

Growing a Global Agritourism Network

Findings from Evaluations of Webinars and Conferences

Project Summary

An interdisciplinary team of researchers from the University of Vermont and Clemson University utilized team science methods to understand how to enhance global collaboration within the agritourism sector. The project included over 20 webinars and an international conference, reaching over 3200 agritourism operators, business owners, researchers, educators, and agritourism support professionals from 85 countries.



Multi-state, Interdisciplinary team of researchers



3200+ people globally



Grew the international agritourism community

Key Findings



Virtual and In-Person Events

Virtual and in-person events were equally effective for sharing knowledge and providing access to industry resources



Virtual Attendance

- + more effective for improving global accessibility



In-Person Attendance

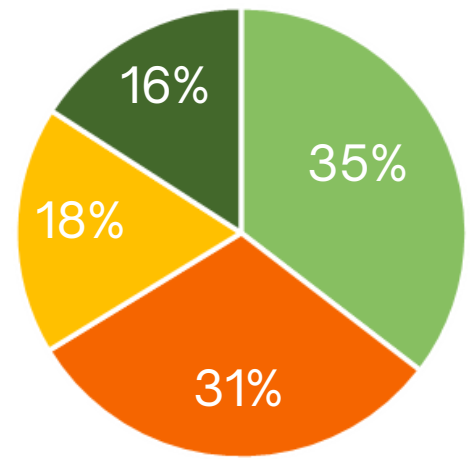
- + more effective for making new industry contacts
- + more effective for building community

Methodology

In February 2023, a survey was sent to the global agritourism community (n = 2890). We received 415 valid responses (14.4% response rate).

- 147 respondents only attended events virtually.
- 128 respondents only attended events in-person.
- 74 respondents attended events in-person and virtually
- 66 respondents did not attend events

Binary logistic regression analyses were utilized to assess whether having an in-person experience made any difference in the reported outcomes or benefits of agritourism programming.



- Virtual gatherings only
- In-person conference only
- Virtual and in-person attendance
- Neither virtual nor in-person attendance

Respondent Takeaways

After the International Workshop on Agritourism (September 2022), participants were invited to share reflections on their in-person or virtual experiences. These responses illustrate the benefits of both in-person and virtual experiences.

“It gave me an opportunity to attend the workshop, when I could not attend in-person due to Visa challenges.”

- virtual attendee

“[The virtual option] allowed me to ‘be present’ on the days that I couldn’t.”

- in-person attendee

“Attending the conference in-person greatly contributed to these [networking] benefits, I do not think I would have made many connections as a virtual attendee.”

- in-person attendee



The University of Vermont

CLEMSON
UNIVERSITY

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