa mga pagkaon, makalingaw nga kalihukan ug uban pa.	4.82	0.39	Very High
2. can provide hands-on farming activities. - makahatag og hands-on nga kalihukan sa pagpanguma.	4.73	0.45	Very High

3. allow the guest or visitor experience fishing activities in working place structure (e.g., ponds, rivers, lakes). - motugot sa mga bisita nga masinati ang pag pangisda nga anaa sa istructura sa pagpanguma sama sa lim-aw, suba o linaw.	4.64	0.64	Very High
4. can build tourism structures that will provide plantation experience and other farming activities. - makatukod og mga istraktura pangturismo nga makahatag sa kasinatian sa plantasyon ug uban pang kalihukan sa pagpanguma.	4.64	0.48	Very High
5. can accommodate a big number of guests and suitable transportation facility. -makahimo pagpaayo og daghan nga mga bisita ug haum nga kahimanan sa transportasyon.	4.36	0.77	High
Over-all Mean	4.64	1.75	Very High

Table 2 shows that item no. 1 got the highest mean score of 4.82 with the standard deviation of 0.39 and the descriptive equivalent of very high. This implies that the Officials of Kiorao strongly agreed that their barangay can offer variety of farm experience (e.g., food processing activity, recreational activity and etc.). The second highest mean result got 4.73 with the standard deviation of 0.45 and the descriptive equivalent of very high. This implies that the Officials of Kiorao strongly agreed that their barangay can provide hands-on farming activities. There are two items which got the same mean score of 4.64, item no. 3 and 4. These items got the different standard deviation, item no. 3 got 0.64 while item no. 4 got 0.48 and both got the descriptive equivalent of very high. These implies that the Officials of Kiorao strongly agreed that their barangay can allow guest or visitor experience fishing activities in working farm structure (e.g., ponds, rivers, lakes) and can build tourism structures that will provide plantation experience and other farming activities. Lastly, item no. 5 which got the mean score of 4.36 with the standard deviation of 0.77 and the descriptive equivalent of high. This implies that the Officials of Kiorao agreed that their barangay can accommodate a big number of guests and suitable transportation facility. The over-all mean result of table 2 got 4.64 with the standard deviation of 1.75 and the descriptive equivalent of very high. This further implies that the Officials of Kiorao strongly agreed that their barangay can offer, provide and accommodate attractions as one of the requirements to become an agritourism site base on the criteria of department of tourism executive order no. 292.

Table 3 Level of Agritourism Potentials of Barangay Officials in Kiorao, Kibawe, Bukidnon in terms of Activities

ITEMS	MEAN	STANDARD DEVIATION	DESCRIPTION
Activities The place...			
6. can provide farming activities (e.g., fishing, planting, food processing). - makahatag ug mga makalingaw nga kalihukan sa kaumahan sama sa pagpangisda, pagtanum o pagproseso sa pagkaon.	4.45	0.50	High
7. can provide water-base activities (e.g., canoeing, kayaking, and etc.) - makahatag sa water-based/katubigan nga kalihukan sama sa pagsakay sa canoe, kayak, bangka/baroto ug uban pa.	4.45	0.66	High
8. can provide trail-base activities (e.g., hiking, biking, atv and etc. - makahatag sa trail-base nga kalihukan sama sa hiking o magbaklay, magbisekleta, atv nga sakyanan ug uban pa.	4.45	0.66	High
9. can provide outdoor hard and soft activities (e.g., rock climbing, mountain biking, sightseeing, and etc.). - makahatag og kalihukan sa gawas nga sayon medyo lisod nga kalihukan	4.18	0.57	High

sama sa pagkatkat sa kabatuhan, mountain biking, sightseeing o nindot nga talan-awon ug uban pa.			
10. can provide sightseeing and other nature appreciation activities. - makamugna og nindot nga talan-awon og mga kalihukan sa kalikupan.	4.27	0.62	High
Over-all Mean	4.36	2.55	High

