

ABSTRACT

The primary purpose of this study is determine the potentials of agritourism in the development and growth of the tourism industry as perceived by the respondent , this study will answer the profile of the respondent, their level of awareness on agritourism, the economic, socio-cultural, and environmental contribution of agritourism. This also aimed to identify possible problems in the development of agritourism by the respondent. A descriptive design was used in the study using a researcher's constructed questionnaire. The data was analyzed and interpreted, using frequency counts and percentage and weighted mean and further analyzed using (SPSS) Statistical Package for Social Sciences. Moreover, with regards on the research covered the first district of Capiz. And used secondary data coming from the Provincial Tourism and Cultural Affairs Office, with the aid of list initiatives in support, strategies and programs initiated by the government in the agritourism development in the province of Capiz. The result revealed that the community and farmer are aware on agritourism while the farm owner is highly aware on agritourism, and agree with the economic contribution and strongly agree with the socio-cultural and environmental contribution of agritourism, however the identified possible problem by the respondent in the development of agritourism is government fund to develop a agritourism site and agritourism is not a familiar term for most travelers and thus the market is not well defined. The need for education to make visitor aware of agritourism experience as aviable option and agritourism site needs hard work for family member of farmers.

Keyword: Agritourism, Potential, Growth, and Development.