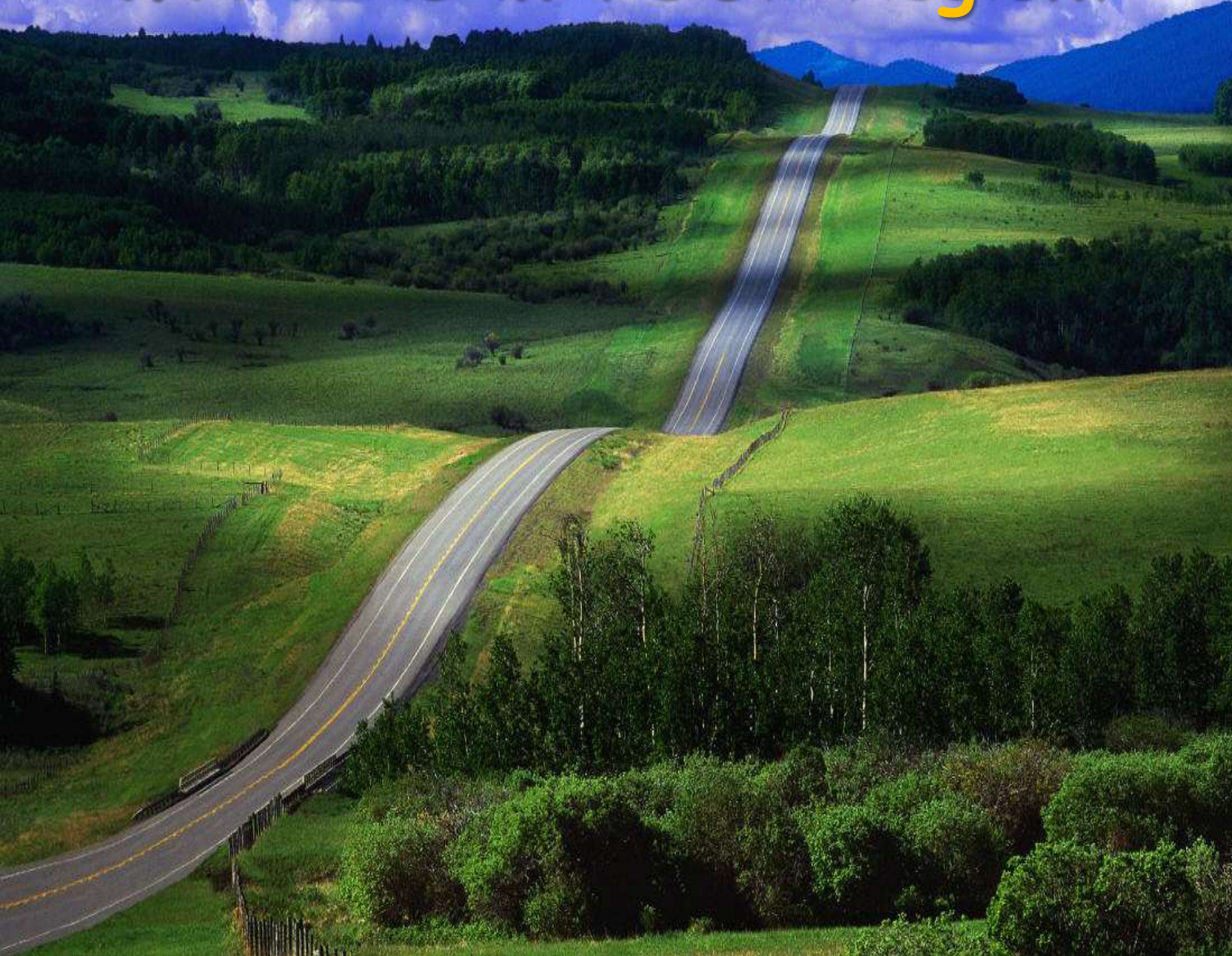


WHAT is in YOUR Region?



Rural areas are not homogeneous.

Despite overall trend of decline – some are growing...

This growth is highly correlated to the presence of amenities which are speculated to drive rural development.

**AgriCULTURE Tourism CAN
Contribute to Rural Development**

Rewards & Benefits of AgriCULTURE Tourism May be Far Reaching

- **Generate New or Secondary Income**
- **Diversify Product Lines & Markets**
- **Allow Direct Feedback from Customers about Preferences for Products/Services**
- **Provide visitors with an experience of rural living; creating a “culture of understanding” about the importance of agriCULTURE in rural communities and strengthen public support for farms/ranches.**

Rewards & Benefits (continued)

- **Preserve Visual & Cultural Rural Landscapes**
- Reduce out-migration by Providing Jobs and Diversifying the Rural Economy
- **Create Market Contacts with Urban Centers**
- Engage with Others in Local Community (Arts, Heritage, Local Food, Recreation, etc.)





Preliminary Assessment of the **'Magnetism'** of Your Region



Honestly Evaluate Each Statement and CLICK Your Choice to show How Strongly YOU Agree or Disagree With the Statement



1. NATURAL BEAUTY of YOUR REGION

a. The Region has a diverse range of geographic features such as hills, mountains, rivers/streams, soils & colors

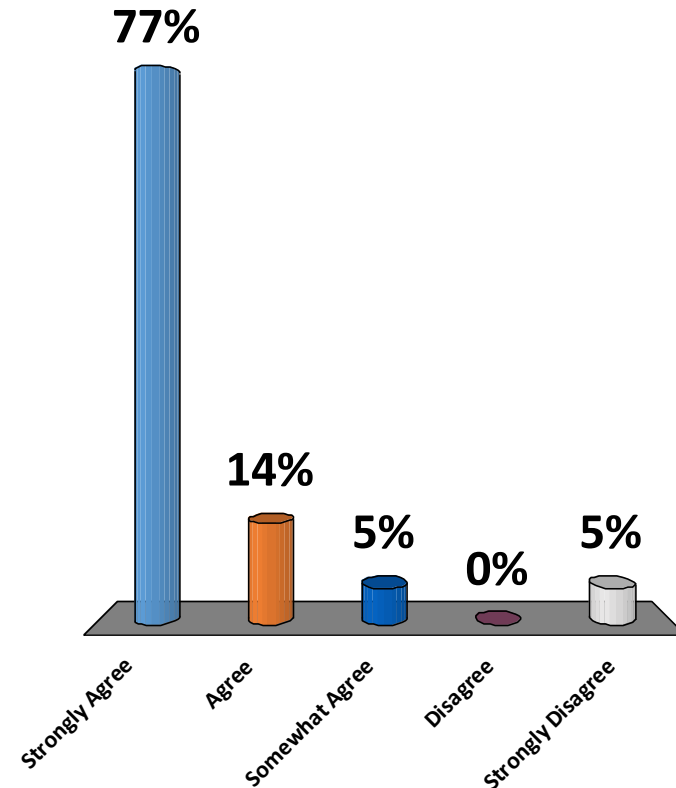
A. Strongly Agree

B. Agree

C. Somewhat Agree

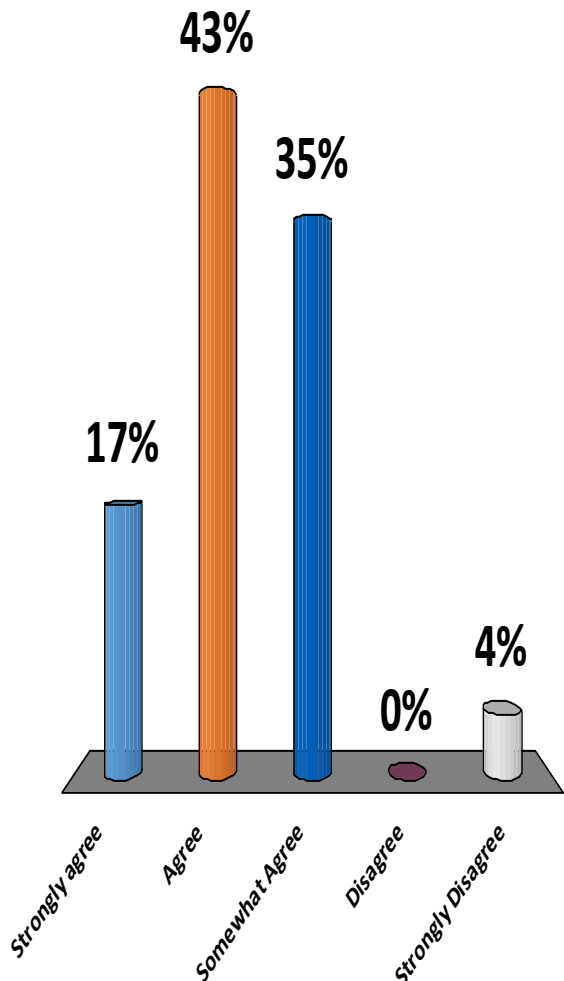
D. Disagree

E. Strongly Disagree



b. The Region has an abundance and variety of native animals that are readily accessible and visible to visitors.

- A. Strongly agree**
- B. Agree**
- C. Somewhat Agree**
- D. Disagree**
- E. Strongly Disagree**



c. The vegetation in the region is very diverse, with an abundance of flowering plants, interesting trees or shrubs, and habitat areas for native wildlife

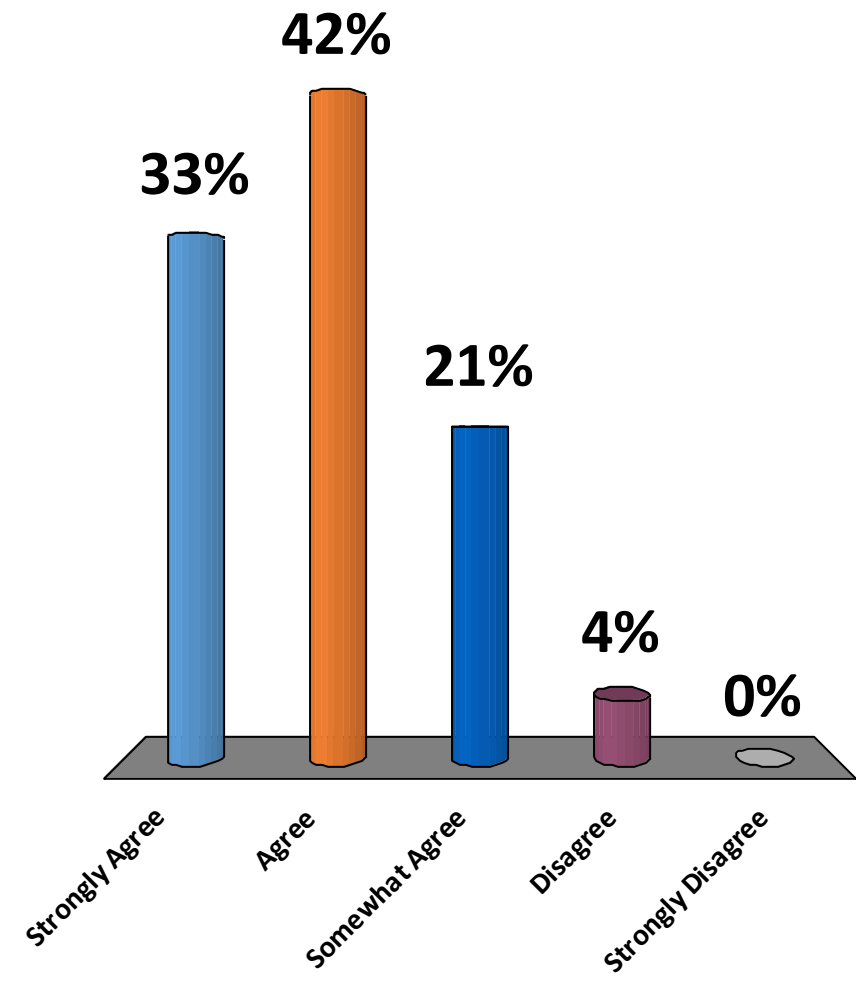
A. Strongly Agree

B. Agree

C. Somewhat Agree

D. Disagree

E. Strongly Disagree



d. Natural and man-made water features exist and offer many opportunities for recreational activities.

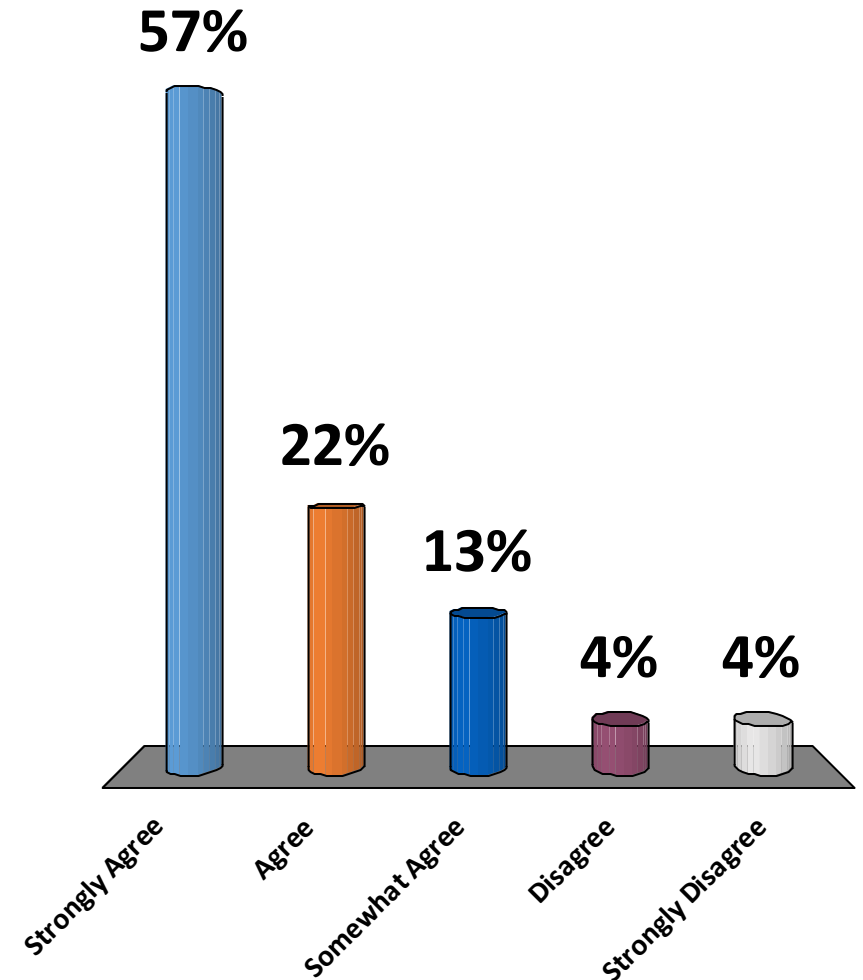
A. Strongly Agree

B. Agree

C. Somewhat Agree

D. Disagree

E. Strongly Disagree



e. Traveling through this region is a visually stimulating experience.