Table 3 shows that there are three items got the same highest mean score of 4.45, item no. 6, 7 and 8. These items got the different standard deviation, item no. 6 got 0.50 and item no. 7 and 8 got 0.66. These three items got the same descriptive equivalent of high. These implies that the Officials of Kiorao agreed that their barangay can provide farming activities (e.g., fishing, planting, food processing, can provide water-base activities (e.g., canoeing, kayaking, and etc.), and can provide trail-base activities (e.g., hiking, biking, atv and etc. Item no. The second highest mean score in table 3 got 4.27 with the standard deviation of 0.62 and the descriptive equivalent of high. This implies that the Officials of Kiorao agreed that their barangay can provide sightseeing and other nature appreciation activities. Third is item no. 9 which got the mean result of 4.18 with the standard deviation of 0.57 and the descriptive equivalent of high. This implies that the Officials of Kiorao agreed that their barangay can provide outdoor hard and soft activities (e.g., rock climbing, mountain biking, sightseeing, and etc.). The over-all mean for table 3 got 4.36 with the standard deviation of 2.55 and the descriptive equivalent of high. This further implies that the Officials of Kiorao agreed that their barangay can provide activities as one of the requirements to become an agritourism site base on the criteria of department of tourism executive order no. 292.

Table 4 Level of Agritourism Potentials of Barangay Officials in Kiorao, Kibawe, Bukidnon in terms of Accommodation

ITEMS	MEAN	STANDARD DEVIATION	DESCRIPTION
Accommodation The place...			
11. can cater day-tour tourist and visitors. - makahimo pag-alagad alang sa pagsuroy sa mga turista o bisita.	4.82	0.39	Very High
12. can build structure for accommodation. makatukod og istructura para sa accommodation o kapuy-an.	4.82	0.39	Very High
13. can develop sites for camping and other nature activities. motagana og lugar para sa mopahigayon sa camping ug uban pang	4.45	0.66	High

kalihukan para sa gawas nga palibot.			
14. can create structure for seminar, conference, and conventions. motukod og stractura o gambalay para sa seminar, conference ug conventions.	4.45	0.66	High
15. can provide an area for recreation and information center. mohatag ug luna o center para sa kalingawan ug impormasyon.	4.55	0.66	Very High
Over-all Mean	4.62	2.19	Very High

Table 4 shows that item no. 11 and 12 got the same highest mean score of 4.82 and standard deviation of 0.39. These items got the same descriptive equivalent of very high. These implies that the Officials of Kiorao strongly agreed that their barangay can cater day-tour tourist/visitors and can build structure for accommodation. Item no. 15 got the second highest mean score of 4.55 with the standard deviation of 0.66 and descriptive equivalent of very high. This implies that the Officials of Kiorao strongly agreed that their barangay can provide an area for recreation and information center. Furthermore, item no. 13 and 14 got the same mean score of 4.45 with the standard deviation of 0.66 and the descriptive equivalent of high. These implies that the Officials of Kiorao agreed that their barangay can develop sites for camping/nature activities and can create structure for seminar, conference, and conventions. The over-all mean result for table 4 got 4.62 with the standard deviation of 2.19 and the descriptive equivalent of very high. This further implies that the Officials of Kiorao strongly agreed that their barangay can create, develop and provide accommodations as one of the requirements to become an agritourism site base on the criteria of department of tourism executive order no. 292.

Table 5 Level of Agritourism Potentials of Barangay Officials in Kiorao, Kibawe, Bukidnon in terms of Amenities

ITEMS	MEAN	STANDAR D DEVIATIO N	DESCRIPTION
Amenities The place...			
16. can designate suitable area for parking space. motagana og haum nga luna para sa parking space o parkingan sa mga sakyanan.	4.55	0.66	Very High
17. can build structure for dining and recreational activities. motukod og stractura para kan-anan ug para	4.55	0.66	Very High

sa kalingawan nga kalihukan.			
18. can provide transportation facilities. mohatag og sakyanan para sa transportasyon.	4.64	0.48	Very High
19. can provide an area for hands-on farming activities. makahatag og lugar diin himuon ang hands-on farming activities o kalihukan sa pagpanguma.	4.55	0.50	Very High
20. can provide promotional facilities like souvenir shop, product development shop and tour guiding. makahatag ug maayong facilidad sama sa souvenir shop, product development shop ug tour guiding.	4.64	0.64	Very High
Over-all Mean	4.58	1.88	Very High

