



**THE OHIO STATE UNIVERSITY**  
OHIO STATE ATI

# SICILY EDUCATION ABROAD

Predeparture Course in Agritourism



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**Texts:** *Agritourism* (2009). E-book. Sznajder, Przezbórska and Scrimgeour. Eds.  
*Food, Agri-Culture and Tourism* (2011). E-book. Sidali, Spiller, & Schulze. Eds.

**Additional Assigned Readings on Carmen** (see below)

## Course Description:

According to United Nations World Trade Organization, the developmental impact and potential of tourism is an increasingly significant economic activity on par with aid and trade, especially for economically disadvantaged areas of the world (Geneva, Switzerland, 8-10 July 2013). For the first time tourism has been identified by the World Trade Organization (WTO) and the Organization for Economic Co-operation and Development (OECD), as one of the five key sectors with great potential for high impact in Aid for Trade.

This course provides an overview of the rapidly growing international fields of agritourism from interdisciplinary academic approaches. Information presented in the course includes research-based theories and methods of social scientific inquiry through which students will assess how agritourism intersects with other popular food movements such as gastronomic tourism, farm to table, locavore, regional cuisines, sustainability, wine trails, craft beer, farmstead cheese, artisanal bread, etc.

## Course Objectives:

This Predeparture Course in Agritourism will acquaint students with basic theories, methods, and practices of agritourism in a variety of settings such as: farm tours, food festivals, agricultural fairs, food trucks, farmers' markets and agritourism associations. Additionally, this course will introduce students to one of the fastest growing areas of tourism through classroom activities, field trips, testimonials from those involved in the field, and collaborative applied projects. Students should come away from the course with the experience and skills necessary to:

1. Define agritourism and food tourism and articulate the latest trends and changing demographics.
2. Discuss interdisciplinary academic approaches, theories and critical lenses on agritourism.
3. Explain the regulations, impediments, key organizations and partnerships required for small scale farmers to get involved with tourism opportunities.
4. Understand the role of value added products to both tourism and food security.

5. Link the promotion of sustainability and community resilience to agricultural, gastronomic, and other modes of tourism.
6. Identify multiple career opportunities in these fields.

## Course Requirements:

**Attendance & Participation Policy:** Agritourism does not occur in absentia; it involves both showing up and being prepared. When students miss class, they miss out on important details, changes to the syllabus, and new assignments, not to mention the opportunity for a deeper understanding of a topic. They miss the chance to ask questions, learn from their peers, and show the instructor where they may need to slow down, speed up, or retrace particular elements of the course content. All classes are “important” and if you know you will be missing a class session, have a peer take notes for you as your professor will not entertain requests for notes covering a specific class session that you missed, etc. Regular attendance and participation will be encouraged and monitored as follows:

- **Active Preparation:** Students should complete all assigned readings and tasks before class and be prepared to discuss the topics. I will occasionally assign questions for people on specific readings and materials, or ask you to bring short synopses, examples, case studies from the readings with main points and questions to share with the class.
- **Active participation:** Participation in this class is determined through in-class activities and your active involvement in class discussions, including your willingness to provide respectful, constructive feedback to your classmates. You are expected to attend class regularly and be a contributing member of the class. Active participation means you are engaged in the lectures and discussions and not distracted by electronic devices, other coursework, etc. (20 points).
- **Attendance:** In the business and work world, employees are offered sick time and personal days. They are trusted with the responsibility for determining how to use those days and keep up with work-related expectations. In the same way, regular attendance is important to the success of this class and to your development as a student. Because I realize that you have competing priorities and emergencies do occasionally arise such as illness, family tragedy, religious observance, or official university business, you are allowed **two (2) “freebie”** absences for the semester; each absence after two will result in the lowering of your final grade by a third of a letter grade.
- **Arrive on time:** Every professional—from athletes to business executives—needs to make sure they do one thing: Show up. If you don’t show up, you can’t play. Or get paid. To encourage timely arrival, I will check attendance at the beginning of each class session; it is your responsibility to be in class on time and to plan to stay the entire time. If you enter the room after class begins -or- leave before class is dismissed, you will be considered tardy. I am not tolerant of excessive tardiness. Excessive tardiness will count against your attendance.

