

Rural **RESEARCH REPORT**

Spring 2003
Volume 14, Issue 9

Published by the Illinois Institute for Rural Affairs

Stipes Hall 518
Western Illinois University
1 University Circle
Macomb, IL 61455-1390
309/298-2237

www.IIRA.org

Agritourism: An Economic Opportunity for Illinois

by Bruce E. Wicks and Christopher D. Merrett¹

Sustainable rural development is predicated upon locally created wealth and a diversity of profitable enterprises that can collectively weather our cyclical economy (Honadle 1990). While some may argue that the external costs of certain rural industries, such as mining, are too high to justify their pursuit, tourism is often touted as a “green” industry that is easy to develop and which quickly yields results (Frederick 1995). To the extent tourism development is incremental, uses existing resources, is not massively intrusive, nor the cause of severe environmental damage, the former statement is generally true. Thus, it is very likely that agritourism development in the Midwest can be successfully integrated into local economies, environments, and rural lifestyles without great disruption.

There is a long history of people visiting farms and rural areas in the United States. Over a hundred years ago, urban residents frequently sought to escape the hot polluted cities by visiting friends and relatives who farmed. In those days, there were many more rural residents, and city-dwellers were likely to have some familial connection to farm life. With the advent of the automobile, farm visits and rural recreation became even more popular and convenient in the 1920s and 1930s (Holland and Wolfe 2000). Today, however, there is a

large generational gap between rural and urban families, and there are few opportunities for visiting relatives who farm or live in rural areas. This decline exists in spite of the fact that we have greater disposable income, more reliable transportation, greater need for relaxation, and a desire for wholesome family activities. Although the rural/urban dynamic certainly has changed during the last century, demand for farm or rural recreation experiences has not (Keith 2002). In fact, the sheer growth in urban and suburban populations provides a growing potential market for agritourism.

As a form of economic and community development, agritourism has a very strong and widespread appeal to agencies and governments. Unlike locating a processing plant where communities fiercely compete to attract industrial development, agritourism can actually provide a win-win scenario for many communities throughout the state that are willing to work collaboratively. In fact, multiple tourism developments in the same genre—say, for example, antique shops in a mall—can actually create a synergy whereby the sum of their attractiveness adds up to more than the individual parts. There is very good reason to believe that agritourism enterprises could benefit similarly.

Defining Agritourism: The Agricultural Perspective

Agritourism is a hybrid concept that merges elements of two complex industries—agriculture and travel/tourism—to open up new profitable markets for farm products and services and provide travel experiences for a large regional market. Although a single definition of agritourism is not widely recognized, it is at the intersection of a number of important marketing and economic development concepts that are circulating today. Agritourism is unlikely to be the dominant

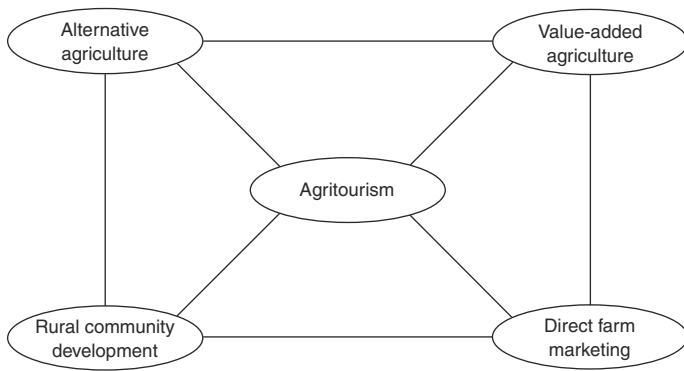
sector of agriculture in most areas of Illinois, but it may play a significant support role for many agricultural enterprises. **Figure 1** shows the central relationship agritourism has to alternative agriculture, value-added production, direct farm marketing, and, ultimately, rural community development.

