

## IMPLEMENTATION OF AGRI-TOURISM PROGRAMS IN QUEZON PROVINCE: BASIS FOR SUSTAINABLE ACTION PLAN

GRESLIE GAIL A. ATIJON<sup>1</sup>, JERYLL NICKO L. MERCADO<sup>2</sup>

<https://orcid.org/0000-0003-4035-0761><sup>1</sup>, <https://orcid.org/0000-0002-5163-0710><sup>2</sup>

gresliegail.atijon@ub.edu.ph<sup>1</sup>, jeryllnicko@gmail.com<sup>2</sup>

University of Batangas, Batangas City

### ABSTRACT

*The Philippines has been regarded as one of the top destinations in the world because of its top sceneries and agritourism activities. This study concerns the Agri-tourism programs in Quezon province as basis for sustainable development program. This intended to achieve the following objectives: describe the profile of respondents; determine the impact of programs; evaluate the residents' level of satisfaction; test the significant difference on the impact; and propose a plan of action to attain sustainable development on Agri-tourism of Quezon province. To gather the data, descriptive research method was used. There were 403 computed sample size of residents involved in the study using power of analysis to obtain the necessary data through a purposive random sampling. Moreover, survey questionnaire served as the data-gathering tool and the reliability of the instrument was checked using Cronbach Alpha Reliability Coefficient of 0.763 and 0.986 respectively. The data gathered were treated using frequency distribution, weighted mean, and ANOVA. Results revealed that Agri-tourism programs in Quezon Province were implemented in a great extent as perceived by the respondents. Agri-tourism has great impacts in social, cultural, economic, and environmental aspects. Additionally, respondents were satisfied in the program development, training, and facilities. To strengthen and continually develop the Agri-tourism in Quezon province, a sustainable development plan was conceptualized.*

*Keywords: Agri-tourism, Sustainability, Sustainable Development, Sustainable Action Plan*

### INTRODUCTION

The Philippines is on the top Agri-tourism destinations because of its world class beach, diving, and surfing destinations. The Philippines tourism sites have been boosted its ranking as among its top destinations in the world (Aguiba, 2019). Fundamentally, Agri-tourism involves an agriculturally-based operation on activity that draws visitors to a farm, ranch or any natural site like pineapple plantations, orchid farms and bee farms.

In line with the government initiatives to strengthen the Agri-tourism sector, the Republic Act no. 10816 or commonly known as the Farm Tourism Act of 2016 is promulgated. Farm tourism, as defined by the law, is the practice of attracting visitors and tourists to farm areas for

production, educational, and recreational purposes which involves any agricultural or fishery-based operation or activity and may also provide a venue for outdoor recreation and accessible family outings (Fuentes, 2018). There is no denial that soon the country could be the center of Agri-tourism worldwide. Almost all of the 17 regions have best tourist spots to offer specifically along the province of Quezon. The Quezon province is one of the most visited places in the country offering diverse natural tourist spot destinations. It has been a strategic place for investors to set up industry and it has proven its worth as it is categorized as the roaring tiger in hospitality management.

With the researcher's goal of further studying the economic growth of the country through revitalized strategies specifically for

provinces with great potential in Agri-tourism industry like Quezon province. Thus, this research was conducted to determine the impact of Agri-tourism programs as observed by the residents, evaluate the residents' level of satisfaction in the implementation of programs in Quezon Province, and test the significant difference in the impact of programs when grouped according to profile variables and propose an action plan to attain sustainable development.

### OBJECTIVES OF THE STUDY

This research undertaking aimed to assess the implementation of Agri-tourism programs in Quezon province as basis for promoting sustainable development action plan. Specific aims included are the following: 1) describe the profile of respondents in terms of age, sex, civil status, education, occupation, and income; 2) determine the impact of programs as observed by the residents in terms of social, cultural, economic, and environmental impacts; 3) evaluate the residents' level of satisfaction in the implementation of programs in Quezon Province in terms of development, training program, facility and evaluation; (4) test the significant difference on the impact of Agri-tourism programs when grouped according to profile variable; and (5) propose a plan of action to attain sustainable development.

