

Tourist Motivations and Preferences on Visiting Agritourism Laguna, Philippines

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Abstract – This study focuses on tourists' motivations and preferences, specifically from urban areas, when they visit Agritourism sites. Agritourism has a huge potential since the country has rich natural resources but this sector is not as familiar to tourists since it lacks marketing and advertising support as well as the capability to function tour operations. That is why to bridge the gap between Agritourism and potential tourists, a descriptive method was used through the quantitative method with 144 respondents who agreed to participate in the survey that was conducted. The results revealed that tourists from urban areas mostly do not have specific extremes towards their personality in traveling. They are either adventurous or conservative making them have the highest percentage of contribution in the market. Also, most respondents agreed that relaxation and leisure have a huge impact on their internal motivation when it comes to traveling to Agritourism sites while having a well-informed staff is essential for their external motivation. As for the respondents' preferences on Agritourism supplies, they both prefer passive and active services, activities, and facilities. Consequently, the results revealed that the psychographic profile of tourists from urban areas does not affect both their motivation and preferences on Agritourism supplies. When it comes to the relationship of their motivation and preferences, it shows that there is a significant relationship between tourists' motivation and their preferences on Agritourism supplies. Therefore, training local farmers and owners about the functions of tour operations and marketing is one key for Agritourism sites to have more opportunities to cater to tourists. Also, innovate and initiate infrastructures that are dynamic and can cater to both active and passive activities. However, if extreme activities are not preferred by Agritourism owners, they can opt to offer more immersive activities instead. Consequently, the preservation of the rural character must also be prioritized to maintain tourists' motivations and sustainability.

Keywords: Agritourism, Tourist motivation, Preference on agritourism supplies

INTRODUCTION

Tourism progresses as days and generations do so. Present-day tourism, also known as Modern Tourism, refers to the progress of this industry that allows the adaptation of modern techniques in developing and attracting more tourists. Agritourism, as a part of the sustainable approach in this modern tourism, gives an experience to the people in which they are being connected to nature and acquiring broad knowledge about farms and crops. It is also an eye-opener about the lifestyle of the people in rural areas. Tourism is a great deal for the Philippines as it is known for its rich biodiversity ranging from beautiful islands and beaches to wonderful volcanoes and mountains, peaceful tropical rain forests to historical and cultural heritage. However, tourism activities in rural areas, especially agriculture-related activities, find their location as their limitation. Since Agritourism is usually located in rural

areas, it is harder for this sector to cater to more tourists specifically tourists from urban areas for this niche market are those who commonly find themselves long to travel. This makes them the most numbered in the tourist population. Consequently, the Department of Tourism Farm and Ecotourism team head, mentioned that lack of marketing support and absence of farm tourism owners to take on functions of tour operation is the gap of Agritourism in the country. Therefore, understanding further tourist motivation and preferences on Agritourism will be a valuable step to bridge tourists from urban areas and Agritourism sites from rural areas.

The Philippines is one of the countries that are recognized as a top Agritourism destination [1]. It is a country known for exporting crops such as food crops. Farm-related activities in the Philippines are often formed as a climate change adaption. It shows the

challenges of the farmers in the Philippines and the factors of their success [2]. The future of the Philippines can be curved if Agritourism will be developed. It is stated that agriculture is the backbone of the economy because it provides for the needs of the people [3].

Southeast Asian Regional Center for Graduate Study and Research in Agriculture (SEARCA) Director Gil C. Saguiguit Jr. said, "We are happy that four years later, the Philippines has signed into law the Farm Tourism Development Act. It will help raise farmers' incomes and increase players in the rural tourism industry," as they start introducing the advocacy of Farm Tourism in the Philippines last 2012. But for 8 years now, there is still a huge gap in this sector. The gaps in the Agritourism of the Philippines include the absence and lack of marketing support and absence of farm owners to take on functions of tour operations as claimed by Gwendolyn S. Batoon, the Department of Tourism (DOT) Farm & Ecotourism team head, at the SEARCA workshop. As can be observed, agritourism has a huge potential since the country has rich natural resources but, this sector is not as well-known to tourists since it lacks marketing and advertising support as well as the capability to function tour operations [4].