Alternative agriculture is commonly defined as the production or harvest of crops and animal products or land

¹ The authors are, respectively, Associate Professor, Department of Leisure Studies/Director, Office of Recreation and Tourism Development, University of Illinois at Urbana-Champaign and Associate Professor of Geography, Illinois Institute for Rural Affairs, Western Illinois University.

uses not in the mainstream of local or regional agricultural production and distribution systems. The appeal of alternative or sustainable agricultural production is that it may be (1) best suited to the soil and land characteristics at hand—for example, the economic futility of using marginal land for corn or bean production has been demonstrated repeatedly, whereas other products may require fewer inputs and yield the same or higher return on investment; (2) appealing to a niche market that provide high returns per acre; (3) more labor intensive and return more to the community in terms of salaries; (4) less polluting and disruptive to the environment; and (5) better suited to the sensibilities of a new generation of land owner/farmer. Irrespective of how positive it might sound to reallocate some of Illinois' valuable land resources to alternative crop and animal product production, those commodities must ultimately be sold at a net profit for the system to function, and the traveling public can help provide such a market.

Figure 1. Tourism and Agriculture



Value-added production is at the heart of modern agricultural business models. The difference between the price of an agricultural commodity at its source and later in its final processed state at the point of consumption is significant. To the extent feasible, it benefits farmers and land owners if they can capture as much of the added value as possible. Just think of the value lost in sending a birds-eye maple saw log from southern Illinois to Japan to be processed into veneer for very expensive furniture. Or consider the value difference between raw specialty wool and an exclusive garment. Granted, markets, processing, and distribution mechanisms need to be in place to capture this

added value, but the cost of not doing so is now so compelling that action needs to be taken.

Direct farm marketing has been around for many years and is widely recognized by consumers and producers. Simply stated, the grower sells his or her produce to the final consumer at retail prices as opposed to entering the wholesale market and traditional distribution systems. Whether the farmer comes to the consumer, as in farmers' markets, or the consumer goes to the farm or farm-stand is immaterial, a direct sale is made and the net effect is the same. The ability to participate in the benefits of direct marketing comes with a price in terms of time and dollar investments, yet the rewards may easily outweigh the costs. Consider the following hypothetical example. If the cost to produce a bushel of market quality apples was \$10 and the wholesale value was \$16, a producer who raised 2,000 bushels of apples would net \$12,000 for his or her efforts. Those same apples sold at retail for \$32 per bushel would net a \$44,000 profit. The margin or \$32,000 difference between wholesale and retail gives the producer the resources to invest in marketing and distribution and the ability to realize a bigger dollar return.

Rural community development has been hampered by the demise of family farms, which has been a subject of significant concern among the agricultural sector, legislators, and agencies for some time (Barboza 1999; Lasley, Leistriz, Lobao, and Meyer 1995). Continued dependence upon traditional agricultural production for the wholesale and export markets will undoubtedly result in additional dependence on marginally effective farm entitlement programs and an even greater consolidation of existing farms to improve production efficiencies. To the extent tourism expenditures support value-added products from Illinois and travelers buy produce directly from the producer, the farm economy will benefit (Wilson, Fesenmaier, Fesenmaier, and VanEs 2001).

Creating wealth at the enterprise level in rural Illinois will generate additional expenditures on community-provided goods and services. For example, putting an addition on a farm-stand will benefit the local lumberyard and hardware store, and the harvesting and sale of new lines of produce may provide needed employment for local youth. Growing and diverse rural economies that distribute wealth widely are at the heart of a quality rural life (Nickerson, Black, and McCool 2001).

Defining Agritourism: The Tourism Perspective

In the simplest terms, tourism development is about selling goods and services to people (travelers) not from the local market area. Marketing, promoting, and providing a distribution system for agricultural products within one's local market is challenging enough, but when customers or potential customers reside far away, the challenges multiply.

Although attracting travelers is difficult, the opportunity to reach out to large and potentially lucrative new markets can be substantial for the agritourism entrepreneur.