### METHODOLOGY

This study used the descriptive research method to assess the status of Agri-tourism in Quezon Province using survey questionnaire as the main data gathering instrument. The respondents answered the questionnaire given by the researchers to supply the needed information on the study being taken. The data obtained through purposive random sampling. Moreover, the reliability of the instrument was checked using a Cronbach Alpha Reliability Coefficient test of 0.763 and 0.986 respectively. The researchers employed the power of analysis to estimate the sample size of the study. There were currently 403 people directly

involved in the Agri-tourism programs in Quezon province. After careful estimation of the sample size, the researchers used the standard alpha value of 0.05 and standard power value of 0.80 with a total of 403 respondents divided equally based on their involvement and the effect size from five major programs in Quezon province. To treat the data gathered, the statistical tools were used. The researchers used frequency distribution, weighted mean, and ANOVA as measurable instruments in investigating the data gathered. More specifically, the use of frequency distribution and percentage were indicated to present the demographic profile of respondents. On the other hand, weighted mean was used to get the average response of the respondents in determining the impact of Agri-tourism programs and evaluating the residents' level of satisfaction in its programs' implementation. Lastly, ANOVA was used to test the difference on the assessments on the impacts of Agri-tourism programs when grouped according to profile variables.

### RESULTS AND DISCUSSION

#### 1. Respondents' Profile

It presents the profile of the respondents associated with their age, sex, civil status, education, occupation and monthly income. From the data above, it can be inferred that in terms of age, most of the respondents belonged to an age group of 20-29 years old having a total of 187 and a percentage of 46.40. It means that many of the respondents belonged to an age group of 20-29 years old are career oriented. As to sex, it can be said from the data above that there are more female respondents as compared with male ones. The female respondents are composed of a total of 278 and a percentage of 69.00 while the male ones are comprised of a total of 125 and a percentage of 31.00. Moreover, in terms of civil status, the respondents were mainly dominated with 238 single individuals with a total of 238 or 59.10 percent while 165 or 40.90 percent were the married respondents.



With regards to educational status, 403 respondents, there are 291 or 72.20 percent who were college graduate, 50 or 12.40 percent who were vocational graduate and the rest were high school graduate with 12.20 percent. Oppositely, there is a remaining 3.20 percent with no formal education. However, in terms of occupation, most of the respondents are part of the government sector comprising 72.70 percent or 293 out of 403 respondents. As to their income, 250 or 62 percent has a salary range of ₱ 10,001 - ₱ 20,000; 64 or 15.90 percent was in the salary range of ₱ 20,001 - ₱ 30,000; some have 15.60 percent or 63 respondents have below ₱ 10,000 salary and only 26 or 6.50 percent where in the salary range of ₱ 30,001 - ₱ 40,000 and above.

## 2. Impact of Agri-tourism Programs as Observed by the Residents

### 2.1 Social Impact

**Table 1**  
*Social Impact of Agri-tourism Programs as Observed by the Residents*

Indicators	WM	VI
1. Agri-tourism development will improve the living standard of the local community	3.44	A
2. Public infrastructure will be improve through agri-tourism development	3.28	A
3. Tourism brings more recreational facilities for local community	3.32	A
4. Health and sanitary facilities will be improve through agri-tourism	3.32	A
5. Poverty will be reduce through agri-tourism development	3.36	A
6. Youth will more depend on agri-tourism	2.90	A
<b>Composite Mean</b>	<b>3.27</b>	<b>Agree</b>

Table 1 shows that there were social impacts of Agri-tourism programs as observed by the residents as presented in the table showing the composite mean of 3.27 and verbally interpreted as Agree. It can also be inferred from the data above that Agri-tourism

development will improve the living standard of the local community which ranked first with a weighted mean of 3.44 and a verbal interpretation of agree. It can be supported by Veljkovic & Brocic (2017) explaining that rural tourism development is an effective way of protecting the environment.

On the other hand, it was indicated from the data gathered that youth will depend more on agri-tourism which was last on the rank having a weighted mean of 2.90 and a verbal interpretation of agree. It only implied that few youths of a community does not depend on agri-tourism as a source of income and needs. This could be supported by the study conducted by the Carter (2016) which stated that Agri-tourism can help youths and young adults to experience and get opportunities from outdoor rural life activities