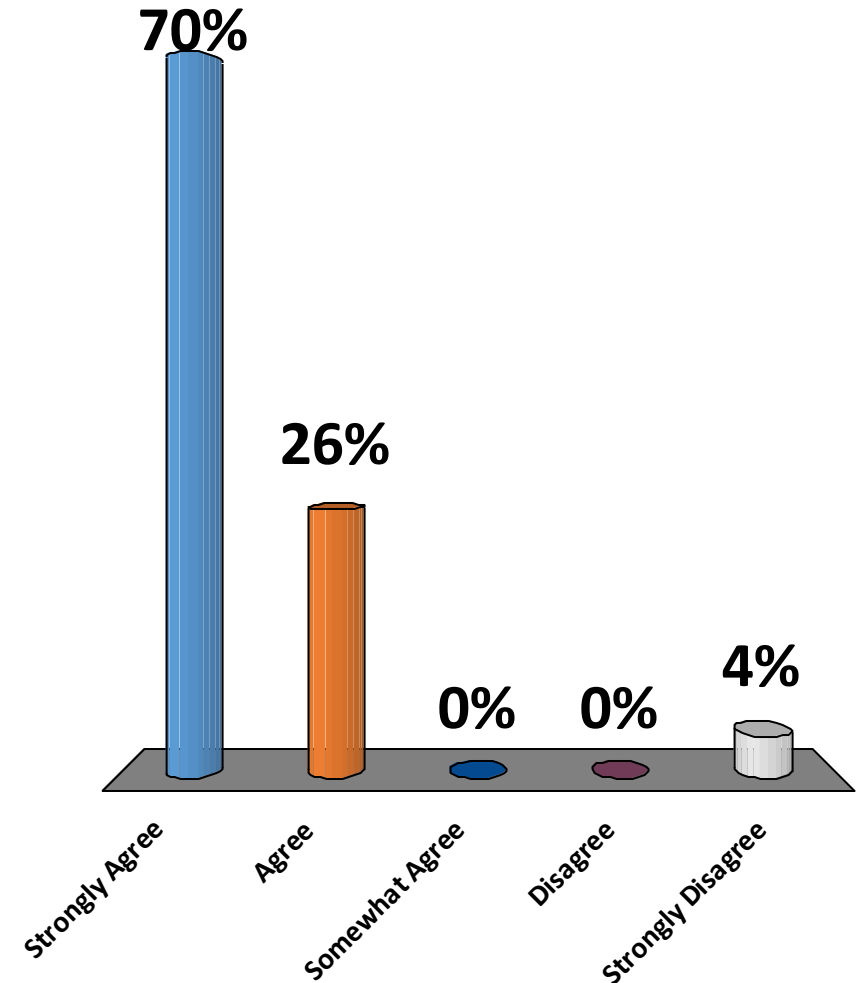
A. Strongly Agree

B. Agree

C. Somewhat Agree

D. Disagree

E. Strongly Disagree



2. Cultural & Social Characteristics of Your Region

a. The region has a rich history, which has been developed for visitors and is represented by many historic buildings/homes and contains many historic settings

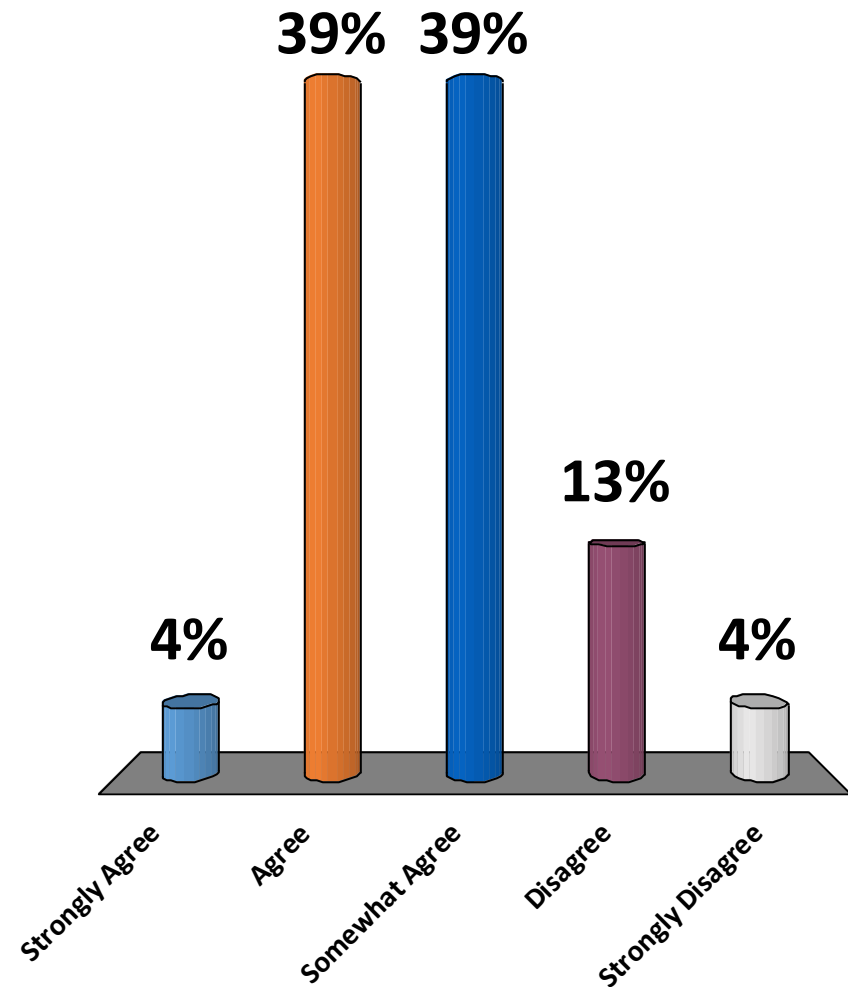
A. Strongly Agree

B. Agree

C. Somewhat Agree

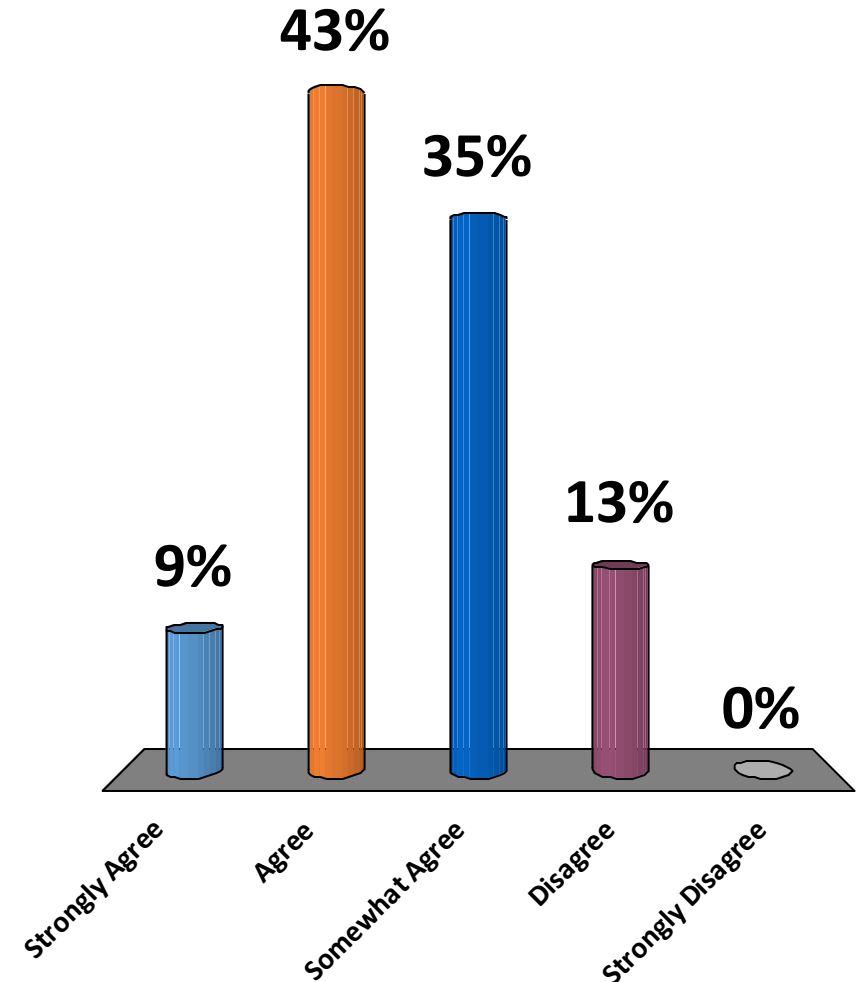
D. Disagree

E. Strongly Disagree



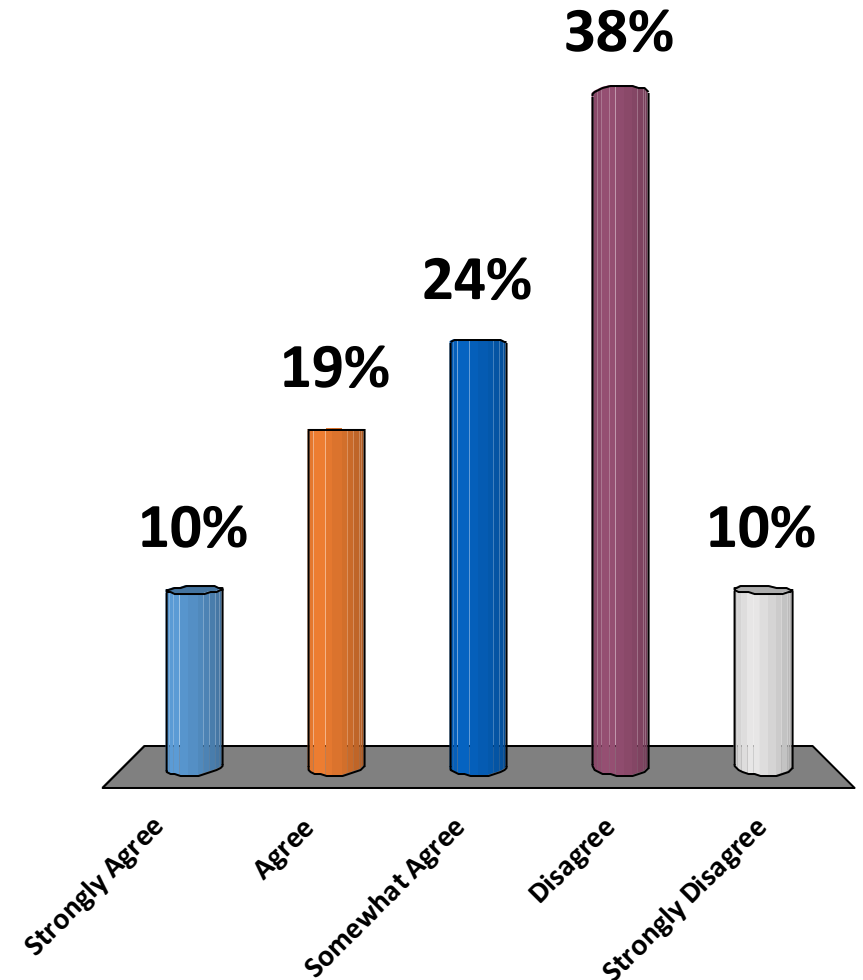
b. The region maintains a strong link with its past, with an abundance of museums, monuments, historic markers and historic buildings.

- A. Strongly Agree**
- B. Agree**
- C. Somewhat Agree**
- D. Disagree**
- E. Strongly Disagree**



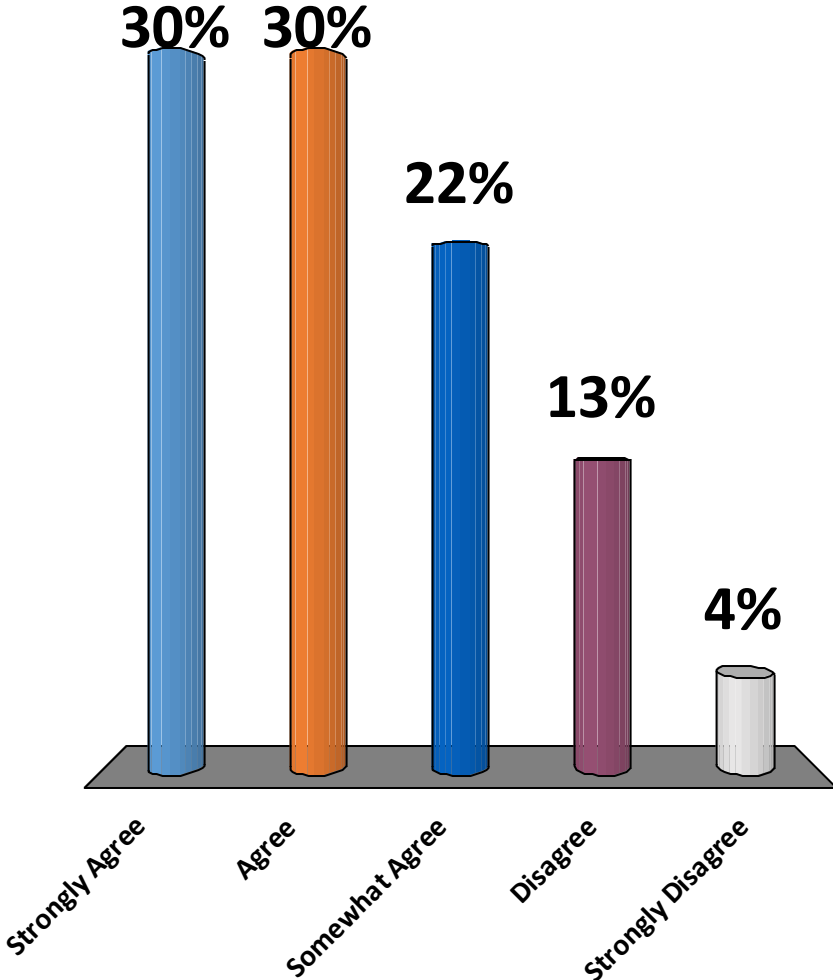
c. The region actively promotes the preservation of historic information and knowledge by maintaining education and interpretation centers.