Table no. 5 shows that items no. 18 and 20 got the same highest mean score of 4.64. These items got the different standard deviation, no. 18 got 0.48 and no. 20 got 0.64. However, both items got the same descriptive equivalent of very high. These implies that the Officials of Kiorao strongly agreed that their barangay can provide transportation facilities and can provide promotional facilities like souvenir shop, product development shop and tour guiding. There are three items got the second highest mean score of 4.55, no. 16, 17 and 19 with the different standard deviation, no. 16 and 17 got 0.66 while no. 19 got 0.50. These items got the same descriptive equivalent of very high. These implies that the Officials of Kiorao strongly agreed that their barangay can designate suitable area for parking space, can build structure for dining and recreational activities and can provide an area for hands-on farming activities. The over-all mean result for table 5 got 4.58 with the standard deviation of 1.88 and the descriptive equivalent of very high. This further implies that the Officials of Kiorao strongly agreed that their barangay can designate, build and provide amenities as one of the requirements to become an agritourism site base on the criteria of department of tourism executive order no. 292.

Table 6 Level of Agritourism Potentials of Barangay Officials in Kiorao, Kibawe, Bukidnon in terms of Accessibility

ITEMS	MEAN	STANDARD DEVIATION	DESCRIPTION
Accessibility The place...			
21. can develop transportation access from the main road to the farm. ayuhon ang dalan gikan sa	5.00	0.00	Very High

main road og nag-unang dalan paingon sa farm.			
22. can develop a website for inquiry, information, and booking. ipalambo ang website alang sa mga pangutana, impormasyon ug booking o pagpareserba.	4.55	0.50	Very High
23. can provide visible signage for direction of farm location. magbutang sa signage/marka sa direksyon asa makita ang farm.	4.73	0.45	Very High
24. can be accessed by all type of guest or visitor. maabot sa tanang klase sa bisita.	4.36	0.64	High
25. can provide guest friendly accessibility of different amenities and facilities of the farm. mahigalaong motanyag sa mga bisita sa lainlaing mga kagamitan ug kahimanan sa kaumahan.	4.64	0.64	Very High
Over-all Mean	4.65	1.54	Very High

Table 6 shows that item no. 21 got the perfect mean score of 5.00 with the standard deviation of 0.00 and a descriptive equivalent of very high. This implies that the Officials of Kiorao strongly agreed that their barangay can develop transportation access from the main road to the farm. Item no. 23 got the second highest mean score of 4.73 with the standard deviation of 0.45 and descriptive equivalent of very high. These implies that the Officials of Kiorao strongly agreed that their barangay can provide visible signage for direction of farm location. Item no. 25 got the third highest mean score of 4.64 with the standard deviation of 0.64 and the descriptive equivalent of very high. This implies that the Officials of Kiorao strongly agreed that their barangay can provide guest friendly accessibility of different amenities and facilities of the farm. Next is item no. 22 got the mean score of 4.55 with the standard deviation of 0.50 and the descriptive equivalent of very high. This implies that the Officials of Kiorao strongly agreed that their barangay can develop a website for inquiry, information, and booking. Lastly, item no. 24 which got the mean score of 4.36 with the standard deviation of 0.64 and the descriptive equivalent of high. This implies that the Officials of Kiorao agreed that their barangay can be accessed by all type of guest or visitor. Furthermore, the over-all mean result for table 6 got 4.65 with the standard deviation of 1.54 and the descriptive equivalent of very high. This further implies that the Officials of Kiorao strongly agreed that their barangay can develop and provide accessibility as one of the requirements to become an agritourism site based on the criteria of department of tourism executive order no. 292.

Table 7 Level of Agritourism Potentials based on the Resident of Barangay Kiorao, Kibawe, Bukidnon in terms of Attractions

ITEMS	MEAN	STANDARD DEVIATION	DESCRIPTION
Attractions The place...			
1. can offer variety of farm experience (e.g.,	4.42	0.84	High

food processing activity, recreational activity and etc.). - makatanyag sa lain-laing kasinatian sa kaumahan sa pagproseso sa mga pagkaon, makalingaw nga kalihukan ug uban pa.			
2. can provide hands-on farming activities. - makahatag og hands-on nga kalihukan sa pagpanguma.	4.47	0.77	High
3. allow the guest or visitor experience fishing activities in working farm structure (e.g., ponds, rivers, lakes). - motugot sa mga bisita nga masinati ang pag pangisda nga anaa sa istructura sa pagpanguma sama sa lim-aw, suba o linaw.	3.79	1.27	High
4. can build tourism structures that will provide plantation experience and other farming activities. - makatukod og mga istraktura pangturismo nga makahatag sa kasinatian sa plantasyon ug uban pang kalihukan sa pagpanguma.	3.74	1.33	High
5. can accommodate a big number of guests and suitable transportation facility. -makahimo pagpauyo og daghan nga mga bisita ug haum nga kahimanan sa transportasyon.	3.84	1.12	High
Over-all Mean	4.05	4.17	High

