

Czech University of Life Sciences Prague

Faculty of Economics and Management

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Bachelor Thesis

**Agritourism in the Czech Republic:
impact on sustainable rural development**

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CZECH UNIVERSITY OF LIFE SCIENCES PRAGUE

Department of Humanities

Faculty of Economics and Management

BACHELOR THESIS ASSIGNMENT

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Economics and Management

Thesis title

Agritourism in the Czech Republic: Impact on sustainable rural development

Objectives of thesis

The main goal is to answer on question, what impact do different forms of agritourism exercised in the Czech Republic have on sustainable rural development from socio-economic perspective, with the main focus on the income, employment and stabilization of the rural population.

Methodology

Theoretical part explores basic concepts and definitions relevant to the topic of the bachelor thesis by review of secondary information sources. Quantitative research includes a questionnaire research and quantitative analysis of its results.

Schedule for processing

03/2012 - 04/2012 Introduction, aims

04/2012 - 09/2012 Literature review

09/2012 - 01/2013 Methods, quantitative study

02/2013 - 03/2013 Conclusions, finalization of the thesis

The proposed extent of the thesis

30-40 pages

Keywords

Rural tourism, ecotourism, agritourism, Czech Republic, sustainable development, sustainable tourism, socio-economic benefits of agritourism

Recommended information sources

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The Bachelor Thesis Supervisor

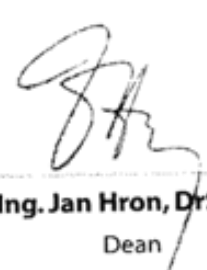
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Last date for the submission

March 2013


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Prague March 12. 2013

Declaration

I declare that I have worked on my diploma thesis titled " Agritourism in the Czech Republic: impact on sustainable rural development " by myself and I have used only the sources mentioned at the end of the thesis. As the author of the diploma thesis, I declare that the thesis does not break copyrights of any third person.

In Prague on 15.03.2013

Metlushka Maria

Acknowledgement

I would like to thank Mgr. Ing. Lukáš Zagata, Ph.D., for his advice and support during my work on the bachelor thesis.

**Agrituristika v České republice: dopady na udržitelný
rozvoj venkova**

**Agritourism in the Czech Republic : impact on
sustainable rural development**

Souhrn

Koncepce agrituristiky je založena na principech environmentální udržitelnosti, environmentálním vzdělávání, ochraně místních historických a kulturních památek, úspoře nákladů a udržitelném socio-ekonomickém rozvoji regionu, ve kterém je agrituristika vykonávána. V globální praxi se vyvinulo několik různých forem agrituristiky. Například, vývoj agrituristiky v České republice byl podmíněn hlavně snahou o diverzifikaci aktivit a snahou o dosažení dodatečného zdroje příjmů na farmě. České farmy specializující se na agrituristiku jsou charakterizovány zaměřením na domestikovaná zvířata, zemědělské plodiny a dovolenkové aktivity. Nabízí ubytování zejména v penzionu, nebo v chatkách. Turistům nabízí rekreační a sportovní aktivity, zvířata, naučné aktivity, ale i aktivity pro děti. Agriturismus přispívá k udržitelnému rozvoji venkova a má pozitivní socio-ekonomické dopady na venkovské komunity. Mezi ně patří zejména možnost prodeje vlastních produktů turistům, doplňkový příjem z turizmu a vytváření nových pracovních příležitostí. To motivuje mladé lidi zůstat na venkově a pomáhá tak stabilizovat venkovskou populaci.

Klíčová slova: Venkovský turismus, ekoturismus, koncept agrituristiky, přínosy agrituristiky, udržitelný rozvoj, venkov, rozvoj venkova, Česká republika

Summary

The concept of agritourism is based on the idea of environmental sustainability, environmental education and enlightenment, preservation of the local historical and cultural heritage, cost effectiveness and sustainable socio-economic development of the regions where it is exercised. Several various concepts of agritourism have developed in the global practice. For example, agritourism activities in the Czech Republic were developed mainly for the purpose of diversification of activities and gaining additional source of income of the farm. Czech agritourism farms are characterized by specialization on animals, agricultural crops and holiday-related activities. They offer accommodation mainly in private rooms in a pension or in a guest house. They offer to tourists recreational and sport activities, as well as activities with animals, educational activities and activities for children. Agritourism contributes the sustainable development of rural areas and provides socio-economic benefits to rural communities. These include mainly income from

sale of own products to tourists and additional income from tourism, as well as creation of employment opportunities. This creates motivation for younger people to remain on the countryside and stabilizes rural population.

Keywords: Rural tourism, ecotourism, concepts of agritourism, benefits of agritourism, sustainable development, sustainable tourism, development of rural areas, the Czech Republic

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1. Introduction

Agritourism is the process of attracting visitors and travelers to agricultural areas, generally for educational and recreational purposes. It can be also explained as a holiday concept of visiting an agribusiness operation for the purpose of enjoyment, education or involvement in the activities of the operation. Agritourism can contribute to the overall income, cash flow and profitability of a farm by providing alternative income via farm products and farming activities. Nevertheless, agritourism can be beneficial also to other stakeholders and development of rural area.

Supplying of food security and growth of agricultural production in the current conditions requires integrated development of rural areas, which determines necessity for diversification. Rural economy is increasingly acquiring features of multi-functionality, including components of non-agricultural business. Along with the production and processing of various agricultural products or workshops and crafts, one of the possibilities to diversify business activities is rural tourism. Its main relevance lies in the impact on economy and in the ability to address socio-economic problems of the rural area.

Rural tourism, especially in the context of sustainable development, has positive impact on conservation and development of rural areas, management of their resource, stimulates the development of private farms, increases their income and creates employment opportunities, increases demand for organic products, as well as stabilizes rural population, enhances development of infrastructure and construction in the rural areas, stimulates crafts, culture and their identity, i.e. in the end, addresses the socio-economic problems of rural areas.

Rural areas in the Czech Republic have good potential for development of their natural, economic and social resources. They can offer their natural beauties, organic products and traditional food, bear historical and cultural heritage of the Czech Republic; rural population is the guardian of traditions and culture of the country. All of this leads to high touristic opportunities and high potential for development of rural tourism, which in the end can contribute to the development of rural economy and improvement of the quality of

life in the rural areas. Thus, as specified in more detail below, this bachelor thesis will focus on the impacts of agritourism on sustainable rural development in the Czech Republic.

2. Main goals and methodology

This study represents a confirmatory approach to indentifying the impact of agritourism on the sustainable rural development in the Czech Republic. The main goal is to answer on question, what impact do different forms of agritourism exercised in the Czech Republic have on sustainable rural development from socio-economic perspective, with the main focus on the income, employment and stabilization of the rural population.

Main objectives are:

- to review basic concepts of agritourism as a sector of modern industry and its importance
- to review socio-economic benefits of agritourism in the context of sustainable rural development
- to analyze if different forms of agritourism have different impact on sustainable rural development from the socio-economic perspective, focusing on income, employment and stabilization of the rural population
- to identify forms of agritourism which most contribute to the sustainable development of rural area in the Czech Republic

2.1. Hypothesis

Main research question is: do different forms of agritourism have different impact on sustainable rural development from socio-economic perspective?

General Hypothesis: Different forms of agritourism exercised in Czech Republic have different impact on sustainable rural development (accent is put on the socio-economic dimension: income, employment and stabilization of the rural population).

2.2. Methodology

Theoretical part explores basic concepts and definitions relevant to the topic of the bachelor thesis by review of secondary information sources. Quantitative research includes a questionnaire research and quantitative analysis of its results.

2.2.1. Literature review

The literature review section identifies basic concepts and terms related to tourism, green tourism and agritourism, as well as sustainable development, sustainable tourism and its benefits. Special attention was given also to review of agritourism as a sector of modern industry and current state of agritourism in the Czech Republic.

Findings were drawn from secondary sources including literature, empirical studies, reports produced by relevant organizations, official statistics and web portals related to the above issues.

2.2.2. Questionnaire research

Practical significance of the work is based on a questionnaire survey, which was used as a tool for gathering quantitative data. The primary research was performed using an electronic survey distributed among 280 operators of agritourism selected from different regions of Czech Republic. E-mail addresses of the respondents were searched on internet portals focusing on rural tourism and agritourism, including www.prazdninynavenkove.cz, <http://agroturistika.pampeliska.cz/> and www.nafarmu.cz. Electronic survey was created on <http://www.SurveyExpression.com>.

The survey included 20 questions. The questionnaire combined multiple choice and open questions, as well as questions giving the respondent opportunity to fill in his or hers own unique answer (mainly used in the questions aimed on age, length of experience in the

business or by identifying types of specialization and services provided by the farm). The questionnaire can be found in the appendix, see Appendix I: Online questionnaire survey.

Purpose of the questionnaire was to evaluate the relationship between two phenomena:

- Phenomena A: forms of agritourism practiced in the Czech Republic
- Phenomena B: socio-economic benefits from the perspective of sustainable development, including income, employment and stabilization of rural population

To fulfill this purpose a set of indicators for each of the above phenomena was developed. The questionnaire was aimed to gather responses to each of these indicators by including a minimum of one question targeted on each indicator. Indicators which were used by the formulation of the questions in the questionnaire are listed below.

Indicators for Phenomena A : Forms of agritourism practiced in the Czech Republic

- Profile of the farmer: age and education
- Year of the start of agritourism activities
- Motivation of introducing agritourism activities
- Proportion of agritourism activities on the whole business of the farm
- Main specialization of the farm
- Meal plan and activities offered
- Accommodation facilities
- Availability of public transport
- Number of visitors

Indicators for Phenomena B: Socio-economic benefits

- Increase in income of the farm
- Possibility to sell own products
- Increase of income from the sale of own products
- New employment opportunities
- Employment opportunities for family members
- Utilization of spare capacities, unused land and landscape
- Cooperation with public institutions and non-government organizations
- State support (subsidies) received

2.2.3 Quantitative analysis

Data from the online questionnaire survey were downloaded into MS Excel. This data-set was further analyzed using statistical software IBM SPSS Statistics.

In the first step, data was analyzed using basic descriptive statistics. The data-set was described using numerical descriptors including mean, variance, standard deviation (where appropriate) and frequency. The analysis focused on description of the respondents, i.e. farmers (age and education, year when the farmers started with agritourism activities and their motivation for such decision), description of farms (specialization, type of accommodation, meal plan and activities offered, if the farm sells own products to the tourists and share of agritourism activities on the total income of the farm) and description of the relationship with public institutions (if the farms cooperate with certain public institutions, how is the level of satisfaction with this cooperation, if they receive state support and if is any support received sufficient).

Secondly, cross tabulation was used to provide a basic picture of the interrelation between two variables and to find interactions between them. The analyzed variables were divided into the following 3 categories:

1. Impacts on income, in which the interrelations between (i) increase in the number of visitors and increase in income from sale of own products, (ii) specialization of the farm and increase of the income of the farm, (iii) offered activities and increase of the income of the farm, and (iv) types of accommodation offered and increase of the income of the farm, were analyzed.
2. Impacts on employment, in which the interactions between (i) created new employment opportunities and new employment opportunities created for farmer`s family members, (ii) specialization of the farm and created employment opportunities for farmer`s family members, (iii) offered activities and created employment opportunities for farmer`s family members, and (iv) types of accommodation offered and created employment opportunities for farmer`s family members, were analyzed.
3. State support of agritourism, in which interrelations between (i) specialization of the farm and if subsidies were received, (ii) offered activities and if subsidies were

received, and (iii) types of accommodation offered and if subsidies were received, were analyzed.

Finally, to be able to draw conclusions, chi square test for each of the above analyzed sets of variables was performed, to test whether the variables are independent (null hypothesis) or are not independent (alternative hypothesis).

3. Literature review

3.1 Tourism, rural tourism, ecotourism, and agritourism

Tourism is one of the fastest growing economic sectors in the world and goes hand in hand with socio-economic development and encompasses a rising number of new destinations. In many countries, tourism plays a significant role in the formation of the gross domestic product, the creation of new jobs and employment opportunities, as well as positively influencing external trade balance. Tourism has a huge impact on key sectors of economy such as transport and communication, construction, agriculture, production of commodities of national consumption and others. Therefore, it is a key driver of social and economic progress [1].

In the scientific literature, tourism is distinguished not as a separate industry, but as a group of interdependent industries. A complex socio-economic phenomenon such as tourism is characterized by a large number of definitions that are constantly being expanded.

For instance, the World Tourism Organisation described tourism as “a social activity which involves an individual or group aiming travel to stay outside their usual environment within a short period for the purpose of satisfying leisure, business or other needs”[2]. “The temporary movement of people to destinations outside their normal places of work and residence, the activities undertaken during their stay in those destinations, and the facilities created to cater to their needs” [3]– definition of tourism by Alister Mathieson and Geoffrey Wall.

Robert W. McIntosh and Charles R. Goeldner define the term tourism as “the sum of the phenomena and relationships arising from the interaction of tourists, business suppliers, host governments and host communities in the process of attracting and hosting these tourists and other visitors”[4].

Several terms are used in literature in connection to tourism activities in rural areas: rural tourism, ecotourism, agritourism and farm tourism.

Rural tourism

Rural tourism connects the traditional idea of tourism, which is related to hospitality and leisure services, with the idea of ecological agriculture, which takes place in a natural and unpolluted environment and produces organic products. This is a trend, which has significantly influenced European food markets in recent years. Moreover, rural tourism takes place in areas rich in traditions and customs, which can influence the decision of tourists about where to spend their holidays.

“Rural tourism takes place in rural areas and involves the exploitation of natural and anthropogenic tourist resources of the rural area, and the conduct of social and economic activities that generate benefits for local communities”[5]. These benefits can include among others:

- the enhancement of the local economy, diversification and creation of jobs in tourism,
- the generation of additional income in agriculture, as well as other sectors,
- the realisation of economic value of organic agricultural and food production,
- the improvement of social contacts, especially through repression of isolation of the most remote areas and social groups, and
- the opportunity to revive the cultural heritage, environment and cultural identity[6].

