

# Nature of Tourism

## Retreat Pre-Evaluation

*Directions: Please complete this questionnaire to help us improve your experience at the upcoming retreat. Your responses to this voluntary questionnaire will remain confidential. All data will be combined for reporting purposes and not associated with your name. This information will be supplied to coordinators and instructors for improving the quality of this retreat and subsequent educational efforts about nature tourism.*

1. How did you hear about this workshop? *Check all that apply.*

- ☐ Letter
- ☐ E-mail announcement
- ☐ Newspaper article
- ☐ Flyer or poster announcement
- ☐ University Extension office
- ☐ Phillips Community College
- ☐ Other (please explain): \_\_\_\_\_

2. Which of the following best describes who you are? *Check all that apply.*

- ☐ Farmer
- ☐ Landowner
- ☐ Entrepreneur/Business owner
- ☐ Community leader
- ☐ Elected official
- ☐ Extension agent/county/state faculty member
- ☐ Other: \_\_\_\_\_

3. This question is about your interest in each of these nature tourism topics. Circle the number by each statement below to indicate how much interest you have in learning about the topic.

Topics	No Interest	Some Interest	A Lot of Interest	
Incorporating Nature into Agritourism	1	2	3	4
Community's Role in Nature Tourism	1	2	3	4
Wildlife Ecology and Soils	1	2	3	4
Habitat Management in Nature Tourism	1	2	3	4
Business Assessment	1	2	3	4
Marketing	1	2	3	4
Risk Analysis	1	2	3	4
Financial Considerations	1	2	3	4

Topics	No Interest	Some Interest	A Lot of Interest	
Legal Considerations	1	2	3	4
The Basics of Birding	1	2	3	4
Understanding Birders	1	2	3	4
Nature Interpretation	1	2	3	4
Hospitality as a way of Business	1	2	3	4
Involving Youth in Nature Tourism	1	2	3	4
Technical and Funding Resources	1	2	3	4
Other: <i>(describe)</i>	1	2	3	4

4. What are you interested in “taking home” from this retreat? *Check all that apply.*

- ☐ A deeper understanding of nature tourism.
- ☐ Be able to make an informed decision about starting a nature-based business as an additional income source.
- ☐ Better familiarity with business management “best practices.”
- ☐ Better familiarity with land management “best practices.”
- ☐ Better familiarity with the service industry “best practices.”
- ☐ Better understanding of sound wildlife habitat management practices.
- ☐ Better understanding of building partnerships within the community.
- ☐ Other: \_\_\_\_\_

**About You.** Please provide the following information to help us better understand our audience.

5. What is your gender? ☐ Female ☐ Male

6. What is your race?  
(Check one.)

- ☐ American Indian/Alaska Native
- ☐ Asian
- ☐ Black/African American
- ☐ Hawaiian/Pacific Islander
- ☐ White
- ☐ Two or more mixed race/other

7. Are you Hispanic or Latino? ☐ Yes ☐ No

8. What is your age? ☐ < 20 years old  
☐ 20 to 29 years old  
☐ 30 to 39 years old  
☐ 40 to 49 years old  
☐ 50 to 59 years old  
☐ 60 to 69 years old  
☐ 70 or more years old

9. What is your highest level of education? ☐ High school or G.E.D.  
☐ Some college  
☐ College degree

10. How many acres do you own or manage? \_\_\_\_\_ #

11. Are you considering or currently own a nature tourism or agri-tourism business?

☐ Yes *(Continue by answering Questions 11a and 11b.)*

☐ No → Skip to Question 12.

11a. What range best describes your household income? *(Responses will be confidential and combined with other data.)*

- ☐ less than \$30,000  
☐ \$30,000 – \$49,999  
☐ \$50,000 - \$79,999  
☐ \$80,000 or more

11b. What percent of your income is farm-based income?

- ☐ less than 10%  
☐ 10% to 24%  
☐ 25% to 49%  
☐ 50% to 74%  
☐ 75% to 100%

13. Do you currently lease land or organize trips for outdoor recreation such as Hunting, Fishing, Camping, etc.?

☐ Yes ☐ No

14. Is there anything else you wish to share about your expectations for the upcoming retreat?

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*Thank you for completing this questionnaire.*