For these reasons, this study aims to answer if tourists from urban areas have a specific personality when it comes to traveling in terms of allocentric, psychometric, and mid-centric. Allocentric tourists are outgoing, extroverted tourists who enjoy meeting new people from diverse cultures. These tourists are more confident and are up for new experiences and extreme activities in unique new destinations [5]. While Psychocentric tourists are into usual and familiar destinations avoiding uncertainty [6] and they travel for a purpose of relaxation [7]. Then, Midcentric is a balanced combination of both allocentric and psychometric. Sometimes they are adventurous and wanted to take a risk resulting in them having a higher percentage of contribution in the market [8].

Also, to reveal whether the mentioned tourists have unique motivation and preferences when visiting Agritourism since tourists from urban and rural areas have differences when it comes to their motivation and preferences [9]. Moreover, the motivation theory, mentioned that tourist motivation varies internally and externally [10]. Internal motivation is covers those personal reasons that push tourists to go out of their usual environment; This reflects tourists' personalities. Meanwhile, external motivation is what pulls tourists to visit a certain attraction, which refers to the supplies

that can be seen and experienced in the actual attraction; This reflects tourists' preferences. Connecting and understanding tourists' personalities, motivations and preferences will be a huge step in providing references for Agritourism sites to consider in supplying their business attractions. Therefore, it will be beneficial for organizations promoting Agritourism, Agritourism sites themselves, the farmers, and employees alike, the community, and for future researchers.

OBJECTIVES OF THE STUDY

This study aimed to determine the factors tourists from Laguna consider in visiting Agritourism sites, more specifically to: first, determine tourists' psychographic profile toward traveling in terms of allocentric, psychometric, and mid centric; second, identify possible tourist motivation on visiting Agritourism in terms of internal motivation and external motivation; third, determine tourists' preferences on visiting Agritourism supplies in terms of facilities, services, and products/activities; fourth, test the significant difference on the tourist motivation and preferences when grouped according to psychographic profile; fifth, test the significant relationship between tourist motivation and preferences on Agritourism supplies; and lastly, propose an action plan for Agritourism development.

MATERIALS AND METHODS

The researchers conducted quantitative research to collect the data. For the researchers to gather statistics and information, the use of online surveys was utilized from a sample size of 144. The respondents for this study were tourists from Laguna, specifically from the cities of Calamba, Santa Rosa, Binan, and Cabuyao. Specifically, 36 respondents in each city were mentioned. The sampling technique that was used to determine the size of the respondents for this study was Quota Sampling. The questionnaire was researcher-made. The Cronbach Alpha for the pilot test was 0.934. As the researchers distributed the questionnaire online, there was an informed consent attached to the questionnaire stating that upon submitting the form, they agree that the data they have given would be used solely for the study. The researchers used statistical tools to collect the data to interpret the Percentage, Frequency Distribution, Weighted Mean, ANOVA, and Spearman Rho was used.

RESULTS AND DISCUSSION

The psychographic profile of tourists is shown in this section. The result was presented in terms of allocentric, psychometric, and mid-centric. The indicators below are the items that correspond to the questions in the instrument.

Table 1 Tourists' psychographic profile

Indicators	ALL		PSY		MID	
	f	%	f	%	f	%
Destination Choices	10	7	9	6	125	87
Preferences on Activities	46	32	28	19	70	49
Tour Structure and Freeness on Trips	92	64	33	23	19	13
Purpose of Travel	12	8	14	10	118	82
Socialization in Travelling	50	35	22	15	72	50

Legend: *Allocentric (All) Psychometric (Psy) Midcentric (Mid)*

The respondents have the highest frequency or percentage on the mid centric under the destination choices (87%). This shows that the majority prefer both urban and rural tourist attractions. In this case, the destination choices of tourists can be easily satisfied since they prefer either of the two choices. This makes them have a higher percentage of contribution in the market [8].

The second-highest percentage in the data is the mid centric in the purpose of travel (82%). Next is also the mid centric from socialization in traveling (50%). Then, mid centric in preferences on activities (49%). However, what makes the result unique and interesting is the high percentage of allocentric towards tour structure and freeness on trips (64%). This is the only indicator resulting in allocentric as the highest percentage that the respondents possess when it comes to travel personality. Therefore, most of the respondents pay more attention to how much freedom and flexibility they can have on tours for allocentric are those people who are adventurous and outgoing [11].

