

MABALACAT CITY COLLEGE

INSTITUTE OF HOSPITALITY AND TOURISM MANAGEMENT

First Semester A.Y. 2023-2024

Outcome-Based Teaching and Learning Plan and Module Guide for *Agri Tourism (AGRITOUR)*



VISION: Mabalacat City College envisions itself to be the top choice in the community it serves for quality education and training by 2025.

MISSION: The Mission of Mabalacat City College is to meet the needs of its community as a center for learning aiming for open admission policy.

COURSE DESCRIPTION:

This course provides an overview of the rapidly growing sector of Agritourism from interdisciplinary and academic approaches. Information presented in the course includes theories and methods of social scientific inquiry through which students will assess how Agritourism Intersects with other industry in tourism and hospitality such as gastronomic tourism, farm to table, regional and local cuisines, sustainable tourism, food and beverage, etc.

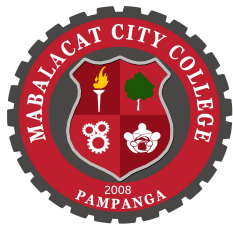
PROGRAM INTENDED LEARNING OUTCOMES (PILO) (BASED ON CMO):

1. Demonstrate knowledge of tourism industry, local tourism products and services
2. Interpret and apply relevant laws related to tourism industry
3. Observe and perform risk mitigation activities
4. Manage and market a service-oriented business organization
5. Prepare and monitor industry specific financial transactions and reports
6. Perform human capital development functions of a tourism-oriented organization
7. Utilize various communication channels proficiently in dealing with guests and colleagues
8. Plan, implement and monitor tours sales and activities
9. Research, plan and conduct various tour guiding activities
10. Develop appropriate marketing programs and arranges travel services
11. Plan/ organize, implement and evaluate Meetings, Incentives, Conferences and Exhibitions (MICE) activities
12. Plan, develop and evaluate tourism sites and attractions

PRE-REQUISITE: None

NUMBER OF UNITS: 3





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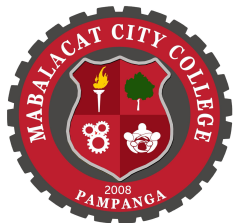
LEARNING OUTCOMES:

1. Understand the economics of Agritourism and explain its uniqueness to appreciate its importance
2. Evaluate the social and economic importance of Agritourism
3. Familiarize and create a good judgement the regulations, activities, and the organization of each Agritourism businesses and differentiate the types of farms includes Agritourism Industry
4. Distinguish and evaluate the products, services, and attractions of agritourism
5. Explain the financing the activity of these farms that are involve in Agritourism.
6. Create an in-depth understanding in the agritourist entities and enterprises, including agritourist farms, food industry enterprises, tourist and transport offices.

COURSE OUTLINE

Week	Topic	Learning Materials (with references following OER plagiarism and IPR policies)	Intended Learning Outcomes (ILO)	Assessment Tasks (Requirements with schedule or time allotment)	Sustainable Development Goals (SDG) Coherence
GLOBAL KNOWLEDGE					
3	Orientation <ul style="list-style-type: none"> <input type="checkbox"/> Netiquette <input type="checkbox"/> House Rules <input type="checkbox"/> Course Outline <input type="checkbox"/> Grading System <input type="checkbox"/> Class Schedule (Virtual & F2F) 	Chapter 1 - The Concept of Agritourism (PDF) (Michal Sznajder, Lucyna Przezbórska, Frank Scrimgeour (2009). Agritourism Pages: 3-14) Video: 5 minutes "This is Farm Tourism"	<ul style="list-style-type: none"> <input type="checkbox"/> Gain Familiarity in the concept of Agritourism <input type="checkbox"/> Understand the history of Agritourism in the Philippine 	Quiz 30 minutes (Multiple Choice & Modified True or False)	SDG No. 1- No poverty 2-Zero Hunger





