Part 1: Course Information

Instructor Information
- Instructor: Dr. Joe Shannon
- Virtual Office Forum: Available 24/7 for posting/viewing questions
- Online Office Hours: By Appointment
- Email: shannonjosep@sfasu.edu
- Cell: 903-649-2583

Course Description
This course will present the variety and depth of agritourism practices and cover aspects of the economics and organization of agritourism. Topics include agricultural economics, rural development, marketing, rural policy, products and services, and characteristics of agritourists.

Textbook & Course Materials
- No Required Text
- Recommended readings will be emailed to the students throughout the semester

Course Structure
This course will be delivered entirely live streamed blended hybrid through zoom. The general rule from the Texas Higher Education Coordinating board requires that blended classes meet only certain number of hours through zoom for the semester. The additional requires assignments will make up the difference from meeting live stream weekly.

Students will receive an invitation through their SFA email.

Example of an invitation:
Joseph Shannon is inviting you to a scheduled Zoom meeting.
Topic: Agricultural Tourism Class
Time: Aug 25, 2020 04:00 PM Central Time (US and Canada)

Join Zoom Meeting
https://sfasu.zoom.us/j/94961273121?pwd=V3NoUHhlVDF1S1R2WU9ObldjdExodz09

Recording Lectures
Part 2: Course Objectives

The following objectives will guide the course topics and activities expected of the students. Some objectives may be embedded in the assignment or act as an overarching lens to view agricultural tourism.

1. Explore the topic of tourism in general, and more specifically agricultural tourism, from the following perspectives:
   a. Psychological dimensions
   b. Social and cultural dimensions
   c. Economic dimensions
   d. Environmental dimensions
2. Identify costs and benefits of tourism to different segments including farmers, the host community, local government, related businesses, and tourists.
3. Explore and analyze agricultural tourism located in your own geographic area.
4. Identify agricultural tourism opportunities within the state, nation, and world-wide.
5. Create an agricultural tourism business plan.
6. Understand sustainability as it relates to agricultural tourism.

Part 3: Topic Outline/Schedule

<table>
<thead>
<tr>
<th>Week 01</th>
<th>Tuesday, Aug 25</th>
<th>4:00pm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week 02</td>
<td>Tuesday, Sept 1</td>
<td>4:00pm</td>
</tr>
<tr>
<td>Week 03</td>
<td>Tuesday, Sept 8</td>
<td>4:00pm</td>
</tr>
<tr>
<td>Week 04</td>
<td>Tuesday, Sept 15</td>
<td>4:00pm</td>
</tr>
<tr>
<td>Week 05</td>
<td>Tuesday, Sept 22</td>
<td>No Scheduled zoom class</td>
</tr>
<tr>
<td>Week 06</td>
<td>Tuesday, Sept 29</td>
<td>4:00pm</td>
</tr>
<tr>
<td>Week 07</td>
<td>Tuesday, Oct 6</td>
<td>No Scheduled zoom class</td>
</tr>
<tr>
<td>Week 08</td>
<td>Tuesday, Oct 13</td>
<td>4:00pm</td>
</tr>
<tr>
<td>Week 09</td>
<td>Tuesday, Oct 20</td>
<td>No Scheduled zoom class</td>
</tr>
<tr>
<td>Week 10</td>
<td>Tuesday, Oct 27</td>
<td>4:00pm</td>
</tr>
<tr>
<td>Week 11</td>
<td>Tuesday, Nov 3</td>
<td>4:00pm</td>
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<tr>
<td>Week 12</td>
<td>Tuesday, Nov 10</td>
<td>4:00pm</td>
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<tr>
<td>Week 13</td>
<td>Tuesday, Nov 17</td>
<td>4:00pm</td>
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<td>---</td>
<td>Tuesday, Nov 18</td>
<td>Thanksgiving holiday</td>
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<tr>
<td>Week 14</td>
<td>Tuesday, Dec 1</td>
<td>4:00pm</td>
</tr>
<tr>
<td>Week 15</td>
<td>Tuesday, Dec 8</td>
<td>Final Exam – Due – Dec 15 @ 6:00pm</td>
</tr>
</tbody>
</table>
Part 4: Grading Policy

Grades will be determined upon the total of all items outlined below.

