

## Comparative Review of Farm Tourism Sites Business Model in Davao City, Philippines

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### Keywords

business model; code book  
thematic analysis; farm tourism;  
situation analysis

### Abstract

The study aims to determine the current realities of farm sites in Davao City, identify its mechanisms, and compare its practices. It is a case study of six farm sites wherein visitors were selected as key informants for the interview, and data from this interview were analyzed using situation analysis and code book thematic analysis. The study is relevant since farm tourism is a sunrise industry and a logical advancement to upsurge profitability. Study shows that the farm sites exhibited a lack of entrepreneurial skills and managerial competency by its staff, need enhancements, and have environmental issues. Economic growth and social benefits are its impacts. In terms of mechanism, tourism activities offered are paid recreation, hands-on experiences, tours, and events. Key partners include government, financial institutions, and travel agencies. There are leisure agritourists, product buyers, and educational agritourist. Farms provide information in media and allow self-service. Channels are travel agencies and stores. Value propositions are location, exclusivity, newness, and quality service. Hosts invest in unique facilities and are self-financed. Farm owners applied all-in costing and extracted sales mostly from entrance fee, farm products, rental fee, and farm lodging. Upon comparing their practices, some farms connected with a program like May Puhunan to promote their products while others are connected with agencies like DA-farmtastic promotion and DOT-Davao Region's featured spots flagship, banks, travel agency, and indigenous community. To solve issues on required enhancement, some farms applied all-in costing, connected with financial providers, and capitalized on new attractions. For environmental issues, farmers established good connection with the community and adapt to new practices. Unsatisfied visitors were also eliminated through authentic experience and accommodation.