Ironically, many areas of Illinois lack sufficient levels of tourism destination development to attract travelers, yet tourism

development specialists, such as the Regional Tourism Development Offices, are clamoring for more destinations to package and promote. The travel industry has long recognized that with the possible exception of certain special events or theme parks, new attractions are almost always linked to the local culture or natural resources. We can't change who we are, modify the climate, or create mountains if we don't have them, but we can capitalize on what we do have. For much of Illinois, those assets are related to agriculture and the fascinating people who achieved such accomplishments. It is regrettable that we often undervalue what we know is the best when it comes to tourism development. What may not be very special to us might be fascinating to others if presented in a way they understood and valued.

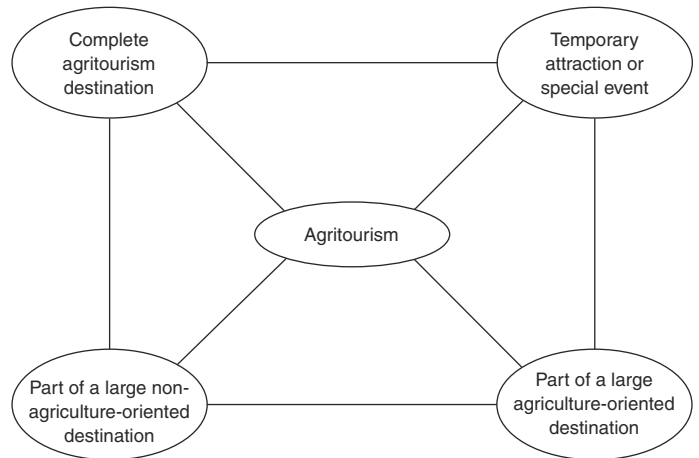
The travel decisionmaking process, or where to go, when, how, and for how long, is complicated and, thus, not easily managed or understood; however, we do know that travel parties, particularly families, want to have choices among things to do and see, as well as have traveler services that match their needs and wallets. For many urbanized communities, there already are hospitality and travel services as well as extended families and attractions to visit, but rural areas are likely to lack the appropriate mix of attractions and services to draw tourists if such development has not been carefully planned.

Just as the relationship of agritourism to agriculture discussed above has a number of facets, so does the relationship of agritourism to tourism. **Figure 2** shows that agritourism development can take a number of different forms, from complete destinations to attractions serving in ancillary or supporting roles in a broader package of area travel destinations. For the agritourism entrepreneur, this means that their level of involvement can range from small to very large in terms of investment in time and money. The all-encompassing enterprise could be a permanent facility or a special event. In either case, there is a need to create markets and promote the stand-alone destinations with programmed activities and unique attractions as well as travel services such as restrooms, safe parking, and food services that appeal to visitors. An example of a complete, permanent agritourism destination might be one of the larger orchards found around the state of Illinois like Eckert's, Taner's, or Curtis's.

A temporary attraction, such as a special event, may also serve the travel industry well. In rural areas without infrastructure,

short-duration events that depend on temporary structures can be huge attractions. Special events are very appealing to rural areas because they can generate the drawing power for travelers but do not need the sustained services and labor that might not otherwise be available. For example, tractor shows like those produced by I & I Tractor Club in Penfield have been able to consistently draw large crowds to their annual events (Infinity Farms n.d.).

Figure 2. Agritourism and Tourism



Although larger orchards and special events are regarded as destinations, they still may depend on other enterprises such as lodging facilities to complete the package necessary to attract tourists. An agritourism entrepreneur may also consider how he or she could become a small part of a larger attraction. An example of a multi-attraction agricultural destination might be farmers working together to each offer different agricultural products and experiences for the traveler. By working together, they can create a larger, more attractive destination that will have greater drawing power and presumably generate more profits for everyone. The goal of that area would be to position itself as an agritourism destination. Conversely, an area known for a different type of tourism experience could benefit from new agritourism attractions that offered more in the way of diversity for the visitor.

