1. **Proposed Development Plan**

A development framework for agri-tourism business in Central Luzon has been formulated afterwards based from the findings of the study. The long-term, high-level goal for agri-tourism development is to boost agri-tourism industry through strengthen agri-tourism businesses in Central Luzon which is linked to four strategic areas of focus. A guiding objective applies to each of the focal areas.

Strategic actions for each of the four focal areas are outlined below. Each strategic action for development plan identifies the key constraints, key strategies, lead stakeholder responsible for implementation, performance indicator, target, means of verification and time frame (see Table 1 to 4 below).

Table 1

Detailed Development Framework for Focal Area One

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Focal Area One- Institutional Development | | | | | | |
| Objective: Enhanced organizational structure of agri-tourism business | | | | | | |
| Key Constraints | Key Strategies | Lead stakeholder responsible | Performance Indicator | Target | Means of Verification | Time Frame |
| 1. Employee turn-over | Offer competitive compensation package and career growth | Farm owner | Employee turn-over rate | Reduce employee turn-over rate by 10% per year | Employee records | 3-5 years |
| 1. Difficulty recruiting quality staff | Professionalize agri-tourism industry | CHED  DA/ATI  DOLE  DOT  Farm Owner  LGU | Number of newly hired quality staff | Increase the number of newly hired qualified employees by 10% per year (as the need arises) | List of employees | 2-3 years |
| 1. Lack of written rules and policies | Provide technical assistance in writing farm rules and policies | DA-ATI  DOT  Farm Owner  LGU | Written rules and policies | Formulate all rules and policies of the business by 2020 | Copy of operation manual | 1-2 years |

Table 2

Detailed Development Framework for Focal Area Two

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Focal Area Two- Sector linkages, accreditation and certification | | | | | | |
| Objective: Increased linkages and gained accreditation from concerned agencies | | | | | | |
| Key Constraints | Key Strategies | Person/Agency responsible | Performance Indicator | Target | Means of Verification | Time Frame |
| 1. Agri-tourism farm needs TESDA and DA-ATI accreditation to increase visitors and augment income | Provide assistance to the farm operators in preparing requirements for TESDA and DA-ATI accreditation | TESDA  Farm owner  LGU | TESDA accreditation | At least one agri-tourism farm passed TESDA accreditation per year | Copy of TESDA Certificate as learning sites | 3-5 years |
| 1. Value-added products need FDA and DTI accreditation for mass marketing | Provide assistance to the farm operators in preparing requirements for Organic certification, and FDA and DTI registration of their value-added products | FDA  DTI  LGU  Farm owner | Organic certification  FDA and  DTI registration | At least one value-added product certified by FDA and DTI per year | Copy of FDA and DTI certificate | 3-5 years |
| 1. Limited linkage with online travel search platform | Provide assistance in linking agri-tourism sites with the online travel search platforms to increase exposure and accessibility | DOT  DA-ATI  Farm owner  LGU  Travel agencies | Linkage with linkage with online travel search platform | At least one linkage with online travel search platform established per year | Presence in farm sites in online travel search platform online page | 1-2 years |
| 1. Limited linkages for market destination of value-added products | Provide assistance in establishing market linkages with business establishments (hotel, restaurants, etc.) | DTI  LGU  Farm owner  DOT  DA | Established market linkage | At least one market linkage with business establishment per year | MOA/MOU with business establishment | 1-2 years |

Table 3

Detailed Development Framework for Focal Area Three

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Focal Area Three- Human Resource Development | | | | | | |
| Objective: Enhanced knowledge and skills of agri-tourism operators and employees | | | | | | |
| Key Constraints | Key Strategies | Person/Agency responsible | Performance Indicator | Target | Means of Verification | Time Frame |
| 1. Limited tourism and hospitality management skills | Provide trainings on tourism and hospitality management | DA-ATI  CHED/SUCs  DOT  LGU | Number of tourism and hospitality management trainings conducted | At least one tourism and hospitality management skills training conducted per year | Training documentation | 1-2 years |
| 1. Limited marketing skills | Provide trainings on marketing | DA-ATI  CHED/SUCs  DOT  LGU  DTI | Number of marketing skills trainings conducted | At least one marketing skills training conducted per year | Training documentation | 1-2 years |
| 1. Limited processing/value adding skills (souvenir, handicraft-making) | Provide trainings on product value-adding and handicraft-making | DA-ATI  CHED/SUCs  DOT  LGU  DTI | Number of product value-adding and handicraft-making trainings conducted | At least one value-adding skills training conducted per year | -Training documentation  -Sample value-added products and handicrafts produced | 1-2 years |
| 1. Technology skills limitation | Provide technical intervention on technology skills enhancement | DA-ATI  CHED/SUCs  DOT  LGU  DTI | Number of technology skills trainings conducted | At least one technology skills training conducted per year | Training documentation | 1-2 years |

Table 4

Detailed Development Framework for Focal Area Four

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Focal Area Four- Value chain support | | | | | | |
| Objective: Improve value-chain support to boost agri-tourism industry | | | | | | |
| Key Constraints | Key Strategies | Person/Agency responsible | Performance Indicator | Target | Means of Verification | Time Frame |
| 1. Transport and infrastructure constraints | Tap concerned government agencies for transport and infrastructure support | DPWH  LGU | -Constructed  road and other infrastructure  -Established partnership with transport group | -Farm to market road constructed and road signages posted within 30 kms away going to farm sites  -at least one partnership with transport group established | Road and other infrastructure in use by the general public  MOU/MOA | 3-5 years |
| 1. Supply chain limitation | Provide assistance in sourcing out raw materials needed in the agri-tourism farm operation | DTI  DA  Farm owner | -established linkage with supplier | -at least one linkage with supplier established | MOU/MOA  Copy of Contract | 1-2 years |
| 1. Insufficient marketing support | -Collaborative support in staging strong awareness campaign and inclusion of agri-tourism in tourism package of LGUs | DTI  LGU  Farm owner | -Awareness campaign conducted  -Tourism package launched | -At least one awareness campaign conducted and one tourism package inclusive of agri-tourism launched per province | -Documentation of awareness campaign  -percentage increase in the list of visitors  -Copy of tourism package | 2-3 years |
| 1. Limited financial resources | -provision of financial incentive scheme to farm operators | DA  LBP  DBP  LGU  DOT  Farm owners | Agritourism financial incentive scheme launched | At least 20% increase in financial resources /fund sourcing of agritourism sites | -Copy of contract/MOA/MOU of financial incentive scheme | 1-2 years |