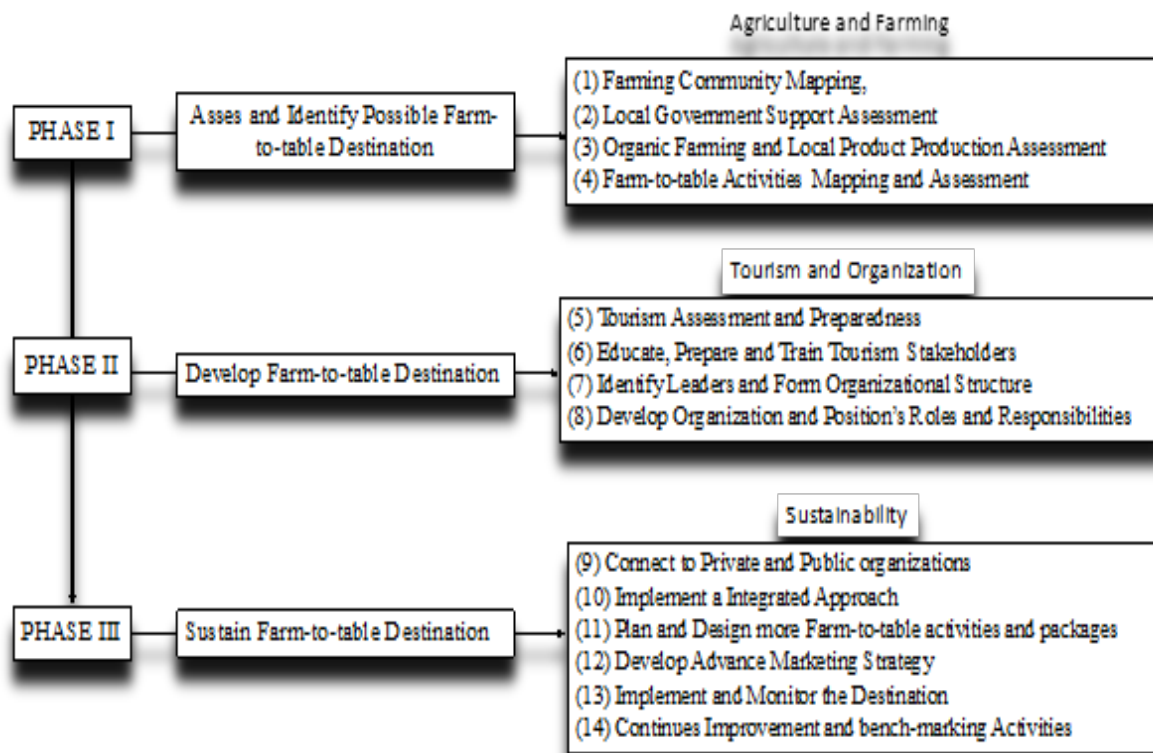


COMPLETION REPORT

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Farm-to-table is one of the hottest trends in the tourism industry. It is a marketing tool now to attract tourists in a destination, with the clamor, there is a report of fraud and greenwashing. The destinations claim the term farm-to-table since legal definition; standards and guidelines are not systematized and standardized. Despite these social drawbacks, there were counties like Japan that appears to be successfully doing it in their own ways. Likewise in ASEAN country, it is widely adopted and gaining popularity. Since this is new, there are limited theoretical and academic research is this phenomenon. Hence, this project was intended to collect farm-to-table best practices and make sense out of it to help in the advancement of this field. As a result, the framework to develop and sustain farm-to-table tourism destination was created for Southeast Asia. The framework was design based on tourism adaptation of each country in southeast Asia and Japan's best practices in farm to table in juxtaposition with organic and natural farming. The above-mentioned framework was achieved through fieldwork and immersion using qualitative research approach and methodology such as interview, observation, and conventional content analysis. Also, thematic analysis was applied and themes that emerge were used as lense for the framework. The initial results archived farm-to-table tourism related activities such as events, cooking classes, farm-to-school project, weekend market, green buildings and the most popular is farm-to-table restaurants either in rural or in urban areas. The activities come an indicator of the researcher. Along with the mentioned farm-to-table activities are ways how it was successfully created and maintained. Notably, Japan has advance technology in agriculture with emphasis is organic farming and is one of their advantages and best practices in farm-to-table. The organic farming facilities and infrastructure of Japan makes farm-to-table concept accessible to cities and urban places. One good representation of this claim is the Pasona Urban Farm office building in Tokyo which has started to attract tourist and media attention. In addition, technological advancements and support in organic farming has translated well in Japan compared to most of ASEAN countries. But despite the fact ASEAN's farm-to-table is thriving. Philippines, Malaysia, Indonesia, Thailand and Singapore are on top of promoting farm-to-table destination in the region. The rest of the countries is ASEAN region is still developing and silent in promoting farm-totable concept but somehow in practice in some destination. There are four common themes appeared as best practices: operational - it covers assessments of all farm-to-table dimensions, tourism organization, produce allocation, marketing and partnership by providing experiences and awareness to tourist, cultural - focuses on farm-to-table in cultural heritage, tradition and custom preservation, relational - affiliation and rapport to government and non-government organizations and lastly, community: civic development in farm-to-table and tourism acclimatization. All of traits are present in at least one of the destinations per country that adopts the concept- Costales Nature Farm in the Philippines, A Little Farm on the Hill in Malaysia, Sari OrganiK in Indonesia, A Day of Eco Valley, Thailand and Open Farm Community in Singapore. This best practice was used as lens in developing the framework paired with Japan's best practices. As a result, below is the framework to develop and sustain farm-to-table destinations.



