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# AGRO-TOURISM

## IN THE CONTEXT WITH THE RURAL DEVELOPMENT

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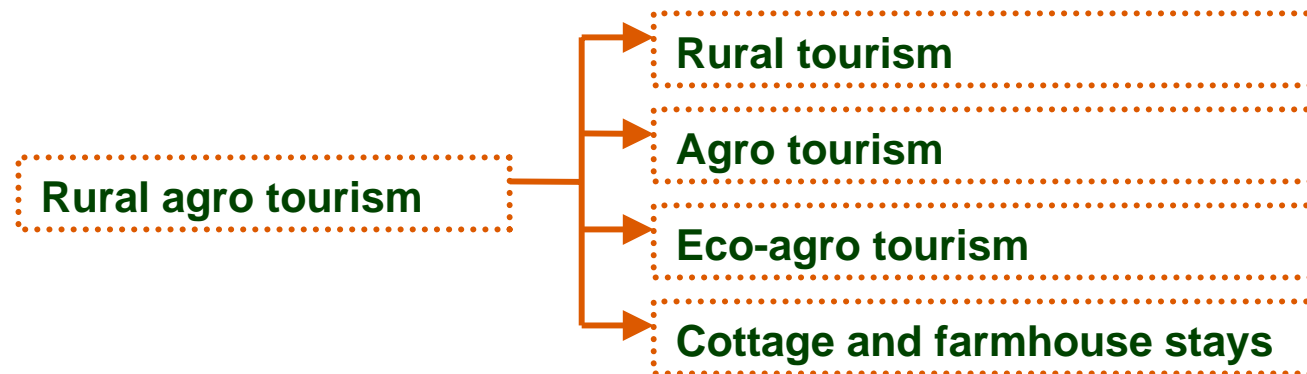
## Czech economy - tourism ranked on the third place

- after the **petrochemical** and **automotive industries**
- tourism is a **dramatically rising segment of economy**

### Represents:

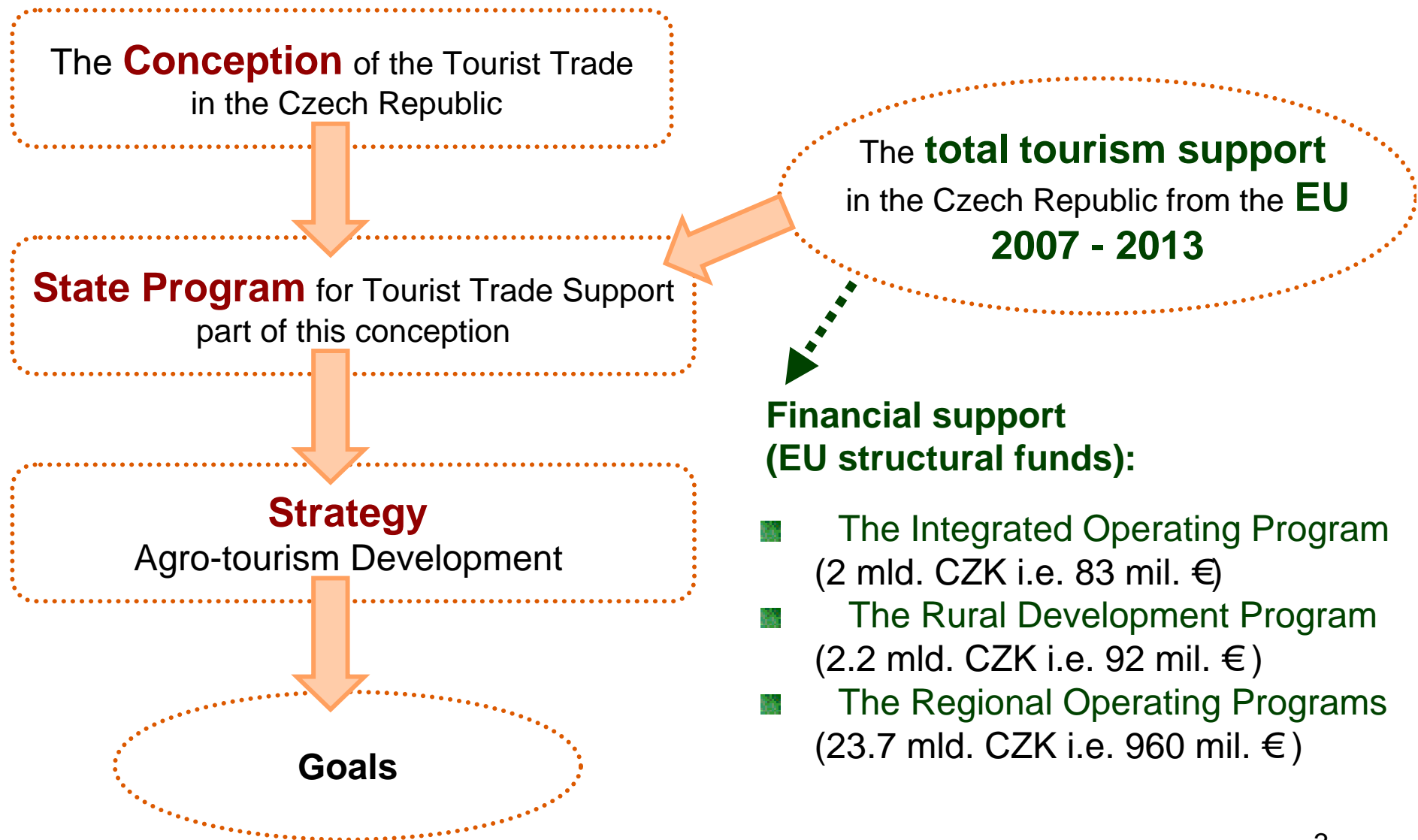
- employees 110 thousands (2.3% of the total) EU 4 – 5%
- total employment rate 569 thousands (5.7% including indirect) EU 9 – 10%
- GDP 9 – 11% EU cca 13.5%