It can be seen in Table 3 that the respondents strongly agreed on the given indicators with a composite mean of 3.60. It appears that the respondents strongly agreed that their main reason for traveling to rural areas are for the sake of relaxation and to escape from stress (3.80) ranking first in the specified indicators. This objective mostly applies to almost every individual. From students trying to go through with studies may it be face-to-face or through online classes trying to find a way to ease up tension and anxiety, to different employees of different groups

and companies trying to escape workload and to release the rigid routine of working.

In connection to recent events, Airbnb hosts in rural places have suffered due to the coronavirus pandemic but on the contrary, it has been away for Airbnb hosts from the rural area's businesses to emerge due to travelers looking for different, new, and safe environments to escape the said virus [12]. In addition, people who normally live in the busy streets of the city are finding comfort in renting and staying in the countryside. And with the fear of the second wave of the virus, most families find this as the best way to avoid crowds and to spend the rest of the lockdown on spacious grounds.

Table 3 Tourist motivations on visiting agritourism in terms of internal motivation

Internal Motivation	WM	VI	Rank
1. for leisure motivation or to simply have fun and try something new.	3.58	SA	3
2. to develop skills and abilities and enhancing environmental ethics.	3.49	A	6
3. to maintain the pride of one's culture, support sub-cultural groups, and for social interaction.	3.53	SA	4.5
4. for relaxation and to escape from stress.	3.80	SA	1
5. to escape the usual environment or routine.	3.67	SA	2
6. to celebrate occasions with family and friends.	3.53	SA	4.5
Composite Mean	3.60	SA	

Legend: 3.50 – 4.00 = Strongly Agree (SA); 2.50 – 3.49 = Agree(A); 1.50 – 2.49 = Disagree(D); 1.00 – 1.49 = Strongly Disagree (SD).

Additional information by the same table, the respondents admit that one of their internal motivations for traveling to rural places is to escape the usual environment or routine (3.67). Also, one of many reasons the respondents travel is for leisure and fun and to try something new (3.58) ranking third in the given indicators. Also, maintaining pride in one's culture, support sub-cultural groups and social interaction (3.53), and celebrating occasions with family and friends (3.53) ranking fourth in the given indicators.

Lastly, the respondents also agreed that one of their reasons for traveling is to develop skills and abilities and to enhance environmental ethics (3.49) ranking as the lowest in the given indicators. Developing new skills and abilities is still again regardless of how big or small they are. From time management and having the patience to learning to come out of one's comfort zone and never taking nature for granted.

Table 4 Tourist motivations on visiting agritourism in terms of external motivation

External Motivation	WM	VI	Rank
1. I look forward to outdoor activities.	3.51	SA	5
2. I desire contact with residents' hospitality and communicativeness.	3.34	A	6
3. I desire to experience space and freedom.	3.65	SA	3.5
4. I look forward to traditional food.	3.65	SA	3.5
5. I look forward to outstanding scenery.	3.76	SA	2
6. I look forward to experiencing the stillness and calmness of rural settings.	3.78	SA	1
Composite Mean	3.62	SA	

Legend: 3.50 – 4.00 = Strongly Agree (SA); 2.50 – 3.49 = Agree(A); 1.50 – 2.49 = Disagree(D); 1.00 – 1.49 = Strongly Disagree (SD).

Table 4 presents the results of the respondents where they strongly agreed on the given indicators with a composite mean of (3.62). It appears in the table above that the respondents strongly agreed that one of their strongest external motivations in visiting agritourism is to experience the stillness and calmness of the rural setting (3.78) ranking first in the specified indicators. As those who live in the city are surrounded by buildings and busy roads, it is almost impossible to find a calm and peaceful place that isn't on top of a building. It is understandable as to why most people in the urban areas crave the refreshing and aesthetically pleasing surroundings of nature for it is undeniably the best way to destress and to contemplate one's life. Seeing beautiful and aesthetically pleasing scenery and landscapes can create a meaningful connection with nature and could enhance one's well-being by refreshing one's mind and body as well as one's quality of life. Furthermore, those people who have been working hard see visiting natural sceneries as a form of reward, which then helps boost one's mood and promote inner motivation and more productivity [13].

On the other hand, it can also be seen in the same table, one of the respondents' external motivations in visiting agritourism sites is because of its outstanding scenery (3.76). Moreover, more reasons for the respondents' external motivations are to experience space and freedom (3.65) and to experience different traditional foods (3.65). Plus, they also look forward to outdoor activities (3.51).