Rural tourism can benefit not just local communities but also other stakeholders. For more details see also chapter 3.4.3 Socio-economic benefits of agritourism.

How can rural tourism be distinguished from classic tourism? According to Maria Roxana Dorobantu and Puiu Nistoreanu from the Academy of Economic Studies in Bucharest, rural tourism can be differentiated based on several criteria, including: the scale of activities, the density of commercial areas, the infrastructure, the architecture, the distance to permanent residence, the target customers, seasonality and the relationship between entrepreneur and tourist. The differences are summarized in table below.

Table no.1: Differences between tourism and rural tourism

Criteria	Tourism	Rural tourism
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Scale of activities	Activities on a national or international level	Family activities developed locally
Density of commercial areas	High density of commercial areas, acute shortage of free space	Low density of commercial areas, built in open spaces
Infrastructure	Developed infrastructure	Less developed infrastructure
Architecture	Buildings with new, modern architecture	Constructions with local, old-fashion architecture
Distance to permanent residence	Considerable distance to permanent residence	Negligible distance from permanent residence
Target customers	Attracting tourists from various segments of tourism	Attracting a small spectrum of tourists
Seasonality	Almost not affected by seasonal changes	Influenced by seasonality and seasonality of agricultural works
Relationship between entrepreneur and tourist	Formal, impersonal relationships	Informal and personal relationships with tourists

Source: Dorobantu M, The relationship between agro tourism and rural tourism [6].

Ecological tourism (ecotourism)

As experience in many countries in the world shows, a one-sided specialization can not be the sole source of economic security in a rural economy. All developed countries have gone through the process of diversification including the development of rural ecotourism. Ecological tourism (or ecotourism) includes all types of tourism and recreational activities in nature, which do not damage nature. Ecotourism helps to protect the environment and enhance the welfare of the local population. This type of tourism involves recreation in ecologically favorable conditions with a high level of comfort. What distinguishes ecotourism from other types of tourism is that it is targeted to those, who have expressed a desire to connect with nature. Primarily, this is a possibility to escape from the stress of modern civilization through a long or short term stay in the countryside, as well as experiencing the atmosphere of life on a farm and ecological agriculture [7].

According to The International Ecotourism Society (TIES), the principles of ecotourism should be:

- Minimization of any impact on the environment
- Creation of environmental and cultural awareness and respect

- Positive experiences for visitors, as well as the hosts
- Direct financial benefit for protection of environment
- Financial and other benefits for local community
- Contribution to positive political, environmental and social climate in the host country [8].

One of the forms of ecotourism is agritourism, which is mainly connected with recreation on farms.

Agritourism

Ecotourism and agritourism are considered to be similar, interrelated concepts. There are various definitions of agritourism in the literature, depending on the prevailing perspective and model (e.g. economical importance, geo-demographic or marketing point of view). However, what all these models have in common is their environmental perspective and the idea of ecological sustainability of the touristic activities.

From the point of view of importance for the rural economy, agritourism is considered to be the leading branch of the services sector. Other branches, including road facilities, transportation, retail or folk trade and crafts are subordinated, as tourists are often the main customers. From the geo-demographic point of view, agritourism is practiced outside of urban areas in territories with low population density. From the marketing perspective, agritourism can be defined as a package of services that includes accommodation in a country house, eco-tours and direct participation in ethnographic events and traditional activities of the local population [9].

To summarize the above, agritourism is ecologically sustainable tourism aimed to utilize natural, cultural, historical and other resources of rural areas to create an integrated product, connected with accommodation in the countryside. Thus, this type of tourism should:

- take place outdoors and utilize natural resources;
- not damage or minimize the damage to the environment, i.e. be environmentally sustainable;

- be aimed at environmental education and enlightenment, create positive relationships with nature;
- contribute to the preservation of the local historical and cultural heritage;
- be cost effective and ensure sustainable socio-economic development of the regions where it is exercised [10].

The fact that agritourism is an activity organized in rural areas suggests that the related services (e.g. accommodation and other recreational facilities, food, sightseeing, sport and other activities like horseback riding, fishing, hunting, etc.) are provided mainly by farmers or their family members, who then gain extra income from these activities, but do not change their production profile.

The motivation to visit rural areas is often a desire to be closer to nature and breathe fresh air. Moreover, tourists seek the opportunity to experience different cultures, traditions and desire to participate in various local events. There are also opportunities to practice a variety of sports in nature. Important to mention is also, that there are often also economical reasons behind, as this type of holiday is often a cost friendly alternative of a family vacation.

Agritourism is closely connected to the environment, on which it can have both positive and negative effects. Certainly, rural tourism should encourage protection of the environment and the rational use of natural resources. However, its intensive development can also have negative consequences, for example: the overcrowding of forests and green areas, a sharp increase in the number of motor vehicles and, as a result, increased waste and pollution of the environment. The construction of roads and recreational, retail and accommodation facilities driven by the vision of profits does not help preserve the landscape. In this respect, it is necessary to highlight, that it is mainly the unpolluted countryside and eco-products that attracts tourists.

3.2 Agritourism as a sector of modern industry

Agritourism emerged in European developed countries as a separate segment of tourism in the 1970s. Recently, agritourism has been growing rapidly and it generates revenues comparable with those from traditional tourism. Almost every fourth tourist (most often middle-class individuals) spends vacations in the countryside. On one hand, agritourism is aimed towards satisfying the human need to be connected with and discover nature and culture, and on the other hand, it is an attempt to solve the socio-economic and environmental problems of outlying regions[28].

Factors which have influenced the development of agritourism include:

- the increased mobility of the population as a result of an increased number of private vehicles,
- changes in the organization of free time and holidays (more frequent and short holidays, weekends)
- high dynamics of urban life
- an increased level of stress
- the worsening ecological situation in cities
- the diversification and increase of the quality of services offered by tourism services providers in rural areas [11].

Agritourism does not only promote local culture, traditions and crafts, and protection of the environment in the region, but it also stimulates the development of tourism related activities, such as the production and sale of local bio products, souvenirs and other supporting services. Agritourism positively influences the development of infrastructure in the region and the creation of employment opportunities for local population. It also, keeps young people in the village and creates additional source of income to the local community. It generally increases inflow of investments to the region, as well as increases its popularity through advertising.

Tourism in rural areas might not be so profitable as in well known seaside or ski resorts, however, it can bring a stable and quite decent income to the region. Nowadays agritourism is at the peak of popularity in Europe and generates approximately 10 to 20 % of total revenues of tourism industry [12].

Three components of mass recreation in the seaside (Sun - Sea - Sand) have been replaced by the model “Landscape – Lore – Leisure” in recent decades. Several concepts of agritourism have developed in the global practice, each of which pursue different objectives and focus on a variety of tasks [13]. The models, including their characteristics and functions, are summarized in Table №2 below.

Table no. 2: Models of agritourism, according to national origin

Model	Characteristics	Functions
British model	<ul style="list-style-type: none"> • Most popular are three types of accommodation: <ol style="list-style-type: none"> 1. <i>Bed & breakfast</i>- accommodation in a farmers` house with breakfast; in this case there is a possibility to have direct contact with the farmers` family. 2. <i>Self catering unit</i>- accommodation in separate building on the terms of self-service. Often in reconstructed barn. 3. <i>Hostel</i>- accommodation in isolated buildings which hold ca. 8- 15 people. Often a large barn divided into a sleeping area with beds, a kitchen and a bathroom. • Activities have educational and sport character: <ul style="list-style-type: none"> ✓ hiking and cycling ✓ pony rides for children ✓ football and cricket ✓ horse riding and golf ✓ environmental education of children 	<ul style="list-style-type: none"> ➤ Support and development of the economy of rural areas ➤ Environmental education
French model	<ul style="list-style-type: none"> • Many variations of rural tourism. • Accommodation mainly in small cottages or apartments. • Self-cooking using organic agricultural products <p>Tourist activities include:</p> <ul style="list-style-type: none"> ✓ hiking, rafting, horse riding ✓ various forms of passive recreation, e.g. wine or cheese tasting, tasting of local specialties 	<ul style="list-style-type: none"> ➤ Support of agricultural production ➤ Support of weak agricultural regions ➤ Stabilization of rural population ➤ Alternative to beach tourism
Italian model	<p>Thematic trends in rural tourism:</p> <ol style="list-style-type: none"> 1. “Nature and health” – accommodation in health resorts and national parks 2. “Traditional gastronomy”- accommodation on agricultural farms specializing in a particular type of production specific for the region (wine, olive oil, seafood, etc.). 3. “Sport”- accommodation in campsites or hotels located 	<ul style="list-style-type: none"> ➤ Support and development of the economy of rural areas ➤ Support of weak agricultural regions

	near sport facilities	
German model	<ul style="list-style-type: none"> • Accommodation: <ul style="list-style-type: none"> ✓ guests are placed in farmers` house ✓ construction of new accommodation facilities is not common • Typical forms of recreation: <ul style="list-style-type: none"> ✓ involvement in activities on the farm ✓ pet care ✓ picnic ✓ fishing • Closely linked with event tourism: <ul style="list-style-type: none"> ✓ folk festivals ✓ rural fairs 	<ul style="list-style-type: none"> ➤ Support and development of rural areas ➤ Recreation for economically weaker segments of the population

Source: Own output based on [9, 12].

In many countries, agritourism is currently one of the leading trends in tourism with an important role in the national concept of tourism. In some countries, it is regarded not only as a form of tourism, but also has educational purposes, or is considered to be closely connected with agricultural production and, thus, supported by the authorities.

According to Adamesku, in *France*, approximately seven million tourists visit the countryside annually. Rural tourism is promoted by the National Organization of Recreation Houses and Green Tourism (La Maison des gîtes de France et du Tourisme Vert). This organization connects providers of recreational services which have been certified to the highest national standards. France has developed and implemented a program aimed at children's recreation in the countryside during school holidays. Children from 3 to 13 years old are placed with the families, where they take care of animals, engage in outdoor games, go hiking and cycling, etc. They also have the opportunity to learn folk dances, arts and crafts, regional folklore and foreign languages. The quality of recreation is controlled and certified by DDASS (La direction départementale des Affaires sanitaires et sociales) - Department of administration of health-education and social care [14].

Another country where agritourism has educational purposes is *Poland*. Within the program "Green schools" urban children stay two weeks in the countryside on specialized

farms. This stay gives children the opportunity not only to relax, but also to get acquainted with the rural way of life. The farms conduct special training courses.

For example, in the course "from seed to loaf" children participate in the production of bread. Children have the opportunity to be involved in grinding grain, kneading dough and baking bread.

Spain is regarded to be a competitor to the French agritourism market among the Western European countries, where the number of foreign tourists (annually about 1.2 million people) exceeds the number of domestic visitors. There are more than 5,000 providers of leisure activities in the countryside. At the same time the country can accommodate nearly 27,000 agro-tourists. The estimated cost of accommodation ranges between 20-100 Euros per person, per night [14].

Another leader, in agritourism among European countries, is *Italy*. The visitors are encouraged to focus on the tradition of rural recreation in Alps and along the sea coast. When agritourism in Italy emerged, it was considered to be the main form of entrepreneurial activity of the rural population.

Germany stands out from the crowd due to support of agritourism activities on all levels (federal, state and municipal). This support comes in the form of direct funding to the entrepreneurs in the industry from the Federal agricultural program for the support of small and medium-sized enterprises. Moreover, agritourism is indirectly supported by various programs for the development of rural areas, agriculture and infrastructure. For example, within the "village renovation program", communities have the opportunity to use the funds for the revitalization of the villages and surrounding areas, roads and farms [14].

To summarize, international experience shows, that agritourism can be very diverse. Each country has its own inherent specifics and has developed its own agritourism products. The development of rural tourism is, from the socio-economic perspective, the major reason for transfer of part of rural population from the production to the service sector.

3.3 Agritourism in the Czech Republic

Czech Republic has great potential for the development of agritourism due to its diverse countryside, plenty of natural and historical landmarks (e.g. national parks, historic city centers and castles), large network of marked tourist paths, spa tradition and last but not least, the Czech beer and wine tradition. It is a politically stable country with a strategic position within the heart of Europe, thus easily accessible to foreign tourists. It has sufficient accommodation capacities and is attractive to tourists all year around. On the web pages of Eurogites (see chapter 3.3.1 Institutions active in agritourism below), the countryside of the Czech Republic is promoted as ideal for hiking, cycling and as an excellent starting point for excursions around the country. Specialties from traditional Czech kitchens are also promoted along with being accompanied by excellent wines [15].

Agritourism in the Czech Republic has, however, started to develop just over the last two decades. Whereas in other developed EU countries (especially Austria, France, Italy, Germany or Switzerland), agritourism is nowadays already on a high level. This is due to state support and excellent cooperation between stakeholders (farmers, municipalities, state and tourists). These foreign countries maximize the utilization of their natural and cultural potential from which the organizations involved in agritourism and its development in the Czech Republic (see chapter 3.3.1 Institutions active in agritourism) should seek inspiration.

A common form of agritourism abroad is gastronomic tourism, which can be defined as an experimental trip to a gastronomic region, for recreational or entertainment purposes. These trips include visits to primary and secondary producers of food, gastronomic festivals, food fairs, events, farmers' markets, cooking shows and demonstrations, tastings of quality food products or any tourism activity related to food [16]. This type of agritourism is popular in Mediterranean countries and in France where there can be found streets dedicated to certain products, e.g. a wine street, a cheese street, etc. Another type of agritourism is connected with accommodation, e.g. a holiday on a farm including not only accommodation but also other services. This form of agritourism has developed the

most in the Czech Republic. Another popular type is connected with the rental of camp sites, summer houses and apartments, which can be also found in Czech Republic).

