

# AGRITOURISM WORKSHOP EVALUATION

BYERS

JANUARY 30, 2008

Please help us evaluate **Agritourism: Planning For Success!** by filling out this questionnaire. Your answers will be used to gain feedback on the materials presented and your plans, if any, to make changes to your farm/ranch operation as a result of what you have learned here.

1) **What is your current involvement in Agritourism? (circle one)**

- a) Agritourism is a supplementary enterprise (minor activity that supports other products on farm/ranch).
- b) Agritourism is a complementary enterprise (activity that equally shares resources/management on farm/ranch).
- c) Agritourism is the primary enterprise (dominant activity on farm/ranch).
- d) Not currently involved in agritourism, but have begun planning.
- e) Just becoming aware of agritourism as an option for my operation.

2) Farmer or Rancher \_\_\_\_\_ Educator \_\_\_\_\_ Fed/State Agency \_\_\_\_\_ Tourism \_\_\_\_\_ Media \_\_\_\_\_

Other \_\_\_\_\_

3) **Please rate your knowledge of the following topics PRIOR to attending today's workshop:**

Use a scale from 1 to 5, with 1 = limited understanding and 5 = complete understanding.

	Limited Understanding			Complete Understanding	
A. Understanding the potential of an agritourism or heritage tourism enterprise	1	2	3	4	5
B. Assessing <u>your</u> potential for success by evaluating your resources	1	2	3	4	5
C. Developing a clear message about your product or service	1	2	3	4	5
D. Assessing your liability exposure and how you can mitigate risk	1	2	3	4	5
E. Understanding resources available for agritourism operations	1	2	3	4	5

4) **What roadblocks or problems have you encountered in thinking about, planning for or running an agritourism enterprise?**

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- 5) **Please rate your knowledge of the following topics AFTER attending this workshop:**  
Use a scale from 1 to 5, with 1 = limited understanding and 5 = complete understanding.

	Limited Understanding			Complete Understanding	
A. Understanding the potential of an agritourism or heritage tourism enterprise	1	2	3	4	5
B. Assessing <u>your</u> potential for success by evaluating your resources	1	2	3	4	5
C. Developing a clear message about your product or service	1	2	3	4	5
D. Assessing your liability exposure and how you can mitigate risk	1	2	3	4	5
E. Understanding resources available for agritourism operations	1	2	3	4	5

- 6) **Please indicate one or more ideas you plan to implement and/or change(s) in your operation as a result of participating in this workshop.**

Ideas to Implement
A.
B.
C.
D.

- 7) **Please rate the overall usefulness or value of the workshop presentations/activities:**  
Please rate on a scale from 1 to 5 with 1 = not useful, and 5 = very useful.

	Not Useful			Very Useful	
Assessing Your Resource Base	1	2	3	4	5
Engaging Your Community	1	2	3	4	5
A View From the Field: Panel Discussion with Agritourism Business Operators	1	2	3	4	5
Branding & Strategic Positioning	1	2	3	4	5
Risk Management and Liability Issues for Agritourism Enterprises	1	2	3	4	5
Regulatory Issues in Agritourism	1	2	3	4	5
Developing Heritage Tourism	1	2	3	4	5

- 8) **What specific suggestions do you have for improving the workshop? Are there other topics/subjects you would like to have covered? Is there anything else you would like to tell us?**



Thank you for taking time to complete this questionnaire!