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	<p>An Introduction to The Economics of Agritourism</p> <ul style="list-style-type: none"><input type="checkbox"/> Agritourism: definition and Etymology<input type="checkbox"/> Uniqueness of Agritourism<input type="checkbox"/> Functions of Agritourism<input type="checkbox"/> Aspects of Agritourism<input type="checkbox"/> Agritourism and the COVID-19 Pandemic	<p>An AVP promoting farm tourism in the Philippines by: The Department of Tourism https://youtube.com/watch?v=aDWTNEGfwol</p>	<p>and International Tourism and Hospitality Industry</p> <ul style="list-style-type: none"><input type="checkbox"/> Describe the different aspects of Agritourism and its functions to Tourism Sector	<p>Case study Analysis Reporting</p> <p>Date: September 18-23, 2023</p>	<p>4- Quality Education</p> <p>5- Gender Equality</p> <p>8-Decent Work and Economic Growth</p> <p>9-Industry, Innovation and Infrastructure</p> <p>10-Reduced Inequalities</p> <p>16-Peace, Justice, and Strong Institutions</p> <p>17- Partnerships for Goals</p>
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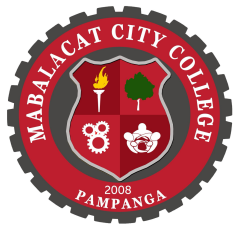
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<p>4-5</p>	<p>The Economic and Social Importance of Agritourism</p> <ul style="list-style-type: none"> □ The Context of Agritourism Development – Low Farm Incomes □ The Income Situation of Farmers in the Philippine Setting and International Non-agricultural Sources of Farmer Income 	<p>Chapter 2- The Economic and Social Importance of Agritourism (PDF) (Michal Sznajder, Lucyna Przezbórska, Frank Scrimgeour (2009). Agritourism Pages: 15-42)</p> <p>Case study:20 minutes The nexus between agriculture and tourism in Ghana: a case of unexploited development potential (PDF) (T Rebecca Maria Torres and Janet Henshall Momsen, Routledge (2011). Tourism and Agriculture New geographies of consumption, production and rural restructuring Pages: 28-45)</p> <p>Reading material: 40 minutes E-journals (PDF): The rise of Agritourism in the Philippines (Spire Research and Consulting Pte Ltd. https://www.spireresearch.com/wp-content/uploads/2013/09/SpirE-Journal-Q3-2013_The-rise-of-agri-tourism-in-the-Philippines.pdf “The current state, challenges and plans for Philippine Agriculture” (FTTC Agricultural Policy Platform (FTTC-AP) Ernesto O. Brown, Reynaldo B. Ebor, and Fezoil Luz C. Decena, Philippine Council for Agriculture, Aquatic and Natural Resources Research and Development (PCAARRD), Department of Science and Technology (DOST) Los Banos (2018)</p>	<ul style="list-style-type: none"> □ Evaluate the relationship of Agritourism Farms in the Economic and Social aspect of a Country □ Discuss the pre and current impacts of Pandemic into the Agritourism Farmers in the Philippines <p>Identify what are the other sources of income of the farmers aside from the Agritourism business</p>	<p>Quiz 30 minutes (Multiple Choice & Modified True or False)</p> <p>Case study analysis Reporting</p> <p>Date: September 25- October 7, 2023</p>	<p>SDG No.</p> <p>1- No poverty</p> <p>2-Zero Hunger</p> <p>4- Quality Education</p> <p>5- Gender Equality</p> <p>8-Decent Work and Economic Growth</p> <p>9-Industry, Innovation and Infrastructure</p> <p>10-Reduced Inequalities</p>
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		https://ap.fftc.agnet.org/ap_db.php?id_941			<p>12- Responsible Consumption and Production</p> <p>16-Peace, Justice, and Strong Institutions</p> <p>17- Partnerships for Goals</p>
NATIONAL KNOWLEDGE					
6-7	<p>The Organization of an Agritourist Farm</p> <ul style="list-style-type: none"> <input type="checkbox"/> Types and Definition of Farms <input type="checkbox"/> The Agricultural Farm <input type="checkbox"/> The Agritourist Farm 	<p>Chapter 7- The Organization of an Agritourist Farm (PDF) (Michal Sznajder, Lucyna Przezbórska, Frank Scrimgeour (2009). Agritourism Pages: 96-107</p> <p>Case Study: 20 minutes Re-creating farms into Agritourism: Cases of selected micro-entrepreneurs in the Philippines Luzvimida O. Tugade, College of Tourism, Hospitality and Transportation Management, Polytechnic University of the Philippines</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Enumerate and identify the different classifications of farms and evaluate the difference <input type="checkbox"/> Discuss the concept of agritourism and agritourist 	<p>Quiz: 30 minutes (Multiple Choice & Modified True or False)</p> <p>Case study analysis Reporting</p> <p>Date:</p>	<p>SDG No.</p> <p>1- No poverty</p> <p>2-Zero Hunger</p> <p>4- Quality Education</p>