### 2.2. Cultural Impact

**Table 2**  
*Cultural Impact of Agri-tourism Programs as Observed by the Residents*

Indicators	WM	VI
1. Foreign cultural beliefs, artifacts, attitudes and behavior can be impact on host culture	3.15	A
2. Foreign languages will impact on local dialects	2.97	A
3. Living style of the community will be mixed with foreign cultures	3.19	A
4. It gives more opportunity to absorb positive foreign cultural values	3.25	A
5. Agri-tourism may disturb the community's peace and harmony	2.40	DA
6. Gambling, sexual abuses, prostitution and alcoholism will be increased	2.65	A
<b>Composite Mean</b>	<b>2.94</b>	<b>Agree</b>

Table 2 above illustrates the observed cultural impact of agri-tourism to the residents. Overall, the cultural impact garnered a composite mean of 2.94 and can be interpreted as agree. This is supported with the study of



Katarzyna (2010) stating that tourism economy and ecology will basically help in developing rural areas focused on the natural, local, cultural, and social resources.

From data gathered, Agri-tourism gives more opportunity to absorb positive foreign cultural values which ranked first from the table having a weighted mean of 3.25 and could be verbally interpreted as agree. On the other hand, Agri-tourism may disturb the community's peace and harmony which was indicated as the last item on the rank with a weighted mean of 2.40 and a verbal interpretation of disagree. This result is linked to the study of Tew and Barbieri (2012) stating that agro tourism is continuously progressing and developing as a new way of promoting agriculture in rural communities.

### 2.3 Economic Impact

**Table 3**  
*Economic Impact of Agri-tourism Programs as Observed by the Residents*

Indicators	WM	VI
1. Agri-tourism provides new employment opportunities	3.47	A
2. Agri-tourism brings more investment opportunities	3.37	A
3. Agri-tourism related small enterprises can be started by locals	3.53	A
4. Local government will use the earned income for community development activities	3.43	A
5. Can get a higher price for the goods and services sell by locals	3.37	A
6. Local areas will be developed rapidly through agri-tourism	3.47	A
<b>Composite Mean</b>	<b>3.44</b>	<b>Agree</b>

Table 3 presents the economic impact of Agri-tourism programs as observed by the residents. In totality, the economic impact got a composite mean of 3.44 and a verbal interpretation of agree. It can be related to the study of Bhandari & Bhattarai (2018) discussing that Agri-tourism has a significant role in making the economy of a country sustain its needs.

Agri-tourism related to small enterprises can be started by locals as it ranked first from the table with a weighted mean of 3.53 and verbally interpreted as Agree. The result can be supported with idea of Ristiš (2014) explaining the importance of sustainable agriculture in maintaining the primary sources of food which involves harmonization between economic, social, and environmental aspects of sustainability.

However, agri-tourism brings more investment opportunities and can get a higher price for the goods and services sell by locals tied on the last rank with a weighted mean of 3.37 and a verbal interpretation of agree. It only showed that, Agri-tourism allows to promote a friendly interaction with the possible investors to expand their businesses. This can be supported with the study of Balagot (2015) stating that it is recommended that employees explore the possibility of regularizing employees.

### 2.4 Environmental Impact

**Table 4**  
*Environmental Impact of Agri-tourism Programs as Observed by the Residents*

Indicators	WM	VI
1. Agri-tourism development in the community protects wildlife and natural habitats	3.40	A
2. Community's natural environment is protected for the benefits of the present and future generations	3.28	A
3. Agri-tourism development in the community promotes positive environmental ethics	3.31	A
4. Agri-tourism in the community developed harmony with the natural environment	3.34	A
5. Agri-tourism aids in restoring historical and cultural buildings and natural resources	3.31	A
6. Agri-tourism improves community appearance	3.46	A
<b>Composite Mean</b>	<b>3.35</b>	<b>Agree</b>

Based on the table above, it presented the data concerning the environmental impact of agri-tourism programs as observed by the residents. Generally, the said aspect got a



composite mean a 3.35 and a verbal interpretation of agree. Based from the results, it can be said that as perceived by the respondents, Agri-tourism can help the environment by allowing farmers to have a source of income which can avoid excessive farming on marginal land (Carter, 2016).

As indicated from the result, it can be said that Agri-tourism improves community appearance which ranked first having a weighted mean of 3.46 and a verbal interpretation of agree. It only implies that it contributed to provide advancement and changes in the community appearance of the given locality. This can be supported by the idea from Tourdefarm (2017) explaining that most Agri-tourism centers in the country promote the judicious use of natural resources, be it water or fuel.

