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Montana Agritourism Fellows Program  
 Developing Leaders to Advance Sustainable AgriTourism  
 Seminar Four Evaluation

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The following program outcomes/SARE goals were assessed at the end of Seminar Four:

1. Individuals will increase their knowledge of sustainable agritourism, business management, and communication skills to serve themselves and their operations better.

Participants were prompted to assess their changes in knowledge of sustainable agritourism, business management, and communication skills as a result of their participation in Seminar Four. The pre-and post-assessment results are displayed in Tables One and Two, respectively. One-third ( $n=2$ ; 33.3%) of participants indicated entering the seminar with none to slight knowledge of integration strategies for merging sustainable agriculture, economic, social, and environmental practices into an agritourism enterprise. After participation in Seminar Four, every participant ( $n=6$ ; 100.0%) indicated moderate to high post-knowledge levels in all five assessment prompts.

Table 1  
 Seminar Four Participants' Pre-Knowledge Distribution

Prompt	None		Slight		Moderate		High	
	<i>f</i>	%	<i>f</i>	%	<i>f</i>	%	<i>f</i>	%
Knowledge of available resources.	0	0.00	0	0.00	6	54.55	0	0.00
Knowledge of integration strategies for merging sustainable agriculture, economic, social, and environmental practices into an agritourism enterprise.	0	0.00	2	18.18	4	36.36	0	0.00
Knowledge of communication skills to better educate others about sustainable agritourism.	0	0.00	0	0.00	5	45.45	1	9.09
Knowledge of business planning and management strategies of current agritourism operations.	0	0.00	1	9.09	5	45.45	0	0.00
Knowledge of marketing and promotion of agritourism operations and products.	0	0.00	0	0.00	5	45.45	1	9.09

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Table 2  
 Seminar Four Participants' Post-Knowledge Distribution

Prompt	None		Slight		Moderate		High	
	<i>f</i>	%	<i>f</i>	%	<i>f</i>	%	<i>f</i>	%
Knowledge of available resources.	0	0.00	0	0.00	0	0.00	6	54.55
Knowledge of integration strategies for merging sustainable agriculture, economic, social, and environmental practices into an agritourism enterprise.	0	0.00	0	0.00	1	9.09	5	45.45
Knowledge of communication skills to better educate others about sustainable agritourism.	0	0.00	0	0.00	1	9.09	5	45.45
Knowledge of business planning and management strategies of current agritourism operations.	0	0.00	0	0.00	2	18.18	4	36.36
Knowledge of marketing and promotion of agritourism operations and products.	0	0.00	0	0.00	1	9.09	5	45.45

Self-perceived changes in participants' level of knowledge were recorded in a post-then-pre format and are displayed in Table 3. The lowest mean ( $M=2.67$ ) entering the seminar was participants' reported knowledge of integration strategies for merging sustainable agriculture, economic, social, and environmental practices into an agritourism enterprise. The greatest increase in reported knowledge from pre- to post-test ( $\text{Diff.} = 1.17$ ) was recorded in the same area, participants' knowledge of integration strategies for merging sustainable agriculture, economic, social, and environmental practices into an agritourism enterprise. All five assessment prompts saw an increase in participants' pre- and post-knowledge.

Table 3  
 Seminar Four Participants' Post-then-Pre Knowledge-Summary

Prompt	Pre		Post		Diff.
	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>	
Knowledge of available resources.	3.00	0.00	4.00	0.00	1.00
Knowledge of integration strategies for merging sustainable agriculture, economic, social, and environmental practices into an agritourism enterprise.	2.67	0.47	3.83	0.37	1.17

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Knowledge of communication skills to better educate others about sustainable agritourism.	3.17	0.37	3.83	0.37	0.67
Knowledge of business planning and management strategies of current agritourism operations.	2.83	0.37	3.67	0.47	0.83
Knowledge of marketing and promotion of agritourism operations and products.	3.17	0.37	3.83	0.37	0.67

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