

farm & nature tourism



FACT SHEET: Tourism on your property Field Day

Tourism on your property Field Day is a first contact stage for farmers and rural landowners with an interest in diversifying their current Agri-business operations into Agri or Nature-based tourism.

An initiative of the Australian Regional Tourism Research Centre based at Southern Cross University and the Sustainable Tourism Cooperative Research Centre, the Tourism Field Day is part of a broader Agri-tourism skills development and business research and planning program. The objective of the field day is to provide information about tourism operations for participants and then identify, evaluate potential candidates from Stage One Field Day workshops via a relatively simple assessment tool.

Candidates who have potential to succeed in tourism are identified by analysis of their survey results and then offered the opportunity to participate in the Stage Two Business Development Program.

"Each Field Day is supported by local stakeholders such as Council and the local tourism industry association and hosted where possible on a working Agritourism property, ensuring participants witness the mechanics of operating a tourism property first hand in their local region.

During the Field Day, participants are guided through a preliminary assessment, Stage One Assessment Tool, which assists in identifying whether the region and the property have the attributes for a successful tourism venture. Informative sessions with specialist guest speakers from the tourism and agricultural industry provide an invaluable insight into important issues to consider prior to investing time and resources.

Tourism Field Days are in essence a culling process, designed to provide a realistic picture of what is required to be successful in this highly competitive industry. For tourism businesses to be viable the owners/managers must be committed to high standards of service and business management and be ready to invest the time, money and energy required if they desire success.



What to expect on the day

Each Tourism Field Day begins at around 9.30am with registrations and morning tea before launching into a full day of active workshop discussions led by specialist facilitators. Following a delicious lunch consisting of local and regional produce, Field Day participants complete the Stage One Assessment Tool evaluating their tourism concept to see the potential that exists. The day concludes at around 3pm.

Topics at a glance

Topics presented throughout the Field Day include:

- Tourism - what is it? and how to get started;
- Case studies of rural property owners involved in tourism;
- An overview of what Agri and Nature-based tourism actually is;
- How tourism can value add to your agricultural product;
- How to market your product as part of the local tourism industry;
- A whole of State tourism overview;
- Tourism: A warts and all look at what it involves;
- Getting your proposal approved - a local council and State planning overview

Further information

For more information about how to kick start Agri or Nature-based tourism in your region or to run the Farm and Nature Tourism on your Property program please contact Rose Wright, Extension Manager, Australian Regional Tourism Research Centre on (0427) 232 246 or email rose.wright@scu.edu.au.