### 2.5 Summary of the Impact of Agri-tourism Programs

**Table 5**  
*Summary Table on the Impact of Agri-tourism Programs as Observed by the Residents*

Indicators	WM	VI
1. Social	3.27	A
2. Cultural	2.94	A
3. Economic	3.44	A
4. Environmental	3.35	A
<b>Composite Mean</b>	<b>3.25</b>	<b>Agree</b>

Table 5 shows a general summary on the impact of Agri-tourism programs as observed by the residents. The residents agreed that these programs have impacts on the social, cultural, economic, and environmental status of the community with a composite mean of 3.25. It was also found out that Agri-tourism has a great impact on the economic status of an area as it got the highest weighted mean of 3.44 and a verbal interpretation of agree makes it on the first rank. It was followed by environmental, social and cultural aspects, which got 3.35, 3.27 and 2.94 weighted means respectively and receiving verbal interpretation of agree. It can be supported with the study of Bhandari and Bhattarai (2018) revealing that Agri-tourism

must be emphasized and it has a potentiality to establish itself as a successful business for the economic upliftment of nation as well as in attainment of sustainable development goals.

### 3. Level of Satisfaction in the Implementation of Agri-tourism Programs

#### 3.1 Program Development

The level of satisfaction in the implementation of Agri-tourism programs in terms of program development is presented. As a whole, the residents were satisfied with the implementation of these programs in terms of program development as it gained a composite mean of 3.37 based on the data gathered.

As indicated from the data, Agri-tourism program has an adequate importance in the community since it ranked first among data above having a weighted mean of 3.69 and verbally interpreted as highly satisfied. It has basically been considered important in the overall status of a certain locality. This is supported by the idea of Tourdefarm (2017) explaining that Agri-tourism centers on preventing the degradation of agricultural lands.

On the other hand, Agri-tourism program has adequate allocated funds in its implementation which ranked last on the listed items having a mean of 3.09 and verbal interpreted as satisfied. This can be related to the idea of Balagot (2015) that the three main businesses in agritourism are lack of training opportunities, low wages, and the existence of gender roles.

#### 3.2 Training Program

The level of satisfaction in the implementation of Agri-tourism program in terms of training program is shown. Generally, in the Agri-tourism training program, the respondents were satisfied as it got a composite mean of 3.25. It is supported by the ideas of Tiraieyari and Hamzah (2012) discussing the role of agro tourism in lessening the poverty rate and improving the livelihood sources of the local citizens.



Based on the data, Agri-tourism program can provide skills, norms, technical knowledge, and values needed on work ranked first having a mean of 3.43 and a verbal interpretation of satisfied. However, it can be inferred that the program is of sufficient duration is on the last rank having a weighted mean of 3.07 and verbally interpreted as satisfied. It means that it takes time to start an Agri-tourism business.

### 3.3 Program Facility and Evaluation

This part deals with the level of satisfaction in the implementation of Agri-tourism programs in terms of program facility and evaluation. Overall, the respondents were satisfied in the implementation of these programs in terms of program facility and evaluation having a composite mean of 3.14. This is directly supported with the idea of Mahaliyanaarachchi (2015) stated that Agri-tourism can offer possible sources of income which will allow for a large financial leverage of the capital expenditure.

As shown from the data above, Agri-tourism programs are exposed in a work environment where learned skills can be applied which ranked first having a weighted mean of 3.31 and a verbal interpretation of satisfied. It is supported by the ideas of Tiraieyari and Hamzah (2012) discussing the role of agro tourism in lessening the poverty rate and improving the livelihood sources of the local citizens.

### 3.4 Summary on the Level of Satisfaction of the Agri-tourism Programs

**Table 6**  
*Summary Table on the Level of Satisfaction in the Implementation of Agri-tourism Programs*

Indicators	WM	VI
1. Program Development	3.37	S
2. Training Program	3.25	S
3. Program Facility and Evaluation	3.14	S
<b>Composite Mean</b>	<b>3.25</b>	<b>Satisfied</b>

In Table 6, it can be reflected that for the level of satisfaction in the implementation of agri-tourism programs, it garnered a composite mean of 3.25 with a verbal interpretation satisfied. The respondents were most satisfied with its program development followed by the training program and lastly the program facility and evaluation. The weighted means are 3.37, 3.25 and 3.14 respectively with a verbal interpretation of satisfied. It can be gleaned from the data provided by Henderson (2009) discussing that since the government double its effort to provide to the residents what they need to develop in the Agri-tourism.

