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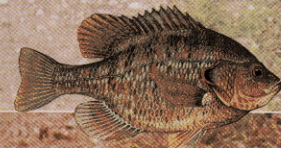
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Issued in furtherance of Cooperative Extension Work in Agriculture and Home Economics, Acts of Congress of May 8, 1914, as amended, and June 30, 1914, in cooperation with the United States Department of Agriculture. Chester P. Fehlis, Deputy Director, Texas Cooperative Extension, The Texas A&M University System.  
5M, New

# Making your Nature Business



*Nature Tourism Resources  
for Landowners  
and Rural Communities*



Nature tourism is one of the fastest growing segments of the travel industry.

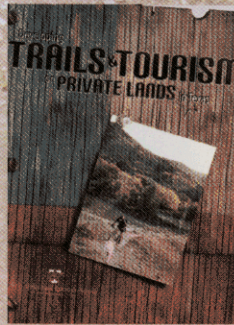
If you have a nature tourism business, or plan to start one, you'll find these resources helpful.

## *Developing Your Enterprise*

To be successful, a business must be carefully planned with an eye to the services it will offer and the market it will reach. Whatever your nature "product" will be, these resources can help in business planning.

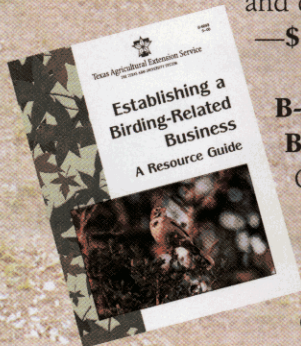
### **B-6103, Developing Trails and Tourism on Private Lands in Texas**

Features seven ranches that have developed trail-based tourism activities to supplement traditional ranch income. Learn how these landowners have developed their businesses. —\$12.00



### **B-1694, Marketing the Hunting Experience**

Learn to market hunting opportunities on your land with these practical tools. Includes tips for advertising and developing your resources. —\$1.00



### **B-6093, Establishing a Birding-Related Business**

Guidelines for businesses that target birders as a market. Contains important market information and business considerations. —\$5.00

### **B-1634, So You Want to Start a Home-Based Business in Texas**

Contains information on business management and legal matters, as well as detailed instructions for writing a business plan. —\$2.00

## *Serving Your Visitors*

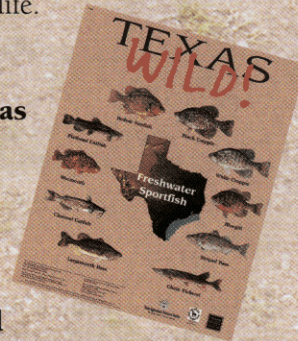
Customer service means seeing that your visitors have the best experience possible. Programs and materials that interpret nature can add fun and variety to the experience you have to offer.

### **Texas Wild Poster Series**

These large, colorful posters use vivid photos to help visitors learn about Texas wildlife.

#### **L-5185, Texas Wild: Freshwater Sportfish of Texas**

Depicts the bluegill, channel catfish, redear sunfish and seven other freshwater sportfish species of Texas. —\$5.00



#### **L-5186, Texas Wild: Upland Game Birds of Texas**

The ring-necked pheasant, wild turkey and several species of quail are a few of the 10 most important upland game birds of Texas. —\$5.00

#### **L-5193, Texas Wild: Common Snakes of Texas**

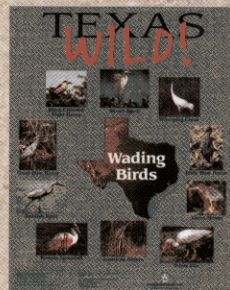
What do the rough green snake and the timber rattlesnake have in common? They are two common snakes featured on this poster. —\$5.00

#### **L-5209, Texas Wild: Waterfowl**

Beautiful ducks and geese abound on this poster, which features ten species. —\$5.00

#### **L-5221, Texas Wild: Saltwater Sportfish**

The red snapper, dolphin fish and eight other saltwater species featured here will interest coastal fishermen. —\$5.00



#### **L-5325, Texas Wild: Wading Birds**

Herons, egrets, cranes, spoonbills and more. Who doesn't love to identify these gorgeous birds! —\$5.00



### L-5313, Butterfly Gardening in Texas

This two-poster set features color photos of butterflies and caterpillars.—\$10.00

### Identification Wheels

These durable, 10-inch-diameter wheels are the perfect companions on nature walks, hikes or trail rides. Make them available to your guests. Or order wholesale quantities to sell to your visitors.

