



HOKKAIDO UNIVERSITY

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Author(s)	Hron, Jan; Srnec, Karel
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AGRO-TOURISM

IN THE CONTEXT WITH THE RURAL DEVELOPMENT

Authors:

Prof. Jan HRON, Assoc. Prof. Karel SRNEC

hron@pef.czu.cz

srniec@its.czu.cz

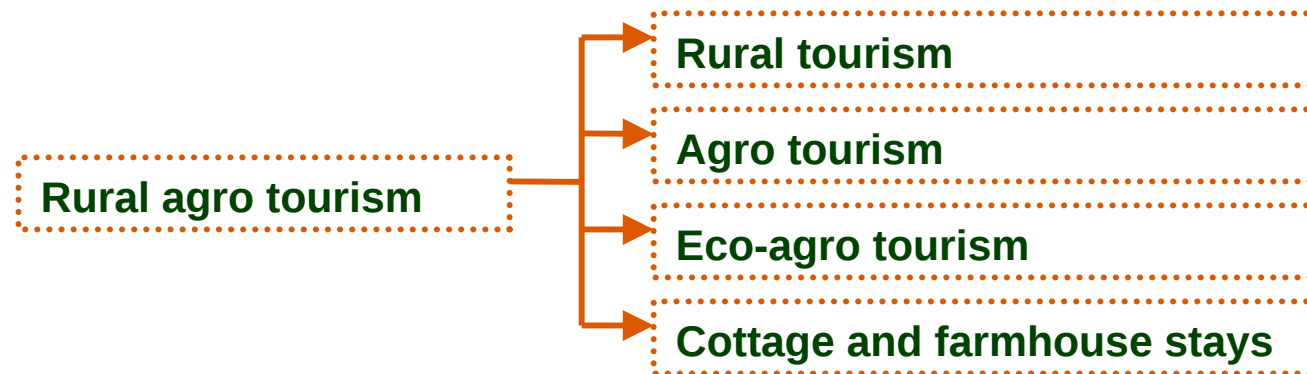
Czech economy - tourism ranked on the third place

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

Represents:

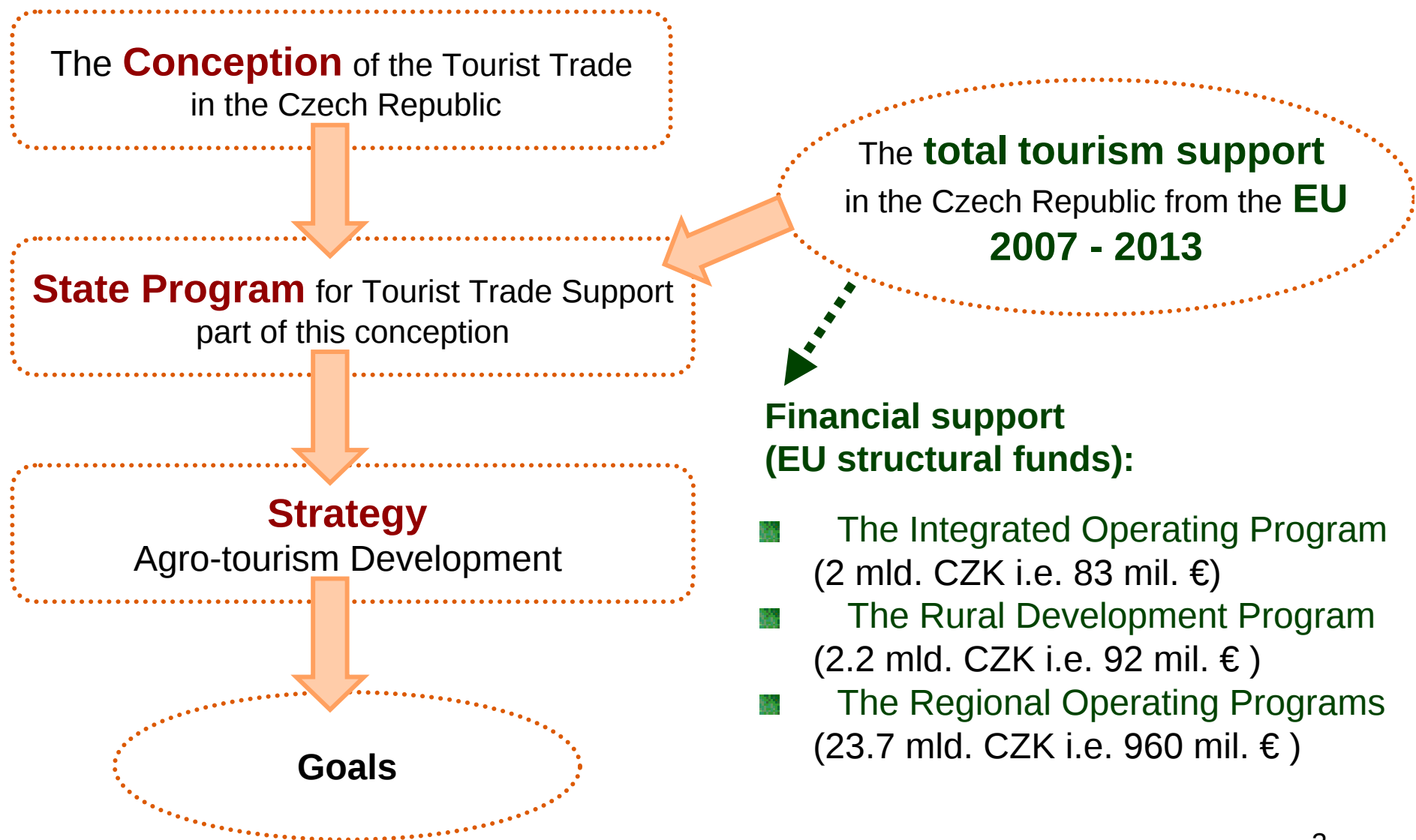
- employees 110 thousands (2.3% of the total) EU 4 – 5%
- total employment rate 569 thousands (5.7% including indirect) EU 9 – 10%
- GDP 9 – 11% EU cca 13.5%