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		https://www.ajhtl.com/uploads/7/1/6/3/3688/article_50_vol_9_1_2020_philippines.pdf		October 9 – 21, 2023	5- Gender Equality 8-Decent Work and Economic Growth 9-Industry, Innovation and Infrastructure 10-Reduced Inequalities 12- Responsible Consumption and Production 16-Peace, Justice, and Strong Institutions
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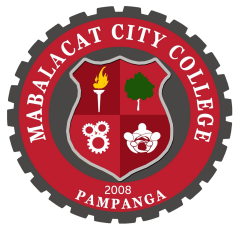
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					17- Partnerships for Goals
Week 8		MIDTERM EXAM			
11	<p>The Organization of an Agritourist Farm</p> <ul style="list-style-type: none"> <input type="checkbox"/> The Agricultural Farm vs the Agritourist Farm <input type="checkbox"/> Relationships Between the Agricultural and Tourist Activity in Agritourist Farms 	<p>Chapter 7- The Organization of an Agritourist Farm (PDF) (Michal Sznajder, Lucyna Przezbórska, Frank Scrimgeour (2009). Agritourism Pages: 96-107</p> <p>Case Study: 20 minutes Re-creating farms into Agritourism: Cases of selected micro-entrepreneurs in the Philippines Luzvimida O. Tugade, College of Tourism, Hospitality and Transportation Management, Polytechnic University of the Philippines</p> <p>https://www.ajhtl.com/uploads/7/1/6/3/3688/article_50_vol_9_1_2020_philippines.pdf</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Classify the Agricultural and Tourist Activity in a farm <input type="checkbox"/> Understand the relationship between farming and tourism 	<p>Quiz MS Teams: 30 minutes (Multiple Choice & Modified True or False)</p> <p>Case study analysis Reporting</p> <p>Date: November 20-25, 2023</p>	<p>SDG No.</p> <p>1- No poverty</p> <p>2-Zero Hunger</p> <p>4- Quality Education</p> <p>5- Gender Equality</p> <p>8-Decent Work and Economic Growth</p> <p>9-Industry, Innovation and Infrastructure</p>





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					<p>10-Reduced Inequalities</p> <p>12- Responsible Consumption and Production</p> <p>16-Peace, Justice, and Strong Institutions</p> <p>17- Partnerships for Goals</p>
12	<p>Agritourist Services and Products</p> <ul style="list-style-type: none"> <input type="checkbox"/> Services, Products, Imponderables and Agritourist Attractions <input type="checkbox"/> The Classification of Agritourist Products and Services 	<p>Chapter 10- Agritourist Services and Products (PDF) (Michal Sznajder, Lucyna Przezbórska, Frank Scrimgeour (2009). Agritourism Pages: 132-154)</p> <p>Reading material: 20 minutes</p> <p>E-journals (PDF):</p> <p>Agritourism: Toward a conceptual framework for Industry Analysis Chase, L. C., Stewart, M., Schiling, B., Smith, b., & Walk, M. (2018). Agritourism toward a conceptual framework for</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Discuss what are the products and Services from Agritourism Industry <input type="checkbox"/> Identify the classification of Agritourism products and services 	<p>Quiz</p> <p>30 minutes (Multiple Choice & Modified True or False)</p> <p>Short essay</p> <p>Date:</p>	<p>SDG No.</p> <p>1- No poverty</p> <p>2-Zero Hunger</p> <p>4- Quality Education</p>





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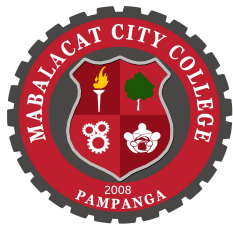
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	<p><input type="checkbox"/> Popularity of Selected Agritourist Products and Services</p>	<p>industry analysis. Journal of Agriculture, Food Systems, and Community Development, 8(1), 13-19</p> <p>https://doi.org/10.5304/jased.2018.081.016</p>		<p>November 7- December 2, 2023</p>	<p>5- Gender Equality</p> <p>8-Decent Work and Economic Growth</p> <p>9-Industry, Innovation and Infrastructure</p> <p>10-Reduced Inequalities</p> <p>12- Responsible Consumption and Production</p> <p>16-Peace, Justice, and Strong Institutions</p>
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					17- Partnerships for Goals
LOCAL KNOWLEDGE					
13	<p>Agritourist Services and Products</p> <ul style="list-style-type: none"> <input type="checkbox"/> Agri-accommodation Services and Products <input type="checkbox"/> Agri-food Services and Products 	<p>Virtual and F2F Class Lecture/Discussion: 3 hours</p> <p>Chapter 10- Agritourist Services and Products (PDF) (Michal Sznajder, Lucyna Przezbórska, Frank Scrimgeour (2009). Agritourism Pages: 132-154)</p> <p>Reading material: 20 minutes</p> <p>E-journals (PDF): Agritourism: Toward a conceptual framework for Industry Analysis Chase, L. C., Stewart, M., Schiling, B., Smith, b., & Walk, M. (2018). Agritourism toward a conceptual framework for industry ananlysis. Journal of Agriculture, Food Systems, and Community Development, 8(1), 13-19</p> <p>https://doi.org/10.5304/jased.2018.081.016</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Evaluate the implications of these products and Services to tourist experience and Satisfaction <input type="checkbox"/> Classify the Different tangible products of Agritourism 	<p>Quiz: 30 minutes (Multiple Choice & Modified True or False)</p> <p>Short essay</p> <p>Date: December 4-9, 2023</p>	<p>SDG No.</p> <p>1- No poverty</p> <p>2-Zero Hunger</p> <p>4- Quality Education</p> <p>5- Gender Equality</p> <p>8-Decent Work and Economic Growth</p> <p>9-Industry, Innovation and Infrastructure</p>