There are currently good preconditions for the development of agritourism as customer preferences shift more and more from mass organized holidays by travel agencies to sustainable, self-organized tourism (for sustainable tourism and the explanation of concept of sustainable development in tourism see chapter 3.4 Agritourism in the context of sustainable development). Nowadays people are more respectful of nature and are beginning to prefer stays in the countryside. The number of hotels, restaurants and other related facilities is growing; as green (ecological) behavior becomes more popular among entrepreneurs, who try to certify their ecological practices. People who own cottages spend weekends and holidays in the countryside. Accommodation in private facilities is also growing in popularity. Agritourism is becoming a popular form of tourism mainly for families with children and people from cities, as they can explore life and work on a farm, experience real life in the country and be in touch with farm animals and nature.

Nevertheless, according to the concept of national tourism policy in Czech Republic (2007-2013), prepared by the Ministry of Regional Development, barriers to the development of tourism include: the low level of cooperation between stakeholders, a lack of information and reluctance of the local population to be involved in tourism, the poor level of provided services (especially outside of popular tourist destinations), a lack of finances and a lack of state support. Other issues hindering the development of agritourism are the insufficient care of cultural monuments which become dilapidated. Infrastructure and services often lack in quality and there is a lack of certification and standardization, which can be viewed negatively by both existing and potential tourists. The service providers often lack language skills and are unpleasant which discourages foreign tourists. Further drawbacks include the non-uniform tourism information system, poor appearance of tourism facilities and accompanying infrastructure and also inaccessibility of tourist attractions [17]. This applies to agritourism as well.

Every year in the Czech Republic there is an increase in the number of farms offering accommodation and services for tourists. A rough estimate done by the Mag Consulting

s.r.o., currently shows that there is more than 600 agricultural entities that take part in agritourism activities, with around 40-50 thousand visitors every year. According to an article published on www.420on.cz, a website dedicated to tourism in the Czech Republic for Russian tourists, the Czech Ministry of Agriculture contributes the lag in agriculture to insufficient start-up capital and fears of high costs which this business entails. The interest of farmers in tourism services is growing, partly motivated by subsidies. Farmers can gather resources for their projects from funds for development of rural areas. From the year 2007 up to the present, the Ministry has registered 250 projects related to agritourism. Fifty projects with state support have already been implemented. Total funds invested into these initiatives total about 2 billion CZK [18].

According to the chairman of the Association of Private Crop Farming (Asociace soukromého zemědělství ČR), Josef Stehlík, the development of rural tourism is hindered by underdeveloped services. He also believes that it is necessary to work on the attractiveness of Czech nature, for example creating artificial ponds, renovating field roads, etc. Beside an additional source of income, farmers see major pluses of agritourism in opportunities of new jobs for the other members of their families. Agritourism promotes the development of services in the rural area and farmers acquire new ways of marketing their products [18]. Benefits to stakeholders are discussed in more detail in chapter 3.4: Agritourism in the context of sustainable development.

3.3.1 Institutions active in agritourism

Institutions involved in the development of rural tourism in the Czech Republic include:

ECEAT (European center for ecological and agricultural tourism)

ECEAT is an international organisation focusing on sustainable tourism, particularly on rural areas and organic farming. ECEAT is an association that consists of **small-scale accommodation** and tourist services providers all over Europe. The main focus of the organisation is to assure that sustainable, high quality tourist

services are provided by its members which helps to contribute to local communities and protection of the environment. Moreover, ECEAT participates on numerous various **projects all over the world** (Europe, America and Asia) in the area of sustainable tourism [19].

In 1994, the ECEAT established itself in the Czech Republic. At that time, the ECEAT was the only organisation in Czech Republic focusing on the development of agritourism and ecotourism. In 1997, the Union of rural tourism (“Svaz venkovské turistiky“ for more details see below), which has very closely cooperated with ECEAT, was created. ECEAT transferred its product “Prázdniny na venkově“ (an internet portal devoted to agritourism) to this newly established organization. After that the ECEAT has been focusing the development on sustainable tourism and rural tourism, including agritourism. Nowadays ECEAT focuses mainly on the development of basic standards in accommodation in rural tourism (ECEAT QUALITY LABEL) and the long term project Heritage paths (“Stezky dědictví“) which is - a program for the development of regional gastronomy [20].

Union of rural tourism (Svaz venkovské turistiky)

The Union is an organizational part of the Czech Chamber of Commerce and a member of Eurogites (for more details to Eurogites see below). The main aim of the organization is the economical, cultural and social development of rural areas, the revival of its traditions, the revitalization of the environment and the stabilization of rural population. Its main activities include enforcement and protection of interests of its members (entrepreneurs in rural tourism) and implementation of qualitative standards of accommodation facilities on the farms and their inspection. Moreover the organization participates in the education and training of the service providers and in cooperation with partners (mainly in cooperation with ECEAT) promotes the accommodation facilities of its members [21].

Eurogites (European Federation of Farm- and Village Tourism)

The European Federation of Farm and Village Tourism (Eurogites) is an association of 35 professional organizations from 28 European countries representing more than 100.000 tourism establishments complying with the Eurogites quality standards for accommodation facilities and holidays in the countryside [22]. On the website of Eurogites, one can find links to web pages of the professional organizations promoting rural tourism in the member countries.

Other institutions

Other institutions involved in the development of rural areas and rural tourism include:

- SZIF (National Agricultural Intervention Fund) - provides financial support from EU and national sources
- Czech Center of Tourism - Czech Tourism (Česká centrála cestovního ruchu) – promotes the Czech Republic and specific regions as tourism destinations
- Association of Tourism Information Centers A.T.I.S (Asociace turistických informačních středisek) - participates in forming a unified system of tourist information in the Czech Republic and supports the cooperation of tourism information centers
- PRO-BIO Federation of ecological farmers CR (Svaz ekologických zemědělců ČR) – provides advisory services to its members in the field of ecological agriculture
- LEA – League of ecological alternatives (Liga Ekologických Alternativ) – supports with its activities projects like: ecodoms, ecofarms and renewable sources
- Ministry of Agriculture CR (Ministerstvo zemědělství ČR)
- Ministry of Regional Development CR (Ministerstvo pro místní rozvoj ČR)
- Ministry of the Environment CR (Ministerstvo životního prostředí ČR)
- Association of educational facilities for development of the countryside (Asociace vzdělávacích zařízení pro rozvoj venkovského prostoru) – provides information and education in the area of the development of rural areas

3.4 Agritourism in the context of sustainable development

3.4.1 Sustainable development

The World Commission on Environment and Development (1987) defines sustainable development as “a process to meet the needs of the present without compromising the ability of future generations to meet their own needs” [23]. The concept has, however, evolved since 1987 and the definition has evolved as well. According to the definition of World Tourism Organization, there are three dimensions or “pillars” of sustainable development now recognized and underlined.

These are:

- Economic sustainability, which means generating prosperity at different levels of society and addressing the cost effectiveness of all economic activity. More specifically, it is about the viability of enterprises and activities and their ability to be maintained in the long term.
- Social sustainability, which means respecting human rights and equal opportunities for all in society. It requires an equitable distribution of benefits, with a focus on alleviating poverty. There is an emphasis on local communities maintaining and strengthening their life support systems, recognizing and respecting different cultures and avoiding any form of exploitation.
- Environmental sustainability, which means conserving and managing resources, especially those that are not renewable. It requires action to minimize the pollution of air, land and water, and to conserve biological diversity and natural heritage [24].

The concept of sustainable development has also been implemented in the area of tourism, where we talk about sustainable tourism. See the next sub-chapter for more details.

3.4.2 The World Tourism Organization’s definition of sustainable tourism

The concept of sustainable tourism can apply to all forms of tourism in all types of destinations, including mass tourism and various tourism segments, including agritourism.

The concept of sustainable tourism has environmental, economic and socio-cultural aspects between which a suitable balance must be established.

According to the definition of the World Tourism Organization sustainable tourism should:

- 1) Make optimal use of environmental resources that constitute a key element in tourism development, maintain essential ecological processes and help to conserve natural resources and biodiversity.
- 2) Respect the socio-cultural authenticity of host communities, conserve their cultural heritage and traditional values, and contribute to inter-cultural understanding and tolerance.
- 3) Ensure viable, long-term economic operations, provide socio-economic benefits to all stakeholders that are fairly distributed, including stable employment and income-earning opportunities and social services to host communities, and contribute to poverty alleviation [24].

Applying this concept to agritourism, there can be no doubt that agritourism fulfills the above conditions and therefore it can be concluded that agritourism is a form of sustainable tourism. The next sub-chapter focuses on its socio-economic benefits.

3.4.3 Socio-economic benefits of agritourism

Ecotourism (or agritourism) is a complex activity, often seeking to meet a range of objectives, involving a variety of stakeholders and taking place in environmentally and economically fragile locations [25]. Agritourism boosts the development of business in rural areas, helps to highlight folklore traditions and focuses on developing a harmonic relationship of humans with nature. Moreover, according to the World Tourism Organization's definition of sustainable tourism, agritourism provides stable employment and income-earning opportunities, social services to host communities, and contributes to poverty alleviation. These socio-economic benefits can be further broken down in more detail according to the stakeholders (farmers, communities, state and tourists) as follows.

Farmers

- Can sell their own products to tourists

- It helps them to utilize spare capacities, unused land and landscapes for the needs of the tourists
- Represents opportunity for expansion of business activities for low yield farms
- Represents additional source of income for farmers
- Increases standard of living for farming families as they are required to provide to tourists certain level of services
- Provides employment opportunities for family members
- Motivates younger members of the family to remain in the countryside rather than moving to the city

Communities

- Provides opportunities to utilize and develop currently unused and abandoned facilities
- Enhances the importance and standard of living of the community
- Enhances agricultural production and sale of agricultural products
- Represents a source of income for the municipality and the community
- Boosts employment in the community
- Maintains and revives traditional crafts, folklore, gastronomical and other traditions
- Contributes to maintaining surrounding areas, such as the utilization of natural, cultural and historical monuments and resources
- Helps to mitigate emigration of the population into cities and stabilizes the size of population
- Contributes to the increase of the number of visitors in the area and increases its popularity

State

- Enlarges the utilization potential of agriculture and helps to solve some of its problems
- Enables the creation of new job opportunities in different sectors, thus decreases unemployment
- Stabilizes countryside population

- Foreign tourists help to increase national exports

Tourists

- Can enjoy healthy, organic food, buy fresh products, taste local specialties and home made products
- Can enjoy a holiday outdoors and connect with nature through life on the farm
- Usually a more cost friendly alternative for a holiday
- Can enjoy additional services and programs which the farms usually offer, such as education through exploring natural and, cultural monuments and traditions, the possibility to engage in sport activities etc.
- Gaining new knowledge about agricultural production, animals and can even personally participate in agricultural production
- Get to know real life on a farm and the lifestyle of the countryside population [26].

4. Own input

The practical significance of the work is based on an online questionnaire survey, which was used as a tool for gathering quantitative data about forms of agritourism practiced in the Czech Republic, farmers and farms providing these services and socio-economic benefits related to agritourism (see Chapter 2.2.2 Questionnaire research for more details). From the 280 respondents asked to participate in the survey 184 answered, which represents a respond rate of 66%. Data from the online survey were downloaded into MS Excel. This data-set was further analyzed using statistical software IBM SPSS Statistics.

In the first step, data was analyzed using basic descriptive statistics. The data-set was described using numerical descriptors including mean, variance, standard deviation (where appropriate) and frequency. The analysis focused on description of the respondents (farmers active in agritourism), description of type of farms and description of the relationship of the farmers with public institutions. See Chapter 4.1 Descriptive analysis below.

Secondly, cross tabulation was used to provide a basic picture of the interrelation between two variables and to find interactions between them. The analyzed variables were divided into the following 3 categories: (i) impact of agritourism on income of the farm, (ii) impact of agritourism on employment of farmer`s family members, and (iii) state support of agritourism. The analyzed variables were chosen from group of indicators of phenomena A: forms of agritourism practiced in the Czech Republic, and group of indicators of phenomena B: socio-economic benefits of agritourism, described in more detail in Chapter 2.2.2 Questionnaire research. Variables were chosen always from both groups of indicators, so in each set of the two analyzed variables was always included one indicator related to forms of agritourism practiced in the Czech Republic and one indicator related to the socio-economic benefits of agritourism. For the results see Chapter 4.2. Cross tabulation analysis below.

Finally, to be able to make conclusions, chi square test for each of the above analyzed sets of variables was performed, to test whether the variables are independent (null hypothesis) or are not independent (alternative hypothesis). For the results of testing whether there is

statistically significant relationship between the two analyzed variables see Chapter 4.3. Chi-Square Analysis.

4.1. Descriptive analysis

4.1.1 Respondents: farmers (agritourism providers)

Age

The average age of the respondents is 50 (with standard deviation of 5.189). The youngest respondent is 39 years old and the oldest 56 years old (see Table no. 3: Descriptive statistics of age in the Appendix II).

The results show, that the **Czech agritourism providers are from middle-aged, active population before retirement age**. The oldest farmer is on the limit of retirement age.

Education

42% of the respondents graduated university. 40 % finished secondary school or gymnasium, and only 9% of the respondents have basic primary education. 8% of the respondents have other professional education in the field of agriculture or tourism (see Chart no. 1: Education in Appendix II).

According to the results, **50% of the Czech agritourism providers have university or other equivalent professional education**. Only negligible part of the farmers (8%) has basic primary education.

Year of commencement of agritourism activities

Almost 40 % of respondents started to provide agritourism services between 2008 - 2010, 36 % between 2004 - 2007, and 24% between 2002 – 2003 (see Table no. 4: Start of business in Appendix II).

Results show, that **40% of the Czech agritourism providers have 3-5 years of experience** in agritourism. **One third** of farmers have decent **6 – 9 years of experience** in

providing agritourism services and only **one quarter** of farmers has **more than 10 years of experience** with agritourism activities.