- A. Strongly Agree
- B. Agree
- C. Somewhat Agree
- D. Disagree
- E. Strongly Disagree



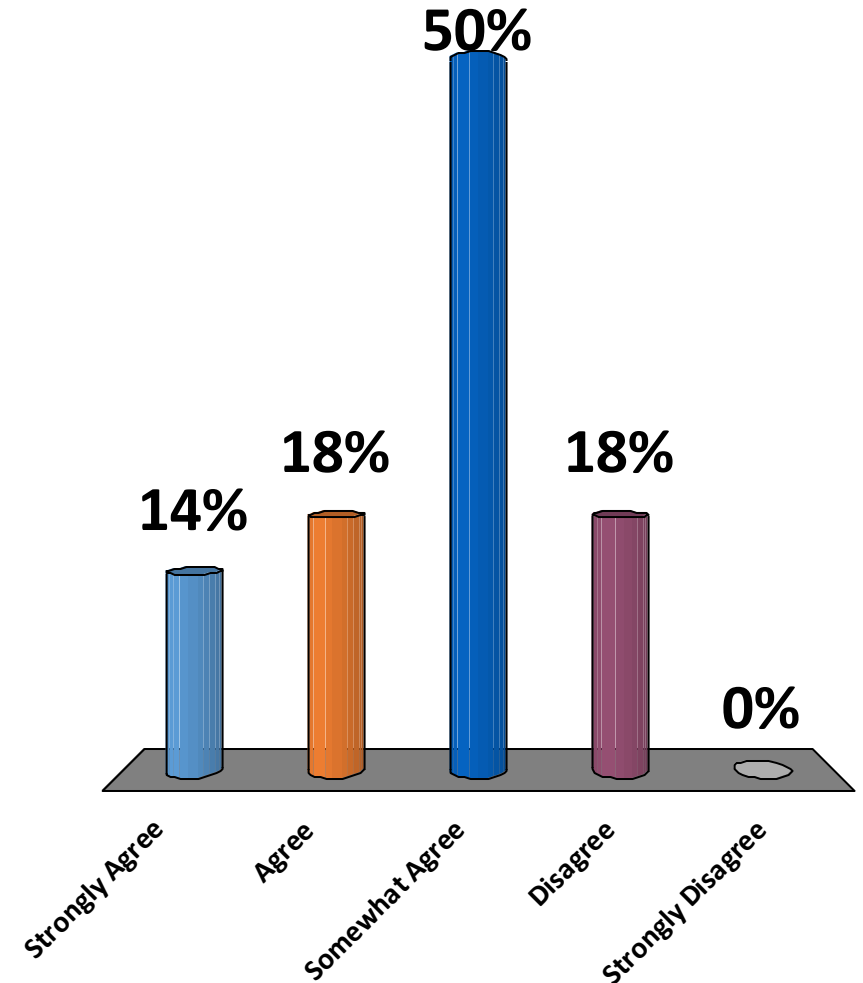
d. Local celebrations such as fairs, agricultural shows, and specials festivals (such as arts/crafts, music, etc.) are attractions for visitors to the area.

- A. Strongly Agree
- B. Agree
- C. Somewhat Agree
- D. Disagree
- E. Strongly Disagree



e. In spite of a rich heritage, the region embraces diversity and all visitors are made to feel welcomed.

- A. Strongly Agree
- B. Agree
- C. Somewhat Agree
- D. Disagree
- E. Strongly Disagree



3. Sports and Recreational Offerings in Your Region

a. The region has a wide variety of developed sporting facilities/opportunities such as golf courses, mini-golf, go-carts, bowling, arcades, etc.

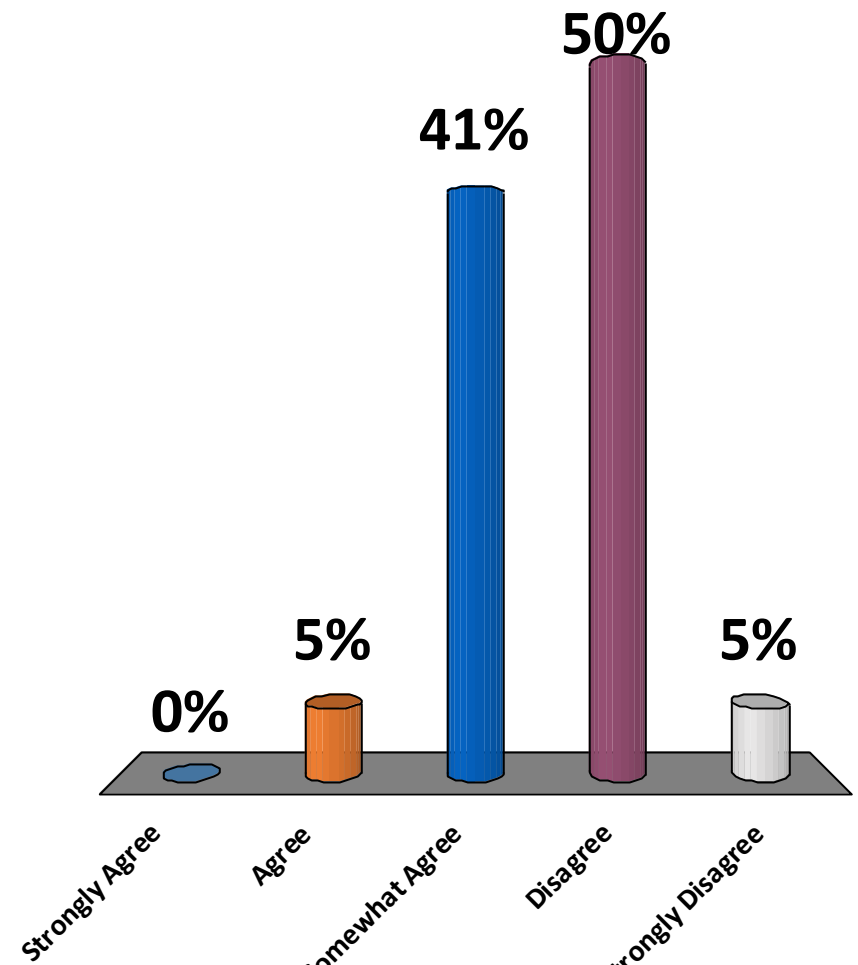
A. Strongly Agree

B. Agree

C. Somewhat Agree

D. Disagree

E. Strongly Disagree



b. The region has an abundance of facilities suitable for children's recreational pursuits such as playgrounds, parks and safe play areas.

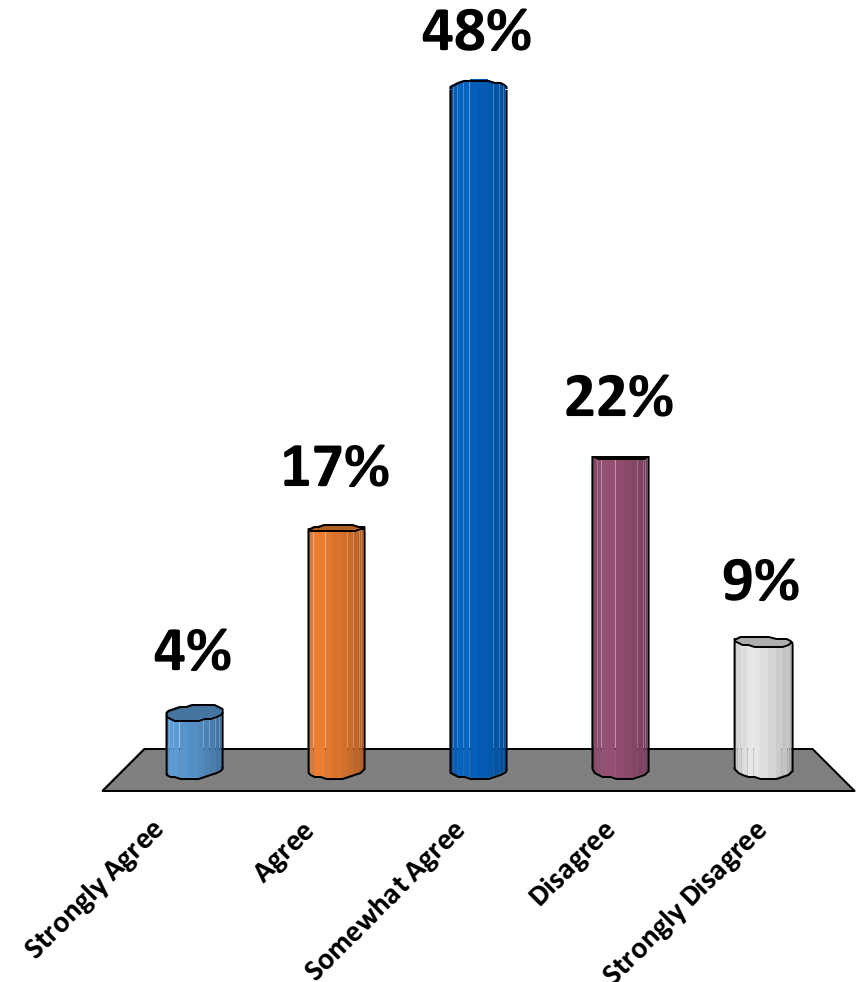
A. Strongly Agree

B. Agree

C. Somewhat Agree

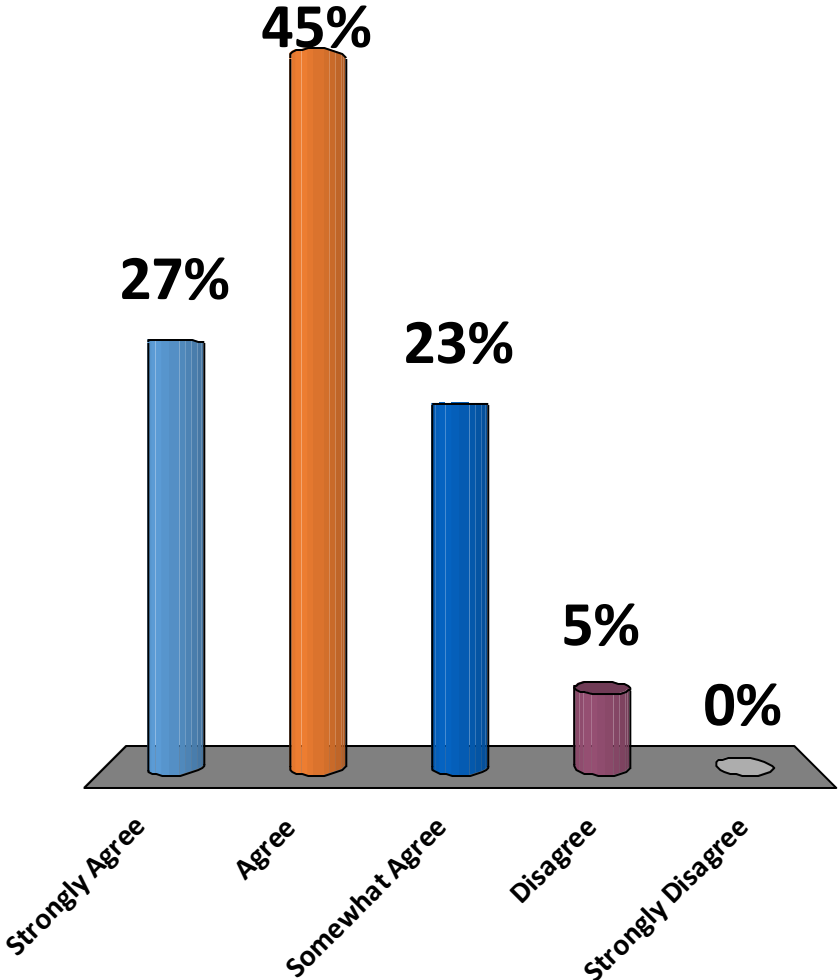
D. Disagree

E. Strongly Disagree



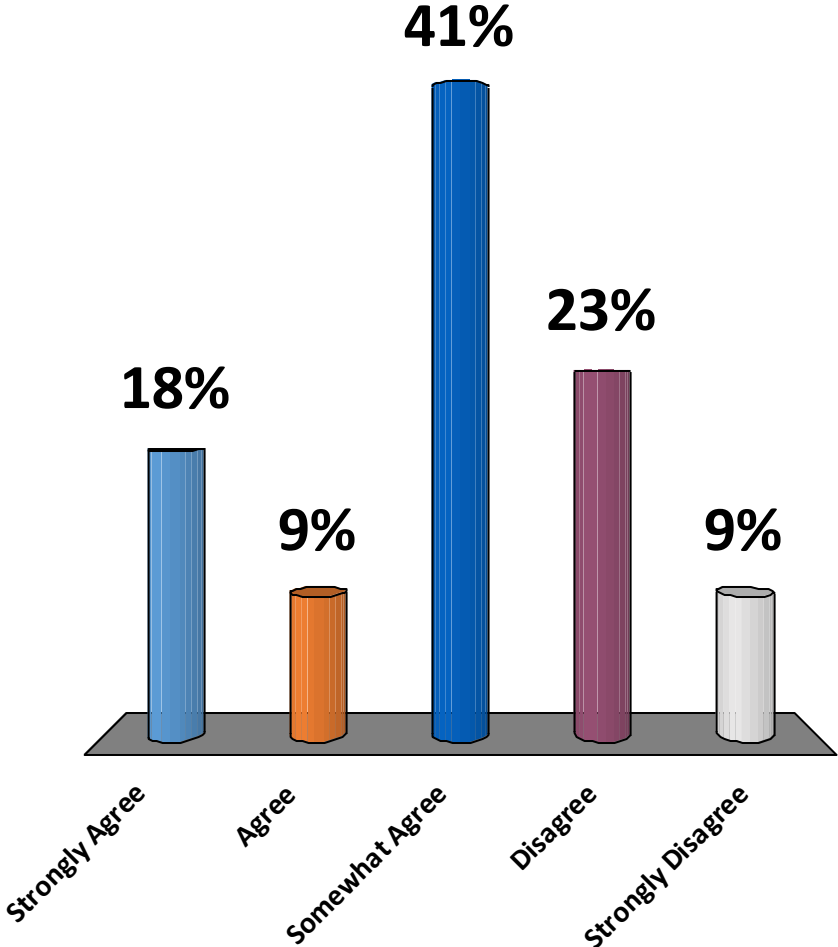
c. The region boasts a wide variety of tourism activities such as horse-riding trails, nature trails, hiking tracks and bike trails.

