

# Competitiveness towards Sustainability of Farm Destinations in Upland Cavite

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## ABSTRACT

Farm tourism is becoming one of the Philippines' most profitable businesses. The potential of farms has prompted the formation of farm destinations in the province of Cavite. Considering its emergence, seeking the best approach to preserve competitiveness is vital towards farms' long-term viability. This study focuses on the competitiveness and sustainability of farm destinations in Upland Cavite. Specifically, to the stakeholders' degree of agreement and on the predictive validity of destination competitiveness in terms of inherited, created, and support resources, situational and demand condition, and destination management towards economic, social, and environmental sustainability. There were 158 participants. Descriptive-correlational research was employed. The data analysis used were weighted mean, standard deviation, Pearson-r correlation, and multiple regression analysis. Base on the results, the stakeholders "strongly agree" (M=4.33) on competitiveness indicated through inherited resources and "agree" on created (M=4.10) and support (M= 3.57). For situational conditions, the stakeholders "agree" (M=4.16), for destination management the result is "neither agree nor disagree" (M=3.09), and "strongly agree" (M=4.34) in demand conditions. Result of the regression analysis showed that situational condition (B=.224,  $p<.05$ ), destination management (B=.401,  $p<.001$ ), and demand condition (B=.152,  $p<.05$ ) are predictors of sustainability. The null hypothesis on the positive and the significant relationships is rejected ( $r=.416$ ,  $p<.001$ ). The findings suggested the need to strengthen farm destination accessibility, uplift the livelihood of residents, and enhance green marketing strategies. However, further study is recommended using a qualitative research design to strengthen the survey result.

*Keywords: farm destination, competitiveness, sustainability, predictors*