Motivation to start with agritourism activities

Motivation to start with agritourism activities was in the performed survey a multiple response question. This approach took into account the fact, that one farmer can be motivated by more than one factor to start providing agritourism services. As a result, total percentage of responses received can be more than 100%, providing that at least one respondent chose more than one answer.

98.9 % of the respondents were motivated by additional income from agritourism activities. Additionally, 64.7 % farmers were motivated as well by utilization of unused capacities (e.g. unused land or accommodation capacities). Only 20.1 % of the respondents were driven by creating employment opportunities for family members and 11 % of respondents had other motivation, for example family business, private interests, etc. (see Table no. 4: Motivation in Appendix II).

According to the results, the **main motivation of Czech agritourism providers** to start with agritourism activities **is to diversify activities** and gain **additional source of income** of the farm.

4.1.2. Agritourism farms in the Czech Republic

Specialization of the farms

Specialization of a farm was in the performed survey a multiple response question. Such approach assumes that one farm can have more than one specialization (e.g. 1 farm can specialize on animals and also on crops). This reflects the reality of Czech farms, which diversify their activities. As a result, total percentage of responses received can be more than 100%, providing that at least one respondent chose more than one answer.

Approximately 90 % of farms specialize on animals (farm animals or horses), agricultural crops (e.g. vegetables, fruits, etc.) and holiday-related activities (e.g. wellness, sightseeing, nature or sport activities). Other specializations are relatively negligible and include crafts and workshops (16.8%), as well as other activities like hunting or fishing (14.1%). See Table no. 5: Farms specialization in Appendix II.

Results show, that the **main specialization of the Czech agritourism farms are animals, agricultural crops and holiday-related activities.**

Types of accommodation offered

Type of accommodation was in the performed survey a multiple response question. This assumes that one farm can offer more than one type of accommodation (e.g. private room in pension or cottage, cottage or camping, etc.). As a result, total percentage of responses received can be more than 100%, providing that at least one respondent chose more than one answer.

92 % of the farms offer accommodation in form of a private room in a pension (so called bed & breakfast). 33 % of the farms offer accommodation in a cottage (guest house), 16 % in a camp site, 10 % in an apartment and only 7 % in a hotel (see Table no. 6: Types of accommodation in Appendix II).

Based on the results, the majority of the **Czech agritourism farms offer accommodation** in form of a private room in a **pension (92%)** and **guest house (33%)**.

Meal plan offered

Offered meal plan was in the performed survey a multiple response question. This means that a farm can offer several meal plans based on the wishes of customers or strictly offer just breakfast for example. As a result, total percentage of responses received can be more than 100%, providing that at least one respondent chose more than one answer.

98.9 % of the farms offer breakfast only. Around 80 % of the farms offer either full or partial (breakfast and dinners only) meal plan. 37.5% of the farms offer to the guests the

opportunity to prepare their meals in a kitchen available in the premises (self-service). See Table no. 7: Meal plans in Appendix II.

According to the results, the **Czech agritourism farms offer mostly only breakfast (98.9%)**, or guests can choose between **full and partial meal plan (ca. 80%)**.

Activities for visitors

Offered activities for visitors was in the performed survey a multiple response question. This means that a farm can offer more than one activities to tourists. As a result, total percentage of responses received can be more than 100%, providing that at least one respondent chose more than one answer.

Approximately 97 % of farms offer recreational and sport activities. Ca. 90 % of farms offer zoo display or other activities with animals, educational activities and activities for children. 45 % of farms offer degustation of farm products or local specialties and only 17 % of farms offer the experience of traditional crafts (see Table no. 8: Activities in Appendix II)

Based on the results, **majority of the Czech agritourism farms offer to the tourists recreational and sport activities**, as well as **activities with animals, educational activities and activities for children**.

Sale of own products

76 % of Czech agritourism farms sell their own products to visitors (see Chart no. 3: Sale of own products in Appendix II).

Share on income

Average share of agritourism on the total income of Czech farms is 35.14 % (with standard deviation of 16.115). Farms with minimum proportion of agritourism activities reach a share of only 10 % of their income. Maximum share of agritourism on total income is 80%.

29.4 % of farms reach a 30 % share of agritourism on their income. In case of 20 % of farms agritourism contributes with 50 % to the income of the farm. Ca. 18 % of farms has

a share of agritourism on their income of 15% and less. Only in case of ca. 3% of farms reach income from agritourism 80% of their total income. See Table no. 9: Share of agritourism on the income of farms in Appendix II.

According to the results, **average share of agritourism on the income of Czech agritourism farms is 35%. 95% of the Czech agritourism farms have less than 50% share of agritourism activities on their income.**

4.1.3. Relationships with institutions

Cooperation with institutions

85% of Czech agritourism providers cooperate with public institutions including municipalities, SZIF (National Agricultural Intervention Fund), **tourist information centers, or** organizations like **ECEAT** (European Center for Ecological and Agricultural Tourism) and similar non-government organizations. See Table no. 10: Cooperation with institutions in Appendix II.

Cooperation with institutions - level of satisfaction

Level of satisfaction with cooperation with institutions and organizations was a question which was answered only by respondents who previously stated that they cooperate with such institutions. This question was skipped by 15% of respondents who do not cooperate with any of the institutions at all.

62% of the respondents were very satisfied with the cooperation with ECEAT (European Center for Ecological and Agricultural Tourism) or similar non-government organizations. Around 63 % of the respondents were moderately satisfied with cooperation with SZIF (National Agricultural Intervention Fund) and tourist information centers. 56 % of the respondents were only slightly satisfied with the cooperation with municipalities. See Table no. 11: Cooperation with institutions – level of satisfaction in Appendix II.

According to the results, **Czech agritourism providers are mostly very satisfied with** the cooperation with **ECEAT** (European Center for Ecological and Agricultural Tourism) **and** similar **non-government organizations**. On the other hand, most of the farmers are only **slightly satisfied with** the cooperation with **municipalities**.

Received subsidies

82 % of Czech agritourism providers received subsidies for their business activities. 10 % applied but were not successful. 8 % of the respondents never considered to apply for EU or state funds. See Chart no. 4: Received subsidies in Appendix II.

Support for development of agritourism

61 % of the agritourism providers think that financial support for development of their business is available. Only 11 % of farmers are of a view, that agritourism is sufficiently promoted, e.g. through tourist information centers and other organizations or on internet. 15 % of the respondents consider both forms of support (financial and promotion of agritourism) to be sufficient. 12 % of the respondents think, that agritourism is not sufficiently supported. See Chart no. 5: Support for development of agritourism in Appendix II.

According to the survey **87 % of agritourism providers think**, that **agritourism is supported** in Czech Republic. **Only 11% of the respondents think**, however, **that agritourism is sufficiently promoted**.

4.2. Cross tabulation analysis

4.2.1 Impacts on income

Impact of increase in the number of visitors on the increase of income from the sale of own products

20% of farms achieved 0.0-9.9% increase of sales of own products. 66.7% of these farms increased their sales thanks to the same percent increase in number of tourists. 30.3% of these farms managed to achieve this increase only due to 10.0-29.9% increase in number of visitors. Only on 3% of these farms was the increase caused by 30.0-49.9% increase in number of visitors.

30% of farms achieved an increase in sales of own products by 10.0-29.9%. All of these farms achieved this increase thanks to the same percent increase in number of tourists.

50% of farms increased sales of own products by 30.0-49.9%. 94.3% of these farms increased their sales thanks to the same percent increase in number of tourists. Only in 5.7% of cases has the farms managed to increase sales of own products when the number of visitors increased only by 10.0-29.9%.

See Table no. 12: Impact of increase in the number of visitors on the increase of income from the sale of own products, in Appendix II.

Results show, that the sales of own products increased in accordance with the increase in number of tourists. 50% of the farms managed thanks to agritourism achieve a significant increase of the sales of own products (30.0-49.9%).

Impact of specialization on increase of income of the farm

Frequency analyzes shows that Czech farms specialize mostly on crops (92.4%), animals (91.3%) and holiday related activities (89.1%). Other specializations are rather negligible

(see the frequency analysis) and therefore will be not analyzed further in relation to the increase of income, as the total impact would be as well negligible.

Ca. 50 % of the farms specializing on crops, animals and holiday related activities reached thanks to agritourism increase in income between 30.0-49.9%. Ca. 32 % of these farms reached increase of income between 10.0-29.9%, ca. 14 % recorded an increase of income of less than 9.9% and only negligible part (less than 5 %) increased their income by more than 50%.

See Table no. 13: Impact of specialization on increase of income of the farm, in Appendix II.

According to the results, significant share of farms specializing on crops, animals and holiday related activities (ca. 82%) reached thanks to agritourism significant increase in income of 10 – 49.9%.

Impact of activities offered to visitors on increase of income of the farm

According to the frequencies analysis approximately 97 % of farms offer recreational and sport activities. Ca. 90 % of farms offer activities with animals, educational activities and activities for children. Other minor offered activities will not be further analyzed in relationship to increase of income as the impact would be relatively negligible.

Ca. 50 % of the farms offering recreational, sport, animal, educational and children activities reached thanks to agritourism increase in income between 30-49.9%. Ca. 30% of these farms reached increase of income between 10-29.9%, ca. 15% recorded an increase of income of less than 9.9% and only negligible share (around 5%) of the farms increased their income by more than 50%.

See Table no. 14: Impact of activities offered to visitors on increase of income of the farm in Appendix II.

According to the results, significant share of farms offering recreational, sport, animal, educational activities and activities for children (ca. 80%) reached thanks to agritourism significant increase in income of 10.0 – 49.9%.

Impact of types of accommodation offered on increase of income of the farm

Analysis of frequencies shows, that majority of the Czech agritourism farms offer accommodation in a form of a private room in a pension (92 %) and guest house (33%). Other offered types of accommodation are insignificant and will not be further analyzed in relationship to increase of income as the impact would be relatively negligible.

51.2% of farms offering accommodation in a private room (pension) reached an increase of income by 30.0 – 49.9%. 33.5% of these farms increased their income by 10.0 – 29.9%. As much as 98.3 % of farms offering accommodation in a cottage increased their income by 30.0 – 49.9%.

See Table no. 15: Impact of types of accommodation offered on increase of income of the farm in Appendix II.

According to the results, 50% of agritourism farms offering accommodation in a pension reached thanks to agritourism very significant increase in income of 30 – 49,9%. Almost all agritourism farms offering accommodation in a cottage increased their income by 30 – 49.9%.

4.2.2 Impact on employment

New employment opportunities created for farmer`s family members

55 % of newly created employment opportunities thanks to agritourism provided employment for farmer`s family members. In 40% of cases was created employment for 1 family member only. In 30% of cases there were created 2 employment opportunities for family members.

See Table no. 16: New employment opportunities created for farmer`s family members in Appendix II.

According to the results, 55% of newly created employment opportunities were occupied by family members. In 70% of the cases were created 1 or 2 new jobs.

Impact of specialization of the farm on new employment opportunities created for farmer`s family members

As already mentioned above, ca. 90% of Czech agritourism farms specialize on crops, animals and holiday related activities. Ca. 55% of the newly created jobs on these farms provided new employment opportunities for farmer`s family members. It has to be mentioned, however, that in case of farms specializing on crafts (17 % of farms), 94% of the newly created jobs represented jobs for the family of the farmer.

See Table no. 17: Impact of specialization of the farm on new employment opportunities created for farmer`s family members in Appendix II.

According to the results, new jobs for family members were created mostly on farms specializing on crafts (94% of new jobs).

Impact of types of accommodation offered on new employment opportunities created for farmer`s family members

As already mentioned above, 92% of farms offer accommodation in pension and 33% of farms in a cottage. From the point of view of employment of family members, however, are most significant farms offering accommodation in cottages and camps (only 16% of farms), in which case 90% of newly created jobs were occupied by family members. Almost 70% of new jobs were occupied by family members in case of farms offering accommodation in apartments (ca. 10% of farms).

See Table no. 18: Impact of types of accommodation offered on new employment opportunities created for farmer`s family members in Appendix II.

Based on the results, new jobs for family members were created mostly on farms offering accommodation in cottages and camps (90% of new jobs), as well as on farms offering accommodation in camps (70% of new jobs).

Impact of types of activities offered on new employment opportunities created for farmer`s family members

More than 90% of farms offer mainly recreational, sport, animal, educational activities and activities for children. From the point of view of employment of family members, however, most

new jobs for family members (90 %) were created on farms offering to tourists the experience of folk crafts and workshops.

See Table no. 19: Impact of types of activities offered on new employment opportunities created for farmer`s family members in Appendix II.

Based on the results, new jobs for family members were created mostly on farms offering to clients the experience of folk crafts and workshops (90% of new jobs)

4.2.3 State support of agritourism

Received subsidies according to farm specialization

80% of farms specializing on animal, crops and holiday related activities (ca. 90% of all farms) received subsidies. 10 % of these farms tried to apply but were not successful and the remaining 10% never considered an application.

See Table no. 20: Received subsidies according to farm specialization in Appendix II.

Received subsidies according to activities offered to visitors

80% of farms offering recreational, sport, animal, educational activities and activities for children (ca. 90% of all farms) received subsidies. 10 % of these farms tried to apply but were not successful and the remaining 10% never considered an application.

See Table no. 21: Received subsidies according to activities offered to visitors in Appendix II.

Received subsidies according to types of accommodation offered

Subsidies were received by more than 90% of respondents offering accommodation in an apartment (10% of farms), cottage (32% of farms), camp (16 % of farms) and hotel (7% of farms). Farmers offering accommodation in pension (92% of all farms) successfully received subsidies in 80% of cases.

See Table no. 22: Received subsidies according to types of accommodation offered in Appendix II

Based on the above, agritourism providers offering also other types of accommodation than pension were more successful in receiving financial support, than farmers accommodating tourists strictly in pension.

Note: The statistical significance of the relationships between the variables described in this chapter will be tested in Chapter 4.3. Chi-Square Analysis.