## Course Assignments:

**Destination Profile & Reviews:** Three (3) times throughout the semester, each student will be asked to visit a venue focusing on agritourism or gastronomic tourism, conduct short interviews, and write a profile and review of the site. Profiles will be one page in length describing the destination, event, program, or venue. The second page should be a concise review of the venue utilizing the academic readings and strategies outlined in the course schedule.

1. **Destination Profile & Review I** needs to be a local venue. Carefully describe the site and what is offered focusing the history of the venue and attractions on site. (20 points).

2. **Destination Profile & Review II** needs to be a state or regional venue. Carefully evaluate and consider the following when crafting this assignment: Address the classification of activities, services and products offered. What educational programming is in place, which professional or civic networks the site participates in, etc. (20 points).
3. **Destination Profile & Review III** Collect agritouristic brochures and flyers from your region and country and determine if they effectively describe the agritourist attractions of the area. OR explore the internet for the availability of information on the agritourist attractions of your region or country. (20 points).

*I hope the information presented and discovered in this class sparks your curiosity and you come away more interested in learning. As your professor, I'm here to help you better understand the material and want to see you succeed. Please let me know along the way how I can help you.*

Your Profile & Reviews should address any of the topics listed above plus other insights and observations that you deem important. A high quality product will focus in-depth upon the discussions and applications of the topics covered in the course, NOT just a practical sketch of the site or destination of your visit. Each profile & review should be single-spaced, using 12-point academic font, with one-inch margins.

### Course Assignments & Point Distribution:

Assignment	Points	Your Scores	Grading Scale
Destination Profile & Review I	20	_____	93 - 100%    A
Destination Profile & Review II	20	_____	90 - 92%    A-
Destination Profile & Review III	20	_____	87 - 89%    B+
Preparation and Participation	20	_____	83 - 86%    B
<b>Total points possible</b>	<b>100</b>	_____	80 - 82%    B-
			77 - 79%    C+
			73 - 76%    C
			70 - 72%    C-
			67 - 69%    D+
			60 - 66%    D
			59% or less    E

### Course Policies:

**E-mail Policy:** When requesting information via e-mail, please consult the current assignment sheet and the course syllabus **first** for all information regarding assignments, schedule, due dates, point spread, policies, etc.—considerable time and effort has been expended to put all this information into the course syllabus and the assignment descriptions. If your e-mail communication requires a response, please allow 24 hours during the week. If you have a question that arises over the weekend, please know that I do not respond to student e-mail over the weekend and will get back with you ASAP. Please email me **ONLY** from your OSU account.

**Late Work Policy:** Students are made aware of all course requirements and due dates from the beginning of the semester and all work is due **on or before** the dates noted herein — please keep these dates in mind as **there will not be any provisions made for late work.**

### Class Conduct Policies:

- Be on time and expect to stay the entire class period.

- Turn off cell phones and other electronic communication devices before class and leave off for the duration of the class session.
- You may use laptops in class to take notes, but NOT to update your Facebook Status, check your email, or surf the internet. I reserve the right to monitor laptop use, especially during presentations or activities. If you choose to violate this policy, the entire class will lose laptop privileges.
- Be an active listener and an active class participant. Pay attention, take notes, ask pertinent questions; do not read newspapers, magazines, or books from other classes; do not use class time to text- message, visit with friends, or organize your iPhone apps.
- Be prepared to discuss the concepts presented in the assigned readings on the days they are due.
- Food and drink are a privilege, NOT a right; please clean up after yourself.
- Communication is a key. Please be respectful of the professor and others in the class.
- **Students who do not follow these guidelines will be excused from class.**

**Plagiarism and Academic Misconduct Policy:**

Any violation of the university’s Code of Student Conduct will be reported to the Committee on Academic Misconduct as specified by Faculty Rule 3335-31-02. Plagiarism, fabrication and other forms of academic dishonesty are justification for failure on any assignment or the course. All ideas, statements and quotations used in stories and essays are assumed to be factual and verifiable. Materials turned in for a grade are assumed to be the student’s original work prepared specifically for this course. For more information on FERPA, Cheating, and Plagiarism, Assessment of Student Learning Outcomes and Student Code of Conduct, please refer to the appropriate section of the current Ohio State ATI Student Handbook.