Finally, one of the many motivations the respondents agreed to is the desire to connect with the residents' hospitality and communicativeness (3.34). Ranked as the lowest in the given indicators. Getting to experience different cultures and hospitality is a great

way for someone to gain empathy among others and create a connection with other people [14]. Since when situated in a place with different ways and cultures, a person must learn to be open to it and learn that not every culture is the same way, and must-see it from different perspectives.

The results of tourists' preferences on Agritourism supplies are presented in this table. specifically, in terms of facilities, services, and products/activities.

Table 5 Tourists' preferences on agritourism supplies in terms of facilities

Facilities	WM	VI	Rank
1. There must be safety in unfamiliar equipment and areas.	3.81	SA	2
2. Facilities must have sanitation and disinfection amidst the facilities and produced products.	3.85	SA	1
3. A Garden or orchard must be present to be able to operate garden tours.	3.50	SA	6
4. Facilities must be aesthetically pleasing and have meaningful sceneries and landscapes.	3.68	SA	4
5. There must be parking lots.	3.67	SA	5
6. There must be lodging amenities for staycations.	3.71	SA	3
Composite Mean	3.70	SA	

Legend: 3.50 – 4.00 = Strongly Agree (SA); 2.50 – 3.49 = Agree(A); 1.50 – 2.49 = Disagree(D); 1.00 – 1.49 = Strongly Disagree (SD).

Table 5 implies that the tourists strongly agreed that the Facilities are important when it comes to their preferences on Agritourism Supplies (3.70). It shows that Facilities affects their perception when it comes to Agritourism Sites. It is promoted in today's modern world is a reason that the world is aiming for sustainable rural development. The facilities have a big impact on Agritourism Sites it is the main problem when it comes to increasing of demand of agritourism, the number of the tourist are increasing if they find the facilities attractive.

The highest indicator from the table that the respondents strongly agreed with is that “The Facilities must have sanitation and disinfection amidst the facilities and produced products (3.85). The tourists are more concerned about the cleanliness of the facilities and their products. Especially now that there is pandemic, tourists are strict when it comes to sanitation since it will affect their health. Tourists who have visited a farm served as a basis on what are the factors that satisfy them for the development of Agritourism [15]. The highest measure of the variable to satisfy them is the improvement of the cleanliness of facilities.

As the lack of sanitation is the major public health concern, lack of suitable sanitation in the facilities will increase the cause of anxiety, especially to the women and children.

On the other hand, the respondents strongly agreed that there must be safety in unfamiliar equipment and areas (3.81). The respondents strongly agreed that there must be lodging amenities for staycations (3.71) ranked third in the table. Also, the respondents strongly agreed that the facilities must be aesthetically pleasing and meaningful sceneries and landscapes (3.68) fifth, the respondents strongly agree that there must be parking lots.

Lastly, the respondents also strongly agreed that a Garden or orchard must be present to be able to operate garden tours (3.50). Tourists are also interested in the garden especially now that a lot of people are into planting different kinds of plants. Operating garden tours will help the tourists gain knowledge about gardens or orchards. Garden has a big impact especially on the market and the perception of the people to Agritourism.

Table 6 Tourists' preferences on agritourism supplies in terms of services

Services	WM	VI	Rank
1. Staff must be well informed in terms of answering inquiries.	3.86	SA	1
2. Agritourism sites must have guides who are informative about the farm's operations and features.	3.71	SA	5
3. A service that gives tourists the freedom to explore the Agritourism site.	3.66	SA	6
4. Agritourism sites must be accessible to not only the 'regular' individuals but as well as to senior citizens and persons with disabilities.	3.73	SA	4
5. A service that would make their customers feel at home even if they're away from home.	3.74	SA	3
6. Service must be sincere and with commitment, enthusiasm, and hospitality.	3.81	SA	2
Composite Mean	3.75	SA	

Legend: 3.50 – 4.00 = Strongly Agree (SA); 2.50 – 3.49 = Agree(A); 1.50 – 2.49 = Disagree(D); 1.00 – 1.49 = Strongly Disagree (SD).

It can be gleaned from Table 6 that the Services affects the Tourist's preferences on Agritourism Supplies (3.75). It has been proven that services are known to act as a vital factor when it comes to agritourism [16]. With that, it is a must for agritourism sites to possess services that are professional, outstanding, and hospitable and to have staff that is

well informed in terms of answering inquiries and guides who are informative about the farm's operations and features. Quality of high services is important in Agritourism to ensure the existence of the staff in the field to provide excellent service quality. The highest indicator from the table is the staff must be well in terms of answering inquiries (3.86). The visitors are deciding whether they will come or not are based on the impression that the staff gives when they are responding to the inquiries/questions. People are more focused on the time of the response so knowing to answer inquiries is important [17].