The framework has 3 phases and 14 steps to follow. **Phase I** is identification of sites with existing farm-to-table notion and/or has the potential in terms of resources. It includes steps 1-4, relevant to agriculture/farming or food system and political aspects of the site. It highlights assessments to see potential areas of improvement of the target farm-to-table destination. Second is **Phase II**, from 5 to 8 steps, the main target is to develop the destination based on the results of the assessment and pursue further assessment if needed. It covers further steps to educate stakeholders like community farmers and food producers and creation of tourism proper organizational structure with responsibilities and roles for operations. And lastly, one of the most important parts we learn from Japan culture is the continues development for sustainability of farm-to-table destination. Continuing improvement includes partnership with the public and private sector, product development and marketing strategies.

Moreover, the framework was presented in several academic and nonacademic institutions in Southeast Asia namely, Philippines, Malaysia, Singapore, Laos, and Brunei that open conversation about the flexibility of the framework. It is the basic to follow in developing farm-to-table sites or destination at least in ASEAN countries, with that claim, the researcher still believes that one size does not fit to all. Localization of the framework is highly advisable.

Publication of the Results of Research Project:

Verbal Presentation (Date, Venue, Name of Conference, Title of Presentation, Presenter, etc.)

Developing and Sustaining Farm-to-Table Tourism via Organic and Natural Farming for Southeast Asia: A benchmarking approach in Japan and Korea presented in Philippine Association of Researchers in Tourism and Hospitality Annual Research Convention, Manila, Philippines, February 2019

Exploring Farm-to-table Concept Towards Tourism Acclimation: Past, Present and Future Researchers, presented in

<p>Philippine Association of Researchers in Tourism and Hospitality Annual Research Convention, Manila, Philippines, February 2019</p> <p>Exploring Farm-to-table Tourism: Analysis of Interconnected Typologies presented in Philippine Association of Researchers in Tourism Hospitality Annual Research Convention, Manila, Philippines, February 2018</p> <p>Exploration of the Emergence of Agro(Agri)-Tourism, Farm Tourism and Farm-to-table Tourism: Complexity in Symmetrical Identity, Asia Pacific Council of Hotel of Hotel and Restaurant Institutional Educators, Bali Indonesia, May 31- June 2, 2017</p> <p>The Rise of ASEAN Farm-to-table Tourism: Synergy of Agriculture, Gastronomy and Tourism in achieving Sustainable Ecological Balance, presented in ASEAN Tourism Research Association Conference, James Cook University, Singapore, January 2018</p> <p>Farm-to-table Tourism in the Philippines: Rural Community Approach via Sustainable Organic Farming, 12th Graduate Research Colloquium, Taylors University Malaysia, December 2017</p> <p>Farm-to-Table Tourism: A Field Note on the Future of Agriculture and Food, Towards a Sustainable Farm-to-Table Restaurant Operation, presented in Asia Euro Conference, Gwalior India, November 2017</p> <p>Eminence and Valuation of Five Self-Acclaimed Farm-to-Table Restaurant in Manila, Philippines: A Sustainable Farm-to-Table Tourism Approach, presented in Amity International Tourism & Hospitality Conference, Noida, India, September 2017</p> <p>Conceptualizing Farm-to -Table Tourism via Sustainable Organic Farming, presented in Asia Pacific Council of Hotel and Restaurant Institutional Education Conference, Bangkok Thailand, May 2017</p> <p>Sustainable Relationship of Farmers, Restaurateurs and Chefs: A Farm-to-Table Tourism Strategy, presented in 2ND SIMPI (Sustainability Initiatives: Case Studies in Malaysia, Philippines and Indonesia, Manila Philippines, March 2017</p> <p>Organic Veneer: Study on the Practices of Farm to Table Restaurants Claims, presented in Far Easter University, ITHM Research Colloquium, Manila Philippines, January 2017</p> <p>Farm to Table Restaurant in the Philippines: Status, Challenges and Forthcoming through Sustainability, presented in Tourism Hospitality Annual Research Convention, Manila, Philippines, February 2017</p>
<p>Thesis (Name of Journal and its Date, Title and Author of Thesis, etc.)</p> <p>From Farm to the Tourist Table: An Exploratory Research of Application of “Farm-To-Table” Concept in Tourism industry in the Philippines by Mr. Harold B. Bueno. A 550-pages of PhD thesis completed and submitted to Taylors University-Malaysia last June 7, 2019. It is expected to be published in school library by May 20, 2020.</p> <p>Developing and Sustaining Farm-to-Table Tourism via Organic and Natural Farming for Southeast Asia: A benchmarking approach in Japan and Korea accepted for publication in Philippine Association of Researchers in Tourism and Hospitality. (ongoing process)</p>
<p>Book (Publisher and Date of the Book, Title and Author of the Book, etc.)</p> <p>(No book has publish yet)</p>