

Nature of Tourism Retreat Post-Evaluation

Please complete this questionnaire to help us improve our educational efforts about nature tourism. 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 subsequent educational efforts about nature tourism.

Please **CIRCLE** the number which most closely represents your reaction to each question.
4 = Outstanding (A) 3 = Satisfactory (B) 2 = Needs Improvement (C) 1 = Poor (D)

Assessment	Rating			
	Poor	Needs Improvement	Satisfactory	Outstanding
Retreat Content				
Content was understandable and appropriately organized	1	2	3	4
Content was useful	1	2	3	4
Materials and handouts were helpful	1	2	3	4
Instructors				
Instructors were organized & presentation was on target	1	2	3	4
Instructors were knowledgeable	1	2	3	4
Instructors were interesting and enthusiastic	1	2	3	4
Facilities				
The accommodations and learning environment were:	1	2	3	4
Food arrangements were:	1	2	3	4
Overall				
In your opinion, how does this course rate overall?	1	2	3	4

Program Value

Do you feel the information presented will assist with your efforts to increase the revenue potential for your property? Yes No Doesn't apply

Do you feel the information presented will help you meet the Wildlife Habitat goals for your property? Yes No Doesn't apply

How much would you expect to earn annually from using this information?

- \$1,000-\$5,000 \$5,000-\$10,000
 \$10,000-\$25,000 \$25,000-\$50,000
 \$50,000-\$100,000 Over \$100,000 Doesn't apply

Do you expect to change your land use practices with the knowledge you gained in this course?
 Yes No Doesn't apply

Do you expect to lease your property for outdoor recreation based on the information learned from this course?
 Yes No Doesn't apply

Program Effectiveness

Circle the number by each statement indicating the effectiveness of the retreat in improving your understanding of the topic.

Topic	Effectiveness				
	Ineffective	Somewhat ineffective	Somewhat effective	Very effective	Didn't attend session
A deeper understanding of nature tourism.	1	2	3	4	N/A
Be able to make an informed decision about starting a nature-based business as an additional income source.	1	2	3	4	N/A
Better familiarity with business management "best practices."	1	2	3	4	N/A
Better familiarity with land management "best practices."	1	2	3	4	N/A
Better familiarity with the service industry "best practices."	1	2	3	4	N/A
Better understanding of sound wildlife habitat management practices.	1	2	3	4	N/A
Better understanding of building partnerships within the community.	1	2	3	4	N/A

This next question is about how effective the retreat was in improving your knowledge about each of these nature tourism subjects. Circle the number by each statement below to indicate how knowledgeable you were before attending the retreat and how knowledgeable you are now after attending the retreat.

Subjects	Level of Knowledge about Subjects									
	<u>Before Retreat</u>					<u>After Retreat</u>				
	None	A Little	A Lot	Didn't attend session	None	A Little	A Lot	Didn't attend session		
Incorporating Nature into Agritourism	1	2	3	4	N/A	1	2	3	4	N/A
Community's Role in Nature Tourism	1	2	3	4	N/A	1	2	3	4	N/A
Wildlife Ecology and Soils	1	2	3	4	N/A	1	2	3	4	N/A
Habitat Management in Nature Tourism	1	2	3	4	N/A	1	2	3	4	N/A
Business Assessment	1	2	3	4	N/A	1	2	3	4	N/A
Marketing Basics	1	2	3	4	N/A	1	2	3	4	N/A
Risk Analysis	1	2	3	4	N/A	1	2	3	4	N/A
Financial Considerations	1	2	3	4	N/A	1	2	3	4	N/A
Legal Considerations	1	2	3	4	N/A	1	2	3	4	N/A
The Basics of Birding	1	2	3	4	N/A	1	2	3	4	N/A
Understanding Birders	1	2	3	4	N/A	1	2	3	4	N/A
Nature Interpretation	1	2	3	4	N/A	1	2	3	4	N/A
Hospitality as a Way of Business	1	2	3	4	N/A	1	2	3	4	N/A
Involving Youth in Nature Tourism	1	2	3	4	N/A	1	2	3	4	N/A
Technical and Funding Resources	1	2	3	4	N/A	1	2	3	4	N/A
Other: <i>(describe)</i>	1	2	3	4	N/A	1	2	3	4	N/A

We intend to hold future events dealing with nature tourism and need your help. We need to focus our promotion efforts to reach the broadest audience who has potential interest in nature tourism. What organizations do you belong, or what list serves or magazines do you receive, which would offer ways to announce workshops, meetings, or retreats? Or what other venues would you recommend for informing potential participants?

Thank you for completing this questionnaire.