Table 7 shows that item no. 2 got the highest mean of 4.47 with the standard deviation of 0.77 and descriptive equivalent of high. This implies that the resident of Kiorao agreed that their barangay can provide hands-on farming activities. Item no. 1 got the second highest mean of 4.42 with the standard deviation of 0.84 and the descriptive equivalent of high. This implies that the resident of Kiorao agreed that their barangay can offer variety of farm

experience (e.g., food processing activity, recreational activity and etc.). Third highest mean is item no. 5 which got 3.84 with the standard deviation of 1.12 and the descriptive equivalent of high. This implies that the resident of Kiorao agreed that their barangay can accommodate a big number of guests and suitable transportation facility. Next is item no. 3 got the mean of 3.79 with the standard deviation of 1.27 and the descriptive equivalent of high. This implies that the resident of Kiorao agreed that their barangay allow the guest or visitor experience fishing activities in working farm structure (e.g., ponds, rivers, lakes). Lastly, item no. 4 got the mean of 3.74 with the standard deviation of 1.33 and the descriptive equivalent of high. This implies that the resident of brgy, kiorao agreed that their barangay can build tourism structures that will provide plantation experience and other farming activities. The over-all mean result for table 7 is 4.05 with the standard deviation of 4.17 and descriptive equivalent of high. This further implies that the resident of kiorao agreed that their barangay can offer and provide attractions as one of the requirements to become an agritourism site base on the criteria of department of tourism executive order no. 292.

Table 8 Level of Agritourism Potentials based on the Resident of Barangay Kiorao, Kibawe, Bukidnon in terms of Activities

ITEMS	MEAN	STANDARD DEVIATION	DESCRIPTI ON
Activities			
The place...			
6. can provide farming activities (e.g., fishing, planting, food processing). - makahatag ug mga makalingaw nga kalihukan sa kaumahan sama sa pagpangisda, pagtanum o pagproseso sa pagkaon.	4.26	0.87	High
7. can provide water-base activities (e.g., canoeing, kayaking, and etc.) - makahatag sa water-based/katubigan nga kalihukan sama sa pagsakay sa canoe, kayak, bangka/baroto ug uban pa.	3.95	1.08	High
8. can provide trail-base activities (e.g., hiking, biking, atv and etc. - makahatag sa trail-base nga kalihukan sama sa hiking o magbaklay, magbisekleta, atv nga sakyanan ug uban pa.	4.05	1.03	High
9. can provide outdoor hard and soft activities (e.g., rock climbing, mountain biking, sightseeing, and etc.). - makahatag og kalihukan sa gawas nga sayon medyo lisod nga kalihukan sama sa	3.89	0.94	High

pagkatkat sa kabatuhan, mountain biking, sightseeing o nindot nga talan-awon ug uban pa.			
10. can provide sightseeing and other nature appreciation activities. - makamugna og nindot nga talan-awon og mga kalihukan sa kalikupan.	4.26	0.93	High
Over-all Mean	4.08	4.35	High

Table 8 shows that item no. 6 and 10 got the same highest mean score of 4.26 with the different standard deviation, item no. 6 got 0.87 while item no. 10 got 0.93. This implies that the resident of kiorao agreed that their barangay can provide farming activities (e.g., fishing, planting, food processing) and can provide sightseeing and other nature appreciation activities. Item no. 8 got the second highest mean of 4.05 with the standard deviation of 1.03 and descriptive equivalent of high. This implies that the resident of kiorao agreed that their barangay can provide trail-base activities (e.g., hiking, biking, atv and etc. Third is item no. 7 which got the mean of 3.95 with the standard deviation 1.08 and descriptive equivalent of high. This implies that the resident of kiorao agreed that their barangay can provide water-base activities (e.g., canoeing, kayaking, and etc.). Lastly, item no. 9 got the mean of 3.89 with the standard deviation of 0.94 and descriptive equivalent of high. This implies that the resident of kiorao agreed that their barangay can provide outdoor hard and soft activities (e.g., rock climbing, mountain biking, sightseeing, and etc.). The over- all result for table 8 got the mean score of 4.08 with the standard deviation of 4.35 and the descriptive equivalent of high. This further implies that the resident of kiorao agreed that their barangay can provide activities as one of the requirements to become an agritourism site base on the criteria of department of tourism executive order no. 292.