Also, the respondents strongly agreed that service must be sincere and with commitment, enthusiasm, and hospitable (3.81). Third, in the indicators, the respondents strongly agreed that they want a service that will make them feel at home (3.74). As well as the respondents strongly agreed that Agritourism sites must be accessible to not only the 'regular' individuals but as well as to senior citizens and persons with disabilities (3.73). Ranked fifth on the indicators Agritourism sites must have guides who are informative about the farm's operations and features (3.71).

At last, tourists are traveling for a reason that they want an escape; they want to feel the freedom; and they want to explore. They must have the power on deciding what they will do in a certain destination. The lowest in the indicators the respondents strongly agreed that the tourists must have the freedom to explore that Agritourism site (3.66). It is important to have an interaction or a strong connection between the tourist and the Agritourism sites it will help to further studies about agriculture/agritourism [18]. The tourist and visitors want an attractive farm wherein the agritourism is developed and has improved service in a reason that they want to roam around, relax, and enjoy.

Table 7 implies that the tourists as the respondents strongly agree that the Products on Agritourism Sites have an impact on their preferences on Agritourism Supplies (3.56). Providing products that are innovated has a big impact on the tourist's preferences on Agritourism Supplies there is a high level of percentage on satisfactory if the products that will be provided are something that will get the tourist's attention. Agritourism has contributed a lot of things, especially to the farmers. Producing diverse products in agritourism will increase the visitations it will be a great advantage especially to the farmers.

The highest indicator which ranked first wherein the respondents strongly agreed that it

promotes health and wellness for those who seek healing from natural extracts – phytotherapy (3.65). Nowadays, people are more conscious of their health. Phytotherapy is a big help in preventing diseases and Agritourism also promotes health to the tourists.

Table 7 Tourists' preferences on agritourism supplies in terms of products

Products	WM	VI	Rank
1. Agritourism sites must have activities or rides that can be experienced such as zipline, biking, horse-riding, etc.	3.52	SA	5
2. There's a 'pick and eat' where you get to experience eating the food you have freshly picked from the site.	3.56	SA	4
3. There must be a workshop regarding conventional country craftsmanship and culture	3.44	A	6
4. Agritourism sites must have fresh local products directly being sold.	3.62	SA	2
5. It promotes health and wellness for those who seek healing from natural extracts – phytotherapy.	3.65	SA	1
6. Agritourism sites must have crops and livestock to showcase tourists for sightseeing.	3.58	SA	3
Composite Mean	3.56	SA	

Legend: 3.50 – 4.00 = Strongly Agree (SA); 2.50 – 3.49 = Agree(A); 1.50 – 2.49 = Disagree(D); 1.00 – 1.49 = Strongly Disagree (SD).

Having said that, ranked second on the indicators that the respondents strongly agreed is Agritourism sites must have fresh local products directly being sold (3.62). Another that the respondents strongly agreed with is Agritourism sites must have crops and livestock to showcase tourists for sightseeing (3.58). Fourth, the respondents strongly agreed that there must be a 'pick and eat' where they get to experience eating the food they have freshly picked from the site (3.56). Further, ranked fifth in the indicators Agritourism sites must have activities or rides that can be experienced such as zip line, biking, horse-riding, etc. (3.52).

Table 7 implies that the tourists as the respondents strongly agree that the Products on Agritourism Sites have an impact on their preferences on Agritourism Supplies (3.56). Providing products that are innovated has a big impact on the tourist's preferences on Agritourism Supplies there is a high level of percentage on satisfactory if the products that will be provided are something that will get the tourist's attention. Agritourism has contributed a lot of things, especially to the farmers. Producing a diverse product in agritourism will increase the visitations it will be a great advantage especially to the farmers.

Lastly, in this table, the sixth-ranked in the indicators is the only one that the respondents agreed on that there must be a workshop regarding conventional country craftsmanship and culture (3.44). Workshops regarding conventional country craftsmanship and culture are one activity that can help teach not just the individuals who are getting ready for the agrarian field [19]. It will also be a way for locals and tourists to acquire knowledge and skills. Having an organization that implementing workshops will help the developing country to develop their creativity [20].

