

Northern Marianas College

CURRICULUM ACTION REQUEST

Course: TS104 Agritourism Systems

Effective Semester / Session: SPRING 2026

Type of Action:

- New
- Modification
- Move to Inactive (Stop Out)
- Cancellation

Course Alpha and Number: TS104

Course Title: Agritourism Systems

Reason for initiating, revising, or canceling:


To address the growing need for regenerative tourism, and to explore how agricultural practices, natural landscapes, and local culture can be integrated into tourism development, offering economic benefits while preserving environmental and cultural heritage. This course prepares students for emerging agritourism opportunities.

Yunzi Zhang  11/12/2025


Proposer **Date**

Barbara C. Hunter  11/12/2025

Academic Unit Head **Date**

Adam Walsh  11/12/2025

Language & Format Review Specialist **Date**

Yunzi Zhang  11/12/25

Academic Council Chair **Date**

Lorraine C. Maui  11/12/2025

Dean of Academic Programs & Services **Date**

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Course Guide

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Course: TS104 Agritourism Systems

1. Department

School of Business

2. Purpose

The course is to introduce agritourism as an alternative tourism economic system to enrich and expand students' understanding of the socio-economic roles of agriculture, natural resources, and food in tourism development at rural destinations. It emphasizes the role of agritourism in rural development and resilience-building. The course surveys different models of agritourism in various U.S. states and notable rural destinations in various geographies outside the U.S. It also highlights cases of tropical agritourism to inspire student learning adaptable to the Northern Mariana Islands' context.

3. Description

A. Required/Recommended Textbook(s) and Related Materials

Required:

Book chapters, scholarly papers and trade publications will be assigned throughout the course by the instructor.

Recommended:

Slocum & Curtis (2018). *Food and Agricultural Tourism: Theory and Best Practice*. Current Edition. Routledge. ISBN: 9781138931107

B. Contact Hours

1. **Lecture:** 3 per week / 45 per semester
2. **Lab:** None
3. **Other:** None

C. Credits

1. **Number:** 3
2. **Type:** Regular Degree Credits

D. Catalog Course Description

This course introduces agritourism, highlighting its potential as a sustainable economic model for rural areas. Students will explore the ways in which agriculture, local resources, and food production contribute to tourism development and community well-being. The curriculum covers a variety of agritourism practices from different regions, including the U.S. and international rural destinations, to showcase diverse approaches. Special attention is given to tropical agritourism, offering insights that can be applied to the Northern Mariana Islands, fostering relevant, context-specific solutions for rural tourism growth and resilience. English placement level: EN095. Math Placement Level: None. (Offered Fall)

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E. Degree or Certificate Requirements Met by Course

This course is a general Business Elective course.

F. Course Activities and Design

The course may incorporate the following: lecture, discussion, reading assignments, small group activities, guest speakers, videos, oral presentations, field trips, site visits, business proposals and other related instructional activities.

4. Course Prerequisite(s); Concurrent Course Enrollment

Prerequisites: None

Concurrent Course Enrollment: None

Required English/Mathematics Proficiency Level(s)

English Placement Level: EN095

Mathematics Placement Level: None

5. Estimated Cost of Course; Instructional Resources Needed

Cost to the Student: Tuition for a 3-credit course, instructional materials fee, and the cost of the textbook.

Cost to the College: Instructor's salary

Instructional resources needed for this course include: white board and markers, multimedia projector and screen, and access to scholarly articles in tourism research.

6. Method of Evaluation

Student learning will be evaluated based on weekly assignments, student group activities, midterm examination and final project. NMC's grading and attendance policies will be followed.

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7. Course Outline

This is a topical outline and does not necessarily indicate the sequence in which the material will be presented.

- 1.0 Introduction to Agritourism
 - 1.1 Definition and history of agritourism
 - 1.2. Types of agritourism experiences
 - 1.3 Key trends driving agritourism growth
 - 1.4 Benefits and challenges of agritourism for rural communities

- 2.0 Agritourism & Rural Community Development
 - 2.1 Economic impacts of agritourism on rural areas
 - 2.2 Resilience-building through agritourism concepts
 - 2.3 Strategies for creating community buy-in and support for agritourism

- 3.0 Business Models & Structures
 - 3.1 Place-based agritourism business models
 - 3.2 Agritourism business plan development
 - 3.3 Entrepreneurship skills for agritourism

- 4.0 Partnerships with Non-Profit & Community Organizations
 - 4.1 Community empowerment through public programs
 - 4.2 Benefits of collaboration for agritourism operations
 - 4.3 Growing agritourism alliance across communities

- 5.0 Sustainable Practices in Agritourism
 - 5.1 Environmental conservation practices
 - 5.2 Waste reduction and up-cycling on farms
 - 5.3 Ethical considerations and cultural best practices

- 6.0 Evaluating & Adapting Agritourism Models
 - 6.1 Regional context and resource availability
 - 6.2 Market demand and seasonality
 - 6.3 Best practices from global agritourism business models

- 9.0 Future Trends & Innovations in Agritourism
 - 9.1 Technological integration
 - 9.2 The role of wellness and health in agritourism operations

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8. Instructional Goals

The course will introduce students to:

- 1.0 Current trends of agritourism development in the U.S., Europe, Latin America and Africa;
- 2.0 Cases of agritourism best practices in the Asia-Pacific region;
- 3.0 The integration of natural and cultural resources in agritourism unique to the local context;
- 4.0 The critical role of entrepreneurship in small agritourism business development;
- 5.0 The interdependency between agricultural producers, consumers, local community and government policy-making for agritourism success; and
- 6.0 Business management skills required in and risks associated with agritourism operations.

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9. Student Learning Outcomes

Upon successful completion of this course, students will be able to:

- 1.0 Define agritourism and its various forms;
- 2.0 Identify local assets and resources that can be capitalized upon for agritourism;
- 3.0 Summarize how agritourism operations can partner with non-profit and community organizations to achieve shared goals;
- 4.0 Identify external avenues to support the implementation of agritourism, including grants, business incubators, private and public resources; and
- 5.0 Explain forms and models of agritourism appropriate for local, regional context and resource availability.

10. Assessment Measures of Student Learning Outcomes

Assessment of student learning may include, but not be limited to, the following:

- 1.0 Discussions;
- 2.0 Homework Assignments;
- 3.0 Examinations;
- 4.0 Research Projects; and
- 5.0 Group Projects.

Signature: *Adam Walsh*

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