Marketing Agritourism

At the foundation of marketing is the need to give the consumer what he or she wants for a mutually agreed upon price. Although many people involved in agritourism continue to focus on the commodity grown or raised, or the activity participated in, the real issue is fulfilling the motives of the traveler. It might surprise those with a product orientation that, in many cases, the cost of the product sold to the traveler is almost irrelevant. A family

going to a fall pumpkin patch is likely to buy a jack-o-lantern or gourd but what they really purchased was a family experience. And the real value of that experience may far exceed the cost of the pumpkins. Not only is that grower benefiting from direct farm marketing by selling at retail prices or above, but they are not competing with other producers on price. Such a concept

is almost foreign to most agricultural producers who routinely study wholesale prices and futures markets.

An old marketing adage is that people buy benefits not products. We buy a hole not a drill—the sizzle not the steak. The possible benefits provided to tourists from agritourism enterprises are vast. What is most important, though, is the value of those experiences to people. Can we even place a dollar value on a hunting experience between a parent and their son or daughter, or an annual family trek to the Christmas tree farm? Agritourism attractions can provide convenient, safe, educational, and fun family experiences for the millions of Midwestern residents and out-of-state or international visitors who pass through Illinois annually.

To make an agritourism marketing plan work, it is vital to understand what travelers do and why they travel. Numerous studies have been done that look at these issues. A summary of tourist motivations is provided below (**Table 1**). Examine each list closely and ask how your agritourism enterprise can complement the traveler’s needs.

Table 1. Factors Motivating Tourist Travel

<i>Popular Tourist Activities</i>	<i>Travel Motives</i>
• Shopping	• Enhancing kinship relations
• Participating in outdoor activities	• Escaping
• Visiting historical places and museums	• Resting and relaxing
• Visiting state and national parks	• Improving health and well-being
• Taking part in cultural events and festivals	• Exploring and learning
• Sightseeing	• Celebrating a special occasion

Source: Shaw and Williams (1994).

An appealing part of tourism development is that many economic sectors may benefit, not just a specific destination.

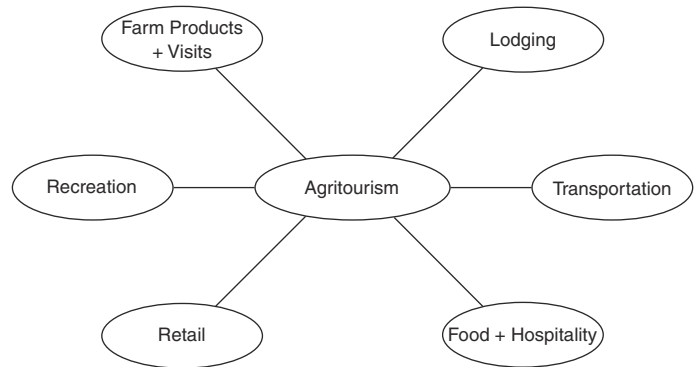
The Agritourism Product

One difficulty in defining agritourism is fostering agreement about what product or activities are included. There would be unanimous support for saying that a visit to a farm retail operation by persons on a leisure trip from a distant state would be an example of agritourism; however, two large issues emerge that cause some confusion. The first is how to recognize the many small contributions agritourism can make to multiple markets. The second is how or if outdoor recreation activities are considered to be agritourism.

The traveling public’s role in agritourism can be almost imperceptible at times. For example, if someone who was visiting friends or relatives in your community stopped at the local farmer’s market, who would even know their contribution was made as a tourist? Another example of a hidden contribution might be a restaurant that serves locally raised beef on their menu. To what extent does that restaurant serve tourists? It

This fact is important when seeking partnerships or assistance from agencies and other businesses. For example, Chicagoans may visit a farm in Central or Southern Illinois and, during that excursion, they may purchase fuel for their vehicle, stop at unrelated attractions, make retail purchases, and stop for meals. **Figure 3** shows how travelers interested in agritourism can help make contributions beyond their farm/agricultural involvement.

