



Assessment: Is Agritourism a Fit for You and Your Family?

Agritourism may provide additional income for your farm or ranch, but it's not for the faint of heart, and it's not for everyone. Take the time to assess whether this is really something that will enhance your life by first assessing your skills, personality and preferences according to the questions in the table below. Have your family members

and, if applicable, key employees and partners answer the same questions, and then discuss your results together, using these three questions to focus your conversation:

- What conclusions do you draw from your personal and collective responses?

	Agree	Somewhat Agree	Somewhat Disagree	Disagree
Entrepreneur Attributes and Skills				
I am a self-starter				
I am prepared to invest substantial time in planning and operating a new enterprise				
I follow through on what I start				
I have a strong work ethic				
I am in good health and have plenty of energy				
I am comfortable making important decisions				
The idea of taking on more responsibility excites me				
I am creative in developing ideas and solving problems				
I adapt well to change				
I am comfortable with assessing and managing risk				
I am willing to risk losing an investment				
I will be able to survive financially if a new enterprise does not generate a profit for a few years				
My family is 100% committed to starting and operating an agritourism venture				



	Agree	Somewhat Agree	Somewhat Disagree	Disagree
Hospitality Attributes and Skills				
I like meeting and working with all types of people				
I enjoy finding common ground with people who are different than me				
I would enjoy having more people visit my farm/ranch				
I'd like to show people my farming/ranching operation				
I don't mind losing some privacy at home				
I value a clean farm/ranch				
I am not afraid of working long hours, including holidays, weekends and evenings when visitors would be most able to visit				
I can be patient and sensitive to the needs of visitors				
I don't mind serving people; I actually like it				
I enjoy being around and responsible for a large number of people, including children				
I am knowledgeable about agriculture				
I am knowledgeable about my community and region – its natural and cultural history beyond my own farm/ranch				
I like the idea of teaching people what I know				
I have customer relations experience				
I am an effective communicator				
I have a good sense of humor and am not easily offended				
I'm generally an even-keeled and cheerful person				
Managerial Skills and Attributes				
I have experience managing and operating a business				
I can manage the additional business responsibilities associated with an agritourism operation				
I am good at managing and organizing my home and business expenses and financial records				
I enjoy learning new things				
I am flexible in my approach to work, depending on what the circumstances call for				
I have knowledge of basic business law				
I have sales skills				
I have supervisory skills				
I am effective at setting and meeting deadlines to accomplish tasks				
I am determined to succeed				

- Are there critical gaps in skills or attributes among the group? If so, can you tailor your business to work around those gaps? (For example, if privacy is a non-negotiable, perhaps your agritourism activity could take place off-site such as at a farmers market, or you could limit visitors to certain parts of your property that are away from your house.) Or could you enlist the help of someone who could fill the critical gaps?

- Looking back at the “Types of Agritourism Activities” checklist in Part I of the handbook, do any ideas stand out as particularly promising given what you’ve uncovered about your personal skills and interests?

Specific Skills/Interests of Family Members, Key Employees or Partners

Name	Delivering / Producing	Managing	Marketing

This list has been compiled from Oregon’s experience and several other agritourism development manuals, including: Agritourism in Focus: A Guide for Tennessee Farmers, University of Tennessee Extension; Agritourism and Nature Tourism in California, 2nd Edition – University of California Agriculture and Natural Resources; Creating Successful Agritourism Activities for your Farm – Community Involved in Sustaining Agriculture; Agri-tourism – Virginia Cooperative Extension; Oklahoma Agritourism Resource Manual; Are you Ready to Host Visitors at Your Farm? University of Vermont Tourism Research; Assessing your Farm for Agritourism, VT Farms! Association and Nebraska’s Guide to Agri-tourism and Eco-tourism Development, 2005.