- A. Strongly Agree**
- B. Agree**
- C. Somewhat Agree**
- D. Disagree**
- E. Strongly Disagree**



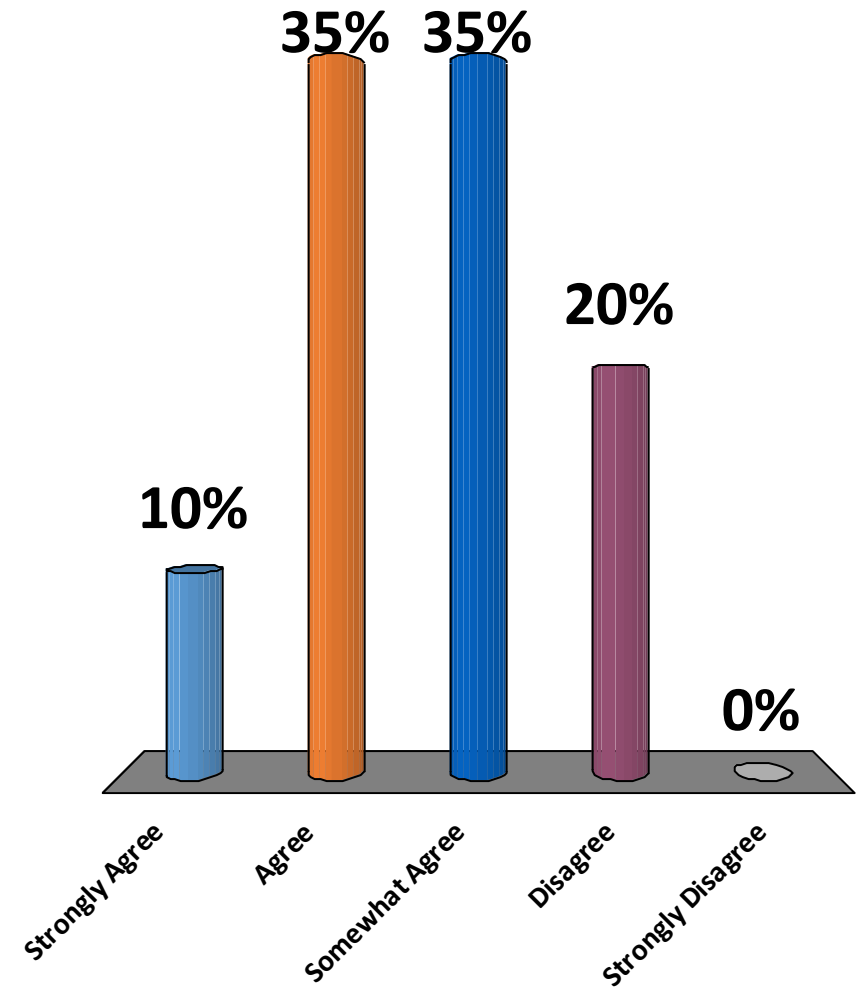
d. There are well-catered facilities for canoeing, boating, sailing, windsurfing, diving, fishing, swimming and the like.

- A. Strongly Agree**
- B. Agree**
- C. Somewhat Agree**
- D. Disagree**
- E. Strongly Disagree**



e. The region provides many opportunities for adventurous people to pursue more extreme recreational activities such as off-road driving, hang-gliding, caving, rock climbing, parachuting, sky-diving and ballooning.

- A. Strongly Agree
- B. Agree
- C. Somewhat Agree
- D. Disagree
- E. Strongly Disagree



4. Shopping and Commercial Facilities of Your Region

a. The region is serviced by a wide selection of shops including general stores, specialty shops and gift shops catering to tourists.

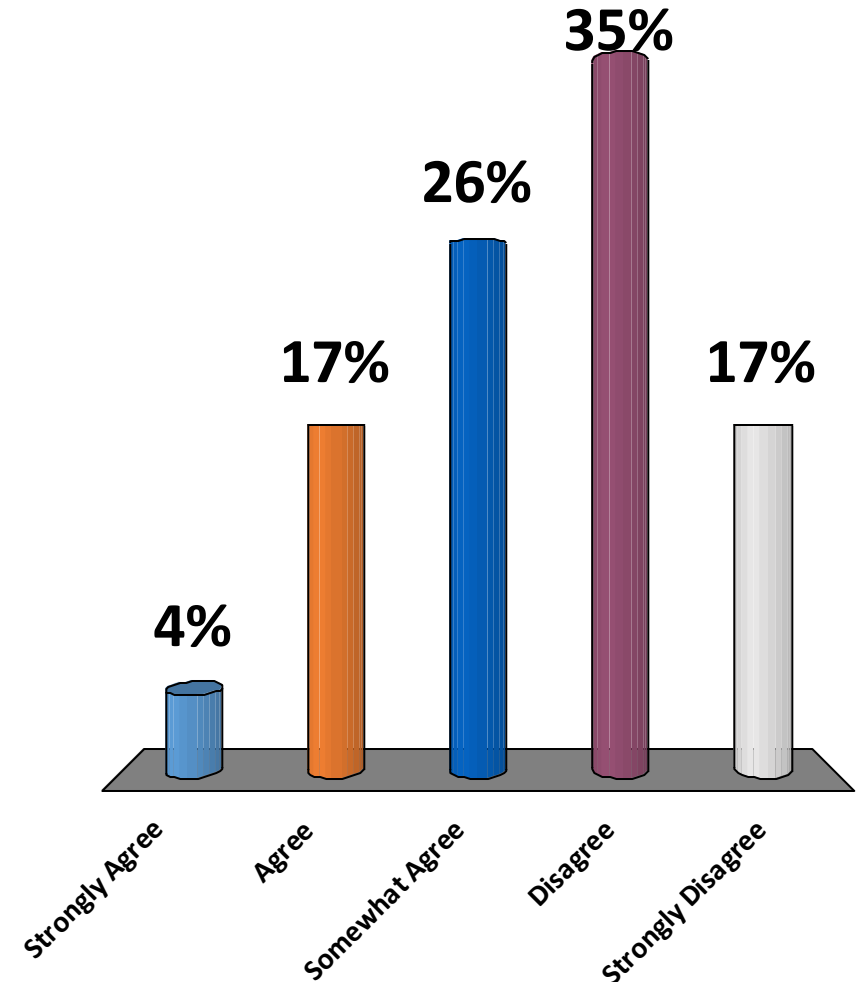
A. Strongly Agree

B. Agree

C. Somewhat Agree

D. Disagree

E. Strongly Disagree



b. The commercial needs of residents and visitors are well served with adequate banking, postal, mobile telephone receptivity and internet facilities.

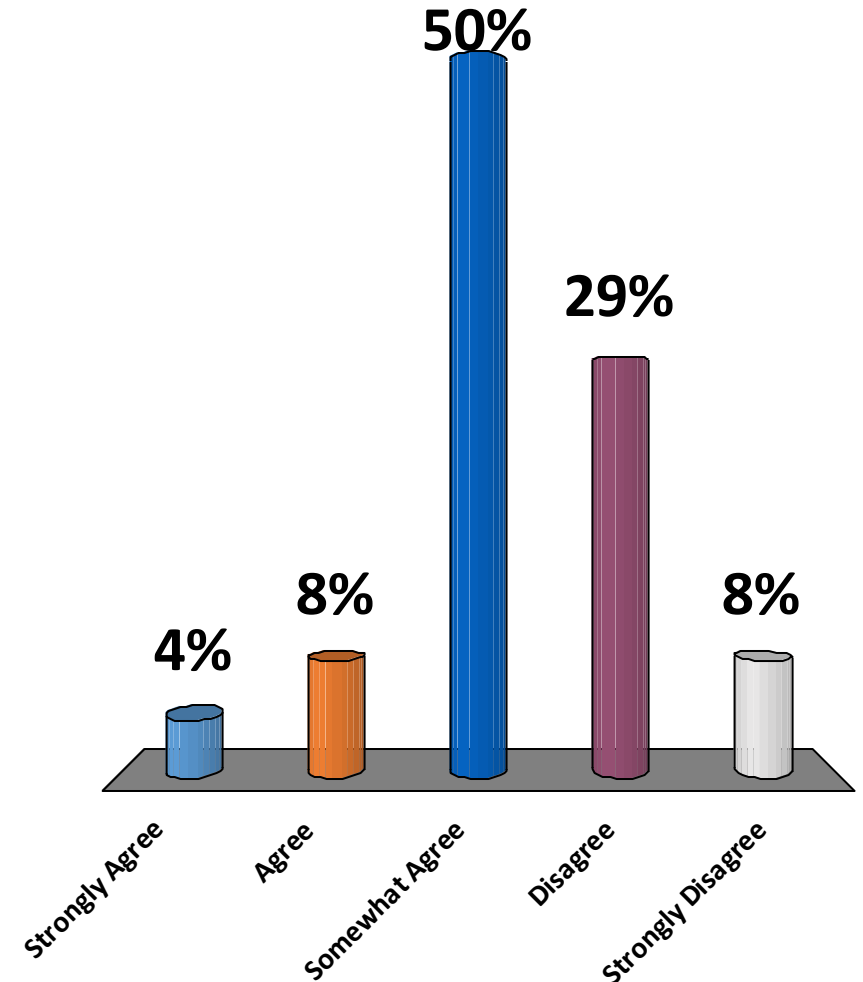
A. Strongly Agree

B. Agree

C. Somewhat Agree

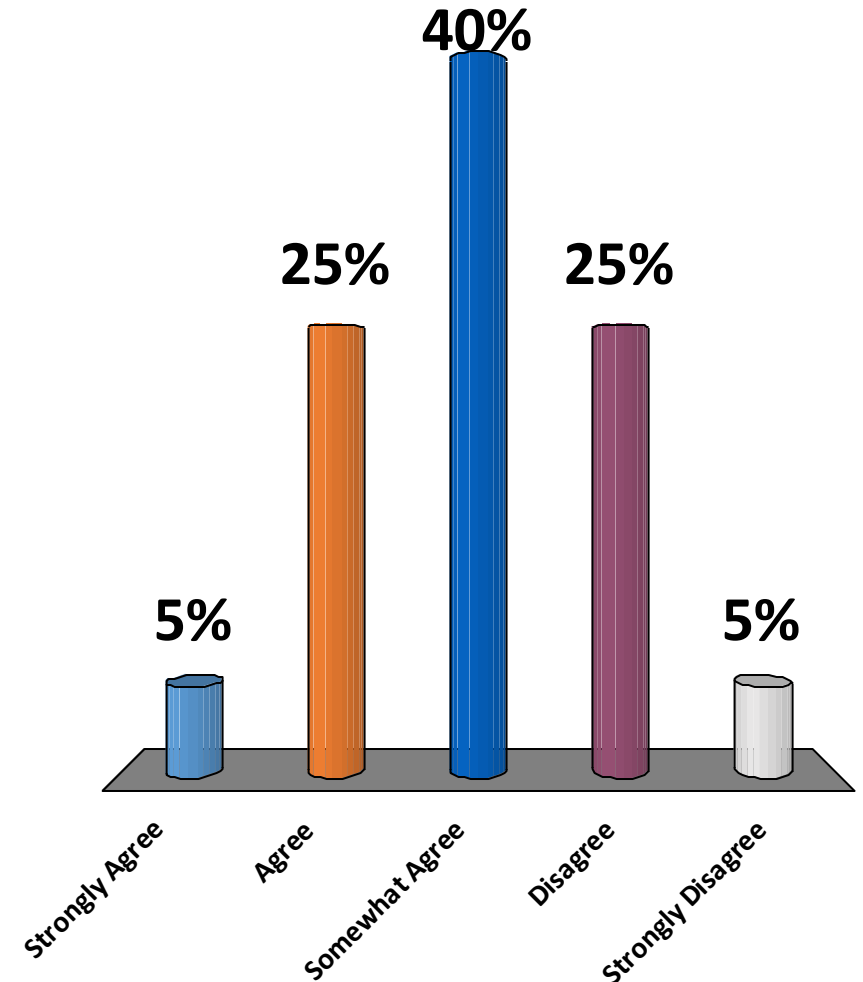
D. Disagree

E. Strongly Disagree



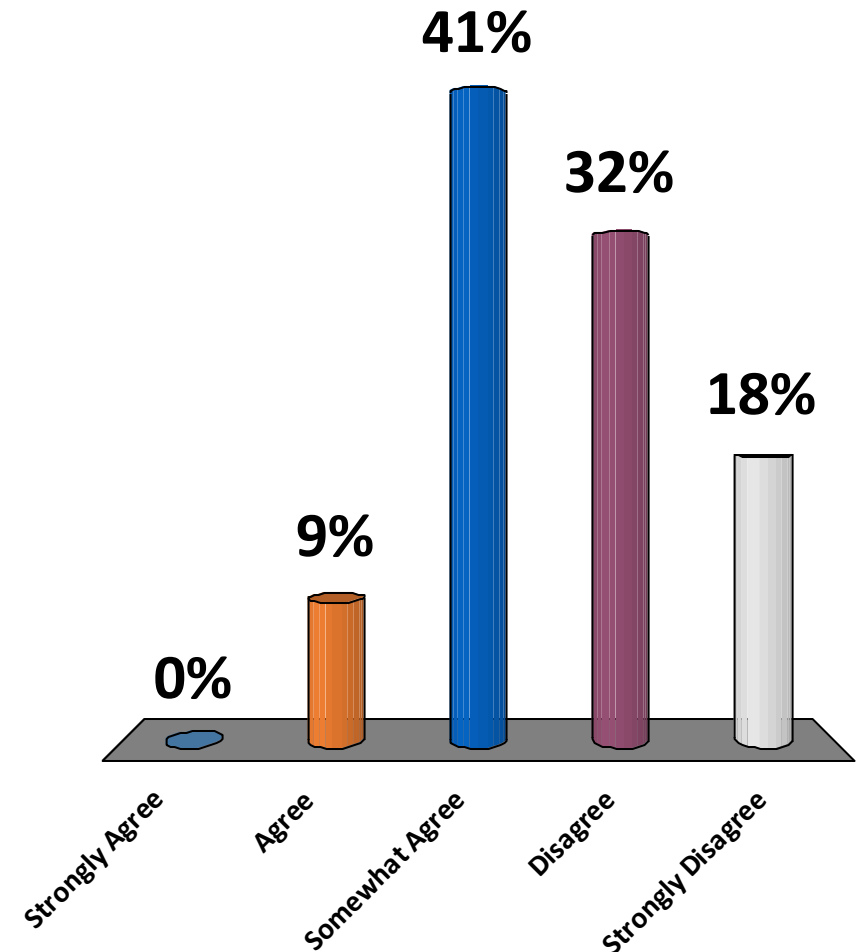
c. The region is well served with automotive, marine, and other necessary repair, maintenance and refueling facilities.

- A. Strongly Agree**
- B. Agree**
- C. Somewhat Agree**
- D. Disagree**
- E. Strongly Disagree**



d. Tourists and local residents are well catered for with clubs, hotels, restaurants, nightclubs, cinemas, theatres and other entertainment and food and beverage service.