Figure 3: Possible Travel Expenditures from Agritourism



This complex purchasing pattern in tourism is positive insofar as a diverse set of businesses and individuals can benefit. That form of community development is more likely to be sustainable than those that are firm specific; however, with the benefits of diverse economic benefits come significant challenges that will need to be overcome. When benefits accrue to many parties, some serious organizational issues arise. For example, who should collectively coordinate activities for all parties, who should pay for it, and what should be done about free-riders?

is also quite conceivable that a single crop could be sold a number of ways to different markets. For example, fruit can be sold at a roadside stand (direct marketing with considerable tourist participation), at a farmer’s market (direct marketing with low tourist participation), to a restaurant (discounted direct marketing with variable tourist participation), through a U-pick program (direct marketing with high tourist participation), through a community-supported agriculture (CSA) program (low tourist participation), and any remainder can be sold on the wholesale market. The lesson from this example is that the nonlocal market can represent an important part of the coveted direct sales market. In addition to the above examples, there are a range of agritourism and “agritainment” opportunities that might lure tourists into rural locales. These opportunities may be divided into three broad categories: (1) crops, (2) livestock and machinery, and (3) facilities and land use (**Table 2**).

Many farms, particularly those with large acreages and varied soils and typography, represent complex natural resource systems. The Sustainable Agriculture Movement and common sense suggest that the farm system be assessed to determine how that resource can be employed to generate the greatest profit while doing the least damage to the land and the farmer's quality of life. In some cases, promoting fee hunting on part of

one's farmland may generate equal or greater revenues than using that same land if it is ill-suited to row crops. Is managing that portion of land for that purpose agritourism? If we view the farm as a system, and recognize that fee-hunting enterprises require management, then logic suggests it is. Note that the hunter, bird watcher, mushroom picker, and any other outdoor recreation participant is now defined as a tourist!

Table 2. Potential Agritourism Activities

<i>Crops</i>	<i>Livestock and Machinery</i>	<i>Facilities and Land Use</i>
Christmas trees	Antique farm equipment	Agricultural festivals
Cider pressing / tasting	Antiques	Agricultural museums
Community-supported agriculture	Hay rides (horse or tractor)	Barn tours
Crop art	Heirloom/exotic animals	Bed and Breakfast
Farmers' Markets	Horse pulls	Bicycling tours
Flower shows/nurseries	Horse stables and riding	Birding/wildlife
Hay tunnels	Meats for ethnic markets	Camping
Heirloom plants	Petting zoo	Catering special events
Maple sugaring	Regional identity marketing	Cooking demonstrations
Mazes (Corn, Hay, Sudan)	Sleigh rides	Corporate picnics
Pumpkin painting	Tractor pulls	Craft center
Roadside markets		Cross country skiing
U-pick farms		Dude ranch
Vegetables for ethnic markets		Ecosystem preserves
Wineries/Distilleries/Breweries		Fee hunting and fishing
		General store/souvenirs
		Hiking
		Historical farms/sites
		Living history farms
		Moonlight activities
		Mountain biking trails
		Prairie restoration
		Retreat center
		Rural education center
		Scenic byways tours
		Snowmobiling
		Working farm tours

Sources: Adam (2001); Delaware Department of Agriculture (n.d.); Hilchey (2000); Michigan State University Extension (2000); Scott and Callahan (2000); Southern Illinois University (2000); Tennessee Department of Agriculture (n.d.); U.S. Department of Agriculture (USDA) (2001); University of California (2001).

Planning for a New Agritourism Enterprise: A Five-Step Process

1. **Create an Idea.** The starting point is to generate an idea for a new enterprise that has potential for travelers and other markets. New and creative ideas can be very difficult to generate, especially if one is not accustomed to thinking in those terms. Suggestions to help might include some or all of the following: (1) brainstorm with family members and trusted friends; (2) seek the advice of agricultural professionals in agencies such as Extension, Farm Bureau, Illinois Department of Agriculture (IDOA), or U.S. Department of Agriculture (USDA); (3) join new organizations like the Specialty

Crop Growers or Direct Farm Marketing Association and read as much of their material as possible; (4) look at travel literature for rural areas and see what others are doing, and don't limit that search to Illinois; and (5) hit the road. Go visit as many agritourism businesses as you can, and be sure to try and talk to the owners.

