The perception of agrotourism in selected region of Czechia and Slovakia

Abstract

This diploma thesis deals with agrotourism and its perception in the Ústecký and Košický regions. The aim of the study is to identify key perceptual indicators that influence the operation of agro-touristic activities in selected regions. For this reason, the diploma thesis focuses on the perception of tourists and owners of economic facilities that operate the given form of rural tourism.

The diploma thesis consists of two main parts. At the beginning of the study there is a general entry into the subject, which purposefully serves to understand the basic terms and concepts of the selected topic. The second part is focused on the field survey aimed at questioning tourists in agro-tourism facilities through questionnaire surveys and on structured interviews with property owners. The research itself took place in the months of July and August of 2017 in selected economic facilities in the Ústecký and Košický Regions.

The conclusion highlights major benefits, points to further possible work and identifies key perceptual factors and conflicts that have been shown to influence both the provision and use of agrotourism in both regions under consideration.

Key words: tourism, agrotourism, rural tourism, perception, Czechia, Slovakia