- A. Strongly Agree**
- B. Agree**
- C. Somewhat Agree**
- D. Disagree**
- E. Strongly Disagree**



e. Visitors to the region can be comfortably accommodated in a wide range of hotels, motels, camping parks, B&B, guest farms, cottages and inns.

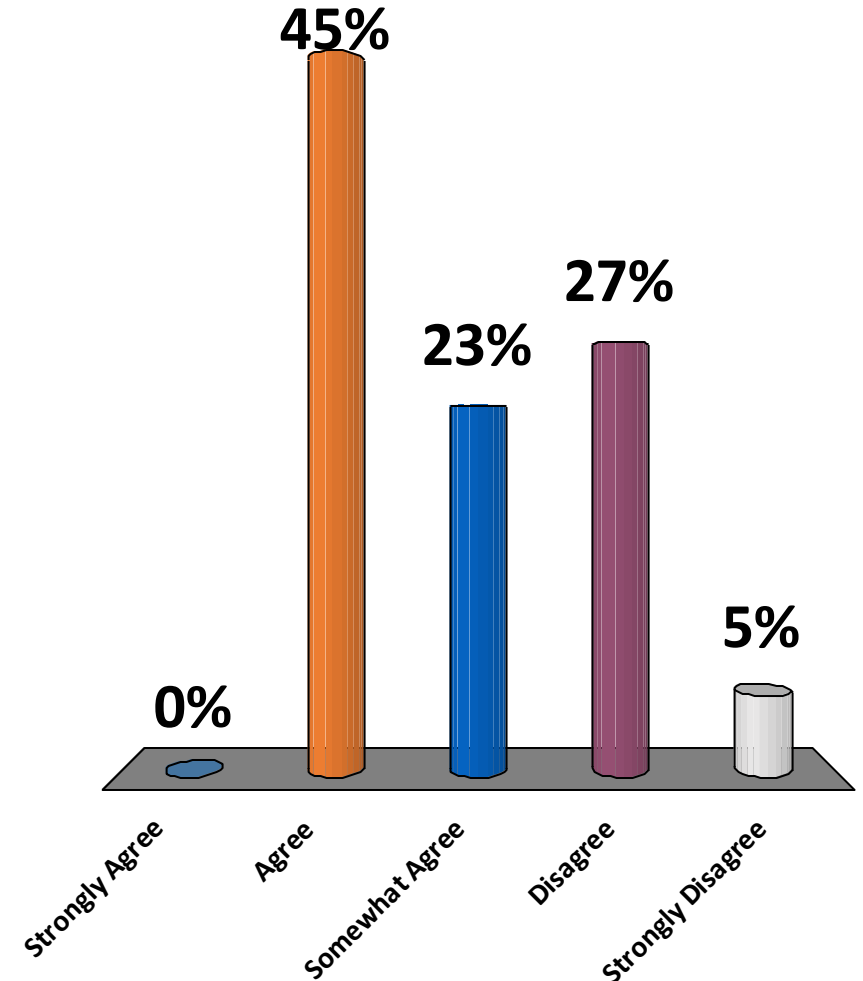
A. Strongly Agree

B. Agree

C. Somewhat Agree

D. Disagree

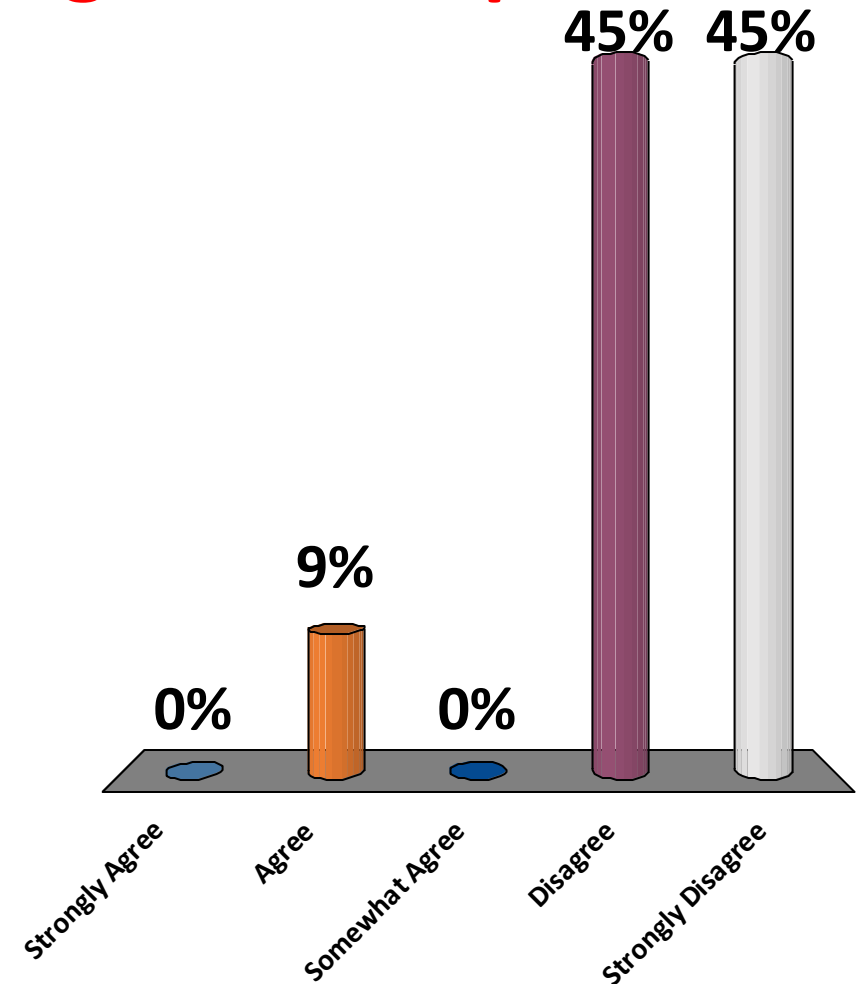
E. Strongly Disagree



5. Public Infrastructure to Support Tourism in Your Region

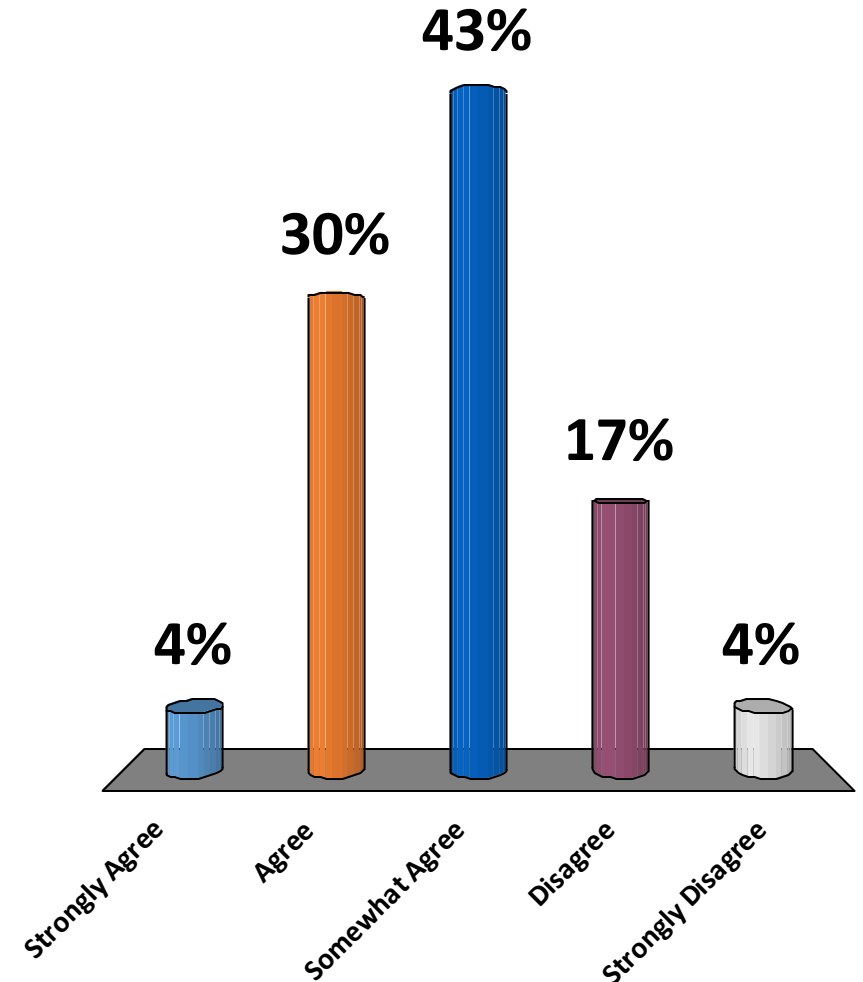
a. The region is well serviced by transport services including road and/or air, as well as a wide range of transport rental options

- A. Strongly Agree
- B. Agree
- C. Somewhat Agree
- D. Disagree
- E. Strongly Disagree



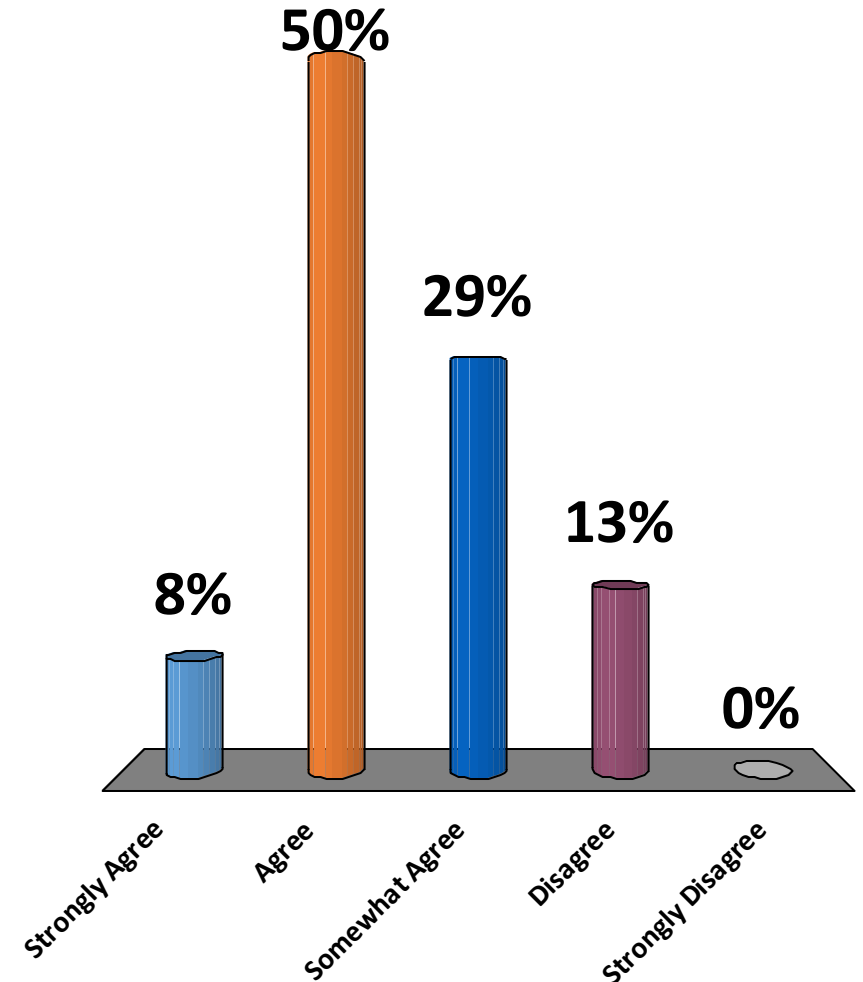
b. The region has adequate and reliable emergency medical facilities

- A. Strongly Agree**
- B. Agree**
- C. Somewhat Agree**
- D. Disagree**
- E. Strongly Disagree**



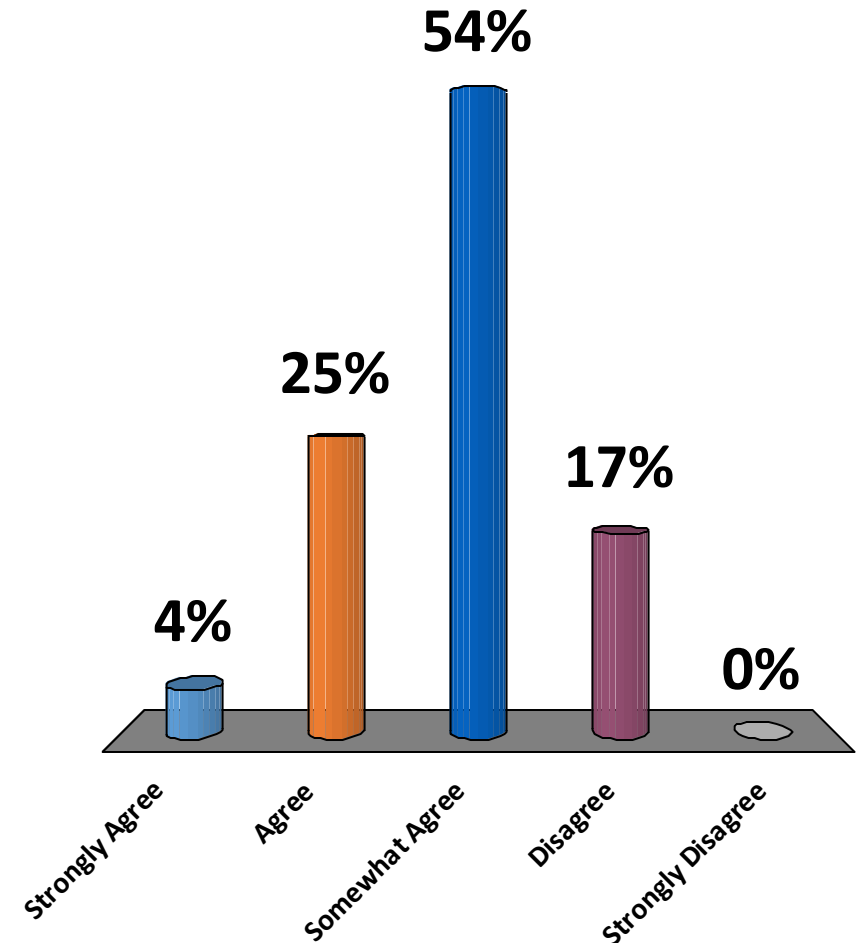
c. Adequate police and other emergency services maintain the security and safety of residents and visitors to the area.

- A. Strongly Agree**
- B. Agree**
- C. Somewhat Agree**
- D. Disagree**
- E. Strongly Disagree**



d. Public areas such as parks, wayside stops, toilets and streetscapes, are clean, tidy and well maintained.