## 4. Significant difference on the impact of Agri-tourism programs when grouped according to profile variable

### 4.1 in terms of Social impact

**Table 7**  
*Difference of responses on the social impact of Agri-tourism Programs as observed by the residents when grouped according to profile*

Profile Variables	F-value	p-value	VI
Age	21.546	0.000	HS
Sex	2.204	0.028	S
Civil Status	1.076	0.283	NS
Education	29.319	0.000	HS
Occupation	14.535	0.000	HS
Monthly Income	3.625	0.013	Significant

The table presents the comparison of responses on the social impact of agri-tourism programs when grouped according to profile. It was observed that, in terms of age, it was found out that there was a significant difference having a p-value of 0.000 which is less than 0.05 considering it as highly significant.

On the other hand, in terms of the social impact of Agri-tourism programs when grouped according to sex, it can be interpreted that there is a significant difference having a p-value of 0.028 which is less than 0.05 considering it as significant. Furthermore, in terms of education, it can also be said that there is a significant difference having a p-value of 0.000 which is



less than 0.05 considering it as highly significant. Likewise, in terms of occupation, there is a significant difference having a p-value of 0.000 which is less than 0.05 considering it as highly significant. Lastly, in terms of monthly income there is a significant difference having a p-value of 0.013 which is less than 0.05 considering it as significant. The responses can vary significantly as stated from the post hoc test conducted. It was found out that those 19 years old and below, female, high school graduate, small enterprise and with monthly income of 10,001 to 20,000 experienced greater impact socially.

#### 4.2 in terms of Cultural impact

**Table 8**  
*Difference of responses on the cultural impact of Agri-tourism programs as observed by the residents when grouped according to profile*

Profile Variables	F-value	p-value	VI
Age	2.381	0.051	NS
Sex	0.055	0.957	NS
Civil Status	2.601	0.010	S
Education	20.411	0.000	HS
Occupation	7.162	0.000	HS
Monthly Income	8.590	0.000	Highly Significant

The table above displays the comparison of responses on the cultural impact of Agri-tourism programs. It can be seen that there is a significant difference found when grouped according to civil status based on its p-value of 0.010 which is less than 0.05. On the other hand, in terms of education, there was a significant difference having a p-value of 0.000 which is less than 0.05. Likewise, in terms of occupation, there is a significant difference having a p-value of 0.000 which is less than 0.05 considering it as highly significant. Lastly, in terms of monthly income, there is also a significant difference. This was observed since the obtained p-values were less than 0.05 alpha level. It was found out that 40 to 49 years old, married, high school graduate, doing farming and with monthly income of 10,001 to 20,000 experienced greater impact on culture.

#### 4.3 in terms of Economic impact

**Table 9**  
*Difference of responses on the economic Impact of Agri-tourism programs when grouped according to profile*

Profile Variables	F-value	p-value	VI
Age	9.089	0.000	HS
Sex	3.306	0.001	S
Civil Status	1.826	0.069	NS
Education	14.438	0.000	HS
Occupation	10.542	0.000	HS
Monthly Income	2.279	0.079	Not Significant

The table illustrates that there is a highly significant difference found when grouped according to age as it gained a p-value of 0.000 which is less than 0.05.

However, in terms of sex, it was found out also that there is a significant difference having a p-value of 0.001 which is less than the 0.05 alpha level. In addition, there is also a highly significant difference in terms of education having a computed p-value of 0.000 which is less than the required alpha level. However, in terms of occupation, it has a computed p-value of 0.000 to be compared with the required alpha level will consider it as having a highly significant difference. The result found explained that 40 to 49 years old, female, high school graduate and doing farming experienced greater impact economically.

#### 4.4 in terms of Economic impact

Table 10 presents the comparison of responses on the environmental impact of Agri-tourism programs when grouped according to profile. It was observed that there was a highly significant difference found when grouped according to age having a p-value of 0.000 which is less than 0.05 alpha level.

Furthermore, in terms of civil status, it was found out that there is also a highly significant difference having a p-value of 0.000 which is less than 0.05 alpha level. However, in terms of education, from the computed p-value of 0.000, it can be inferred that there is a highly significant



difference since it is less than the required alpha level of 0.05.

