

Abstract

This doctoral thesis provides an analysis of agritourism in the Czech Republic and Bavaria and points out, against the backdrop of the current situation in both countries, the areas where there is room for improvements in the Czech Republic.

The thesis is divided into two relatively independent parts. The first one provides a theoretical study mapping the development and current state of agritourism in the said countries together with an overview of its benefits and downsides. In addition, the study looks at the various subsidy options available to agritouristic businesses and explains how promotion and farm certification works in practice. Finally, the thesis looks at the notion of sustainable tourism and investigates whether agritourism can be considered as one of its forms.

Drawing on empirical research carried out by the author hereof, the second part of the thesis provides an analysis of discussions with Czech and Bavarian farmers running agritouristic facilities and of questionnaires filled in by their guests. This section includes a concise overview of the farms and their owners. The analysis focuses on the following areas: the farmers' motives in providing accommodation, their experience with guests, offers and facilities available at the farms, cooperation with other farms and businesses in the area, relations with neighbours. The research also focuses on economic aspects such as promotion, certification and subsidies. The thesis provides an overview not only of farm owners but also their guests, including basic information such as age, sex, education, family status, or home municipality size, and additional details as to how the guests spend their holiday at the agritouristic farm, what are their motives in agritourism, which of its aspects they especially like or dislike and what areas should be improved in each country. The thesis further probes the guests' attitude to the environment, the extent of their "green behaviour" and the differences between visitors to eco farms and conventional farms.

The analysis is a comparative one with a slight stress on the situation in the Czech Republic. Where possible, farm owner feedback is compared with the views of their visitors. By way of conclusion the thesis provides an overview of various possibilities to further develop agritourism in the Czech Republic, drawing on the comparison of both countries and the experience of Czech farm owners.