## Rural agro-tourism – part of the tourism (later as **agro-tourism**)



These groups - variously overlap each other in the real life  
 - to simplify them there is used umbrella title agro tourism

# The Principle of the Tourism Development



## Goals of the Conception of the State Policy are:



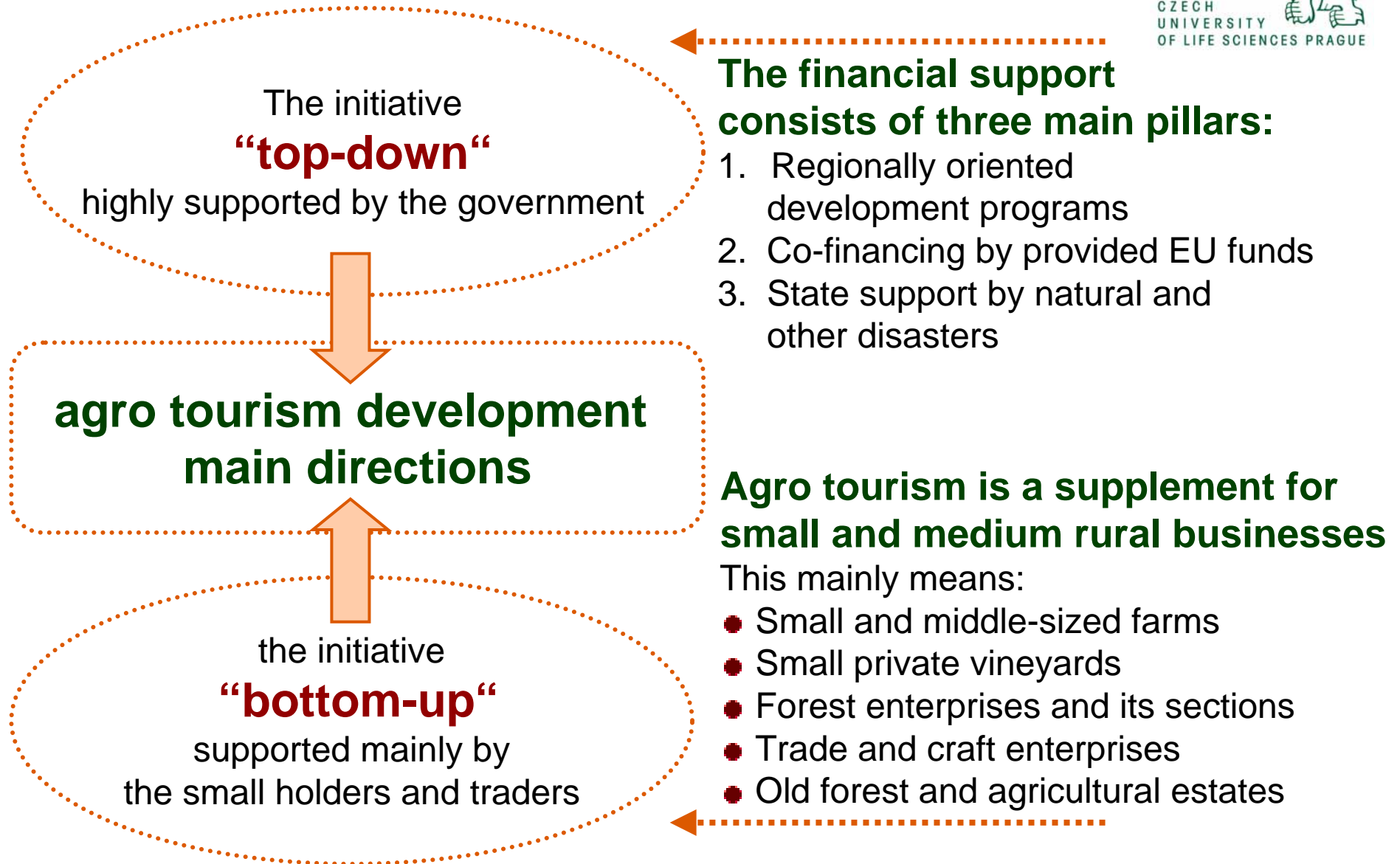
- Increasing of foreign currency income from the tourist trade
- Increasing of state income and municipality budget
- Stabilization and obtaining of new job possibilities in the regions
- Support for the tourist trade activities in the regions, especially development of small and medium business
- Improving and development of infrastructure for ecologically shrift forms of agro tourism
- Establishment of the legislative frame for the tourist industry support from viewpoint of the competent state administrative and local authorities