The difference of tourist motivation – both internal and external motivation – and the preferences of tourists in Agritourism supplies in terms of facilities, service, and products/activities are presented in this section as they are a group to the Psychographic profile.

Table 8 Difference in the tourist motivation when grouped according to psychographic profile

Internal Motivation grouped by	f-value	p-value	I
1. Destination choices	.395	.675	NS
2. Preferences on activities	.144	.866	NS
3. Tour structure and freeness on trips	.233	.792	NS
4. Purpose of travel	.741	.479	NS
5. Socialization in traveling	1.683	.190	NS
External Motivation grouped by	f-value	p-value	I
1. Destination choices	.199	.820	NS
2. Preferences on activities	.040	.961	NS
3. Tour structure and freeness on trips	3.269	.041	S
4. Purpose of travel	2.098	.126	NS
5. Socialization in traveling	1.377	.256	NS

Legend: If p-value is <.05, Significant (S). If p-value is >.05, Not Significant (NS).

For the difference of tourist motivation when grouped according to psychographic profile, table 8 reveals that the psychographic profile of the respondents is not significant to their internal motivation and mostly to their external motivation as well. Although the respondents have strongly agreed to the indicators of tourist motivations from the previous table, the result of this table implies that they do not take into consideration the extremes of their tours because most of the respondents have a mid-centric personality as they travel. It means that their motivation cannot be specified into psychometric or allocentric for most of them both possess these personalities. The reason behind this is that mid-centric are travelers who can be afraid of uncertainty yet, they can take a risk just to obtain new experiences [11].

However, the difference in tour structure and freeness on trips under external motivation makes a unique result for this is the only indicator resulting in a significant difference (f=3.269, p=0.41). This was made possible as this indicator is the only indicator that resulted to allocentric in the psychographic result at the

first part, and everything else majored in mid centric. Most of the tourists take serious consideration on tour structure and freeness on trips. Although they are not mindful of the other indicators, they pay attention more to how much freedom and flexibility they can have on tours. This is because rural tourism is mostly associated to allow people to have more freedom of movement. Because it is not about travel, it is more about freedom [21]; that in freedom, everything else that tourists desire under their motivations will follow. Having the opportunity to be in control during tours leads to satisfaction to escape from the usual routine and stress and other reasons tourists have strongly agreed as their motivation to travel.

Table 9 Difference in the tourists' preferences on agritourism supplies when grouped according to psychographic profile

Facilities grouped by		f-value	p-value	I
1.	Destination choices	2.080	.129	NS
2.	Preferences on activities	.168	.845	NS
3.	Tour structure and freeness on trips	.110	.896	NS
4.	Purpose of travel	.384	.682	NS
5.	Socialization in traveling	.955	.387	NS
Services grouped by		f-value	p-value	I
1.	Destination choices	2.130	.123	NS
2.	Preferences on activities	.285	.752	NS
3.	Tour structure and freeness on trips	1.218	.299	NS
4.	Purpose of travel	.489	.615	NS
5.	Socialization in traveling	.652	.522	NS
Products grouped by		f-value	p-value	I
1.	Destination choices	.063	.939	NS
2.	Preferences on activities	1.697	.187	NS
3.	Tour structure and freeness on trips	.382	.683	NS
4.	Purpose of travel	.924	.399	NS
5.	Socialization in traveling	.354	.703	NS

Legend: If p-value is <.05, Significant (S). If p-value is >.05, Not Significant (NS).

As for the difference of tourists' preferences on Agritourism supplies when grouped according to psychographic profile, Table 9 implies preferences of tourists toward Agritourism sites' facilities, services, and products do not have a significant effect on their psychographic profile. Meaning, in this case, tourists' psychographic profile and preference are independent of one another. They do not affect each other.

This somehow makes sense since tourists tend to be mid-centric. They do not have a specific preference making them flexible in accepting supplies that are offered to them - may it be for passive or for adventurous tourists.

On the other hand, though tourists' preferences on Agritourism supplies do not have a significant difference to their psychographic profile, facilities, services, and products are an essential tool to consider when it comes to the tourism sector. In addition,

tourism products have a positive and significant impact on the satisfaction of tourists [22].