### L-5308, Butterflies of Texas

Learn to identify 16 of the most common species in Texas. Then spin the wheel to see “baby pictures” and learn what each butterfly looks like as a caterpillar. Also learn about the host plants that attract butterflies and other fun facts.—\$10.95 / \$4.95 each for orders of 12 or more



### L-5384, Texas Wildflowers

Texas is known for its beautiful wildflowers. The 16 species featured here can be found in most parts of the state. Spin the wheel to see pictures of seedlings, and get tips for growing wildflowers.—\$10.95 / \$4.95 each for orders of 12 or more



## Managing Your Resources

### SP-95, Texas Range Management Handbook

This comprehensive guide covers watershed management, plant identification, stocking rates, brush and weed control, rangeland seeding, wildlife management and many other topics.—\$50.00

### SP-105, Wetland and Coastal Resources Information Manual for Texas, 2nd edition

If your land contains wetlands, this manual will help you understand the policies, regulations, and management issues that affect you.—\$25.00

### B-5035, Conservation Ethics for Small Acreage Landowners

Small acreages are often damaged because landowners are not informed about issues such as grazing management, weed and brush control, preserving endangered species, wildlife management, and livestock welfare and nutrition.—\$1.00

### L-2371, Browse Plants of the Edwards Plateau

This poster illustrates 16 browse plants that are important in the diets of livestock and wildlife.—\$1.00

### L-2372, Browse Plants of the Trans-Pecos Region

Describes 12 browse plants most important to livestock and wildlife of this region. Plants are depicted in full color.—\$2.50

### L-5064, Woody Plants for Wildlife of the Texas Rolling Plains

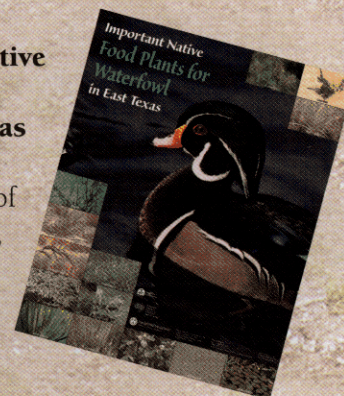
Wildlife depend on these plants for food and shelter. Featured plants include skunkbush sumac, redberry juniper, sand shinoak and others.—\$1.50

### L-5083, Key Seed-Producing Plants for Quail

Can you identify pigweed, snow-on-the-mountain, giant ragweed, and the other plants quail rely on for food and shelter?—\$2.50

### L-5163, Important Native Food Plants for Waterfowl in East Texas

Waterfowl such as wood ducks feed on a variety of plants, including acorns, wild celery and spikerush. Fourteen plant species are depicted.—\$4.25



For more nature tourism resources, try these Web sites:

<http://texaserc.tamu.edu>

Texas Cooperative Extension publications

<http://www.tpwd.state.tx.us/nature/tourism/yourbusiness/>

Texas Parks and Wildlife Department

<http://rptsweb.tamu.edu/tce>

Recreation, Park and Tourism Sciences, Texas Cooperative Extension (nature tourism, hospitality, festivals and events)

<http://tnti.tamu.edu/>

Recreation, Park and Tourism Sciences, Texas Cooperative Extension (guidelines for developing nature tourism on private lands)

## Training Programs

### Texas Master Naturalist Program

This award-winning program has trained hundreds of volunteers to teach about natural resources in Texas. Participants receive in-depth training and, in return, volunteer to teach others in their communities. This program is sponsored by Texas Cooperative Extension and Texas Parks and Wildlife.

<http://masternaturalist.tamu.edu>

### Texas Friendly/Hospitality Program

This certificate program prepares instructors to conduct employee and manager customer service workshops. It focuses on skills and service evaluation tools that build Texas Friendly businesses and communities. For information about becoming an instructor, or to contact instructors who can conduct a training program for you, see <http://rptsweb.tamu.edu/tce>

## Order Form

Quantity	Publication	Price	Amount
_____	B-6103, Developing Trails & Tourism	\$12.00	_____
_____	B-6093, Establishing a Birding Business	\$5.00	_____
_____	B-1694, Market the Hunting Experience	\$1.00	_____
_____	B-1634, Start a Home-Based Business	\$2.00	_____
_____	L-5185, TW: Freshwater Sportfish	\$5.00	_____
_____	L-5186, TW: Upland Game Birds	\$5.00	_____
_____	L-5193, TW: Common Snakes of Texas	\$5.00	_____
_____	L-5209, TW: Waterfowl	\$5.00	_____
_____	L-5221, TW: Saltwater Sportfish	\$5.00	_____
_____	L-5325, TW: Wading Birds	\$5.00	_____
_____	L-5313, Butterfly Gardening in Texas	\$10.00	_____
_____	L-5308, ID Wheel: Butterflies of Texas	\$10.95	_____
_____	12 or more, price each	\$4.95	_____
_____	L-5384, ID Wheel: Texas Wildflowers	\$10.95	_____
_____	12 or more, price each	\$4.95	_____
_____	SP-95, Texas Range Management	\$50.00	_____
_____	SP-105, Wetland Resources Manual	\$25.00	_____
_____	B-5035, Conservation Ethics	\$1.00	_____
_____	L-2371, Browse Plants...Edwards	\$1.00	_____
_____	L-2372, Browse Plants...Trans-Pecos	\$2.50	_____
_____	L-5064, Woody Plants for Wildlife	\$1.50	_____
_____	L-5083, Plants for Quail	\$2.50	_____
_____	L-5163, Food Plants for Waterfowl	\$4.25	_____

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