



Engaging Your Family
and Community

The Human Side of Agri-tourism

- What can we learn from the research?
- So what's the big deal?
- Questions to consider.
- References and resources.

The Research

- What can we learn from the rural tourism academic literature?

The Gap!

- Formal literature review indicates a research gap in the area of family, business partner and community attitudes regarding agri-tourism.
- More studies from USA are needed!
- Most studies done in UK, Europe and Australia.

International Studies

- Motivation to diversify farm and ranch operations
- Financial goals
- Social goals
- Psychological goals

What About Stress?

- Agri-tourism ventures and stress.
- Stress and public interaction.
- Personality types and stress management.
- Business structure and division of labor.

Community Relationships

- Peer relationships
- Building a support base
- Accessing your community resources

So What!

- Don't assume all family members and/or partners are on the same page!
- Personal identities are invested.
- Take time to explore ideas, goals and feelings.
- Make a plan to check in.

Questions to Consider

- How satisfied are you with your current ranch operation today?
- Can you identify two goals you expect to achieve by adding new enterprises to your ranch?
- What is your top enterprise choice if there is more than one you've identified?

More Questions...

- What roles do you see each of your family members taking on initially in the new enterprise in the areas of production, management and marketing?
- How do you envision those roles in the next 3-5 years?

More Questions...

- How do you envision your ranch operation 3-5 years from now?
 - What do you think the new enterprise will provide in terms of income over the next 3 years? Over the next 5 years?
 - What do you think the new enterprise will provide in terms of family employment over the next 3 years? Over the next 5 years?

More Questions...

- What are your on-ranch and off-ranch employment expectations related to diversification?
- What are your expectations for inviting the public onto your ranch?
- Right now, what is the level of financial risk in dollars that you think can be allocated to enterprise development?

Resources and References

- Refer to handouts