# Demonstrate understanding of agritourism scheme

**Duration:** 5-6 weeks

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| **Essence statement:** | Using agribusiness knowledge and skills to be able to make informed decisions that enhance and sustain primary production for future generations.  |
| **Big Picture:**  | New Zealand is a country whose wealth depends mainly on the animal and plant products derived from its primary production. Producers need to have an understanding of how to diversify their businesses and to market their products and services to people in their community as well overseas. The following are important ideas within the Big Picture:* Have an understanding of the economic significance of agritourism to the rural sector.
* Investigate an agritourism business of global, national, or regional importance.
* Understand the ways in which tourism can be applied to real life situations in the primary sector.
* Using knowledge and skills to understand the different perspectives, rethink long standing ideas and consider alternative agritourism practices.
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| **New Zealand Curriculum Links. Social Sciences Level 8:** |
| * **Geography:**
 | * Understand how interacting processes shape natural and cultural environments, occur at different scales, and create spatial variations.
* Understand how people’s diverse values and perceptions influence the environmental, social and economic decisions and responses that they make.
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| **Agricultural and Horticultural Science Curriculum Level 8:** |
| * **Contextual Strand: Markets**
 | **Learning Objective 1:** Critically examine the particular plant and/or livestock attributes that make it possible to exploit a range of different market opportunities.**Learning Objective 2:** Critically examine how scientific and technological principles are applied to the life processes of plants and/or livestock in order to shape the attributes of primary products for specified markets. |
| * **Contextual Strand: Life Processes**
 | **Learning Objective 2:** Critically examine how management practices used in production processes ensure marketable primary products. |
| * **Contextual Strand: Profitability**
 | **Learning Objective 4:** Critically examine the impact of a range of specific factors on the profitability of primary production in New Zealand. |
| **Principles:** | **Coherence:** Creating links between knowledge and skills gained within the tourism community and the agribusiness sector. **Future Focus:** Tourism decisions that allow producers to enhance and sustain global primary production and enterprise.**Cultural diversity:** Students examine a variety of worldviews and values when considering global markets.**Community Engagement:** Agritourism ventures ensure that the agribusiness sector reaches out to their local community.  |
| **Values:**  | **Excellence,** by aiming high and by persevering in the face of difficulties. **Innovation, inquiry, and curiosity,** by thinking critically, creatively and reflectively.**Diversity,** as found in our different cultures languages, and heritages. **Community and participation** for the common good.**Integrity,** which involves being honest, responsible, and accountable and acting ethically.  |
| **Key Competencies:**  | **Thinking:** Make sense of information, develop understanding, make decisions, and reflect on learning.**Using language, symbols, and text:** To access and communicateinformation and to communicate this information with others.**Relating to others:** Interacting effectively with a diverse range of people in a variety of contexts. **Participating and contributing:** To understand the importance of balancing rights, roles, and responsibilities of social, cultural, physical and economic environments.  |

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| **Depth of coverage.** | **Specific Learning Outcomes.****Students understand:** | **Learning Activities.** | **Resources.** |
| **What’s The Big Picture?*** Why study?
* Understand how tourism can be applied to the rural sector.
* Understand the economic significance of agritourism.
 |  | Possible brainstorming ideas may include.* Why is an understanding of tourism important to the primary industry?
* How does understanding agritourism improve primary production markets, and meet producer and customer needs?
* Analyse the economic significance of tourism.
 | * Poster paper.
* Pens.
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| **What is agritourism?** * Agritourism (agrotourism) involves any primary sector based operation or activity that brings visitors to a [farm](https://en.wikipedia.org/wiki/Farm), orchard etc.
* Agritourism has different definitions in different parts of the world, and sometimes refers specifically to [farm stays](https://en.wikipedia.org/wiki/Farm_stay), as in Italy.
* Agritourism includes a wide variety of activities.
* Agritourism is a form of niche tourism that is considered a growth industry in many parts of the world.
* Other terms associated with agritourism are "agritainment", "value added products", "farm direct marketing" and "sustainable agriculture".
 | * What agritourism means.
* Why study agritourism.
 | * Write the definition of agritourism - <https://en.wikipedia.org/wiki/Agritourism>
* Does it mean different things to different people?
* Read What is rural tourism? Is it different to agritourism?
 | * <https://en.wikipedia.org/wiki/Agritourism>
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| **Examples of agritourism.** * 3 groups;
	+ Direct market e.g. farm stands, pick your own.
