Unit 1: Agritourism

Lesson 3: Agritourism Pros and Cons - Teacher’s Guide

Estimated Time for Completion - Approximately 45 minutes

Student Learning Objectives:

As a result of this lesson the student will…

• Explore different agritourism businesses.
• Identify the pros and cons of selected businesses.

Directions: Access the commodities and products tab on the AgMRC website (http://www.agmrc.org) and find the agritourism link. Utilize information located here to answer the questions below:

1. Refresh your definition of agritourism.
   • First, select the Commodities and Products link.
   • Second, select the agritourism link (the definition is located on this page).

2. What are some examples of agritourism? (Utilize the Food Industry Market Maker link on the AgMRC website to search for examples.)

3. Pick three different agritourism businesses.
   • List five pros for each
   • List five cons for each

Now that the students have a good understanding of what makes a business either great or not so great, it's time to get them to really think about those pros and cons. They need to answer the following questions. Following a time of individual or partner answering, a class discussion on the questions is encouraged.

Thinking Critically: Questions

How does looking at pros and cons help you make decisions?

Why is important to weigh the pros and cons when looking at starting a business?

What is the difference between the quantity of something and the quality of something?

When looking at pros and cons, how do you measure their influence? Do you look at the quantity of pros vs cons, or do you look at the quality of pros vs cons? Explain your answer.