

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

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

1. Individuals will increase their knowledge of business management strategies and regulatory issues affecting agritourism to better protect themselves and their operations.

Participants were prompted to assess their changes in knowledge of business management strategies and regulatory issues affecting agritourism as a result of their participation in Seminar Three. The pre-and post-assessment results are displayed in Tables One and Two, respectively. A little more than one-third ($n=4$; 36.4%) of participants indicated entering the seminar with none to slight knowledge of legal regulatory issues and business resources. After participation in Seminar Three, every participant ($n=11$; 100.0%) indicated moderate to high post-knowledge levels in all five assessment prompts.

Table 1
 Seminar Three Participants' Pre-Knowledge Distribution

Prompt	None		Slight		Moderate		High	
	<i>f</i>	%	<i>f</i>	%	<i>f</i>	%	<i>f</i>	%
Knowledge of business management strategies.	0	0.00	2	18.18	7	63.64	2	18.18
Knowledge of legal regulatory issues.	0	0.00	4	36.36	6	54.55	1	9.09
Knowledge of business resources.	0	0.00	4	36.36	6	54.55	1	9.09
Knowledge of safety and risk management strategies.	0	0.00	3	27.27	8	72.73	0	0.00
Knowledge of challenges in Agritourism.	0	0.00	1	9.09	9	81.82	1	9.09

Table 2
 Seminar Three Participants' Post-Knowledge Distribution

Prompt	None		Slight		Moderate		High	
	<i>f</i>	%	<i>f</i>	%	<i>f</i>	%	<i>f</i>	%
Knowledge of business management strategies.	0	0.00	0	0.00	7	63.64	4	36.36
Knowledge of legal regulatory issues.	0	0.00	0	0.00	10	90.91	1	9.09
Knowledge of business resources.	0	0.00	0	0.00	7	63.64	3	27.27
Knowledge of safety and risk management strategies.	0	0.00	0	0.00	6	54.55	5	45.45
Knowledge of challenges in Agritourism.	0	0.00	0	0.00	5	45.45	6	54.55

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 and tightest standard deviation ($M=2.73$; $SD=0.45$)

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entering the seminar were participants' reported knowledge of safety and risk management strategies. The greatest increase in reported knowledge from pre- to post-test (Diff. = 0.73) was recorded in the same area, participants' knowledge of safety and risk management strategies. All five assessment prompts saw an increase in participants' pre- and post-knowledge.

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

Prompt	Pre		Post		Diff.
	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>	
Knowledge of business management strategies.	3.00	0.60	3.36	0.48	0.36
Knowledge of legal regulatory issues.	2.73	0.62	3.09	0.29	0.36
Knowledge of business resources.	2.73	0.62	3.30	0.46	0.57
Knowledge of safety and risk management strategies.	2.73	0.45	3.45	0.50	0.73
Knowledge of challenges in Agritourism.	3.00	0.43	3.55	0.50	0.55