	+ Recreational / event e.g. farm weddings, horse riding, walking trails, glamping, concerts, rodeo, pig hunting, fishing spots (trout, sea), pheasant hunting, rail trails,
	+ Education e.g. Farm tours, B & Bs, wine tours, agricultural tours,
* Examples of New Zealand agritourism ventures, e.g. A and P shows, Agrodome, Fieldays.
* Associated goods and services such as the souvenir trade e.g. lanolin.
	+ Ensure that it is tailored to the consumer’s needs e.g. food souvenirs rather than plates.
 | * The different groups of agritourism.
* New Zealand examples.
 | * Brainstorm some examples of agritourism; e.g. a corn maze, slopping hogs, picking fruit, feeding animals, staying at a bed and breakfast (B&B) on a farm, glamping, riding horses, cattle ranches, trophy hunting, farm stands or shops, U-pick, farm stays, tours, on-farm classes, fairs, festivals, pumpkin patches, Christmas tree farms, winery weddings, orchard dinners, youth camps, barn dances, rail trails, golf carts, home stays, cheese makers, hunting or fishing, & more.
* Read Teaching skills for living with the land article.
* Brainstorm all the different food souvenirs, tourist could try throughout New Zealand.
* Watch video on farm stays.
* Watch video on
	+ food souvenirs.
	+ educational agritourism.
* Get Karen Baldwin in to talk to students about agricultural tours.
 | * Assessing your farm for Agritourism article.
* Teaching skills for living with the land article.
* Country Calendar on farm stays. <https://www.tvnz.co.nz/ondemand/country-calendar/11-04-2015/series-2015-episode-2>
* Country Calendar on food souvenirs – Making cheese. <https://www.tvnz.co.nz/ondemand/country-calendar/08-03-2014/series-2014-episode-4>
* Country Calendar on educational agritourism <https://www.tvnz.co.nz/ondemand/country-calendar/series-2016-episode-2/19-03-2016>
 |
| **Why has agritourism come about?*** “Multi-functional agriculture” e.g. agritourism, value added production, direct and indirect sales.
* People have become more interested in how their food is produced. They want to meet farmers and processors and talk with them about what goes into [food production](https://en.wikipedia.org/wiki/Food_production).
* For many people who visit farms, especially children, the visit marks the first time they see the source of their food, be it a [dairy cow](https://en.wikipedia.org/wiki/Dairy_cow), an ear of [corn](https://en.wikipedia.org/wiki/Maize) growing in a field, or an [apple](https://en.wikipedia.org/wiki/Apple) they can pick right off a tree.
* Producers use consumer interest to develop traffic to their business, and interest in the quality of their products, as well as awareness of their products.
* Revenue and education are often the primary drivers for farmers to diversify their operations and invite guests onto their property.
* Agritourism, is one alternative for improving the incomes and potential economic viability of small farms and rural communities.
 | * Why agritourism has come about.
 | * International visitors
	+ What is their motivation for coming? Clean green access, access to wildlife, beaches etc.
	+ Who are coming here? Asian, UK, Germany
	+ What do they do here? Asian – petting zoos, low risk activities; US/UK – high-risk activities e.g. caves on farms, kayaking; Germany - WOOFERS
* Read
	+ Tourism and its connection to New Zealand’s countryside.
	+ An underground fantasyland https://www.stuff.co.nz/business/farming/86692681/an-underground-fantasyland
	+ Farms provide “non-farm” income opportunities.
	+ Making it work.
	+ Glampers enjoy luxury on the farm.
	+ Te Kuiti's Great NZ Muster on again.
	+ New Zealand must be greener to survive <https://farmersweekly.co.nz/topic/human-resources/view/nz-must-be-greener-to-survive>
* Watch videos on diversification.
 | * Making it work article.
* Glampers enjoy luxury on the farm article.
* Te Kuiti's Great NZ Muster on again article.
* Country Calendar on diversification <https://www.tvnz.co.nz/ondemand/country-calendar/19-09-2015/series-2015-episode-25>
* <https://www.tvnz.co.nz/ondemand/country-calendar/24-05-2014/series-2014-episode-15>
* https://farmersweekly.co.nz/topic/human-resources/view/nz-must-be-greener-to-survive
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| **Supplementary, complementary, and primary agritourism enterprises*** A supplementary enterprise - a minor activity that would support the other products on your farm; e.g. primary enterprise is livestock production, you decide to invite school groups to your farm several days a month to learn about your animals and your occupation.