## Goals of the Conception of the State Policy are:



- Improving of the professional system  
(high and university education in the tourist industry)
- Effective use and protection of historical potential for the tourist industry
- Guarantee of the efficient marketing of the tourist industry in the different levels of the public administration
- Guarantee of the EU law of the tourist industry integration to the Czech legal system
- Establishing of the system for the EU financial support recruitment (structural funds) in the tourist industry
- Contribute to the preservation and increasing of the environment quality and sustainable development

# Regional and Local Support



# Strategy of Agro-tourism Development

- Based on the conception of agro tourism development in the Czech Republic
- Regional's leading role

## Its goals are to ensure:

- Empower the competition
- Increasing of the economical performance
- Enhance opportunities in the tourist industry
- Boost of the agricultural roles  
(landscape-creating, environment and economy)
- Increasing of ecological functions of the landscape  
(natural and resources preservation )
- Optimization of human resource usage  
(professional supply and demand and increasing unemployment in rural areas)





# Strategy of Agro-tourism Development

- Based on the conception of agro tourism development in the Czech Republic
- Regional's leading role



## Its goals are to ensure:

- Improving of living standard in municipalities and micro regions (decreasing of undercapitalization and improved infrastructure)
- Ensure accesses to the services (weak local public budget, healthcare in rural areas and public traffic)
- Injure of the inhabitants (regional history and micro region)
- Highlighting of the micro region
- Support of the mutual communication
- Empower international relationships (agro tourism increases mutual understanding and fasten the interpersonal relations)

<b>S</b> trong features	<ul style="list-style-type: none"> <li>- Ancient monuments</li> <li>- Cultural traditions</li> <li>- Variety of countryside</li> <li>- Favorable geographical location (relation to foreign countries)</li> <li>- Dense network of cycle paths and nature trails</li> </ul>
<b>W</b> eak features	<ul style="list-style-type: none"> <li>- Low level of regional support</li> <li>- Insufficient infrastructure (parking areas, sewage plants)</li> <li>- Cooperation of public administration and private activities</li> <li>- Low quality of services</li> <li>- Insufficient information system</li> <li>- Low competition</li> </ul>
<b>O</b> pportunities	<ul style="list-style-type: none"> <li>- Interconnection of historical, ethnographical and craft-industrial traditions</li> <li>- Recreational activities and sports</li> <li>- Agriculture and nature diversities</li> <li>- Infrastructure expansion and quality of housing facilities</li> <li>- Marketing offer</li> <li>- Coordination of services supply in border areas and cooperation with abroad</li> <li>- Support of health improving programs</li> </ul>
<b>T</b> hreats	<ul style="list-style-type: none"> <li>- Unexplained rules of the municipality cooperation with the tourism entrepreneurs</li> <li>- Interpersonal relations (envy to the successful businesses etc.)</li> <li>- Tendency to enlarge tourist industry into protected areas</li> </ul>

**SWOT  
Analysis**  
(some common factors)

# Conclusions



- Agro tourism is a future for the development in rural areas
- Agro tourism is related with the economic support of these areas
- Agro tourism improves the development of infrastructure and other related services in rural areas
- Important cooperation with neighbouring countries in border areas



***Thank you for attention...***