Table 10. Relationship of tourist motivation and preferences on agritourism supplies

Internal Motivation vs		rho-value	p-value	I
1.	Facilities	.336	.000	S
2.	Services	.344	.000	S
3.	Products	.348	.000	S
External Motivation vs		rho-value	p-value	I
1.	Facilities	.283	.001	S
2.	Services	.455	.000	S
3.	Products	.327	.000	S

L Legend: If p-value is <.05, Significant (S). If p-value is >.05, Not Significant (NS).

For the relationship of tourist motivation and preferences on Agritourism supplies, table 5 reveals that the internal motivation of the respondent's matters when it comes to choosing their preferences in Agritourism supplies may it be on Facilities ($r=.336$, $p<.01$), Services ($r=.344$, $p<.01$), and Products ($r=.348$, $p<.01$). The same result goes with the external motivation of the respondents showing a significant difference in their preferences on Agritourism supplies - under this are the Facilities ($r=.283$, $p<.01$), Services ($r=.455$, $p<.01$), Products ($r=.327$, $p<.01$). This implies that both the internal and external motivation of the respondents does affect their preferences on Agritourism Supplies since all the interpretations are Significant.

It is because external motivation is an action that motivates the people on how to act and it claims that under their actions are their nature of needs. External is the tangible resources of a tourist site such as landscapes or beaches. Moreover, the internal motivation of a person has something to do with their values, goals, and their choices with these it influences their choice of preferences on what are the things that they want to see and to do [23]. Having attractive Agritourism Sites that show development on Agritourism Supplies is very attractive to both domestic and foreign visitors. This shows that when agritourism supplies are developed it serves as their internal motivation to visit agritourism such as certain activities that they will enjoy.

Table 11 is the action plan proposed for Agritourism development aligned to the result of this study. As the Agritourism sector's biggest gap is the lack of advertising and the capability to function tour operations, here are strategies that can be considered to contribute to further development.

Table 11. Action plan for agritourism development

Key Result Areas	Strategies	Outcomes
1. Train and educate local farmers about the functions of tour operations and marketing.	<p>Business owners and Agritourism organizations such as the Department of Tourism (DOT) and Southeast Asian Regional Center for Graduate Study and Research in Agriculture (SEARCA) must build partnerships and provide training to farmers and employees alike for them to have a more extensive knowledge and skills that will be useful for to sustain the site and attract more tourists at the same time.</p> <p>Also, they can encourage farmers to participate as early as the planning process.</p>	<p>With more extensive knowledge and skills about tour operations and marketing, farmers and business owners will have further ideas and opportunities on how the Agritourism sites will be more attractive to tourists and be sustained as well.</p>
2. Innovate and initiate infrastructures that are dynamic and can cater to both active and passive activities as stated by their preferences on Agritourism supplies.	<p>Evaluate land capacity and the products available to be offered.</p> <p>They can adopt change and be innovative by starting new and more dynamic facilities, services, and activities for tourists.</p> <p><i>Such as in terms of:</i></p> <p><i>Facilities:</i> Overnight accommodations, bed and breakfast “Glamping” (furnished tents or cabins), Camping sites</p> <p><i>Services:</i></p> <ul style="list-style-type: none"> - Full-service day or overnight package with the inclusion of activities and meals. - Equipment rentals associated with activities offered - Hands-on Experiences, Crafting - Animal caring, Flower arranging - Classes in planting, harvesting, cooking, and medicinal herbs <p><i>Products/Activities:</i> Handcrafted products, Traditional and unique delicacies, Souvenirs, Phytotherapy or herbal supplements</p> <p>Active Activities: ziplines, rock climbing, horseback riding and guided hunting etc.</p> <p>However, if such extreme activities are not preferred by Agritourism owners, they can opt to offer more immersive activities instead. And, they must still follow the limitations of policies implemented by their locals.</p> <p>Passive Activities: pick and eat or farm to table, farm sightseeing, garden tours etc.</p>	<p>Agritourism innovations like attractions to cater to a wide range of markets or tourists since facilities, services, and products/activities are more extensive.</p> <p>There will be an increase in tourist flow in this sector.</p> <p>Note that facilities, services, and products/activities vary depending of course, on the land capacity of the site. And that natural resources must also be sustained</p>
3. The preservation of the rural character must also be prioritized to be able to cater to tourists' motivation.	<p>Evaluate structural barriers and resources that need to be sustained.</p> <p>Organize a set of levelled standards for agritourism supplies. Such as infrastructure and product standards.</p> <p>For example: A maximum of 30% of the land capacity must only be allowed to contain man-made infrastructure and the rest must be more connected to natural resources, mar it be infrastructure, product, or services.</p> <ul style="list-style-type: none"> - Sites must comply with proper waste segregation or even better, zero-waste management. 	<p>Since development may require attractions to further develop infrastructure that may lessen the rural character of the site, establishing standards allows Agritourism sites to have an idea of the limitations they must comply with. Moreover, Agritourism sites in Laguna will have a uniform setting. This will also satisfy tourists' motivation on experiencing the calmness of attraction out of its natural character.</p>