<table>
<thead>
<tr>
<th>Varies</th>
<th>Class Attendance – Each day you miss class will lower your final grade 10 points. If you have an issue and cannot attend class, please contact me before.</th>
</tr>
</thead>
<tbody>
<tr>
<td>30</td>
<td>Discussion Questions #5 @ (18 points)</td>
</tr>
<tr>
<td>10</td>
<td>Destination Expérience (1 @ 10 points)</td>
</tr>
<tr>
<td>20</td>
<td>Issue Paper (#1 @ 20 points)</td>
</tr>
<tr>
<td></td>
<td>You just inherited a 200-acre farm anywhere in the USA</td>
</tr>
<tr>
<td>30</td>
<td>Class Présentation (1@ 30 points)</td>
</tr>
<tr>
<td></td>
<td>You just inherited a 200-acre farm anywhere in the USA</td>
</tr>
<tr>
<td>10</td>
<td>Final Exam – Open Notes</td>
</tr>
</tbody>
</table>

**Late Work Policy**

Be sure to pay close attention to deadlines—there will be no make-up assignments, quizzes, or other course materials accepted beyond the due date without instructor approval and advanced notification.

**Letter Grade Percentage Performance Level**

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>A</td>
<td>90-100%</td>
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<tr>
<td>B</td>
<td>80-89%</td>
</tr>
<tr>
<td>C</td>
<td>70-79%</td>
</tr>
<tr>
<td>D</td>
<td>60-69%</td>
</tr>
<tr>
<td>F</td>
<td>59-0%</td>
</tr>
</tbody>
</table>

Part 5: Course Policies

**Attendance**

Regular and punctual class attendance is expected of each student. This course will consist of both synchronous (scheduled) and asynchronous activities.

**Participate**

Students are expected to participate in all activities as listed on the course calendar, especially in the zoom discussion.

**Build Rapport**

You will find that your overall success in distance education courses can come from building a strong rapport with your classmates and instructor. This starts with demonstrating netiquette (online etiquette) by respecting others’ opinions, perspectives, and values through all the course communication.
Code of Conduct
As a member of a community dedicated to learning, inquiry, and creation, the students, faculty, and administration of our university live by principles that require all members to be conscientious, respectful, and honest. Students should also understand that honest conduct reaches far beyond just academic honesty.

Completing Assignments
All assignments for this course will be submitted electronically to the instructor email as otherwise instructed. Assignments must be submitted by the given deadline or special permission must be requested in advance from the instructor before the due date. All discussion assignment must be completed by the assignment due date and time. Late or missing discussion assignments will affect the student’s grade.

Academic Dishonesty
All students are expected to engage in all academic pursuits in a manner that is above reproach. Students are expected to maintain honesty and integrity in the academic experiences both in and out of the classroom. Any student found guilty of dishonesty in any phase of academic work will be subject to disciplinary action. The University and its official representatives may initiate disciplinary proceedings against a student accused of any form of academic dishonesty including but not limited to, cheating on an examination or other academic work which is to be submitted, plagiarism, collusion and the abuse of resource materials.

Students with Disabilities Policy
SFASU adheres to all applicable federal, state, and local laws, regulations, and guidelines with respect to providing reasonable accommodations for students with disabilities. If you have a disability that may affect adversely your work in this class, then I encourage you to register with the SFA Counseling Center and to talk with me about how I can best help you. All disclosures of disabilities will be kept strictly confidential.

Class Presentation:
Assignment: You just inherited a 200-acre farm anywhere in the USA. Your assignment is to create a fictional agritourism business with several activities and items for customer to see, do, and/or buy. You will then be creating a way to advertise and promote your agritourism business to attract the public. Your agritourism business may be one large entity, or several small attractions within one farm. For example, if you were hosting a fall festival at your farm, you would want many different activities and different food options for customers to buy, see and do. Is your business catering to adults, children, or both?