Public Abstract

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Changes in the U.S. agriculture industry have created opportunities for farmers' to explore tourism as an option for their agribusinesses. Agritourism refers to an entrepreneurial venture in which farms provide recreational activities for visitors in conjunction with agricultural production, often related to goals for the farm operator, household and business, including reducing fluctuations in farm income, making use of farm resources, educating the public and providing opportunities for the farm family. This study examined the importance of agritourism in economic and intrinsic goals of agritourism providers and the farm household and business attributes associated with the importance of agritourism in accomplishment within four goal dimensions via descriptive-relational survey research.

Agritourism farms in Missouri are in the business of agricultural production, rather than maintaining their land exclusively for landscaping a tourism destination. Operators perceive agritourism as being important for accomplishing their marketing, social and personal entrepreneurial goals. Study results are important as they show that efforts to promote agritourism as a development tool should emphasize the role of this activity in accomplishing a diversity of entrepreneurial goals and not only those related to the economic health of the farm.