* A complementary enterprise - agri-tourism activities would share equal footing with other enterprises in your farm product mix; e.g. you have an apple production enterprise on your farm. If you were to sell half of your apples to a wholesaler and the remainder to "pick-your-own" guests on your farm, then the two enterprises (the wholesale market and the direct market) would be complementary enterprises.
* The primary enterprise - agri-tourism would be the dominant activity on your farm; e.g. you open a winery on your farm and invite guests to spend the day or the weekend tasting wine. As part of the wine tasting package, you may include overnight lodging in a cottage on your property. You may produce grapes for the wine on your farm to supplement your wine tasting activities. However, because agri-tourism is the main part of your farm product mix, it becomes your primary enterprise.
* It is important for you, as a farmer, to realize that agri-tourism has the potential to become whatever you want it to be on your farm.
 | * Supplementary, complementary and primary agritourism enterprises.
 | * Read
	+ Hamilton couple launch Off The Beaten Track, matching holidaymakers with farms https://www.stuff.co.nz/travel/92172428/Hamilton-couple-launch-Off-The-Beaten-Track-matching-holidaymakers-with-farms
	+ Farming in the Shire pays off for Hobbiton family, decide which type of enterprise it is.
	+ Farming, tourism go hand in hand.
	+ Chinese farmer turns to tourism https://farmersweekly.co.nz/section/agribusiness/view/chinese-farmer-turns-to-tourism
* Watch the video on the Otago Rail Trail, what sort of enterprise is this? <https://www.tvnz.co.nz/ondemand/country-calendar/28-06-2014/series-2014-episode-20>
 | * Farming in the Shire pays off for Hobbiton family article.
* Farming, tourism go hand in hand article.
* Country Calendar Otago Rail trail <https://www.tvnz.co.nz/ondemand/country-calendar/28-06-2014/series-2014-episode-20>
* https://www.stuff.co.nz/travel/92172428/Hamilton-couple-launch-Off-The-Beaten-Track-matching-holidaymakers-with-farms
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| **Significance.*** Tourism is becoming increasingly important to a countries economy.
* Planning and marketing a rural community and weighing the pros and cons of tourism.
* Local citizen participation is helpful and should be included in starting any kind of a tourism program and can contribute to building a successful program that enhances the community.
* [Tourism](https://en.wikipedia.org/wiki/Tourism) is the world’s largest industry of more than 10% of total employment and 11% of global GDP.
* It is also a quickly growing industry as “total tourist trips are predicted to increase to 1.6 billion by 2020”.
* In order to accommodate these rising needs in the tourism industry, there must be a shift within this industry.
 | * The significance of agritourism to the New Zealand economy.
 | * Research who comes and why?
	+ International?
	+ National?
* Different tourists require / want different things. Compare Asian tourists with USA or UK.
	+ Asian – petting zoos, limited activities
	+ USA / UK – activity based.
	+ Business tourists – what are their motivations / reasons for coming.
* Watch Country Calendar on using WWOOFers
* Read
	+ Easing the OE article.
	+ Are we missing out on agri-tourism?
 | * Country Calendar on WOOFERS <https://www.tvnz.co.nz/ondemand/country-calendar/13-06-2015/series-2015-episode-11>
* <https://farmersweekly.co.nz/section/all/view/easing-the-oe?utm_source=Young+Country+e-newsletters+2015&utm_campaign=af3bdbe176-Young_Country_march_2016&utm_medium=email&utm_term=0_522678d655-af3bdbe176-322279961>
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| **Benefits.*** Economic
	+ Allows the creation of a replacement source of income in the non-agricultural sector for rural dwellers.
	+ Forces such as globalization, industrialization, and development encroachment are threatening small farms.
	+ Agritourism increases the potential for higher margin, on-farm sales of value-adding products and services, further diversifying the product line of the farm operation.
* Environmental
	+ Enhances the value of the rural environment.
	+ Their environment becomes a showcase to the tourist and brings a greater desire to maintain it.
	+ Protects, maintains and enhances the natural resources / environment.
* Sociocultural
	+ The added income from rural tourism can contribute to the revival of lost [folk art](https://en.wikipedia.org/wiki/Folk_art) and handicrafts.
	+ Relevant in developing nations where farmland has become fragmented due to population growth. The wealth that rural tourism can provide to poor households creates great prospects for development.
	+ Protects the local culture.
* Education
	+ Provides a place to educate visitors about rural life such as natural, cultural, environmental, and historical.
	+ Builds supportive relationships.
 | * The benefits of agritourism.
 | * Read
	+ Agritourism – bridging the gap.
	+ Agritourism – a farmer’s friend or foe?