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					10-Reduced Inequalities 12- Responsible Consumption and Production 16-Peace, Justice, and Strong Institutions 17- Partnerships for Goals
14	AgriTourim Tour	Agri Tourism Tour			Date: December 11-16, 2023 1- No poverty 2-Zero Hunger 12- Responsible Consumption





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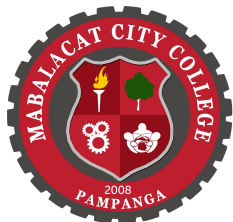


				and Production
15	Evaluation of Final Report	Submission and Final Written Report and Tour Evaluation	Date: December 18-19, 2023	1- No poverty 2-Zero Hunger 12- Responsible Consumption and Production
FINAL EXAM/ OUTPUT				

SUMMARY OF REVISIONS:

Revision	Date	Updated by	Short Description of Changes
1.0	August 1, 2022	Jennyfer N. Merza	Course topics
2.0	August 24, 2022	Jennyfer N. Merza	Inclusion of Sustainable Development Goals Statement (July 2022)
3.0	August 24, 2023	Darren T. Molano	<input type="checkbox"/> Improved intended learning outcome <input type="checkbox"/> Added AgriTour Schedule and Evaluation <input type="checkbox"/> Added Final Requirement





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GENERAL GUIDELINES AND POLICIES:

As the College currently follows Hybrid Delivery of Learning on its instruction, the following general guidelines and policies are set by the School to be followed by the faculty-in-charge and the students of the course.

Attendance

Checking of attendance during face-to-face classes is a requirement and will be strictly observed.

Academic Integrity

Observance of the outmost academic integrity shall be observed by the students of the course. Plagiarism, cheating, and other forms of academic dishonesty shall not be tolerated by the faculty-in-charge nor the Institute.

Accomplishment of Requirements

All requirements given by the instructor/faculty-in-charge of the course to the students shall be called/referred to/addressed as “**work output**”. Each work output must be accomplished by the students until the schedule set by the instructor/faculty-in-charge. Final student’s output must also be accomplished by the schedule set by the instructor of the course.

Line of Communication

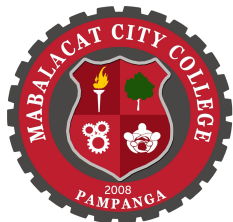
The course’s official line of communication shall be through the following:

The outmost respect and courtesy must be observed by students in communicating to their instructor/faculty-in-charge of the course and to their classmates and vice versa. Any form of disrespectful and discourteous way of communication shall not be tolerated by the School.

Instructional Materials (IMs)

Working students may avail of the modular type of teaching. MS Teams on-line platform may be utilized by the instructor/faculty-in-charge





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of the course to the students – adapting the flexible learning scheme.

Final Requirement:

Agri Tourism Educational Tour and Written Report

Grading System:

Midterm (50%)

Formative & Summative Assessments (Theories and Applications/Worksheets/ Quizzes, Assignments, Recitation, Attendance) **60%**

Major Examination **40%**

Midterm Grade **100%**

Final (50%)

Formative & Summative Assessments (Theories and Applications/Worksheets/ Quizzes, Assignments, Recitation, Attendance) **60%**

Major Examination **40%**

Midterm Grade **100%**

Semestral Grade

100%

References:

Library resources: Agritourists & Agritourism Markets (PDF) (Michal Sznajder, Lucyna Przezbórska, Frank Scrimgeour

Other resources: <https://www.agriculture.com.ph/2019/06/19/farm-tourism-the-future/Marketing> 101 for you Agritourism BusinessB. Schiling, S. Komar, J. Carleo, S. R. Rich, S. Tomas, S. Colucci (2014), Rutgers, The State University of New Jersey





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Prepared by:


Darren T. Molano, MBA

Instructor II

Reviewed by:


Harold Van A. Aquino, MSHRM

Program Head-HM

Approved by:


Jennyfer N. Merza, MBA

Dean-IHTM

cc: **OVPAA**