4.3. Chi-Square Analysis

4.3.1 Impacts of agritourism on income of farms

Impact of increase in the number of visitors on the increase of income from the sale of own products

According to the results of the Chi squared test (see Table no. 23: Chi squared - Impact of increase in the number of visitors on the increase of income from the sale of own products in Appendix II), **there is a statistically significant relationship between increase in the number of visitors and the increase of income from the sale of own products.**

Impact of specialization of the farm on increase of income of the farm

According to the results of the Chi squared test (see Table no. 24: Chi square - Impact of specialization of the farm on increase of income of the farm in Appendix II), **there is a statistically significant relationship between specialization of the farm and increase of income of the farm.**

Impact of activities offered to visitors on increase of income of the farm

According to the results of the Chi squared test (see Table no. 25: Chi squared - Impact of activities offered to visitors on increase of income of the farm in Appendix II), **there is a statistically significant relationship between activities offered to visitors and increase of income of the farm.**

Impact of types of accommodation offered on increase of income of the farm

According to the results of the Chi squared test (see Table no. 26: Chi squared - Impact of types of accommodation on increase of income of the farm in Appendix II), **there is a statistically significant relationship between types of accommodation and increase of income of the farm.**

4.3.2 Impacts of agritourism on employment of farmer`s family members

Impact of specialization of the farm on new employment opportunities created for farmer`s family members

According to the results of the Chi squared test (See Table no. 27: Chi squared - Impact of specialization of the farm on new employment opportunities created for farmer`s family members in Appendix II), **there is a statistically significant relationship between specialization of the farm and new employment opportunities created for farmer`s family members.**

Impact of types of accommodation offered on new employment opportunities created for farmer`s family members

According to the results of the Chi squared test (See Table no. 28: Chi squared - Impact of types of accommodation offered on new employment opportunities created for farmer`s family members in Appendix II), **there is a statistically significant relationship between types of accommodation offered and new employment opportunities created for farmer`s family members.**

Impact of types of activities offered on new employment opportunities created for farmer`s family members

According to the results of the Chi squared test (see Table no. 29: Chi squared - Impact of types of activities offered on new employment opportunities created for farmer`s family members in Appendix II), **there is no statistically significant relationship between types of activities offered and new employment opportunities created for farmer`s family members.**

This might be caused mainly due to the fact, that activities offered by farms, such as recreational activities, sport activities, degustation, farm animals` zoo etc. can be easily operated by the existing employees and the number of people employed has not to necessarily change because of change in activity. Moreover, most of the activities e.g.

sport activities or activities in the nature, leisure (holiday related activities) do not require involvement of the employees of the farm at all.

4.3.3 State support of agritourism

Received subsidies according to farm specialization

According to the results of the Chi squared test (see Table no. 30: Chi squared - Received subsidies according to farm specialization in Appendix II), **there is a statistically significant relationship between received subsidies and farm specialization.**

Received subsidies according to activities offered to visitors

According to the results of the Chi squared test (see Table no. 31: Chi squared - Received subsidies according to activities offered to visitors in Appendix II), **there is no statistically significant relationship between received subsidies and activities offered to visitors.**

This might be caused by the fact that the decision if subsidies are granted will be most likely based on a set of more complex criteria, where type of activities offered to tourists by the farm will not play a significant role, if any. The criteria will be most likely connected to type of agricultural production and specialization of the farm, if the investment will contribute to technical improvement and modernization of the farm (including modernization of accommodation capacities), if it contributes to environmental protection or if new employment opportunities are created.

Received subsidies according to types of accommodation offered

According to the results of the Chi squared test, (see Table no. 32: Chi squared - Received subsidies according to types of accommodation offered in Appendix II), **there is a statistically significant relationship between received subsidies and type of accommodation**

5. Conclusion

The basic concept of agritourism is based on the ideas of environmental sustainability (it is type of tourism which does not damage or minimizes the damage to the environment), environmental education and enlightenment (creates positive relation to the nature), preservation of the local historical and cultural heritage, cost effectiveness and sustainable socio-economic development of the regions where it is exercised. Last but not least, agritourism is a type of tourism which takes place in the nature and utilizes natural resources.

Several various concepts of agritourism have developed in the global practice, pursuing different objectives and having different profile. For example, the Italian model, focusing on accommodation in health resorts and national parks and traditional gastronomy (accommodation on agricultural farms specializing on particular type of production specific for the region), or the German model, in which guests are placed in farmers` house and are involved in activities on the farm. This model has as well a close link with event tourism (folk festivals and rural fairs).

But how the Czech model looks like? What is the profile of the agritourism sector in the Czech Republic? According to the results of the performed survey, the main motivation of Czech agritourism providers to start with agritourism activities is to diversify activities and gain additional source of income of the farm. Results show, that the main specialization of the agritourism farms are animals, agricultural crops and holiday-related activities. The majority of the Czech agritourism farms offer accomodation in form of a private room in a pension (92%) or in a guest house (33%). Czech agritourism farms offer breakfast only, or guests can choose also between full and partial meal plan (ca. 80%). Majority of the farms offer to the tourists recreational and sport activities, as well as activities with animals, educational activities and activities for children. 76 % of farms sell their own products to visitors. Average share of agritourism on the income of a farm is 35%. 95% of the farms have less than 50% share of agritourism activities on their income. 85% of agritourism providers cooperate with organizations active in agritourism (public or non-government). Agritourism providers are mostly very satisfied with the cooperation with non-government organizations. On the other hand, most of the farmers are only slightly satisfied with the cooperation with public institutions.

Agritourism, especially in the context of sustainable rural development, is connected with certain socio-economic benefits. Sustainable tourism should focus on optimal use of environmental resources that constitute a key element in tourism development, respect the socio-cultural authenticity of host communities, ensure long-term economic operations, providing socio-economic benefits to all stakeholders that are fairly distributed, including stable employment and income-earning opportunities and social services to host communities, and contributing to poverty alleviation [27].

These benefits include possibility to sell own products to tourists, possibility to utilize spare capacities, unused land and landscapes for the needs of the tourists, opportunity for expansion of business activities and opportunity for additional source of income. Other benefits include increased standard of living for farm families, employment opportunities for family members and motivation of younger members of the family to remain on the countryside rather than move to the city.

What impacts has the above described Czech model of agritourism on sustainable rural development? **Income from sale of own products:** 76 % of Czech agritourism farms sell their own products to visitors. The sales of own products increased in accordance with the increase in number of tourists. 50% of the farms managed thanks to agritourism achieve a significant increase of the sales of own products by 30.0-49.9%.

Total income of the farm: Ca. 80% of farms specializing on crops, animals and holiday related activities, and offering recreational, sport, animal, educational activities and activities for children reached thanks to agritourism increase in income of 10.0 – 49.9%. Impact on income of farms with other specializations and offered activities was negligible. Ca. 50% of farms offering accommodation in a pension reached thanks to agritourism very significant increase in income of 30.0 – 49.9%. Almost all agritourism farms offering accommodation in a cottage increased their income by 30.0 – 49.9%.

Employment of family members: 55% of newly created employment opportunities were occupied by family members, 70% of which represented 1 or 2 new jobs for family members.

These 55% of jobs for family members were created mainly on farms specializing on crops, animals and holiday related activities. With respect to types of accommodation, most jobs for family members were created on farms offering accommodation in cottages and camps. The testing of results of survey showed, that there is no statistically significant relationship between types of activities offered and new employment opportunities created for farmer`s family members. These might be caused by the fact, that most of the activities offered on farms are not labor intensive, moreover, some do not even require the presents of employees of the farm (e.g. sport activities or walks in the nature and sightseeing).

Creating employment opportunities for family members, as well as other members of the community, indirectly **helps to stabilize the population of the community** and rural area, as possibilities of employment are one of the main motivating factors to remain on the countryside rather than move to the city.

From the above conclusions can be easily identified, **which forms of agritourism** practiced in the Czech Republic **contribute to the sustainable development of rural areas the most.**

From the point of view of specialization, it is farms specializing on crops, animals and holiday related activities. These farms are as well the most supported, as 80% of these farms receive subsidies. From the point of view of accommodation, it is farms offering accommodation in cottage (guest house). Agritourism farms with such profile achieved the highest contributions to income of the farm and employment of family members.

Based on the above, it can be answered on the main research question, if different forms of agritourism have different impact on sustainable rural development from socio-economic perspective. The answer is yes, **the most positive impact on rural development have agritourism farms specializing on crops, animals and holiday related activities, offering accommodation in cottages.** General hypothesis was confirmed: different form of agritourism exercised in Czech Republic **have different** impact on sustainable rural development.

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Appendix I – Online questionnaire survey

English version

1. Agritourism in the Czech Republic

Dear provider of agritourism services. I am a student at Life Science University of Prague and would like to ask you to complete this survey as part of my bachelor thesis with the topic "Agritourism in the Czech Republic: Impacts on sustainable rural development". The main goal is the answer on question, whether different forms of agritourism exercised in the Czech Republic have different impact on sustainable rural development from socio economic perspective. I would appreciate your help by filling out the following questionnaire. It should not take more than 15 minutes of your time. Thank you in advance.

1. What is your age?*

2. What is your highest level of education?*

- Primary school
- Secondary school or gymnasium
- University
- Other professional education

3. When did you start providing the service (month and year)?*

4. What is the specialization of your farm?*

- Craft&workshops
- Animals
- Agricultural crops (e.g. vegetables, fruits, wine etc.)
- Holiday-related activities(e.g. wellness, sightseeing/nature, sport activities)
- Other (Please Specify)

5. What type of accommodation do you offer to your customers?*

- Apartment
- Hotel
- Pension (private room)
- Cottage (guest house)
- Camp site
- Other (Please Specify)

6. What is the availability of public transport in your location?*

- Within 1 km
- Within 1-3 km
- More than 3 km

7. How would you evaluate the density of the road network and the quality of the top surface of the roads in your area?*

- Poor
- Fair
- Good
- Very good
- Excellent

8. What hospitality services do you offer?*

- Self service
- Breakfast
- Breakfast and dinner
- Breakfast, lunch and dinner
- Other (Please Specify)

9. What additional activities do you offer to clients? *

- Educational tours (e.g. observation/participation in agricultural processes)
- Farm animal display (e.g. horse riding)
- Craft and workshops
- Recreational, tourism activities (wildlife observation, sightseeing)
- Sport activities(e.g. cycling, climbing, hiking, hunting, fishing etc.)
- Degustation of local specialties (eg.wine tasting; milk, meat and dairy products)

- Activities for children
- Other (Please Specify)

10. Do you sell your farm products or food from the farm products to tourists?*

- Yes
- No

11. Did you create new employment opportunities for your family members or third persons when diversifying your activities by agritourism? If yes, please specify how many.*

No (please enter 0)

Yes, family members (please enter count)

Yes, third persons (please enter count)

12. How large is the share of income from agritourism from the overall income of the farm? (please specify in %)

13. By how much did the sales of your own products increased since you introduced agritourism activities?*

- 0.0-9.9%
- 10.0-29.9%
- 30.0-49.9%
- 50.0% and more

14. By how much did the number of visitors in the area increased since you have introduced agritourism activities on your farm?*

- 0.0-9.9%
- 10.0-29.9%
- 30.0-49.9%

50.0% and more

15. By how much did the agritourism activities help you to increase the income of your farm?*

- 0.0-9.0%
- 10.0-29.9%
- 30.0-49.9%
- 50.0% and more

16. What was your main motivation to start with agritourism activities?*

- Additional source of income on farm (diversification of business activities)
 - Utilization of unused capacities
 - Employment for family members
 - Other (Please Specify)
-

17. Do you cooperate with any of the following institutions : municipalities, SZIF (National Agricultural Intervention Fund), tourist information centers, ECEAT(European Center for Ecological and Agricultural Tourism or similar non-government organizations)?*

- Yes
- No

18. How would you evaluate on a scale of level of satisfaction your cooperation with the following institutions?*

	Level of satisfaction				
	Not at all satisfied	Slightly satisfied	Moderately satisfied	Very satisfied	Extremely satisfied
Municipalities:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
SZIF (National Agricultural Intervention Fund) – provider of EU funds:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tourist information centers:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ECEAT - European Centre for Ecological and Agricultural Tourism or similar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

non-government
organizations:

19. Have you received subsidies from municipalities or from EU funds?*

- I have never considered it
- Yes
- I have applied but was not successful

20. Do you think that there is sufficient support for development of tourism in your region?*

- Yes – financial
- Yes – through promotion
- Yes – both
- No – support is not sufficient

Agrituristika v České republice

Vážený poskytovateli turistických služeb. Jsem studentka Zemědělské univerzity v Praze a ráda bych Vás touhle cestou požádala o vyplnění dotazníku, který je součástí mé bakalářské práce s názvem "Agrituristika v České republice: dopady na udržitelný rozvoj venkova". Hlavním cílem práce je odpovědět na otázku, jestli odlišné formy agrituristiky provozované v České republice mají odlišný dopad na udržitelný rozvoj venkova, a to ze socioekonomické perspektivy. Ocenila bych Vaši pomoc vyplněním přiloženého formuláře, což by nemělo zabrat víc jak 15 minut Vašeho času. Vopřed mockrát děkuji.

1. Jaký je Váš věk?*

2. Jaké je Vaše nejvyšší dosažené vzdělání?*

Základní škola

Sřední škola

Univerzita

Jiné odborné vzdělání

3. Kdy jste začal/-a s poskytováním služeb v agrituristice (měsíc a rok)?*

4. Jaké je specializace Vaší farmy?*

Řemeslá

Zvířata

Zemědělské rostliny (napr. zelenina, ovoce, víno atd.)