- A. Strongly Agree**
- B. Agree**
- C. Somewhat Agree**
- D. Disagree**
- E. Strongly Disagree**



e. The Region assists visitors by providing tourist information centers, maps, brochures, interpretation of local attractions and features, tours, local guides and other tourism supportive services.

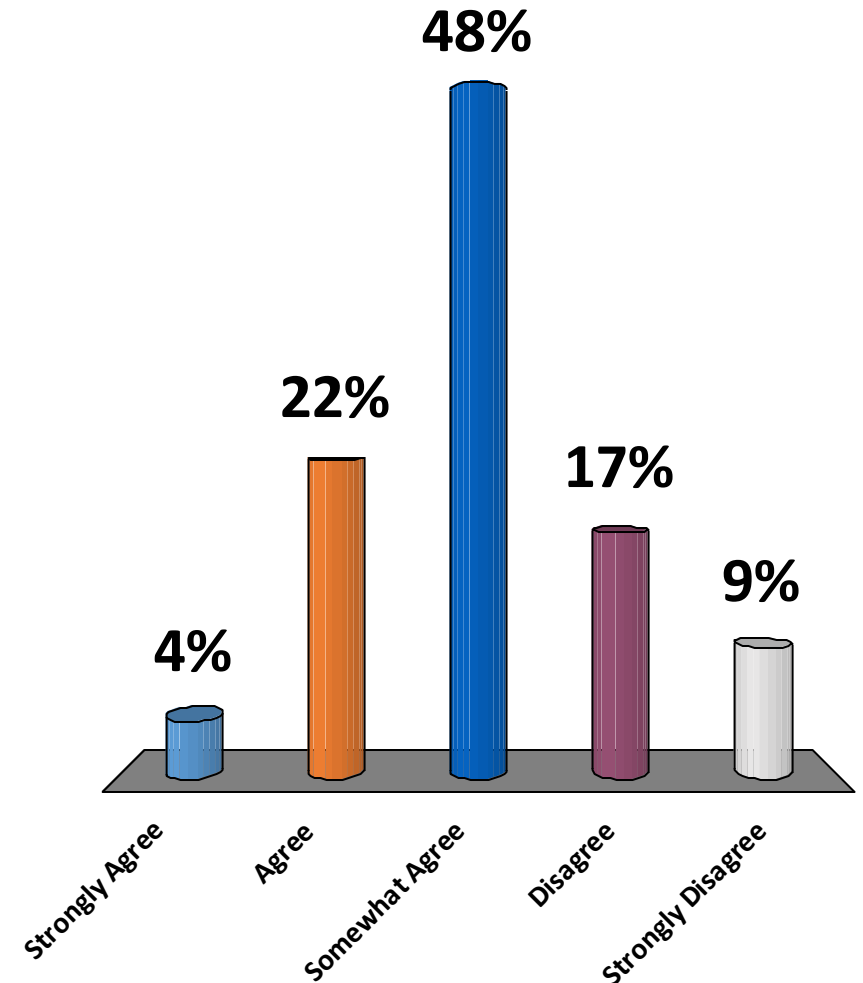
A. Strongly Agree

B. Agree

C. Somewhat Agree

D. Disagree

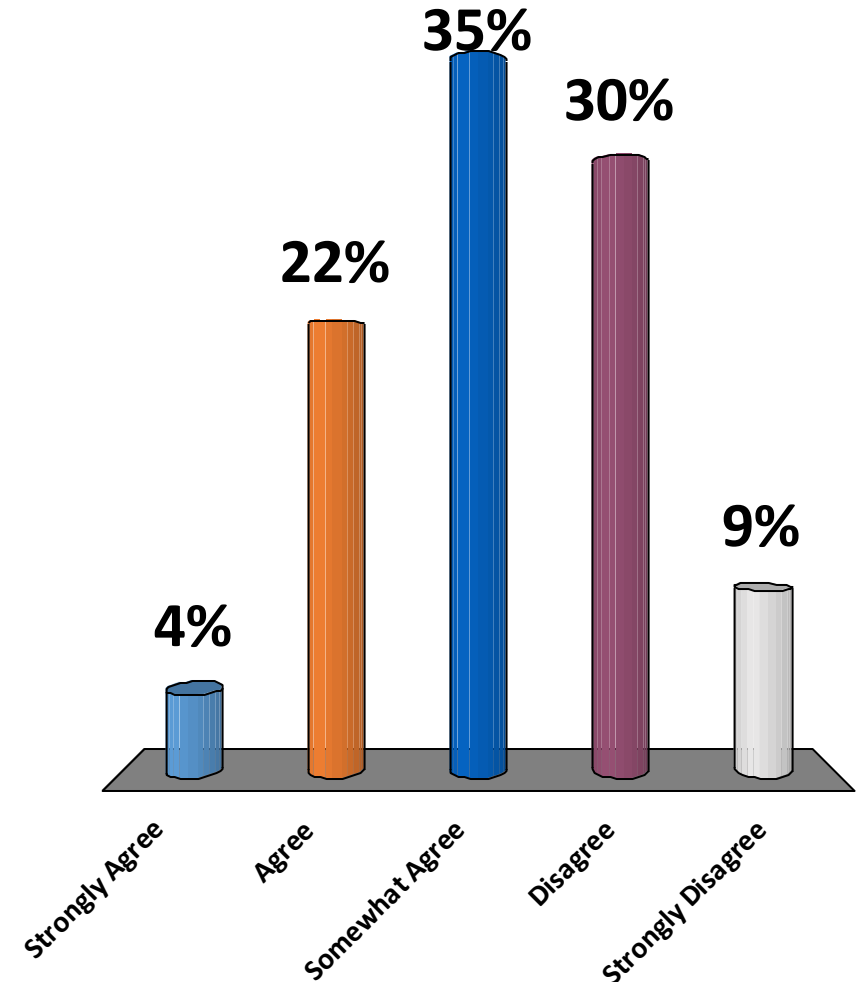
E. Strongly Disagree



6. Attitudes Toward Tourists in Your Area

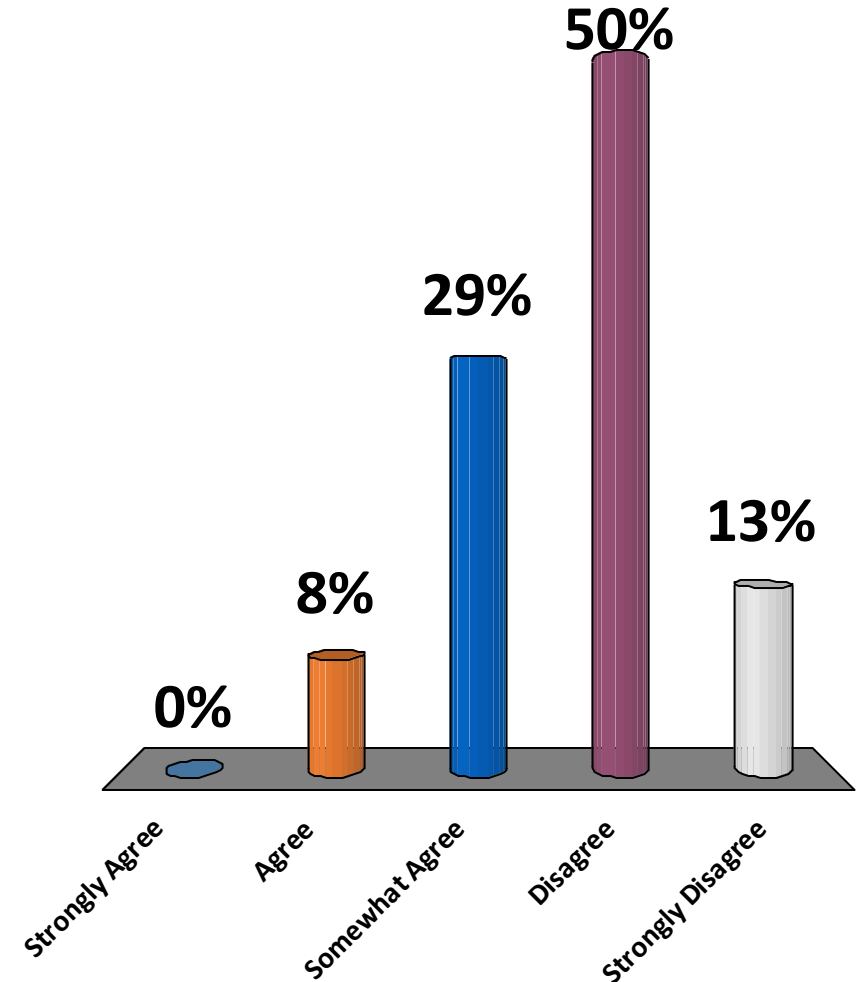
a. The Region is investing a lot of energy and resources into attracting tourists to the area.

- A. Strongly Agree
- B. Agree
- C. Somewhat Agree
- D. Disagree
- E. Strongly Disagree



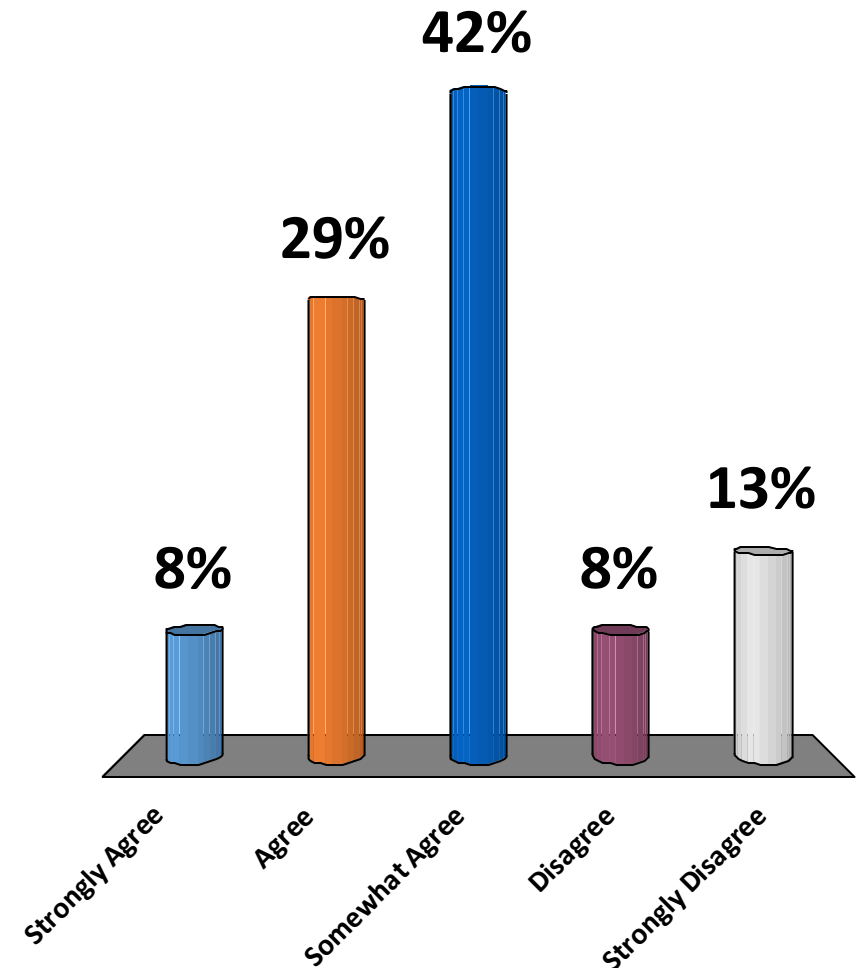
b. The tourism infrastructure (including private & public tourism services) is well established and meets the needs of visitors to the Region.

- A. Strongly Agree**
- B. Agree**
- C. Somewhat Agree**
- D. Disagree**
- E. Strongly Disagree**



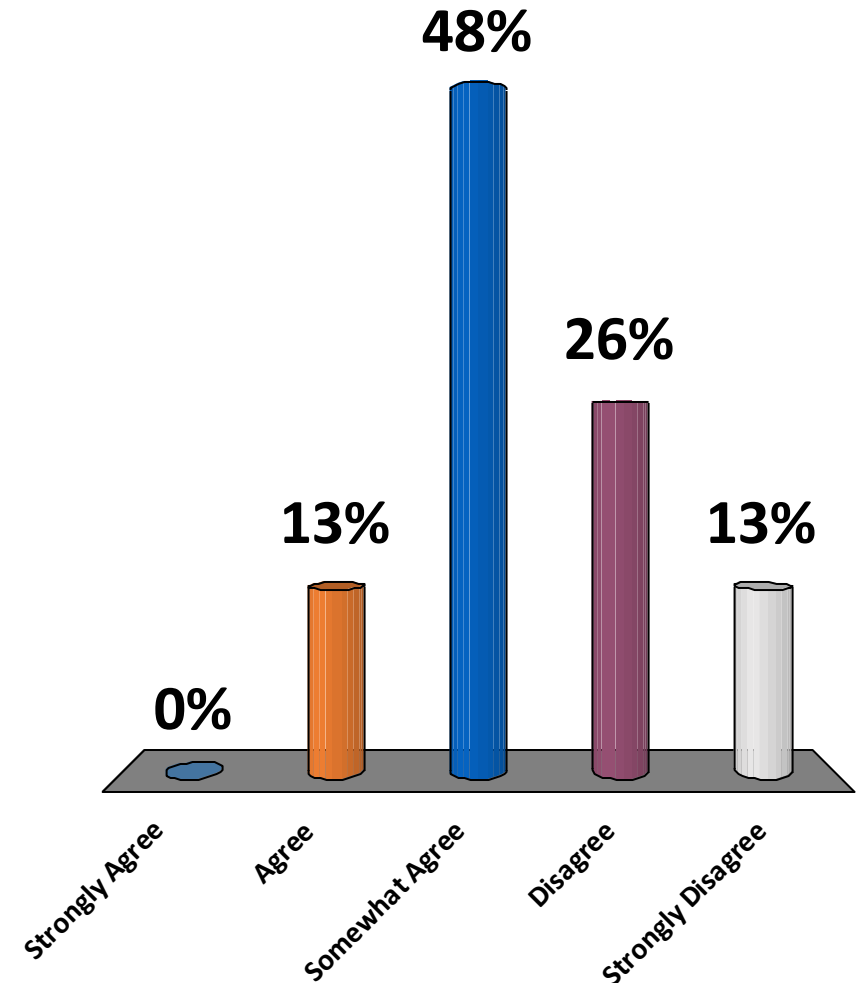
c. Local Businesses meet the needs of visitors in a warm and welcoming manner.