At this phase of the process, don't be afraid of what might at first appear to be wild or crazy ideas. The goal is to generate as many thoughts as possible. One can always discard unworkable ones later.

2. **Do a business plan.** You have heard that advice before and, without question, you must understand that this is the most vital step in the process. The business plan will help tell us if the great idea we have come up with will be profitable. That is the bottom line, and even if the answer to that question is “no” or “not likely,” remember that a decision to abort a business idea can be one of the best decisions you ever make. A “no-go” decision does not mean you can’t participate in agritourism, it just means that the idea you tested is not the best. It can be very difficult to give up that great idea when the numbers don’t look good, but a brutally honest evaluation is still the best approach. The business plan must also be written out rather than stored in our minds. Writing forces us to logically clarify and organize our thoughts and, besides, if you intended to borrow money for this enterprise, you will need the plan to present to your lender.

Business plans can be a fair amount of work; help is available, however. Sources of assistance include (1) step-by-step guides, books, and manuals; (2) websites such as the Small Business Administration’s; (3) an array of educational institutions such as Southern Illinois University (2000), Western Illinois University (IIRA 2003), University of Illinois Extension (Wicks 2001), and community colleges; (4) economic development and agricultural agencies; and (5) consultants.

3. **Examine your farm/land resources.** If you have come up with a good idea and it has potential for positive Return on Investment (ROI), be sure your physical resources can deliver. For example, certain crops may need a particular soil type not present on your land, the habitat may not support wildlife for hunting or observing, the market may be too far away to expect visitation, or you may not have the necessary structures. Some resource inadequacies we can manage and overcome, but others we cannot.

4. **Conduct a risk assessment of your proposed agritourism endeavor.** Depending on the type and location of an agritourism enterprise, there may be a range of liability, licensing, and zoning issues that must be addressed prior to inviting tourists onto your property. Here are some of the issues any potential agritourism operator should consider.

By their nature, farms are characterized by rugged landscapes, heavy machinery, unpredictable livestock,

and toxic chemicals, among other health risks—especially for small children (Jolly and Skidmore 2003). Hence, farm operators should address potential safety problems to ensure that risks are minimized. For example, high risk areas should be cordoned off. Visitors should be warned to wear appropriate clothing and footwear. Jolly and Skidmore also suggest that for some activities, such as horseback riding or hiking, operators should ask tourists to sign a “hold harmless agreement.” This is a statement that the tourist is willing to assume some responsibility for any injuries incurred on the farm. Agritourism operators should also be prepared to administer first aid. Additionally, they should investigate liability insurance given the potential that exists for injuries to occur on a farm.

In addition to liability issues, there are also logistical questions that must be addressed, including the provision of adequate parking, bathroom facilities, and shelter in the case of inclement weather. If prepared foods or cooking exhibits will be offered, appropriate local, state, and federal licenses and food safety issues must be addressed. In the case of snowmobiling and motorcycling, among other activities, operators should check to make sure that proposed activities do not violate local zoning ordinances. Some counties have rural zoning bylaws that may prohibit some activities, especially if the activities are loud or generate noxious odors. This list is merely suggestive, and operators are encouraged to seek professional advice if liability, licensing, or zoning questions arise.

5. **Critically look at yourself and/or your team.** Is this something you really want to do? Having visitors on your farm on their terms or schedule may totally disrupt your lifestyle. New revenues can be great, but if you or your family are miserable as a result, is it worth it? In many cases, tasks we are not particularly well-suited for can be done by others. A family member or employee might assume that responsibility; you need not do it all alone. The big challenge with this step is admitting we may not have all the needed skills and having enough sense to know that we need help.

A negative conclusion anywhere in this process means that we need to go back to a previous step or the beginning, make the necessary adjustments, and start again.

