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**Extended Abstract of Diploma Thesis**  
**Analysis of selected agritourism organizations in the**  
**Benešov region**

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## **Abstract**

The diploma thesis is dedicated to analysis of selected agritourism organisation in Benešov region. For this purpose, four different farms and homesteads were chosen, according to the type of provided services. Aim of the thesis is to find out which services they provide, how each of the organisations work, what can be improved and how.

The first part of the thesis explains the terms connected to this topic, such as tourism, its history, forms and types, agritourism, possible activities, and the tourism and agritourism in the Czech Republic.

In the second part, each of the farms is introduced, analysed and provided with recommendations. The findings about selected organisations are accompanied by an illustrative questionnaire conducted for the purpose of finding out the respondent's awareness of the agritourism in the Czech Republic. Results of analyses of each organisation are used for the final discussion, recommendations for their future performance and conclusion.

**Keywords:** tourism, agritourism, farm, Benešov region, economic analysis

## **Abstrakt**

Tato diplomová práce je věnována analýze vybraných agroturistických organizací na Benešovsku. K tomuto účelu byly vybrány čtyři farmy a hospodářství. Hlavním cílem této práce je zjištění, jaké služby jsou zde poskytovány, jak je každá z uvedených organizací provozována, jaké části jejich provozu mohou být vylepšeny a jak.

První část práce vysvětluje terminologii spojenou s tímto tématem, tedy výrazy jako turistika, cestovní ruch, jeho formy a typy, agroturistika, možné aktivity a také cestovní ruch a agroturistika v České republice.

Ve druhé, praktické části je poté každá z organizací představena a zanalyzována. Závěry analýz jsou poté doplněny návrhy na zlepšení. Zjištění o jednotlivých organizacích jsou doplněna o dotazník ilustrativního charakteru, který byl proveden za účelem zjištění povědomí respondentů o agroturistice v České republice. Výsledky jednotlivých analýz jsou použity pro závěrečnou diskusi, doporučení pro zlepšení provozu a závěr.

**Klíčová slova:** cestovní ruch, agroturistika, farma, Benešovsko, ekonomická analýza

## **Objectives**

The main aim of this thesis is the analysis of 4 selected agritourism institutions in the Benešov region with their overall evaluation and further recommendations as the outcome. Since there are different types of these institutions in the Benešov region, providing different services, there is a probability, there will be interesting opportunities for them to cooperate with each other instead of being direct competitors.

Therefore the main research questions are as follows:

- What are the provided agritourism services in selected organizations?
- How are the services diversified?
- What are the possibilities of cooperation among agritourism organizations in the Benešov region?

## **Outcomes of research**

### **A. Recommendations to Organisations**

Although there was an assumption there would be a potential for cooperation among the ms, the analyses proved the opposite. Even though it may not be a suitable idea now, it does not mean it would not be possible in the future. At first, it is necessary for each firm to focus on itself and its development on its own. Although the selected organisation proved to be different from each other (mainly by different management styles and way of running the organisation), as assumed, they resulted to suffer from the same weaknesses and threats. None of the organisation's features determined business plan or business strategy into future.

### **B. Possibilities of Cooperation**

All of the organisations are found wanting in the sphere of marketing. The propagation of all organisations is very poor, except their websites or Facebook pages. This is also a shortcoming of the Benešov information centre; therefore, I would recommend cooperation with the information centre at first. The cooperation would also help the tourism in the Benešov city itself since it has a lot to offer, as a result, both sides would profit.

Other possible cooperation which could be used especially by the two organisations which are focused on accommodation, farmhouse Strnadovský mlýn and farm Ztracenka, is cooperation with a discount site, such as [www.slevomat.cz](http://www.slevomat.cz), which is a very popular discount site used by customers to find accommodation, free-time activities, services or goods for discounted price. This would help promote the organisation and gain new visitors.

I think there are possibilities, how to improve performance of each firm, but they should focus on services they are already providing, improve their quality and strategy, and then there would definitely be possibility of cooperation among these organisations.

### **C. Summary of the Questionnaire**

To sum up the information gained through the questionnaire, most of the original assumptions were met. Women have a better knowledge and interest in this topic, and higher personal experience. However, the overall personal experience in this sphere is rather low.

The main reason of low experience level is probably the lack of provided information and promotion of individual agritourism organisation, which was also stressed by several respondents in the last part of the questionnaire. Overall interest in this topic was higher, than expected, and several respondents mentioned, they have never thought about visiting an agritourism organisation, but they started to be interested in this topic after the questionnaire. This shows, the agritourism organisations have a big opportunity to attract new visitors, but it will require a lot of improvements in the sphere of promotion and advertising.

### **Discussion and Conclusion**

The offer of agritourism in Benešov Region is overall plentiful, however, it was really difficult to find comprehensive resource of information about particular organizations and different types of activities in the region. The lack of information resources harms not only the individual organisations, but also the whole agritourism sphere in Benešov region. Therefore, cooperation of Benešov information centre and each of the individual organisations was recommended.

Unfortunately, none of the organisations wanted to directly provide accounting data for the financial evaluation. All from the same reason – it appears, that their farms are not only a

business for them, but they are their hobby and lifestyle, and this type of data is very sensitive for them, since it is their only income. However, it is also possible, that the small businesses do not every time declare all of their income, therefore they could have problems with the revenue authority. However, according to the other parts of analyses, there still is a conclusion about the profitability: the operation of small, family farm focused on agritourism itself is not very profitable, and can be done only by people, who have the connection with nature and agriculture - it is something what must be done with heart and soul, for joy, from internal conviction, not only for profit.

As already mentioned in the recommendations above, unfortunately it is not right time for the organisations to think about cooperation with each other. They all should focus on improvement of their business and promotion. Desirable is the cooperation with external organisations, such as information centre of Benešov city or cooperation with discount sites, which could help raise awareness about agritourism activities in this region.

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