Table 9 Level of Agritourism Potentials based on the Resident of Barangay Kiorao, Kibawe, Bukidnon in terms of Accommodation

ITEMS	MEAN	STANDARD DEVIATION	DESCRIPTION
Accommodation The place...			
11. can cater day-tour tourist and visitors. - makahimo pag-alagad alang sa pagsuroy sa mga turista o bisita.	4.11	1.05	High
12. can build structure for accommodation. makatukod og istructura para sa accommodation o kapuy-an.	3.89	1.33	High

13. can develop sites for camping and other nature activities. motagana og lugar para sa mopahigayon sa camping ug uban pang kalihukan para sa gawas nga palibot.	4.16	1.01	High
14. can create structure for seminar, conference, and conventions. motukod og stractura o gambalay para sa seminar, conference ug conventions.	4.26	0.99	High
15. can provide an area for recreation and information center. mohatag ug luna o center para sa kalingawan ug impormasyon.	4.32	0.89	High
Over-all Mean	4.15	4.29	High

Table 9 shows that item no. 15 got the highest mean of 4.32 with the standard deviation of 0.89 and the descriptive equivalent of high. This implies that the resident of kiorao agreed that their barangay can provide an area for recreation and information center. Item no. 14 got the second highest mean of 4.26 with the standard deviation of 0.99 and the descriptive equivalent of high. This implies that the resident of kiorao agreed that their barangay can create structure for seminar, conference, and conventions. Item no. 13 got the third highest mean of 4.16 with the standard deviation of 1.01 and descriptive equivalent of high. This implies that the resident of kiorao agreed that their barangay can develop sites for camping and other nature activities. Next is item no. 11 which got the mean score of 4.11 with the standard deviation of 1.05 and the descriptive equivalent of high. This implies that the resident of kiorao agreed that their barangay can cater day-tour tourist and visitors. Lastly, item no. 12 which got the mean score of 3.89 with the standard deviation of 1.33 and the descriptive equivalent of high. This implies that the resident of kiorao agreed that their barangay can build structure for accommodation. The over-all result for table 9 got the mean result of 4.15 with the standard deviation of 4.29 and descriptive equivalent of high. This further implies that the resident of kiorao agreed that their barangay can cater and provide accommodation as one of the requirements to become an agritourism site base on the criteria of department of tourism executive order no. 292.

Table 10 Level of Agritourism Potentials based on the Resident of Barangay Kiorao, Kibawe, Bukidnon in terms of Amenities

ITEMS	MEAN	STANDARD DEVIATION	DESCRIPTIO N
Amenities The place...			
16. can designate suitable area for parking space. motagana og haum nga luna para sa parking space o parkingan sa mga sakyanan.	4.32	1.00	High
17. can build structure for dining and recreational activities. motukod og stractura	4.37	0.90	High

para kan-anan ug para sa kalingawan nga kalihukan.			
18. can provide transportation facilities. mohatag og sakyanan para sa transportasyon.	4.21	0.98	High
19. can provide an area for hands-on farming activities. makahatag og lugar diin himuon ang hands-on farming activities o kalihukan sa pagpanguma.	4.32	0.89	High
20. can provide promotional facilities like souvenir shop, product development shop and tour guiding. makahatag ug maayong facilidad sama sa souvenir shop, product development shop ug tour guiding.	4.16	1.01	High
Over-all Mean	4.27	4.27	High