Keys to Success

Although starting a new agritourism enterprise may appear to be a daunting endeavor, it should be recognized that the idea is not new and that there are many success stories from which to learn. As a result of numerous farm visits in Illinois and beyond, networking, and a review of related literature (Sharpley 2002), the following recommendations have emerged:

- If you do it, do it well. Customers’ expectations for travel are always rising, and they have little tolerance for poor or even mediocre service.
- It is critical to provide activities. Travelers want and expect to be entertained.

- Expect naysayers. Someone you know is likely to be critical of your ideas and courage. Expect it; deal with it; and then move on.
- To achieve success will take time and a lot of hard work. Quick fixes rarely are sustainable, so be prepared.
- Don't forget why people travel. Remember it probably is not the produce they actually purchase but the experience.
- Pay attention to your location and the attractiveness of the site. If you build it, they may not come. Be sure to put yourself in the potential customer's shoes.
- The further you expect people to travel, the more you have to deliver.
- Uniqueness and quality first, then promotion. Promoting an incomplete destination to travelers will result in a less-than-ideal experience, and they will never give you the

word-of-mouth recommendations needed for growing your customer base.

- Involve the community, and give something back. Tourism enterprises depend on many other entities as well as the local population. Be sure to accommodate your neighbors and develop sound community partnerships based on trust. The silo approach never works in tourism.
- Build connections within the tourism industry. The tourism industry is very large, and it is as complex as the agriculture industry. Learn who the key players are in your region, and remember they can help you just as you can help them.
- Develop and maintain your own customer base. Your customers and reputation are your most valuable assets; they will sustain you well into the future if you follow their changing needs and treat them right. There are many people who can produce crops and raise livestock, but very few can transform those raw materials into substantial profits.

Summary

Agritourism represents an important means for diversifying the farm economy in Illinois and providing quality travel and recreation experiences. Affluent urban and suburban markets that have great untapped market potential surround many of our rural areas and farming centers. By most accounts, it is recognized that the demand for agritourism experiences exceeds supply. The pressures of foreign competition on row crop prices, the continued need for efficiency-driven consolidation of farms, the uncertainty about continued price supports, and the vagaries of international markets suggest that catering to the tourism market is a viable alternative for many farm families.

Adequate levels of income are needed to sustain any farm and its operators. Hopefully, agritourism's broad opportunities will help many achieve success in that domain. Many agritourism enterprises have helped restore the farm family as well as the values that have typically been associated with rural farm life for so long. Studies of many agritourism sites have demonstrated that these enterprises have fostered a family approach to the business where the farm wife again

plays a key role and youth actively participate. Alternative crops, livestock, and land uses typically require labor and skills unrelated to mass farming practices.

Many in the agriculture sector lament the loss of public support for agribusiness in general and farmers in particular. Our highly efficient food production, processing, and distribution systems have placed a vast gap between the grower and the consumer. It may take a generation or more, but new systems like agritourism and direct farm marketing will slowly rebuild those valuable connections between rural and urban populations and the result can't be anything but positive.

Entrepreneurship is at the heart of the farm economy. Determination to succeed has driven farmers to amazing accomplishments for generations. Yet, today, the control many farmers have over their enterprises has been taken over by the actions of multinational corporations, domestic policymakers, and foreign governments. The kind of enterprises supported by agritourism keeps control where it belongs—with the farmer.

References

- Adams, Katherine. 2001. *ATTRA—Business and marketing series: Entertainment farming & agri-tourism*. Fayetteville, AR: Appropriate Technology Transfer for Rural Areas. Available online: <www.attra.org/attra-pub/entertainment.html>. Downloaded: March 21, 2003.
- Barboza, David. 1999. Is the sun setting on farmers? *New York Times* (November 28): Sec. 3, 1.
- Delaware Department of Agriculture. n.d. *Delaware agritourism*. Available online: <www.state.de.us/deptagri/agritour/index.htm>. Downloaded: June 2, 2003.