Dovolenkové aktivity (napr. wellness, aktivity v přírodě, sportovní aktivity)

Jiné (prosím upřesněte)

5. Jaký druh ubytování poskytujete?*

Apartmány

Hotel

Penzión

Chata

- Kemping
- Jiné (prosím upřesněte)
-

6. Jaká je dostupnost veřejné dopravy ve vaší lokalitě?*

- Do 1 km
- Mezi 1-3 km
- Více jak 3 km

7. Jak by jste zhodnotil/-a hustotu cestní sítě a kvalitu povrchu cest ve vaší oblasti?*

- Velmi špatná Špatná Průměrná Dobrá Velmi dobrá

8. Jaké stravovací služby poskytujete?*

- Vlastní stravování
- Snídaně
- Polopenze
- Plná penze
- Jiné (prosím upřesněte)
-

9. Jaké dodatečné aktivity nabízíte klientům? *

- Vzdělávací exkurze (napr. pozorování/účast na zemědělských činnostech)
- Prohlídky zvířat (napr. jízda na koni, zvířací farma)
- Řemeslá
- Rekreační a turistické aktivity (přírodní a kulturní zajímavosti)
- Sportovní aktivity (napr. cyklistika, lezení, lov, rybolov a pod.)
- Degustace místních specialit (napr. degustace vína, mléčných výrobků a pod.)
- Aktivity pro děti
- Jiné (prosím upřesněte)
-

10. Prodáváte produkty z farmy turistům?*

- Ano
- Ne

11. Vytvořili jste diverzifikací svých aktivit do oblasti agrituristiky nové pracovní příležitosti pro rodinné příslušníky nebo třetí osoby? Pokud ano, upřesněte prosím kolik.*

Ne (prosím doplňte 0)

Ano, pro rodinné příslušníky (prosím doplňte počet)

Ano, pro třetí osoby (prosím doplňte počet)

12. Jaký velký je podíl příjmů z agrituristiky na celkových příjmech farmy? (prosím upřesněte v %)

13. Jak moc vzrostli příjmy z prodeje vlastních výrobků od doby, co jste rozšířili aktivity o agrituristiku?*

- 0.0-9.9%
- 10.0-29.9%
- 30.0-49.9%
- 50% a více

14. O kolik procent vzrostla návštěvnost v regionu po zavedení agrituristiky na Vaší farmě?*

- 0.0-9.9%
- 10.0-29.9%
- 30.0-49.9%
- 50.0% a více

15. O kolik procent vzrůstli příjmy Vaší farmy díky agrituristice?*

- 0.0-9.9%
- 10.0-29.9%
- 30.0-49.9%
- 50.0% a více

16. Jaká byla Vaše hlavní motivace k rozšíření aktivit o agrituristiku?*

<input type="checkbox"/>	Dodateční zdroj příjmů (diverzifikace podnikatelských aktivit)
<input type="checkbox"/>	Využití volných kapacit
<input type="checkbox"/>	Zaměstnání rodinných příslušníků
<input type="checkbox"/>	Jiné (prosím upřesněte)
	<input type="text"/>

17. Spolupracujete s některou z následujících institucí: místní správa, SZIF (Státní zemědělský investiční fond), turistické informační centrá, ECEAT(Evropské centrum ekologického a agrárního turizmu), nebo obdobní profesní organizace?*

<input type="radio"/>	Ano
<input type="radio"/>	Ne

18. Jak by jste ohodnotil/-a spokojenost se spoluprací s níže uvedenými institucemi?*

	Úroveň spokojenosti				
	Nespokojený/-á	Spíše nespokojený/-á	Průměrně spokojený/-á	Nadprůměrně spokojený/-á	Velice spokojený/-á
Místní správa:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
SZIF (Státní zemědělský investiční fond)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Turistické informační centrá	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ECEAT - Evropské centrum ekologického a agrárního turizmu, resp. obdobní profesní organizace	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

19. Obdrželi jste podporu ze státních nebo evropských zdrojů?*

<input type="radio"/>	Nikdy jsem to nezvažoval/-a
<input type="radio"/>	Ano
<input type="radio"/>	Nebyl/-a jsem při žádání úspěšný/-á

20. Myslíte, že rozvoj turizmu je ve Vaším regionu dostatečně podporován?*

<input type="radio"/>	Ano – finančně
<input type="radio"/>	Ano – prostřednictvím propagace
<input type="radio"/>	Ano – oběma výše uvedenými způsoby
<input type="radio"/>	Ne – podpora není dostatečná

Appendix II – Tables from IBM SPSS Statistics

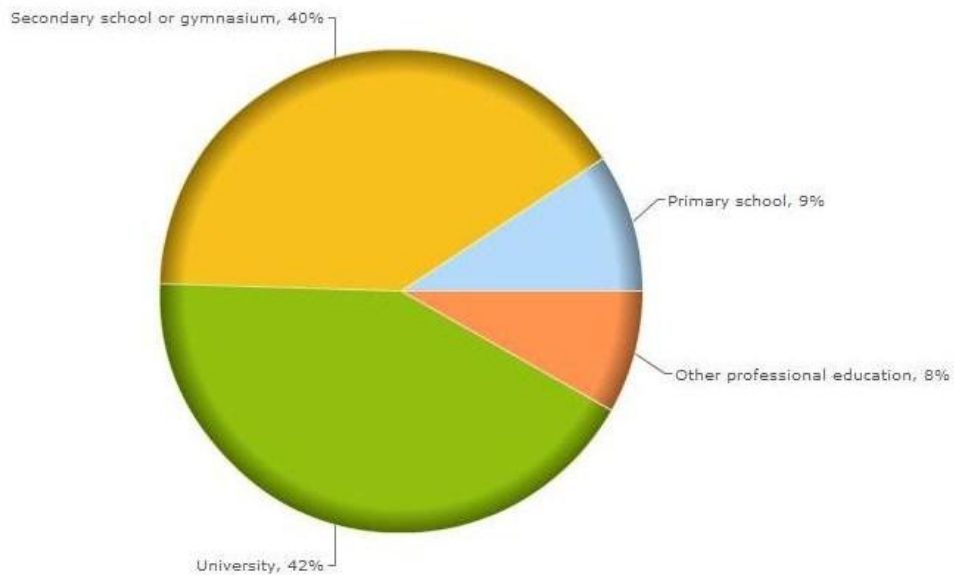
Descriptive Statist

Table no. 3: Descriptive statistics of age

	N	Minimum	Maximum	Mean	Std. Deviation	Variance
Age	184	39	65	50.22	5.189	26.928
Valid N (listwise)	184					

Source: Own output from IBM SPSS Statistics

Chart no. 1: Education



Source: Summary report from online survey performed on www.surveylexpression.com

Table no. 4: Start of business

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
2008-2010	73	39.7%	39.7%	39.7%
2004-2007	67	36.4%	36.4%	76.1%
2002-2003	44	23.9%	23.9%	100.0%
Total	184	100.0%	100.0%	

Source: Own output from IBM SPSS Statistics

Table no. 5: Motivation

	Responses	Percent of Cases
--	-----------	------------------

		N	Percent	
Motivation frequency	Additional income	182	50.8%	98.9%
	Unused capacity	119	33.2%	64.7%
	Employment for family	37	10.3%	20.1%
	Other	20	5.6%	10.9%
Total		358	100.0%	194.6%

Source: Own output from IBM SPSS Statistics

Table no. 5: Farms specialization

Specialization	Responses		Percent of Cases
	N	Percent	
craft animal	31	5.5%	16.8%
crops	168	30.1%	91.3%
holiday	170	30.4%	92.4%
others	164	29.3%	89.1%
others	26	4.7%	14.1%
Total	559	100.0%	303.8%

Source: Own output from IBM SPSS Statistics

Table no. 6: Types of accommodation

		Responses		Percent of Cases
		N	Percent	
Accommodation	Apartment	19	6.5%	10.3%
	Hotel	13	4.5%	7.1%
	Pension	170	58.4%	92.4%
	Cottage	60	20.6%	32.6%
	Camp	29	10.0%	15.8%
Total		291	100.0%	158.2%

Table no. 7: Meal plans

Meal plan	Responses		Percent of Cases
	N	Percent	
Selfservice	69	12.1%	37.5%
Breakfast	182	32.0%	98.9%
Brekdinner	134	23.6%	72.8%
BrekLD	163	28.7%	88.6%
Other	20	3.5%	10.9%
Total	568	100.0%	308.7%

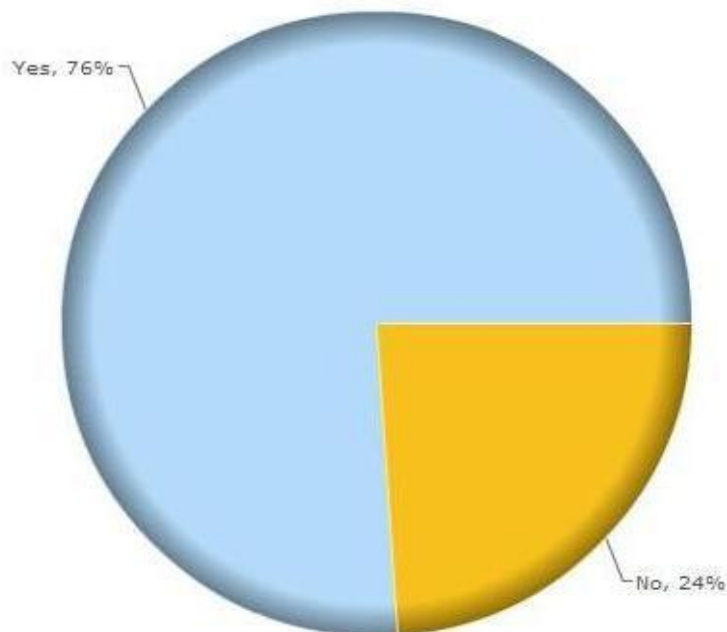
Source: Own output from IBM SPSS Statistics

Table no. 8: Activities

Activities	Responses		Percent of Cases
	N	Percent	
Educational tours	164	16.6%	89.1%
Animal display	166	16.8%	90.2%
Craft	32	3.2%	17.4%
Recreation	180	18.2%	97.8%
Sport	178	18.0%	96.7%
Degustation	83	8.4%	45.1%
Children	171	17.3%	92,9%
Other	16	1.6%	8.7%
Total	990	100.0%	538.0%

Source: Own output from IBM SPSS Statistics

Chart no. 2: Sale of own products



Source: Summary report from online survey performed on www.surveymethods.com

Table no. 9: Share of agritourism on the income of farm

	N	Minimum	Maximum	Mean	Std. Deviation	Variance
Share	184	10	80	35.14	16.115	259.681

Valid N (listwise)	184					
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Frequency

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
10	14	7.6	7.6	7.6
15	19	10.3	10.3	17.9
20	4	2.2	2.2	20.1
25	12	6.5	6.5	26.6
30	54	29.3	29.3	56.0
35	3	1.6	1.6	57.6
40	15	8.2	8.2	65.8
45	16	8.7	8.7	74.5
50	37	20,1	20,1	94.6
70	3	1.6	1.6	96.2
75	1	0.5	0.5	96.7
80	6	3.3	3.3	100.0
Total	184	100.0	100.0	

Source: Own output from IBM SPSS Statistics

Table no. 10: Cooperation with institutions

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	156	84.8	84.8	84.8
No	28	15.2	15.2	100.0
Total	184	100.0	100.0	

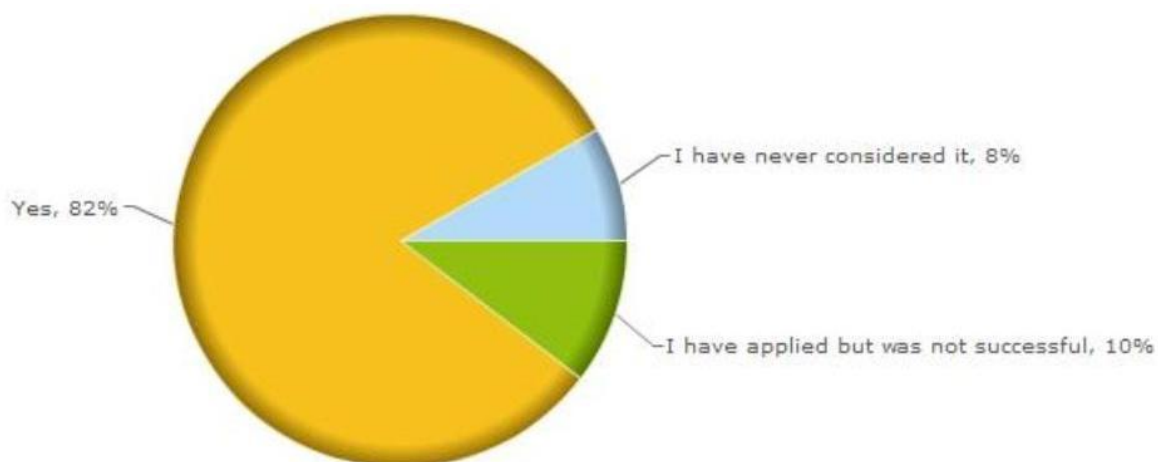
Source: Own output from IBM SPSS Statistics

Table no. 11: Cooperation with institutions – level of satisfaction

Level of satisfaction	Not at all satisfied	Slightly satisfied	Moderately satisfied	Very satisfied	Extremely satisfied	Number of Respondents
Municipalities:	2% (4)	56% (88)	37% (58)	3% (6)	0% (0)	156
SZIF (National Agricultural Intervention Fund) – provider of EU funds:	1% (2)	9% (15)	66% (103)	22% (35)	0% (1)	156
Tourist information centers:	0% (1)	5% (9)	61% (96)	30% (47)	1% (3)	156
ECEAT - European Centre for Ecological and Agricultural Tourism or similar non-government organizations:	0% (0)	5% (8)	28% (44)	62% (97)	4% (7)	156
Number of Respondents						156
Number of respondents who skipped this question						28