**Students with Special Needs:**

If you have special needs based on a disability, contact the instructor to arrange an appointment as soon as possible. The instructor relies on the Office of Disability Services for assistance in verifying the need for accommodations. If you have not previously contacted the Office of Disability Services, please do so early in the semester.

**TENTATIVE SCHEDULE**

Unit	Topic	Assignments Due	Reading Assignment
1	What is Agritourism?		<i>Agritourism</i> Chapters 1-4  <i>Food, Agri-Culture &amp; Tourism</i> Part I
	Definitions.		
	Types of Agritourism.		
	How is agritourism similar to and different from other		
	Modes of tourism?		
	Impact on rural communities		
	Case Studies		
2	Agritouristic Destinations - Examples and case studies		<i>Agritourism</i> Chapters 5-9
	Nations and Regions		
3	Services and Products	Destination Profile & Review I	<i>Agritourism</i> Chapters 10-12
	Food, Wine, and Tourism		<i>Food, Agri-Culture &amp; Tourism</i> Part II

4	Developing and Planning		<i>Agritourism</i> Chapters 13-15
	Factors determining price		Vigliaa & Abrateb
	Site Management		Doh, Park, & Kim
	Assessing potential		Marius Lupi et. al.
	Potential versus value		Tiberiu et. al. Albu & Draghici
	Consumers		Cornelia et. al.
5	Agritouristic Products & Services	Destination Profile & Review II	<i>Agritourism</i> Chapters 16-18
	Traditional food as attraction		Bessière
	Local Food		Blake et. al.
6	Contexts in time and place	Destination Profile & Review III	<i>Agritourism</i> Chapter 19
	Where next?		<i>Food, Agri-Culture &amp; Tourism Part III</i>
	Linking people to the land		Carlisle

#### Assigned Articles on Carmen:

- Bessière, Jacinthe. "Local Development and Heritage: Traditional Food and Cuisine as Tourist Attractions in Rural Areas."
- Blake, Megan K. & Jody Mellor, & Lucy Crane. "Buying Local Food: Shopping Practices, Place, and Consumption Networks in Defining Food as "Local."
- Carlisle, Liz. "Critical Agrarianism."
- Cornelia, Petroman & Brad Ioan, Marin Sorin, Petroman Ioan, Iosim Iasmina, Firu Adrian, & Marin Diana. "Types of Consumers of Agroturism."
- Doh, Kyungrok & Sangwon Park, & Dae-Young Kim. "Antecedents and consequences of managerial behavior in agritourism."
- Lupi, Claudio & Vincenzo Giaccio, Luigi Mastronardi, Agostino Giannelli, & Alfonso Scardera. "Exploring the Features of Agritourism and its Contribution to Rural Development in Italy."
- Marius, Popescu. "Aspects Concerning Agri-Touristic Potential of Ostrov Village, Constanta County."
- Tiberiu, Iancu & Brad Ioan, Adamov Tabita, Stanciu Sorin, Pîrvulescu Luminița, & Gabriela Popescu. "Characterization of Rural Tourism Activity in the Mountain Area."
- Toma-Albu, Ovidiu & Manea Draghici, "Evaluation of Natural and Anthropic Tourism Potential in Bistrita-Nasaud County, România."
- Vigliaa, Giampaolo & Graziano Abrateb. "When distinction does not pay off - Investigating the determinants of European agritourism prices."

#### Additional Resources on Reserve:

- Crook, Nathan. *A Culinary History of the Great Black Swamp* (2013).
- Lucy Long. *Culinary Tourism* (2004).
- Prosterman, Leslie. *Ordinary Life, Festival Days* (1995).

**THIS SYLLABUS SERVES AS YOUR CONTRACT FOR THE CLASS.  
BEING A PART OF THIS CLASS MEANS THAT YOU ARE AGREEING  
TO ABIDE BY THE TERMS OUTLINED HEREIN.**