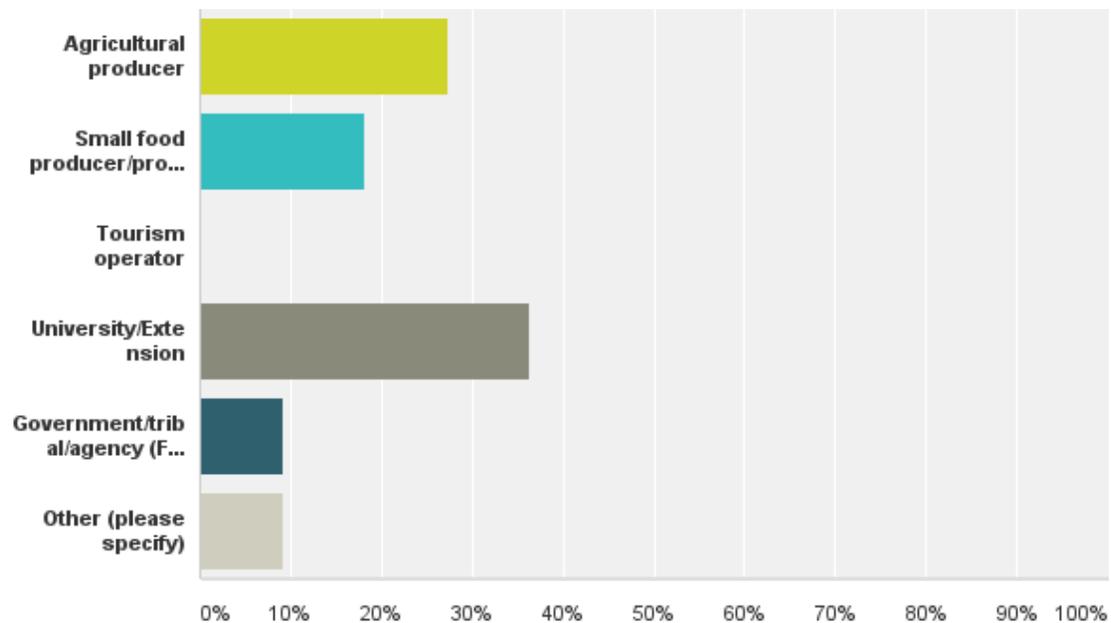


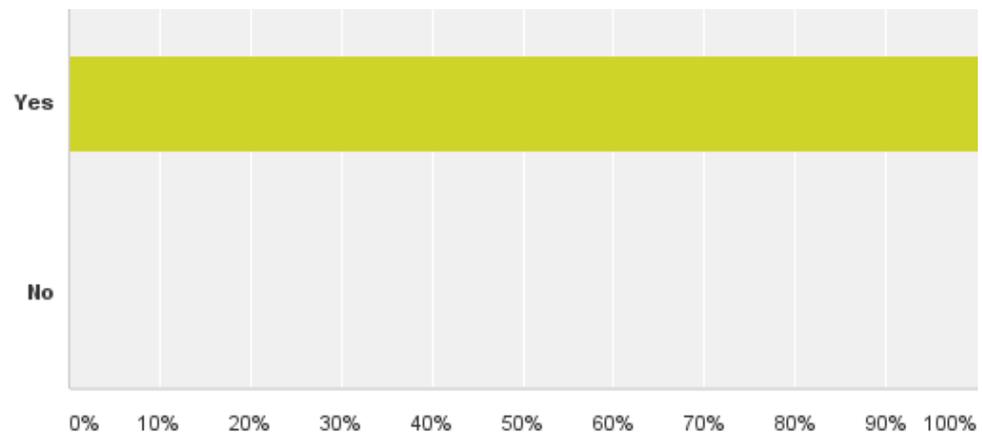
Farm and Food Tourism Workshop Follow-Up Evaluation Results