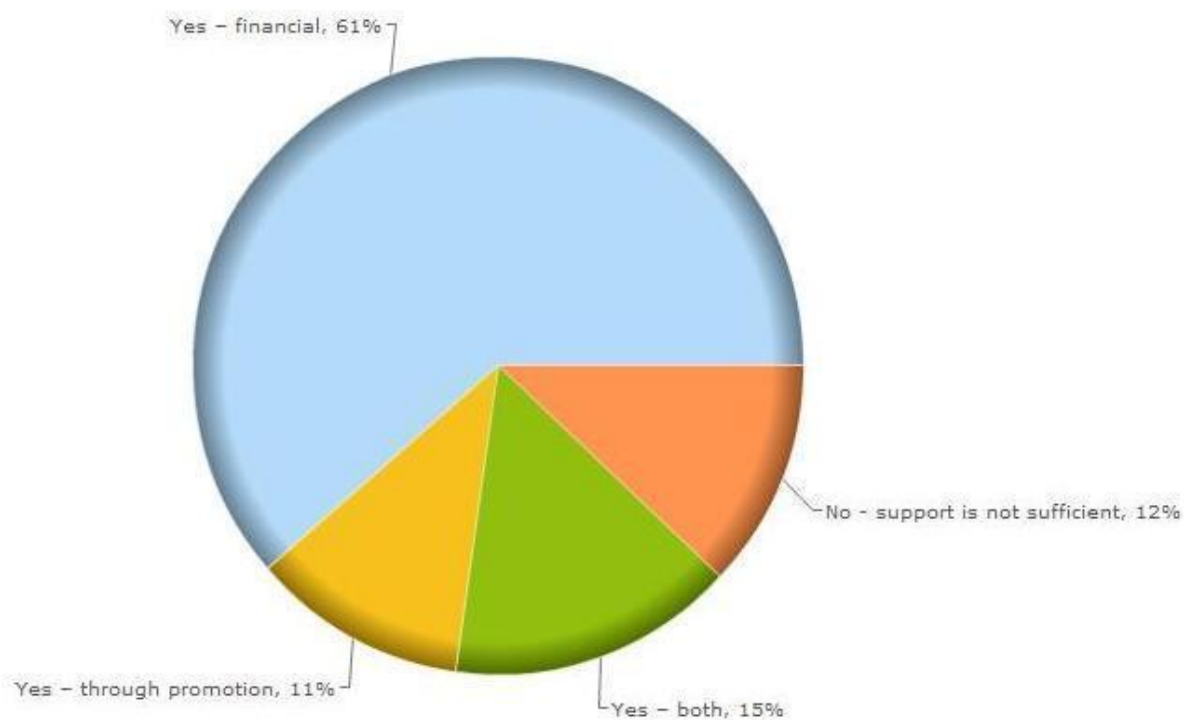
Source: Summary report from online survey performed on www.surveymethods.com

Chart no. 3: Received subsidies



Source: Summary report from online survey performed on www.surveymethods.com

Chart no. 4: Support for development of agritourism



Source: Summary report from online survey performed on www.surveymethods.com

Cross tabulation tables

Table no. 12: Impact of increase in the number of visitors on the increase of income from the sale of own products

			Sales				
			0.0 %- 9.9%	10.0%- 29.9%	30.0%- 49.9%	50.0% and more	Total
income	0.0-9.9%	Count	22	0	0	0	22
		% within Sales	66.7%	0.0%	0.0%	0.0%	12.0%
		% of Total	12.0%	0.0%	0.0%	0.0%	12.0%
	10.0-29.9%	Count	10	53	5	0	68
		% within Specialization	30.3%	100.0%	5.7%	0.0%	37.0%
		% of Total	5.4%	28.8%	2.7%	0.0%	37.0%
	30.0-49.9%	Count	1	0	83	0	84
		% within Specialization	3.0%	0.0%	94.3%	0.0%	45.7%
		% of Total	0.5%	0.0%	45.1%	0.0%	49.5%
	50% and	Count	0	0	0	10	10

	more	% within Specialization	0.0%	0.0%	0.0%	100.0%	5.4%
		% of Total	0.0%	0.0%	0.0%	5.4%	5.4%
Total		Count	33	53	88	10	184
		% within sales	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	17.9%	28.8%	92.4%	89.1%	100.0%

Source: Own output from IBM SPSS Statistics

Table no. 13: Impact of specialization on increase of income of the farm

			Specialization frequency					Total
			craft	animal	crops	holiday	others	
income	0-9.9%	Count	0	23	25	24	10	26
		% within Specialization	0.0%	13.7%	14.7%	14.6%	38.5%	
		% of Total	0.0%	12.5%	13.6%	13.0%	5.4%	14.1%
	10-29.9%	Count	0	56	55	51	2	57
		% within Specialization	0.0%	33.3%	32.4%	31.1%	7.7%	
		% of Total	0.0%	30.4%	29.9%	27.7%	1.1%	31.0%
	30-49.9%	Count	31	87	82	81	4	91
		% within Specialization	100.0%	51.8%	48.2%	49.4%	15.4%	
		% of Total	16.8%	47.3%	44.6%	44.0%	2.2%	49.5%
	50% and more	Count	0	2	8	8	10	10
		% within Specialization	0.0%	1.2%	4.7%	4.9%	38.5%	
		% of Total	0.0%	1.1%	4.3%	4.3%	5.4%	5.4%
Total		Count	31	168	170	164	26	184
		% of Total	16.8%	91.3%	92.4%	89.1%	14.1%	100.0%

Source: Own output from IBM SPSS Statistics

Table no. 14: Impact of activities offered to visitors on increase of income of the farm

			Activities							Total	
			Educa t	Anima l	Craft	Relax	Sport	Degust .	Childre n	Other	
Income	0.0- 9.9%	Count	21	23	1	26	25	16	24	9	26
		% within Accommodation	12.8%	13.9%	3.1%	14.4%	14.0%	19.3%	14.0%	56.3%	
		% of Total	11.4%	12.5%	0.5%	14.1%	13.6%	8.7%	13.0%	4.9%	14.1%

10.0-29.9 %	Count	49	54	1	57	57	24	53	2	57
	% within Accommodation	29.9%	32.5%	3.1%	31.7%	32.0%	28.9%	31.0%	12.5%	
	% of Total	26.6%	29.3%	0.5%	31.0%	13.0%	28.8%	1.1%	31.0%	
30.0-49.9 %	Count	84	85	30	87	86	37	84	2	91
	% within Accommodation	51.2%	51.2%	93.8%	48.3%	48.3%	44.6%	49.1%	12.5%	
	% of Total	45.7%	46.2%	16.3%	47.3%	46.7%	20.1%	45.7%	1.1%	49.5%
50.0 % and more	Count	10	4	0	10	10	6	10	3	10
	% within Accommodation	6.1%	2.4%	0.0%	5.6%	5.6%	7.2%	5.8%	18.8%	
	% of Total	5.4%	2.2%	0.0%	5.4%	5.4%	3.3%	5.4%	1.6%	5.4%
Total	Count	164	166	32	180	178	83	171	16	184
	% of Total	89.1%	90.2%	17.4%	97.8%	96.7%	45.1%	92.9%	8.7%	100.0%

Source: Own output from IBM SPSS Statistics

Table no. 15: Impact of types of accommodation offered on increase of income of the farm

		Accommodation					Total	
		Apartment	Hotel	Pension	Cottage	Camp		
Income	0.0-9.9%	Count	0	1	26	1	0	26
		% within Accommodation	0.0%	7.7%	15.3%	1.7%	0.0%	
		% of Total	0.0%	0.5%	14.1%	0.5%	0.0%	14.1%
	10.0-29.9%	Count	0	0	57	0	0	57
		% within Accommodation	0.0%	0.0%	33.5%	0.0%	0.0%	
		% of Total	0.0%	0.0%	31.0%	0.0%	0.0%	31.0%
	30.0-49.9%	Count	14	2	87	59	29	91
		% within Accommodation	73.7%	15.4%	51.2%	98.3%	100.0%	
		% of Total	7.6%	1.1%	47.3%	32.1%	15.8%	49.5%
	50.0 % and more	Count	5	10	0	0	0	10
		% within Accommodation	26.3%	76.9%	0.0%	0.0%	0.0%	

		% of Total	2.7%	5.4%	0.0%	0.0%	0.0%	5.4%
Total		Count	19	13	170	60	29	184
		% of Total	10.3%	7.1%	92.4%	32.6%	15.8%	100.0%

Source: Own output from IBM SPSS Statistics

Table no. 16: New employment opportunities created for farmer`s family members

		Family members		Total	
		yes	no		
New employment opportunities	0	Count	0	63	63
		% within Family members	0.0%	76.8%	34.2%
		% of Total	0.0%	34.2%	34.2%
	1	Count	38	0	38
		% within Family members	37.3%	0.0%	20.7%
		% of Total	20.7%	0.0%	20.7%
	2	Count	31	0	31
		% within Family members	30.4%	0.0%	16.8%
		% of Total	16.8%	0.0%	16.8%
	3	Count	10	0	10
		% within Family members	9.8%	0.0%	5.4%
		% of Total	5.4%	0.0%	5.4%
	4	Count	12	6	18
		% within Family members	11.8%	7.3%	9.8%
		% of Total	6.5%	3.3%	9.8%
	5	Count	7	5	12
		% within Family members	6.9%	6.1%	6.5%
		% of Total	3.8%	2.7%	6.5%
	6	Count	4	8	12
		% within Family members	3.9%	9.8%	6.5%
		% of Total	2.2%	4.3%	6.5%
Total	Count	102	82	184	
	% within Family members	100.0%	100.0%	100.0%	
		% of Total	55.4%	44.6%	100.0%

Source: Own output from IBM SPSS Statistics

Table no. 17: Impact of specialization of the farm on new employment opportunities created for farmer`s family members

			Specialization					Total
			craft	animal	crops	holiday	others	
Family members	yes	Count	29	100	95	91	46	102
		% within \$Specialization	93.5%	59.5%	55.9%	55.5%	53.5%	
		% of Total	15.8%	54.3%	51.6%	49.5%	25.0%	55.4%
	no	Count	2	68	75	73	40	82
		% within \$Specialization	6,5%	40,5%	44,1%	44,5%	46,5%	
		% of Total	1.1%	37.0%	40.8%	39.7%	21.7%	44.6%
Total		Count	31	168	170	164	86	184
		% of Total	16.8%	91.3%	92.4%	89.1%	46.7%	100.0%

Source: Own output from IBM SPSS Statistics

Table no. 18: Impact of types of accommodation offered on new employment opportunities created for farmer`s family members

			Accommodation					Total
			Apartment	Hotel	Pension	Cottage	Camp	
Family members	yes	Count	13	2	99	54	27	102
		% within \$Accommodation	68.4%	15.4%	58.2%	90.0%	93.1%	
		% of Total	7.1%	1,1%	53,8%	29,3%	14,7%	55.4%
	no	Count	6	11	71	6	2	82
		% within \$Accommodation	31.6%	84.6%	41.8%	10.0%	6.9%	
		% of Total	3.3%	6.0%	38.6%	3.3%	1.1%	44.6%
Total		Count	19	13	170	60	29	184
		% of Total	10.3%	7.1%	92.4%	32.6%	15.8%	100.0%

Source: Own output from IBM SPSS Statistics

Table no. 19: Impact of types of activities offered on new employment opportunities created for farmer`s family members

Familymemb*\$Activities Crosstabulation

		\$Activities ^a								Total	
		Education_A	Animal_A	Craft_A	Recreation	Sport_A	Degustation	Children_A	Other_A		
Familymemb	yes	Count	93	97	29	99	97	45	93	1	102
		% within \$Activities	56,7%	58,4%	90,6%	55,0%	54,5%	54,2%	54,4%	6,3%	
		% of Total	50,5%	52,7%	15,8%	53,8%	52,7%	24,5%	50,5%	0,5%	55,4%
no	Count	71	69	3	81	81	38	78	15	82	
		% within \$Activities	43,3%	41,6%	9,4%	45,0%	45,5%	45,8%	45,6%	93,8%	
		% of Total	38,6%	37,5%	1,6%	44,0%	44,0%	20,7%	42,4%	8,2%	44,6%
Total	Count	164	166	32	180	178	83	171	16	184	
	% of Total	89,1%	90,2%	17,4%	97,8%	96,7%	45,1%	92,9%	8,7%	100%	

Percentages and totals are based on respondents.

a. Dichotomy group tabulated at value 37.

Source: Own output from IBM SPSS Statistics

Table no. 20: Received subsidies according to farm specialization

			Specialization frequency					Total
			craft	animal	crops	holiday	others	
Subsidies	yes	Count	30	138	138	132	13	150
		% within Specialization	96.8%	82.1%	81.2%	80.5%	50.0%	
		% of Total	16.3%	75.0%	75.0%	71.7%	7.1%	81.5%
	no	Count	0	14	15	14	8	15
		% within Specialization	0.0%	8.3%	8.8%	8.5%	30.8%	
		% of Total	0.0%	7.6%	8.2%	7.6%	4.3%	8.2%
	applied but was not successful	Count	1	16	17	18	5	19
		% within Specialization	3.2%	9.5%	10.0%	11.0%	19.2%	
		% of Total	0.5%	8.7%	9.2%	9.8%	2.7%	10.3%
Total	Count	31	168	170	164	26	184	
	% of Total	16.8%	91.3%	92.4%	89.1%	14.1%	100.0%	

Source: Own output from IBM SPSS Statistics

Table no. 21: Received subsidies according to activities offered to visitors

			Funds*\$Activities Crosstabulation								
			\$Activities*								
			Education_A	Animal_A	Craft_A	Recreation	Sport_A	Degustation	Children_A	Other_A	Total
Funds	yes	Count	135	137	30	147	145	61	140	5	150
		% within \$Activities	82,3%	82,5%	93,8%	81,7%	81,5%	73,5%	81,9%	31,3%	
		% of Total	73,4%	74,5%	16,3%	79,9%	78,8%	33,2%	76,1%	2,7%	81,5%
no	Count	14	13	1	15	14	13	13	6	15	
	% within \$Activities	8,5%	7,8%	3,1%	8,3%	7,9%	15,7%	7,6%	37,5%		
	% of Total	7,6%	7,1%	0,5%	8,2%	7,6%	7,1%	7,1%	3,3%	8,2%	
applied but was not successful	Count	15	16	1	18	19	9	18	5	19	
	% within \$Activities	9,1%	9,6%	3,1%	10,0%	10,7%	10,8%	10,5%	31,3%		
	% of Total	8,2%	8,7%	0,5%	9,8%	10,3%	4,9%	9,8%	2,7%	10,3%	
Total	Count	164	166	32	180	178	83	171	16	184	
	% of Total	89,1%	90,2%	17,4%	97,8%	96,7%	45,1%	92,9%	8,7%	100%	

Percentages and totals are based on respondents.

