

# Section I

## IDENTIFYING OPTIONS AND EVALUATING YOUR FARM OR RANCH

Getting away from the rush and pressures of the city are reasons that people want to experience farm and ranch tourism/recreational opportunities.

Traveling to a remote area, enjoying the beautiful scenery Oregon has to offer, experiencing something new, getting back to basics and “one’s roots” — these are all reasons an increasing number of people want to spend time on a working farm or ranch.

And often there is money to be made! Many people will pay significant amounts of money for rural tourism/recreational experiences.

But quality tourism/recreational opportunities don’t happen by chance. The single most important factor to consider — emphasized by experts and those who have been in farm/ranch recreation for years — is the “people factor.” In other words, a tourism/recreation experience is about people — working with people, working for people, servicing people, and meeting people’s needs. So if you are sincerely interested



in a farm or ranch tourism/recreation component for your operation, you *must* like working with people. The other option, if you’re not a “people person, is to find or hire someone who is and let that employee, family member, or contractor coordinate the interactive aspect of the enterprise.

Before answering the question, “Should I do it?” take time to examine your options and goals. A fee-recreation enterprise, like other income-producing ventures, requires capital, time, planning, marketing and management. It can only be successful if you blend these components wisely. This resource guide will help you assess your options and consider whether to proceed with a tourism/recreational enterprise.

## TEN COMMANDMENTS OF GOOD BUSINESS

1. **GUESTS** are the most important people in any business.
2. **GUESTS** are not dependent on us — we are dependent on them.
3. **GUESTS** are not an interruption of our work—they are the purpose of it.
4. **GUESTS** do us a favor when they call—we are not doing them a favor by serving them.
5. **GUESTS** are part of our business — they are not outsiders.
6. **GUESTS** are not cold statistics; they are human beings with feelings and emotions like our own.
7. **GUESTS** are not to be argued with.
8. **GUESTS** are those who bring us their wants — it is our job to fill those wants.
9. **GUESTS** are deserving of the most courteous and attentive treatment we can give them.
10. **GUESTS** are the lifeblood of the farm and ranch recreation business.