- A. Strongly Agree
- B. Agree
- C. Somewhat Agree
- D. Disagree
- E. Strongly Disagree



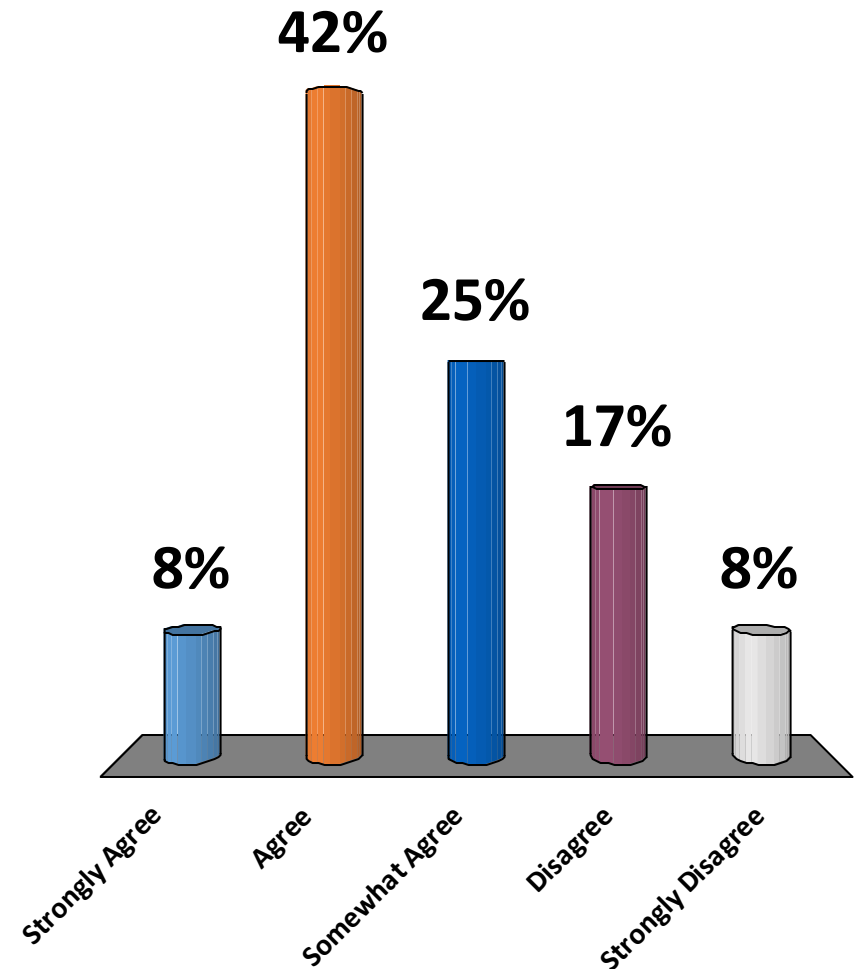
d. People involved in tourism related businesses & services in the region cater to visitors from other cultures in a sympathetic and understanding manner.

- A. Strongly Agree**
- B. Agree**
- C. Somewhat Agree**
- D. Disagree**
- E. Strongly Disagree**



e. When I travel within this Region I am always made welcome, even though I may be a stranger.

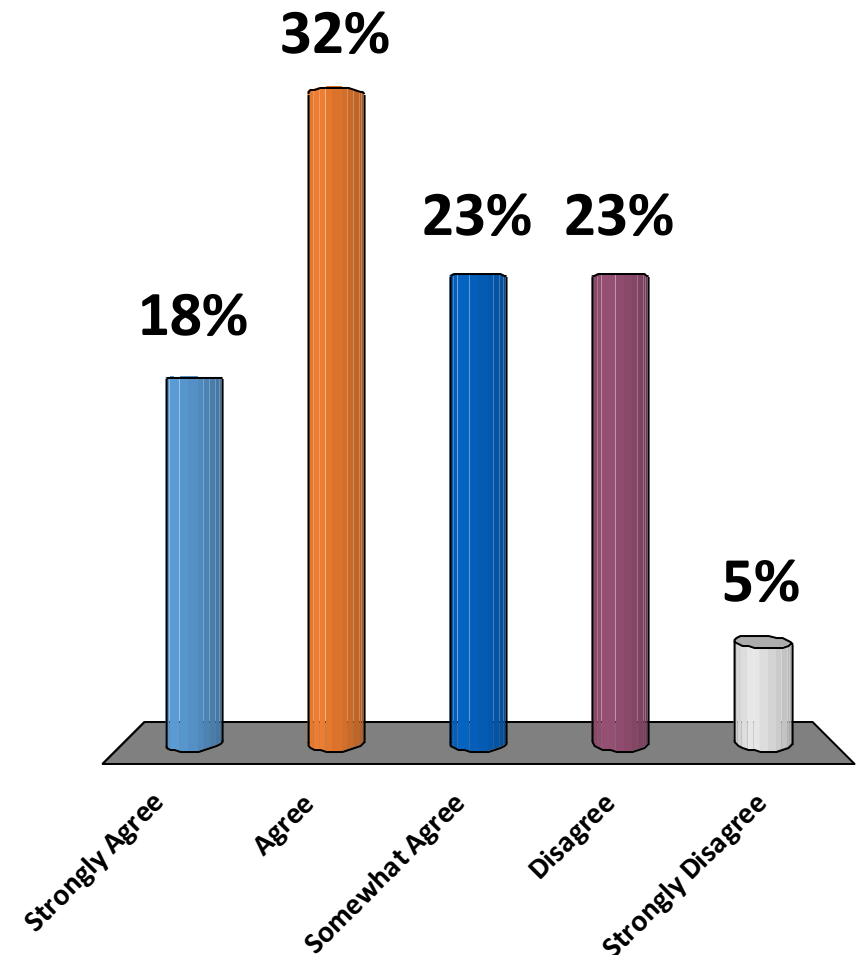
- A. Strongly Agree**
- B. Agree**
- C. Somewhat Agree**
- D. Disagree**
- E. Strongly Disagree**



7. Accessibility of Your Region

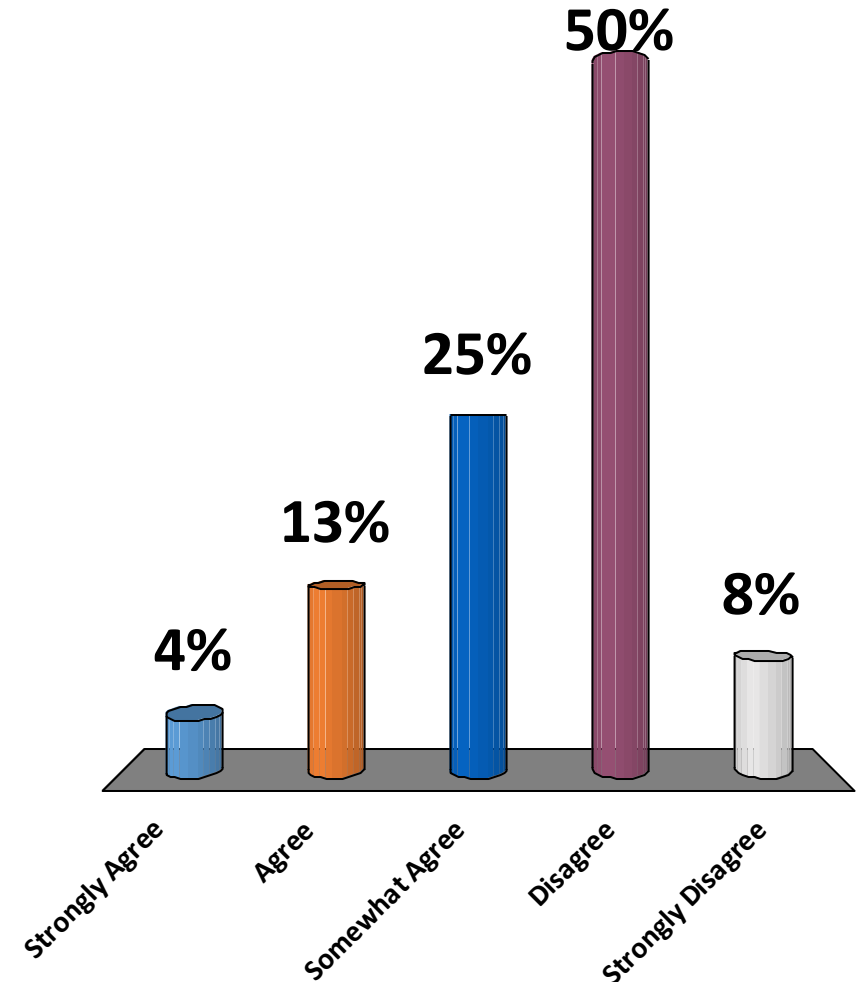
a. The road system within this Region is well developed.

- A. Strongly Agree
- B. Agree
- C. Somewhat Agree
- D. Disagree
- E. Strongly Disagree



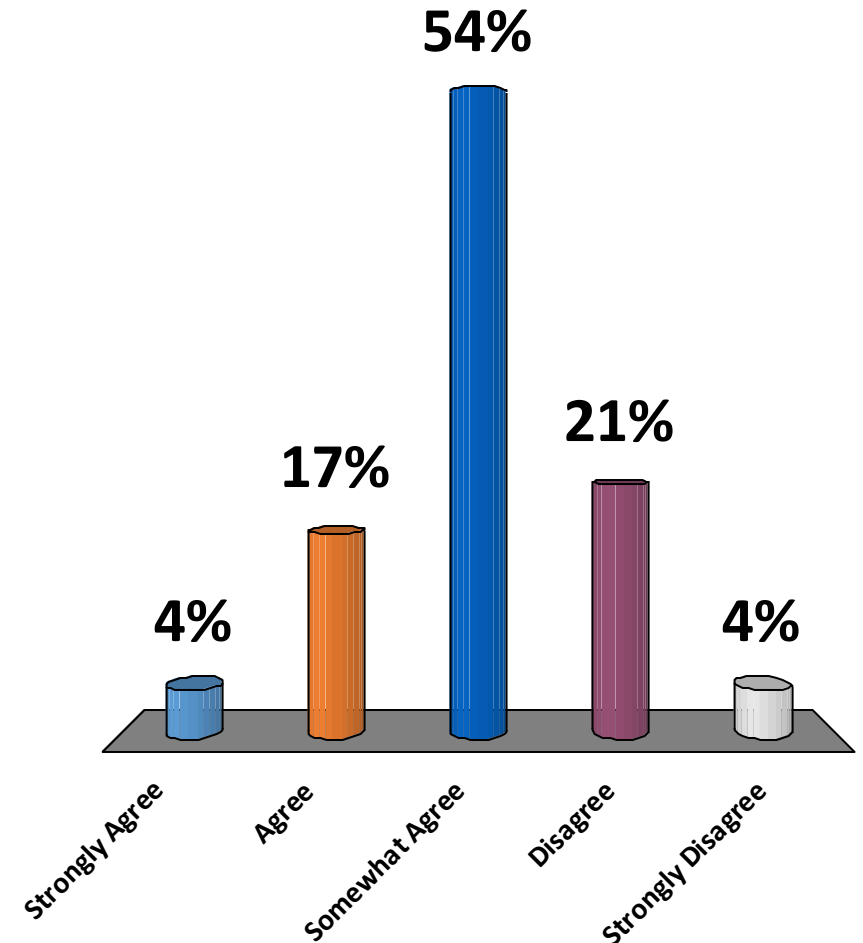
b. Visitors easily navigate the roads in this region, and there is extensive road and tourist signage.

- A. Strongly Agree**
- B. Agree**
- C. Somewhat Agree**
- D. Disagree**
- E. Strongly Disagree**



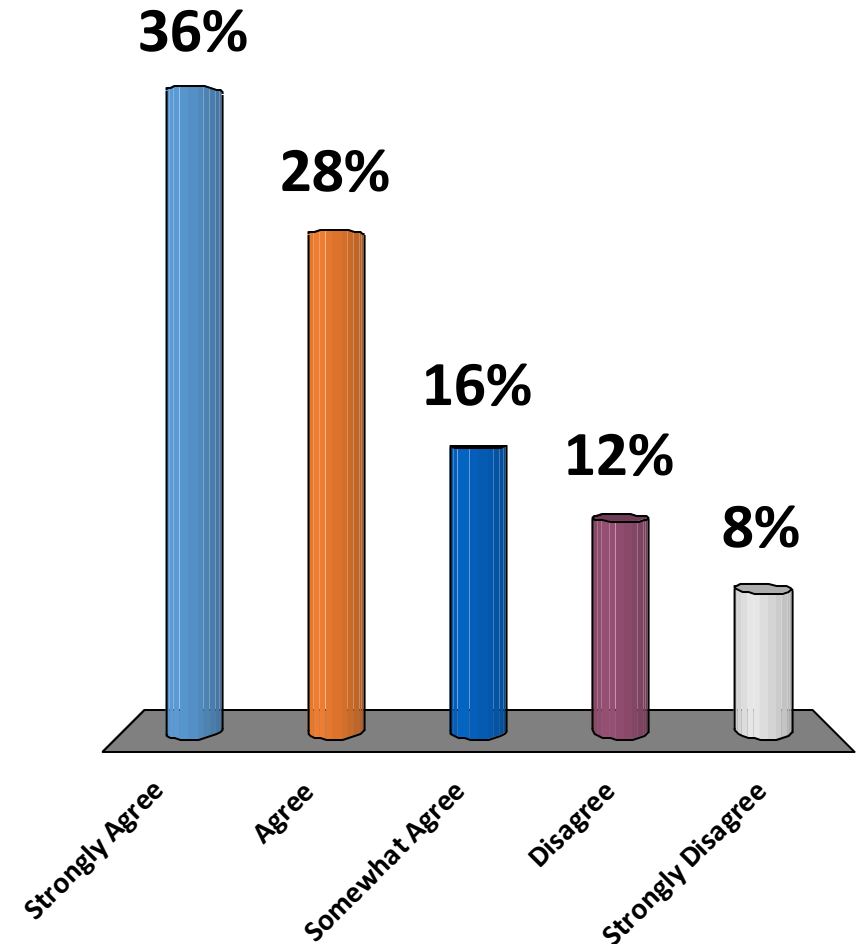
c. This Region is close enough to other attractive regions to ensure that tourists will find it rewarding to visit here.