Source: Own output from IBM SPSS Statistics

Table no. 22: Received subsidies according to types of accommodation offered

			Accommodation					Total
			Apartment	Hotel	Pension	Cottage	Camp	
Subsidies	yes	Count	19	12	136	59	28	150
		% within Accommodation	100.0%	92.3%	80.0%	98.3%	96.6%	
		% of Total	10.3%	6.5%	73.9%	32.1%	15.2%	81.5%
	no	Count	0	1	15	1	0	15
		% within Accommodation	0.0%	7.7%	8.8%	1.7%	0.0%	
		% of Total	0.0%	0.5%	8.2%	0.5%	0.0%	8.2%
	applied but was not successful	Count	0	0	19	0	1	19
		% within Accommodation	0.0%	0.0%	11.2%	0,0%	3,4%	
		% of Total	0.0%	0.0%	10.3%	0.0%	0.5%	10.3%
Total	Count	19	13	170	60	29	184	
	% of Total	10.3%	7.1%	92.4%	32.6%	15.8%	100.0%	

Source: Own output from IBM SPSS Statistics

Chi square tables

Table no. 23: Chi squared - Impact of increase in the number of visitors on the increase of income from the sale of own products

Chi squared test of independence of increase in the number of visitors (variable 1) and the increase of income from the sale of own products (variable 2) was performed.

The following hypotheses were formulated:

- (i) Hypothesis zero: variables 1 and 2 are independent
- (ii) Alternative hypothesis: variables 1 and 2 are not independent

The above hypotheses were tested at .05 the level of significance. Based on the result of the Chi- square test, P value of (.000) < than the level of significance of (.05). See below.

According to the results of the test hypothesis zero is rejected.

№ of tourists	Sale of products			
	yes		no	
	Count	Column N %	Count	Column N %
0.0%-9.9%	6	4.9%	22	35.5%
10.0-29.9%	47	38.5%	21	33.9%
30.0-49.9%	60	49.2%	14	22.6%
50.0% and more	9	7.4%	5	8.1%

Pearson Chi-Square Tests

		Sale of products
№ of tourists	Chi-square	32.737
	df	3
	Sig.	.000*

Source: Own output from IBM SPSS Statistics

Table no. 24: Chi squared - Impact of specialization of the farm on increase of income of the farm

Chi squared test of independence of specialization of the farm (variable 1) and the increase of income of the farm (variable 2) was performed. Due to the fact that category "Crafts &

Workshops“ was insignificant with respect to the number of received responses and for the overall result of the analysis, it was merged into category “ Other”.

The following hypotheses were formulated:

- (i) Hypothesis zero: variables 1 and 2 are independent
- (ii) Alternative hypothesis: variables 1 and 2 are not independent

The above hypotheses were tested at the .05 level of significance. Based on the result of the Chi- square test, P value of (.000) < than the level of significance of (.05).

According to the results of the test, hypothesis zero is rejected

Specialization	Income							
	0-9.9%		10.0-29.9%		30.0-49.9%		50.0% and more	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
Animals	33	91.7%	68	98.6%	59	93.7%	8	50.0%
Crops	35	97.2%	67	97.1%	54	85.7%	14	87.5%
Holiday	34	94.4%	63	91.3%	53	84.1%	14	87.5%
Others	24	66.7%	25	36.2%	21	33.3%	16	100.0%

Pearson Chi-Square Tests

		Income
Specialization	Chi-square	81.941
	df	6
	Sig.	.000*

Source: Own output from IBM SPSS Statistics

Table no. 25: Chi squared - Impact of activities offered to visitors on increase of income of the farm

Chi squared test of independence of activities offered to visitors (variable 1) and the increase of income of the farm (variable 2) was performed. Due to the fact that categories “Crafts & Workshops”, “Sport activities”, “Degustation of local specialties” and “Activities for children” were insignificant with respect to the number of received

responses and for the overall result of the analysis, they were merged into the category “Other”.

The following hypotheses were formulated:

- (i) Hypothesis zero: variables 1 and 2 are independent
- (ii) Alternative hypothesis: variables 1 and 2 are not independent

The above hypotheses were tested at .05 level of significance. Based on the result of the Chi-square test, P value of (.011) < than the level of significance of (.05).

According to the results of the test, hypothesis zero is rejected.

Activities	Income							
	0-9.9%		10.0-29.9%		30.0-49.9%		50.0% and more	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
Educational tours	21	80.8%	49	86.0%	78	91.8%	16	100.0%
Animal display	23	88.5%	54	94.7%	79	92.9%	10	62.5%
Recreation	26	100.0%	57	100.0%	81	95.3%	16	100.0%
Other	26	100.0%	57	100.0%	85	100.0%	16	100.0%

Pearson Chi-Square Tests

		Income
Activities	Chi-square	25.840
	df	5
	Sig.	.011 [*]

Source: Own output from IBM SPSS Statistics

Table no. 26: Chi squared - Impact of types of accommodation on increase of income of the farm

Chi squared test of independence of types of accommodation (variable 1) and the increase of income of the farm (variable 2) was performed. Due to the fact that categories “Apartment”, “Hotel” and “Camp site” were insignificant with respect to the number of

received responses and for the overall result of the analysis, they were merged into the category “Other”.

The following hypotheses were formulated:

- (i) Hypothesis zero: variables 1 and 2 are independent
- (ii) Alternative hypothesis: variables 1 and 2 are not independent

The above hypotheses were tested at .05 level of significance. Based on the result of the Chi-square test, P value of (.000) < than the level of significance of (.05).

According to the results of the test, hypothesis zero is rejected.

Accommodation	Income							
	0-9.9%		10.0-29.9%		30.0-49.9%		50.0% and more	
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
Pension	36	100.0%	65	94.2%	63	100.0%	6	37.5%
Cottage	8	22.2%	10	14.5%	36	57.1%	6	37.5%
Other	10	27.8%	12	17.4%	12	19.0%	12	75.0%

Pearson Chi-Square Tests

		Income
Accommodation	Chi-square	131,358
	df	7
	Sig.	.000 [*]

Source: Own output from IBM SPSS Statistics

Table no. 27: Chi squared - Impact of specialization of the farm on new employment opportunities created for farmer`s family members

Chi squared test of independence of specialization of farm (variable 1) and new employment opportunities created for farmer`s family members (variable 2) was performed. Due to the fact that category ”Crafts & Workshops“ was insignificant with respect to the number of received responses and for the overall result of the analysis, it was merged into the category “ Other”.

The following hypotheses were formulated:

- (i) Hypothesis zero: variables 1 and 2 are independent
- (ii) Alternative hypothesis: variables 1 and 2 are not independent

The above hypotheses were tested at .05 level of significance. Based on the result of the Chi-square test, P value of (.009) < than the level of significance of (.05).

According to the results of the test, hypothesis zero is rejected.

Specialization	Employment for family members			
	yes		no	
	Count	Column N %	Count	Column N %
Animal	100	98.0%	68	82.9%
Crops	95	93.1%	75	91.5%
Holiday	91	89.2%	73	89.0%
Others	46	45.1%	40	48.8%

Pearson Chi-Square Tests

		Employment for family members
Specialization	Chi-square	13.506
	df	4
	Sig.	.009

Source: Own output from IBM SPSS Statistics

Table no. 28: Chi squared - Impact of types of accommodation offered on new employment opportunities created for farmer`s family members

Chi squared test of independence of types of accommodation (variable 1) and new employment opportunities created for farmer`s family members (variable 2) was performed. Due to the fact that categories "Apartment", "Hotel" and "Camp site" were insignificant with respect to the number of received responses and for the overall result of the analysis, they were merged into the category "Other."

The following hypotheses were formulated:

- (i) Hypothesis zero: variables 1 and 2 are independent
- (ii) Alternative hypothesis: variables 1 and 2 are not independent

The above hypotheses were tested at .05 level of significance. Based on the result of the Chi-square test, P value of (.000) < than the level of significance of (.05).

According to the results of the test, hypothesis zero is rejected.

Accommodation	Employment for family members			
	yes		no	
	Count	Column N %	Count	Column N %
Pension	99	97.1%	71	86.6%
Cottage	54	52.9%	6	7.3%
Other_	33	32.4%	13	15.9%

Pearson Chi-Square Tests

		Employment for family members
Accommodation	Chi-square	56.750
	df	3
	Sig.	.000*

Source: Own output from IBM SPSS Statistics

Table no. 29: Chi squared - Impact of types of activities offered on new employment opportunities created for farmer`s family members

Chi squared test of independence of activities offered to visitors (variable 1) and new employment opportunities created for farmer`s family members (variable 2) was performed. Due to the fact that categories "Crafts & Workshops", "Sport activities", "Degustation of local specialties" and "Activities for children" were insignificant with respect to the number of received responses and for the overall result of the analysis, they were merged into the category "Other".

The following hypotheses were formulated:

- (i) Hypothesis zero: variables 1 and 2 are independent
- (ii) Alternative hypothesis: variables 1 and 2 are not independent

The above hypotheses were tested at .05 level of significance. Based on the result of the Chi-square test, P value of (.099) > than the level of significance of (.05).

According to the results of the test, hypothesis zero is not rejected.

Activities	Employment for family members			
	yes		no	
	Count	Column N %	Count	Column N %
Educational tours	93	91.2%	71	86.6%
Animal display	97	95.1%	69	84.1%
Recreation	99	97.1%	81	98.8%
Other	102	100.0%	82	100.0%

Pearson Chi-Square Tests

		Employment for family members
Activities	Chi-square	7.800
	df	4
	Sig.	.099

Source: Own output from IBM SPSS Statistics

Table no. 30: Chi squared - Received subsidies according to farm specialization

Chi squared test of independence of received subsidies (variable 1) and specialization of farm (variable 2) was performed. Due to the fact that category "Crafts & Workshops" was insignificant with respect to the number of received responses and for the overall result of the analysis, it was merged into the category "Other".

The following hypotheses were formulated:

- (i) Hypothesis zero: variables 1 and 2 are independent
- (ii) Alternative hypothesis: variables 1 and 2 are not independent

The above hypotheses were tested at .05 level of significance. Based on the result of the Chi- square test, P value of (.000) < than the level of significance of (.05).

According to the results of the test, hypothesis zero is rejected.

		Subsidies					
		yes		no		applied but was not successful	
		Count	Column N %	Count	Column N %	Count	Column N %
Specialization	animal	127	96.9%	18	78.3%	23	76.7%
	crops	121	92.4%	21	91.3%	28	93.3%
	holiday	118	90.1%	20	87.0%	26	86.7%
	others	42	32.1%	20	87.0%	24	80.0%

Pearson Chi-Square Tests

		Subsidies
Specialization	Chi-square	58.389
	df	6
	Sig.	.000*

Source: Own output from IBM SPSS Statistics

Table no. 31: Chi squared - Received subsidies according to activities offered to visitors

Chi squared test of independence of received subsidies (variable 1) and activities offered to visitors (variable 2) was performed. Due to the fact that categories “Crafts & Workshops”, “Sport activities” and “Degustation of local specialties”, “Activities for children” were insignificant with respect to the number of received responses and for the overall result of the analysis, they were merged into category “Other.”

The following hypotheses were formulated:

- (i) Hypothesis zero: variables 1 and 2 are independent
- (ii) Alternative hypothesis: variables 1 and 2 are not independent

The above hypotheses were tested at .05 level of significance. Based on the result of the Chi- square test, P value of (.098) > than the level of significance of (.05).

According to the results of the test, hypothesis zero is not rejected.

		Subsidies		
		yes	no	applied but was not successful

Activities	Count	Column N %	Count	Column N %	Count	Column N %
Educational tours	116	88.5%	22	95.7%	26	86.7%
Animal display	124	94.7%	17	73.9%	25	83.3%
Recreation	128	97.7%	23	100.0%	29	96.7%
Other	131	100.0%	23	100.0%	30	100.0%

Pearson Chi-Square Tests

		Subsidies
Activities	Chi-square	13.416
	df	4
	Sig.	.098

Source: Own output from IBM SPSS Statistics

Table no. 32: Chi squared - Received subsidies according to types of accommodation offered

Chi squared test of independence received subsidies (variable 1) and types of accommodation (variable 2) was performed. Due to the fact that categories “Apartment”, “Hotel” and “Camp site” were insignificant with respect to the number of received responses and for the overall result of the analysis, they were merged into the category “Other”.

The following hypotheses were formulated:

- (i) Hypothesis zero: variables 1 and 2 are independent
- (ii) Alternative hypothesis: variables 1 and 2 are not independent

The above hypotheses were tested at .05 level of significance. Based on the result of the Chi-square test, P value of (.028) < than the level of significance of (.05).

According to the results of the test, hypothesis zero is rejected.

Accommodation	Subsidies					
	yes		no		applied but was not successful	
	Count	Column N %	Count	Column N %	Count	Column N %
Pension	126	96.2%	19	82.6%	25	83.3%

Cottage	49	37.4%	5	21.7%	6	20.0%
Other	33	25.2%	6	26.1%	7	23.3%

Pearson Chi-Square Tests

		Subsidies
Accommodation	Chi-square	14.151
	df	5
	Sig.	.028

Source: Own output from IBM SPSS Statistics