Table 10 shows that item no. 17 got the highest mean of 4.37 with the standard deviation of 0.90 and the descriptive equivalent of high. This implies that the resident of Kiorao agreed that their barangay can build structure for dining and recreational activities. Item no. 16 and 19 got the second highest mean of 4.32 with the different standard deviation, item no. 16 got 1.00 and item no. 19 got 0.89 with the same descriptive equivalent of high. These implies that the resident of Kiorao agreed that their barangay can designate suitable area for parking space and can provide an area for hands-on farming activities. Item no. 18 got the third highest mean of 4.21 with the standard deviation of 0.98 with the descriptive equivalent of high. This implies that the resident of Kiorao agreed that their barangay can provide transportation facilities. Item no. 20 got the mean result of 4.16 with the standard deviation of 1.01 and the descriptive equivalent of high. This implies that the resident of Kiorao agreed that their barangay can provide promotional facilities like souvenir shop, product development shop and tour guiding. The over-all result for table 10 got the mean result of 4.27 with the standard deviation of 4.27 and descriptive equivalent of high. This further implies that the resident of Kiorao agreed that their barangay can designate, build and provide amenities as one of the requirements to become an agritourism site base on the criteria of department of tourism executive order no. 292.

Table 11 Level of Agritourism Potentials based on the Resident of Barangay Kiorao, Kibawe, Bukidnon in terms of Accessibility

ITEMS	MEAN	STANDARD DEVIATION	DESCRIPTION
Accessibility The place...			
21. can develop transportation access from the main road to the farm. ayuhon ang dalan gikan sa main road og	4.63	0.76	Very High

nag-unang dalan paingon sa farm.			
22. can develop a website for inquiry, information, and booking. ipalambo ang website alang sa mga pangutana, impormasyon ug booking o pagpareserba.	4.21	0.79	High
23. can provide visible signage for direction of farm location. magbutang sa signage/marka sa direksyon asa makita ang farm.	4.11	1.05	High
24. can be accessed by all type of guest or visitor. maabot sa tanang klase sa bisita.	4.32	1.00	High
25. can provide guest friendly accessibility of different amenities and facilities of the farm. mahigalaong motanyag sa mga bisita sa lainlaing mga kagamitan ug kahimanan sa kaumahan.	4.47	0.84	High
Over-all Mean	4.35	3.81	High

Table 11 shows that item no. 21 got the highest mean of 4.63 with the standard deviation of 0.76 and descriptive equivalent of very high. This implies that the resident of kiorao strongly agreed that their barangay can develop transportation access from the main road to the farm. Item no. 25 got the second highest mean of 4.47 with the standard deviation of 0.84 and the descriptive equivalent of high. This implies that the resident of kiorao agreed that their barangay can provide guest friendly accessibility of different amenities and facilities of the farm. Item no. 24 got the third highest mean of 4.32 with the standard deviation of 1.00 and the descriptive equivalent of high. This implies that the resident of kiorao agreed that their barangay can be accessed by all type of guest or visitor. Item no. 22 got the mean result of 4.21 with the standard deviation of 0.79 and the descriptive equivalent of high. This implies that that the resident of kiorao agreed that their barangay can develop a website for inquiry, information, and booking. Lastly, item no. 23 which got the mean result of 4.11 with the standard deviation of 1.05 and the descriptive equivalent of high. This implies that the resident of kiorao agreed that their barangay can provide visible signage for direction of farm location. The over-all result for table 11 got the mean result of 4.35 with the standard deviation of 3.81 and descriptive equivalent of high. This further implies that the resident of kiorao agreed that their barangay can develop and provide accessibility as one of the requirements to become an agritourism site base on the criteria of department of tourism executive order no. 292.

4] CONCLUSION

The following conclusions were drawn based on the findings of this investigation.

1. The Barangay Officials and farmers of Barangay Kiorao can, provide and accommodate major structures for the different types of attractions;

2. The Barangay Officials and farmers of Barangay Kiorao can provide farm related activities as well as other recreational activities such as sightseeing and nature appreciation activities;
3. The Barangay Officials and farmers of Barangay Kiorao, believed that they can create structure, develop sites, provide an area for recreation and build structure for accommodations;
4. The Barangay Officials and farmers of Barangay Kiorao can designate, build and provide promotional facilities like souvenir shop, product development shop and tour guiding;
5. The Barangay Officials and farmers of Barangay Kiorao can develop and provide different amenities and facilities for accessibility of the barangay.

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7] Data Availability:

“No new data were created or analyzed in this study”.

8] Conflict of interest: The authors declare that there is **no conflict of interest**

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11] Miscellaneous:

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