- A. Strongly Agree**
- B. Agree**
- C. Somewhat Agree**
- D. Disagree**
- E. Strongly Disagree**



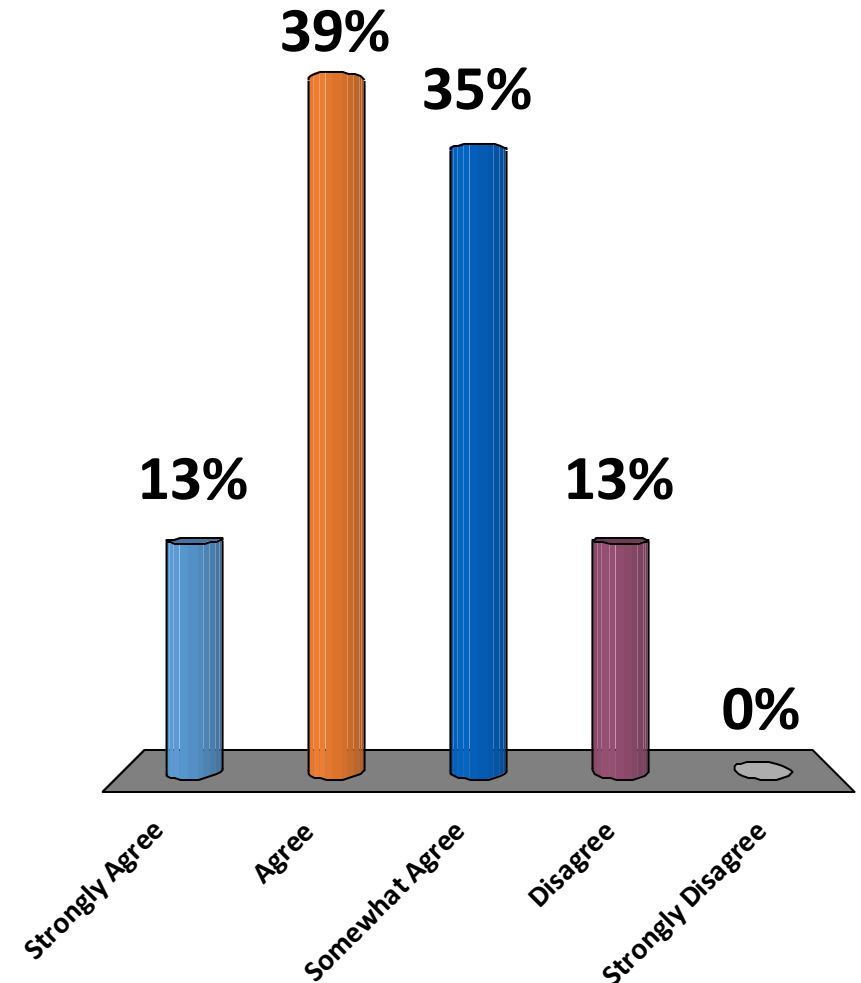
d. Traffic along the main access routes runs freely at all times.

- A. Strongly Agree
- B. Agree
- C. Somewhat Agree
- D. Disagree
- E. Strongly Disagree



e. There are established ways to stay informed about inclement weather and other factors that may affect the accessibility of this area.

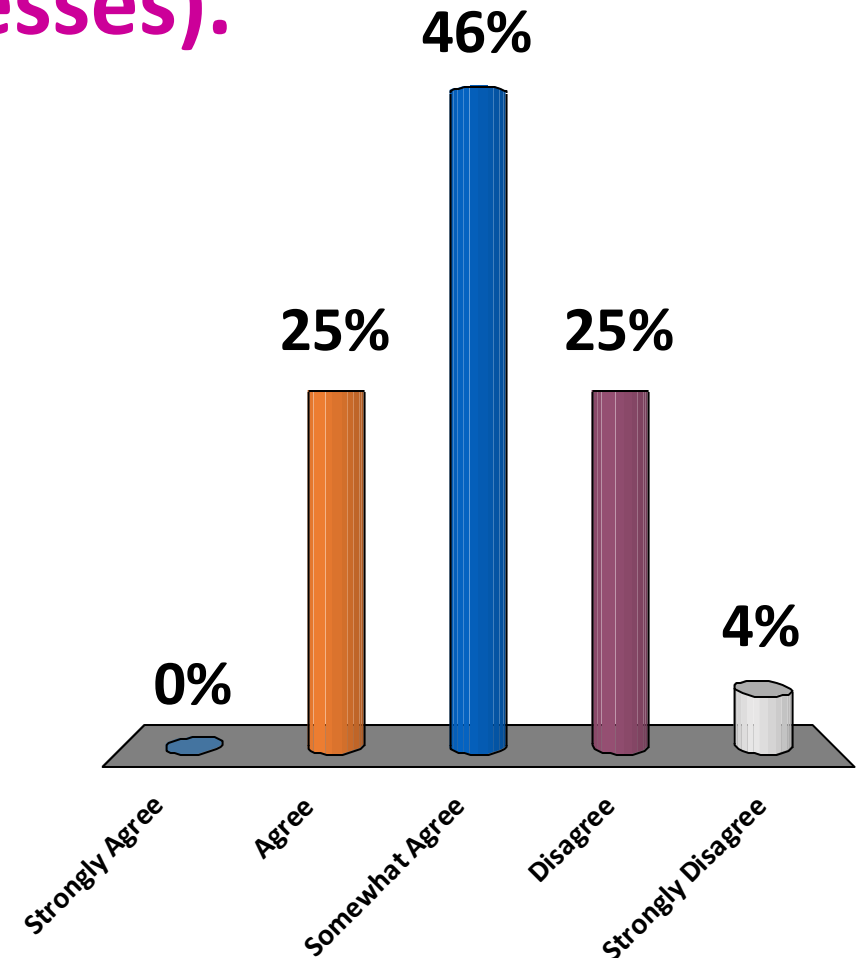
- A. Strongly Agree**
- B. Agree**
- C. Somewhat Agree**
- D. Disagree**
- E. Strongly Disagree**



Existing Tourism Activity in Your Region

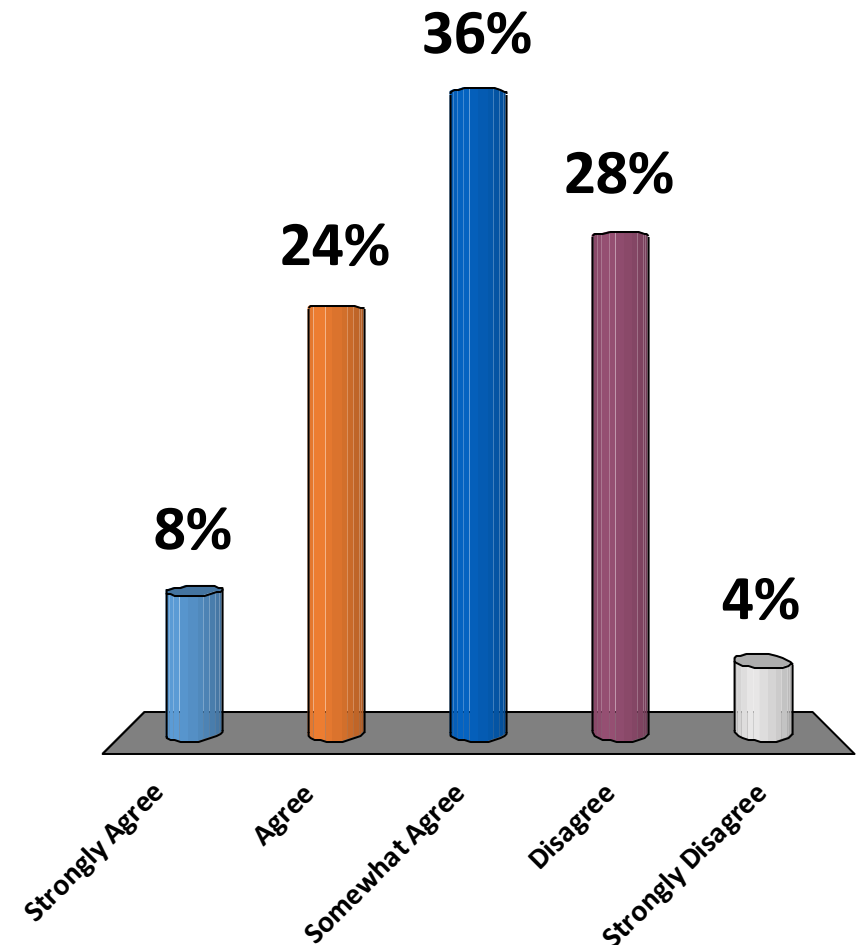
a. A number of different tourism operations currently operate in the Region (e.g. small businesses, family run operations or large corporate businesses).

- A. Strongly Agree
- B. Agree
- C. Somewhat Agree
- D. Disagree
- E. Strongly Disagree



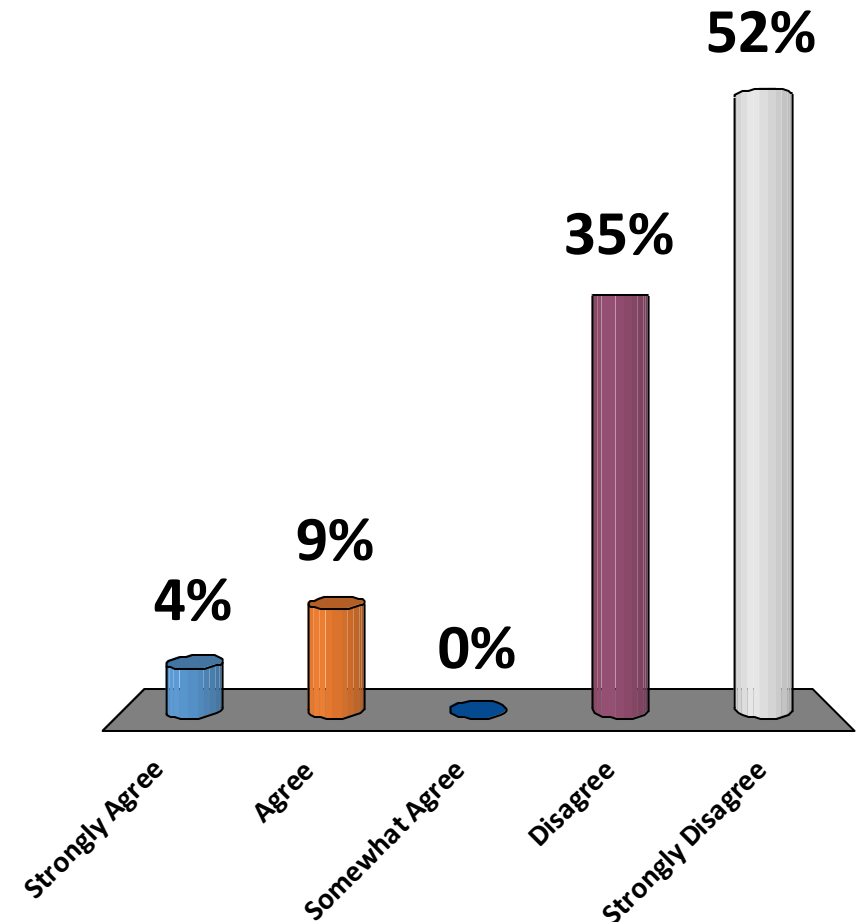
b. The Region is serviced by a domestic/international airport, major highway, or developed roads which will allow easy access to your region and destination.

- A. Strongly Agree**
- B. Agree**
- C. Somewhat Agree**
- D. Disagree**
- E. Strongly Disagree**



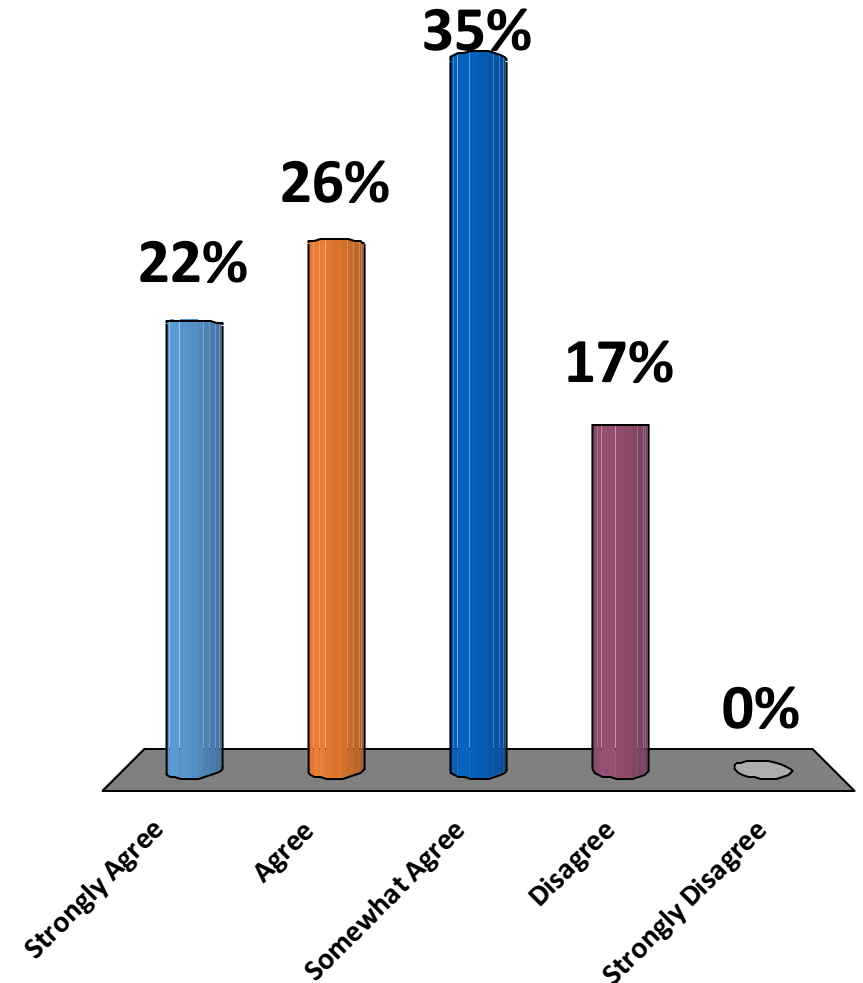
c. The tourism industry in your Region is NOT seasonal due to climate or special events/festivals.

- A. Strongly Agree**
- B. Agree**
- C. Somewhat Agree**
- D. Disagree**
- E. Strongly Disagree**



d. The current tourist market in the region is large enough for YOUR business and competing tourism products.

- A. Strongly Agree
- B. Agree
- C. Somewhat Agree
- D. Disagree
- E. Strongly Disagree



e. The Region provides opportunities to create alliances with existing tourism enterprises in your area (e.g. tour operators, accommodation providers, complementary attractions and gift shops).

A. Strongly Agree

B. Agree

C. Somewhat Agree

D. Disagree

E. Strongly Disagree