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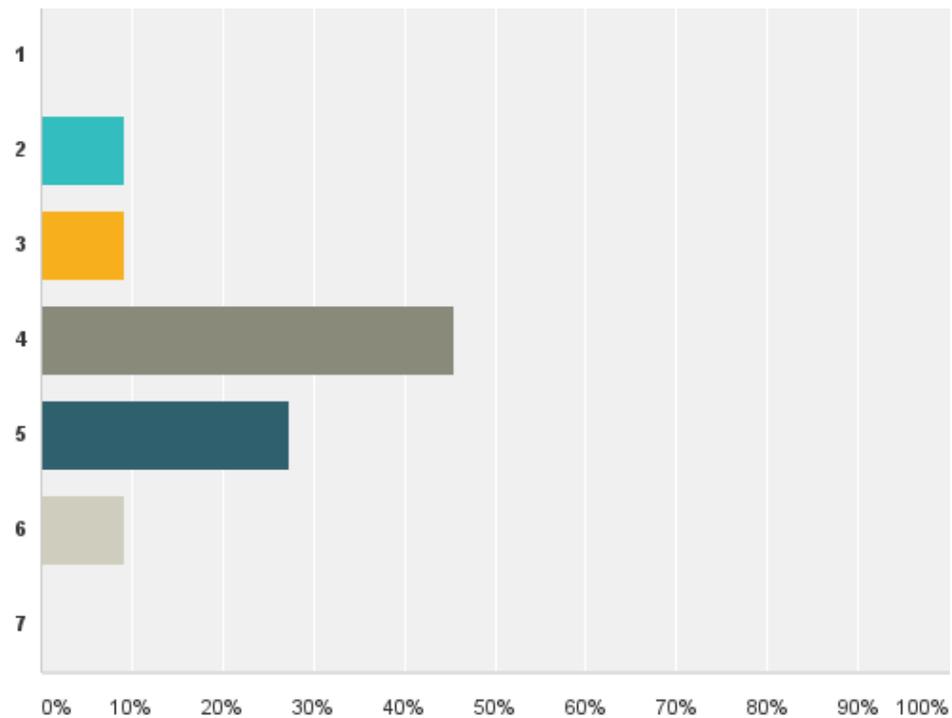
Q1: Which one of the following best describes your professional interest in this workshop?



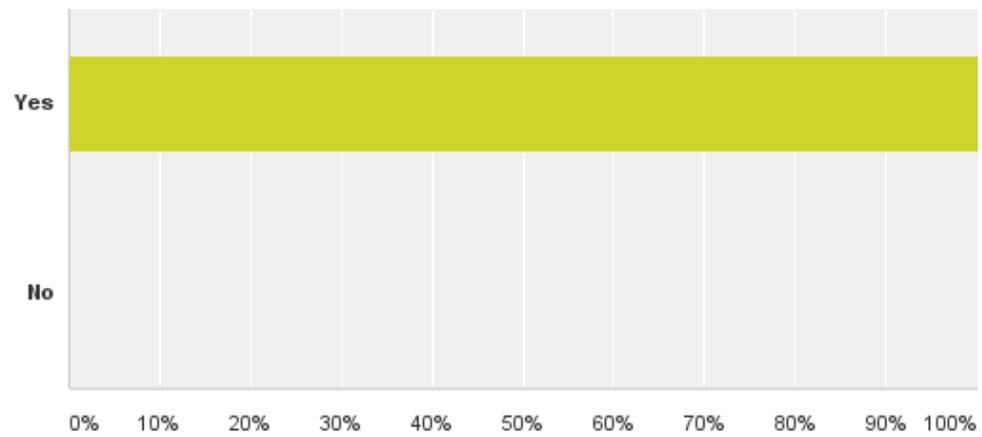
Q2: Would you attend future workshops on agritourism/food tourism?



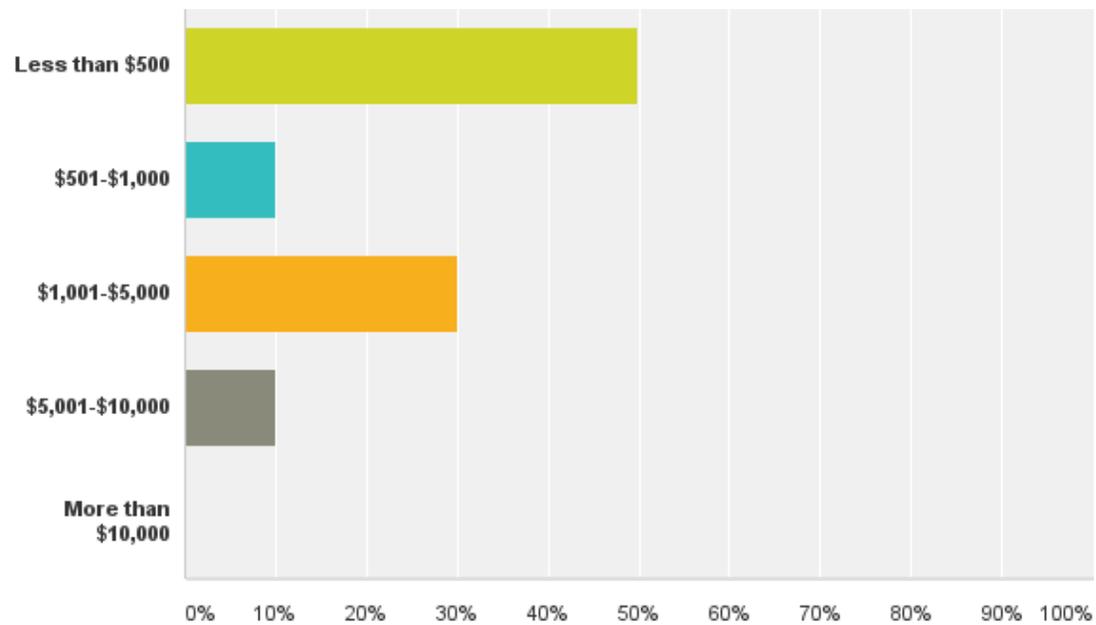
Q4: How much of the material presented in the workshop did you incorporate into your business/operation on a scale of 1 to 7, where 1 is none and 7 is a great deal?