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:

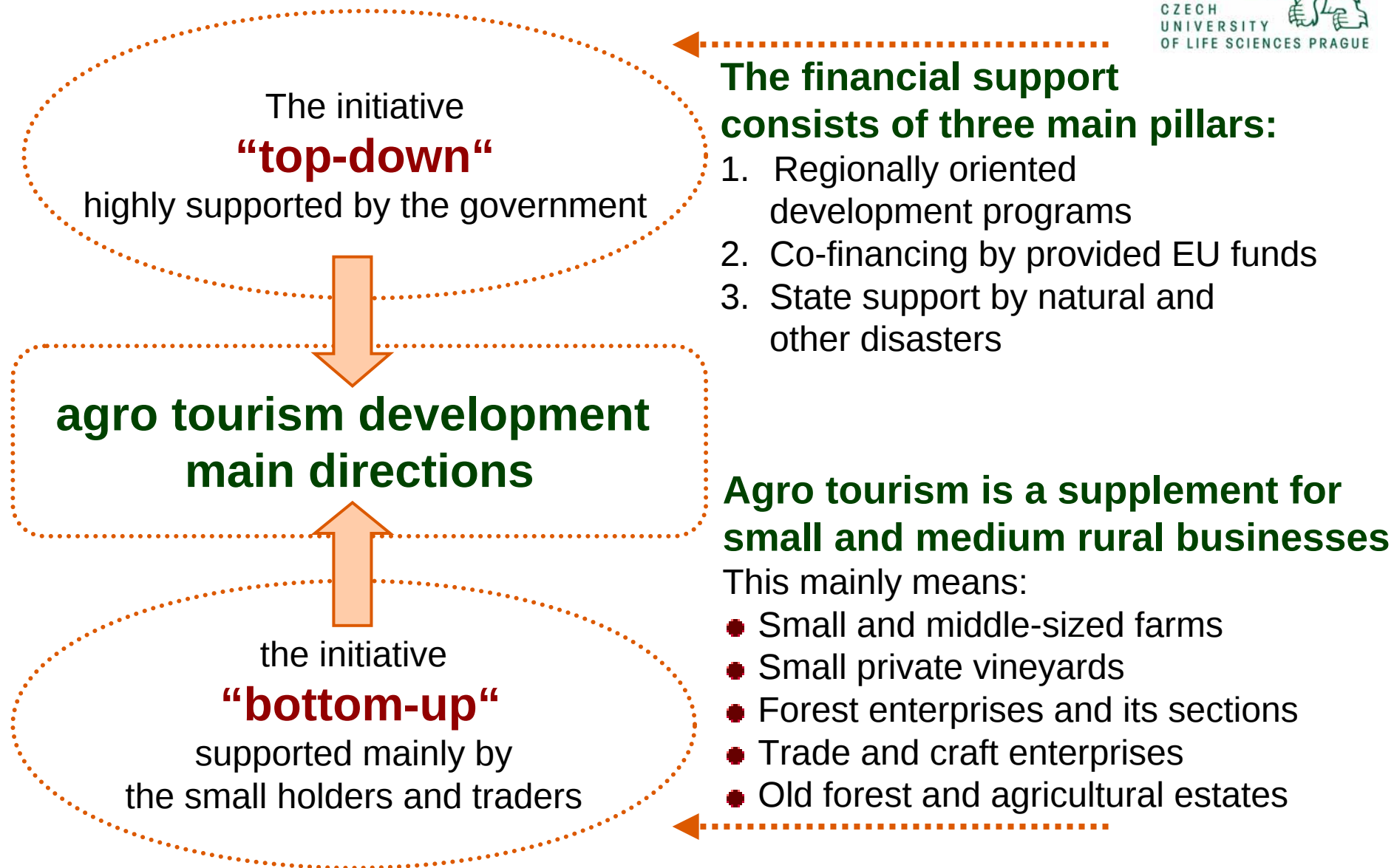


- Increasing of foreign currency income from the tourist trade
- Increasing of state income and municipality budget
- Stabilization and obtaining of new job possibilities in the regions
- Support for the tourist trade activities in the regions, especially development of small and medium business
- Improving 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)

Strong features	- Ancient monuments - Cultural traditions - Variety of countryside - Favorable geographical location (relation to foreign countries) - Dense network of cycle paths and nature trails
Weak features	- Low level of regional support - Insufficient infrastructure (parking areas, sewage plants) - Cooperation of public administration and private activities - Low quality of services - Insufficient information system - Low competition
Opportunities	- Interconnection of historical, ethnographical and craft-industrial traditions - Recreational activities and sports - Agriculture and nature diversities - Infrastructure expansion and quality of housing facilities - Marketing offer - Coordination of services supply in border areas and cooperation with abroad - Support of health improving programs
Threats	- Unexplained rules of the municipality cooperation with the tourism entrepreneurs - Interpersonal relations (envy to the successful businesses etc.) - Tendency to enlarge tourist industry into protected areas

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...