	+ Tourism and its connection to New Zealand’s countryside.
	+ Farms provide “non-farm” income opportunities.
	+ An underground fantasyland https://www.stuff.co.nz/business/farming/86692681/an-underground-fantasyland
	+ Tourism needs a kiwi flavour. <https://agrihq.co.nz/topic/biz-organisations-and-marketing/trade/tourism-needs-a-flavour-of-kiwi>
	+ Eco-tourism boosts farm operation https://www.stuff.co.nz/business/farming/93346873/ecotourism-boosts-small-west-coast-farming-operation-at-ahaura
	+ Agritourism – Bringing a boost to farm income. https://www.bayleys.co.nz/news/rural/rural-insight-agri-tourism-bringing-a-boost-to-farm-income
* Watch Country Calendar on how wild scenery gives extra income through tourism.
* Discuss GST and expenditure on attractions, activities, food, drink, events, festivals, etc.
* Discuss the economic impacts from the Fieldays <https://fieldays.co.nz/2017/10/05/fieldays-creates-record-economic-impact-to-new-zealand-economy/>
* Inbound, outbound tourists.
* Domestic economy.
* Research
	+ What is the income that agritourism brings to New Zealand?
	+ Is there a breakdown of the different benefits that agritourists brings to New Zealand?
 | * Country Calendar wild scenery gives extra income through tourism. <https://www.tvnz.co.nz/ondemand/country-calendar/10-08-2013/series-2013-episode-21>
* https://agrihq.co.nz/topic/biz-organisations-and-marketing/trade/tourism-needs-a-flavour-of-kiwi
* <https://fieldays.co.nz/2017/10/05/fieldays-creates-record-economic-impact-to-new-zealand-economy/>
	+ https://www.stuff.co.nz/business/farming/93346873/ecotourism-boosts-small-west-coast-farming-operation-at-ahaura
* https://www.bayleys.co.nz/news/rural/rural-insight-agri-tourism-bringing-a-boost-to-farm-income
 |
| **Issues.*** Economic
* Sociocultural
* Environmental
 | * The negatives of agritourism.
 | * Read <https://www.ruralnewsgroup.co.nz/item/13319-dairying-not-all-bad-tourism-not-all-good>
* Tourists increasing biosecurity risk
 | * <https://www.ruralnewsgroup.co.nz/item/13319-dairying-not-all-bad-tourism-not-all-good>
* Tourists increasing biosecurity risk
 |
| **Requirements of the producer.** * Willing to share information about the farm.
* Spend the time to make customers feel welcome.
* Requires many of the same personality traits that make a good host at any tourist attraction or kind of service industry.
* It is important that farmers critically evaluate their personality type before developing an agritourism operation.
 | * The requirement of the producer.
 | * Make a map mind with all the requirements that a producer who would like to get in to agritourism would need.
 | * Assessing your farm for Agritourism.
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| **Setting up a agritourism venture*** Permission to operate – licences, applications, permits.
* Issues – conservation estate, Queen’s chain, access.
* Government, private and local support.
* Develop a business plan – set goals.
* Safety and risk management – liability and insurance costs
* Transportation and traffic on rural roads.
* Target markets
* Marketing – develop a marketing plan.
 | * The basics of setting up an agritourism venture.
 | * Explain how you set up an agritourism venture.
* Read
	+ <http://anrcatalog.ucanr.edu/pdf/8334.pdf>
	+ <http://pubs.ext.vt.edu/310/310-003/310-003.html>
	+ <http://sfp.ucdavis.edu/agritourism/>
	+ <http://sfp.ucdavis.edu/files/143588.pdf>
	+ <http://sfp.ucdavis.edu/files/225878.pdf>
	+ Getting started agritourism cornellext
	+ <http://www.nzherald.co.nz/bay-of-plenty-times/rural/news/article.cfm?c_id=1503348&objectid=11008491>
 | * <http://anrcatalog.ucanr.edu/pdf/8334.pdf>
* <http://pubs.ext.vt.edu/310/310-003/310-003.html>
* <http://sfp.ucdavis.edu/agritourism/>
* <http://sfp.ucdavis.edu/files/143588.pdf>
* <http://sfp.ucdavis.edu/files/225878.pdf>
* Getting started agritourism cornellext
* <http://www.nzherald.co.nz/bay-of-plenty-times/rural/news/article.cfm?c_id=1503348&objectid=11008491>
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| **Assessment:** | US24725 Tourism. Describe and analyse the economic significance of tourism (4 credits).  |