4. Work more on advertising to disseminate awareness about Agritourism.	Start by using and instilling the word "Agritourism" and its definition to the mass. Then, its capabilities to entertain the public. Local government, Agritourism site owners, and organizations alike must come together. A specific Agritourism site can also introduce the special cuisine that distinguishes them from any other site. Introducing unique delicacies can serve as a brand to the Agritourism site.	Agritourism will be more known, and more tourists will consider visiting Agritourism sites.
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Note: People involved are the following but not limited to DOT, SEARCA, Local Government and Agritourism site owners, farmers, and employees alike.

Through this study, it can be ascertained that urban tourists tend to have a mid-centric personality towards traveling. Meaning, they are the type of tourists who consider any kind of activities and products since they can be either outgoing adventurous or conservative, and passive. Therefore, it is essential for Agritourism sites to have a more extensive Agritourism supply. Tourists are both internally and externally motivated to visit Agritourism attractions affirming that they are mainly attracted for relaxation and to experience the calmness of rural settings. That is why, amidst all the development and innovations that this sector can adapt, the overall sustainability and natural resources of the attraction must be retained and preserved.

CONCLUSIONS AND RECOMMENDATIONS

Based on the results, it can be deduced that tourists from urban areas mostly do not have specific extremes towards their personality in traveling. They are either adventurous or introverted. However, despite that they are open to options, these tourists still take seriously consideration the freedom they have as they travel. Being able to handle and budget their own time during tours is more important rather than following a structured itinerary. This is because tourists from urban areas are so used to the usual routine that requires them to follow a day-to-day schedule. This structured routine in their daily lives leads them to opt for a more relaxed expectation on their tours rather than a higher expectation.

With their personalities open for possibilities, a tourist from urban areas makes a huge contribution in the market since their personalities are wide-reaching allowing them to consider any product they are offered to. The tourist preferences and motivation which are internal and external are important when it comes to the Agritourism Supplies such as the Facilities, Services, and Products. The motivation and preferences on Agritourism supplies explain their behavior since their motivation is aligned to their preferences towards Agritourism supplies. Therefore, the motivation of the tourists affects their decision on Agritourism sites.

Creating innovative and dynamic facilities, services, and activities and making them accessible to everyone can be seen and considered as promoting inclusivity.

However, innovation and development are as important as preserving the rural character of Agritourism attractions since this is what tourists are attracted to. And lastly, the use of advertising and marketing can help individuals, especially those in rural areas, be aware and gather more information on what agritourism is and what benefits and conveniences it has, and how it affects us.

From the conclusion, it can be recommended that Agritourism sites must be able to present a wide range of options for tourists - may it be active or passive activities. They must not focus on only a specific service. Enough of the traditional farm, there must be an innovation that still instills sustainability in this sector to be more appealing to tourists. With that, they will be able to welcome and facilitate more tourists, specific tourists from urban areas.

Agritourism sites must evaluate and train their farmers, owners, and employees alike to be more knowledgeable of tour operations and advertising their products and services. Agritourism organizations and local governments must be willing to initiate partnerships with Agritourism sites and owners to further plan out and provide more information. Also, they can serve as an aid for funding for the innovations that Agritourism sites need for development.

Furthermore, research should address the structural barriers on facilities and how to overcome these whether it will affect nature if an expansion happens. More research studies are needed to identify the kind of service that the tourists prefer. There is a need to explore new products that will attract tourists. However, as development takes place, sustaining and preserving the rural character is also an essential factor to consider since this is the reason why tourists are motivated to visit Agritourism.

Future researchers may conduct a similar study and include variables that are not included in this research. Also, they may test to remove the mid-centric in the Psychographic profile for a more specific extreme of tourists' personality in traveling. Or they can consider adding Agritourism site owners' perspective and capabilities in supplying the sector and relate it to tourists' demands.

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