**Table 10.**  
*Difference of responses on the environmental impact of Agri-tourism programs as observed by the residents when grouped according to profile*

Profile Variables	F-value	p-value	VI
Age	13.274	0.000	HS
Sex	1.098	0.273	NS
Civil Status	4.397	0.000	HS
Education	9.768	0.000	HS
Occupation	5.711	0.001	S
Monthly Income	44.359	0.000	Highly Significant

In addition, when it comes to the occupation, it has a computed p-value of 0.001 which makes it significant. Lastly, in terms of monthly income, it gained a p-value of 0.000 which makes it as highly significant. The result showed that 40 to 49 years old, married, high school graduate, doing farming and with monthly income of below 10,000 experienced greater impact environmentally.

### 5. Proposed Action Plan to Promote Agri-tourism Sustainable Development

Based on the gathered results, the researchers proposed action plan which includes activities and programs based on the different social, cultural, environmental, and economic aspects on the sustainable development of Agri-tourism. This action plan also gives readers the discussion of the activities and programs being proposed, its objectives and possible outcomes once being implemented.

### CONCLUSIONS

From the gathered findings of the study, the following conclusions were drawn:

1. Majority of the respondents belonged to an age group of 20-29 years old, female, single,

and generally part of government sector with a salary range of ₱ 10,001 - ₱ 20,000.

2. Agri-tourism programs have social, cultural, economic and environmental impacts. It improved the standard of living; gave more opportunities to absorb positive foreign cultural values allow locals to venture into business and improved community appearance.

3. The residents of Quezon Province were highly satisfied and involved in the development, training program, facility and evaluation of Agri-tourism programs in the province, acknowledging that the office of the provincial agriculturist together with the Quezon Province tourism office worked hand in hand in organizing events and giving agricultural training to the locals to launch their own hand made products.

4. In terms of the difference of responses on Agri-tourism programs as observed by the residents, the following varies significantly in terms of social impact relevant to gender, educational attainment, occupation, and income; however, in cultural, economic, and environment impacts, the result showed that it varies significantly in age, educational attainment, occupation, and monthly salary and can be interpreted that there were significant impacts on the use of these programs among the four aspects.

5. The proposed plan of action emphasized the use of programs and activities needed to promote sustainable development through Agri-tourism programs in Quezon Province.

### RECOMMENDATIONS

In light of the findings and conclusions from this study, the following recommendations were endorsed.

1. Citizens and youths are encouraged to get involved in the Quezon Provincial Tourism Office and Office of the Agriculturist in the Agri-tourism strategic planning process of activities through courses adopted project that engage them in this kind of program to be held in schools and community.

2. Government's assistance and support in strengthening the social and community

involvement in the infrastructures, promoting greener environment, and cultural and heritage preservation.

3. The project proponents must give attention to Agri-tourism program facilities and evaluation to monitor improvements and feedback of the local community.

4. Agri-tourism programs may be offered to the youth to promote maximum participation of each member of the community. In that sense, the culture and tradition can be passed to the next generations.

5. The government may offer and create sustainable action plan to monitor and improve the existing Agri-tourism programs as well as create new programs that could be beneficial to the locals.

6. The study may serve as a guide for the future researchers to conduct similar studies in the field of Agri-tourism focusing on other variables.

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## AUTHORS' PROFILE

**Greslie Gail A. Atijon** is a graduate of Bachelor of Science in Tourism Management and Master's degree in International Hospitality Management. She entered the academe as a high school and college instructor in University of Batangas. She's now the department chairperson of BS Tourism Management and BS Travel Management of UB. She's also a licensed professional teacher, certified tourism professional and TESDA national certificate level II passer of cookery,



housekeeping, food and beverage, dressmaking, and front office services and TESDA national certificate level III passer of events management and now enrolled in the doctorate degree in Hospitality Management at PWU.

**Jeryll Nicko L. Mercado** is a faculty member of University of Batangas, Batangas City Campus since 2017. His academic rank is a Teacher 1 designated to teach Grade 8 Science and Physics II (Matter and Thermodynamics).



He previously taught Research in Science for Grade 10 and served as College Instructor teaching Chemistry for Engineers and Science, Technology and Society (STS) and Earth Science. He became also the YES-O adviser of the junior high school department. He continues pursuing his master's degree in Science Teaching at Batangas State University having earned 36 units and currently writing his research study.

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