Q5: Would you recommend this workshop to others?



Q6: What was the value or the benefits accrued to your operation/job from changes you made as a result of attending the workshop?



Q7: To what extent do you understand the following? (Please check one response for each)

	Moderate to High
The potential economic, social, and environmental benefits of implementing	81.82%
The activities, products, and events associated with ag/food tourism enterprises	90.91%
Benefits and challenges in sourcing restaurants	72.73%
Benefits and challenges in sourcing hotels/conference centers	63.64%
Assessing the economic feasibility of an ag/food tourism enterprise	81.82%
Tourist types and preferences related to ag/food tourism	81.82%
Creating cost and return projections (budgets) for a new ag/food tourism enterprise	72.73%
Management and resource requirements for establishing an ag/food tourism	63.64%
Tourism promotional methods and outlets	72.73%
Estimating demand for a new ag/food tourism enterprise	63.64%
Labeling and safety aspects of value-added food production	72.73%
Local value-added product processing regulations	63.64%
Safety and liability considerations in an ag/food tourism enterprise	72.73%

**Q8: Please rate your intention of completing the following activities.
(Please check one response for each)**

	Completed or will complete within 1 year
Create a business plan for a new ag/food tourism enterprise	50.00%
Create a marketing plan for a new ag/food tourism enterprise that supports tourism promotional strategies	50.00%
Develop a production plan for a value-added product(s)	87.50%
Develop a safety plan for my tourism related enterprises/products	75.00%
Implement an ag/food tourism enterprise (or product) for my operation	87.50%
Measure the changes in my operation's profitability due to the new ag/food tourism enterprise (product)	75.00%

Q9: Please evaluate the following changes to your operation as a result of attending the workshop. (Please check only one response for each)

	Increase	No Change	Unsure	Decrease	Total
Range of products produced	12.50% 1	50.00% 4	37.50% 3	0.00% 0	8
Number of enterprises/services provided	12.50% 1	62.50% 5	25.00% 2	0.00% 0	8
Infrastructure and equipment	37.50% 3	25.00% 2	37.50% 3	0.00% 0	8
Land area used	25.00% 2	62.50% 5	12.50% 1	0.00% 0	8
Number of employees	25.00% 2	50.00% 4	25.00% 2	0.00% 0	8
Financing amount/options	12.50% 1	75.00% 6	12.50% 1	0.00% 0	8
Number of customers	37.50% 3	50.00% 4	12.50% 1	0.00% 0	8
Marketing outlets/distribution networks used	12.50% 1	75.00% 6	12.50% 1	0.00% 0	8
Promotional outlets used	12.50% 1	62.50% 5	25.00% 2	0.00% 0	8
Overall operation profitability	12.50% 1	62.50% 5	25.00% 2	0.00% 0	8
Other	50.00% 1	50.00% 1	0.00% 0	0.00% 0	2

**Q10: Please rate your intention of completing the following activities.
(Please check one response for each)**

	Completed or will complete within 1 year
Create a plan to introduce the workshop curriculum and other SARE resources into producer programming	55.56%
Assist producers in evaluating the economic feasibility of an ag/food tourism enterprise/product	55.56%
Assist producers in developing a marketing plan that supports tourism promotional strategies	44.44%
Assist producers in implementing ag/food tourism enterprises/products	44.44%
Assist producers in accessing food tourism networks and distribution channels	55.56%
Assist producers in measuring changes in their operation's profitability due to the new ag/food tourism enterprise (product)	55.56%