- Frederick, M. 1995. *Tourism as a rural economic development tool: An exploration of the literature* (Technical Bulletin No. 122). Washington, DC: Economic Research Service, U.S. Department of Agriculture.
- Hilchey, Duncan. 2000. *New York State agritourism 2000: A research/extension initiative*. Ithaca, NY: Farming Alternatives Program, Cornell University. Available online: <www.cals.cornell.edu/agfoodcommunity/afs_temp3.cfm?topicID=270>. Downloaded: June 2, 2003.
- Holland, Rob, and Kent Wolfe. 2000. *Considering an agritainment enterprise in Tennessee?* (PB 1648). Knoxville: Agricultural Extension Service, University of Tennessee.
- Honadle, Beth. 1990. Extension and tourism development. *Journal of Extension* 28(2). Available online: <www.joe.org/joe/1990summer/a1.html>. Downloaded: June 2, 2003.
- Illinois Institute for Rural Affairs (IIRA). 2003. Website for the Illinois Institute for Rural Affairs. Available online: <www.iira.org>. Downloaded: June 2, 2003.
- Infinity Farms. n.d. Homepage of Infinity Farms/I & I Tractor Club. Available online: <www.infinityfarms.com/penfield_illinois.htm>. Downloaded: March 21, 2003.
- Jolly, Desmond, and Denise Skidmore. 2003. *Fact sheets for managing agri- and nature-tourism operations: Safety and risk management*. Davis: University of California, Small Farm Center. Available online: <www.sfc.ucdavis.edu/agritourism/factsheet3.html>. Downloaded: March 21, 2003.
- Keith, Diana. (2002). *Agritourism and nature tourism in California*. Davis: University of California, Small Farm Center.
- Lasley, Paul, F. Larry Leistriz, Linda Lobao, and Katherine Meyer, eds. 1995. *Beyond the amber waves of grain: An examination of social and economic restructuring in the heartland*. Boulder, CO: Westview Press.
- Michigan State University Extension. 2000. *Agritourism: Points to consider*. Available online: <www.msue.msu.edu/imp/modtd/33831715.html>. Downloaded: June 2, 2003.
- Nickerson, N., R. Black, and S. McCool. (2001). Agritourism: Motivations behind farm/ranch business diversification. *Journal of Travel Research* 20 (August): 19-26.
- Scott, David, and Ashley Callahan. 2000. *Establishing a birding-related business: A resource guide* (B-6093). College Station: Texas A&M University.
- Sharpley, R. 2002. Rural tourism and the challenge of tourism diversification: The case of Cyprus. *Tourism Management* (23): 233-244.
- Shaw, Gareth, and Allan Williams. 1994. *Critical issues in tourism: A geographical perspective*. Malden, MA: Blackwell.
- Southern Illinois University. 2000. *Rural development opportunities: Agri-tourism*. Available online: <www.siu.edu/~ruraldev/agtour/>. Downloaded: June 2, 2003.
- Tennessee Department of Agriculture. n.d. Tennessee Agritourism Homepage. Available online: <<http://picknproducts.org/tourism/>>. Downloaded: March 21, 2003.
- U.S. Department of Agriculture (USDA). 2001. *Alternative enterprises and agritourism success stories*. Available online: <www.nrcs.usda.gov/RESS/econ/altenterprise/Success.html>. Downloaded: June 2, 2003.
- University of California. 2001. *Small farm center: California agri-tourism database*. Available online: <www.sfc.ucdavis.edu/agritourism/database/>. Downloaded: June 2, 2003.
- Wicks, Bruce. 2001. *Agritourism workshop homepage*. Champaign: University of Illinois, Department of Recreation and Tourism Development. Available online: <www.agritourism.uiuc.edu/workshop2/out.htm>. Downloaded: June 2, 2003.
- Wilson, Suzanne, Daniel Fesenmaier, Julie Fesenmaier, and John C. VanEs. 2001. Factors for success in rural tourism development. *Journal of Travel Research* 20(4): 132-138.

The Rural Research Report is a series published by the Illinois Institute for Rural Affairs to provide brief updates on research projects conducted by the Institute. Rural Research Reports are peer-reviewed and distributed to public officials, libraries, and professional associations involved with specific policy issues.