



Lavender shop (Archive of ASZ ČR)

## 1. Introduction

Lavender farm Bezděkov, a lavender farm around 17ha located in the Olomouc Region of the Czech Republic, showcases a unique blend of agriculture and tourism. Situated in the picturesque village of Bezděkov, the farm cultivates lavender, fruits, vegetables, and herbs while also maintaining a charming array of animals. The family-owned business officially began its agrotourism venture in 2015, leveraging the beauty of lavender fields and the tranquil setting of Zábřežská hills to attract visitors.

The lavender farm accommodates guests with camping facilities for up to 25 people and a caravan for four. During peak seasons in June and July, the farm is often fully booked, while the quieter times see an average of four guests per day. The guests, mostly families with children, can enjoy the lavender trail, a shop with lavender products, and a snack bar by the lavender fields. The farm hosts various events, from weddings to family photo shoots, adding a unique touch to the agrotourism experience.

### NAME OF THE BUSINESS

Levandulový statek  
Bezděkov

### LOCATION

Bezděkov, Olomouc, Czech  
Republic

## 2. About the agrotourism

The lavender farm is located in Bezděkov, a small village near Úsov, where the fertile Haná River begins to transition into the Zábřežská hills. Bezděkov is situated in the Olomouc Region of the Czech Republic, specifically in the province of Olomouc and the municipality of Úsov.

Bezděkov's territory is characterized by a picturesque landscape. The village is surrounded by the Zábřežská hills, creating a charming and tranquil setting for the lavender farm. The region is known for its agricultural richness, and the lavender farm is a testament to the dedication of the family in maintaining and developing their agricultural traditions.

The farm not only focuses on lavender cultivation but also thrives in growing a variety of fruits, vegetables, and herbs, including marigold, cornflower, mint, and lemon balm. The presence of animals on the farm adds to its authentic rural atmosphere, with Chenda the pig, Samik and Jimmin the dogs, cats, chickens, and a flock of sheep grazing amidst the lavender fields.

Tourists visiting Bezděkov and the lavender farm can explore the scenic beauty of the Haná River and the Zábřežská hills. Additionally, the farm offers a unique experience, allowing visitors to witness the harmony between agriculture and nature. The lavender fields, surrounded by the animals, create a serene and idyllic environment.

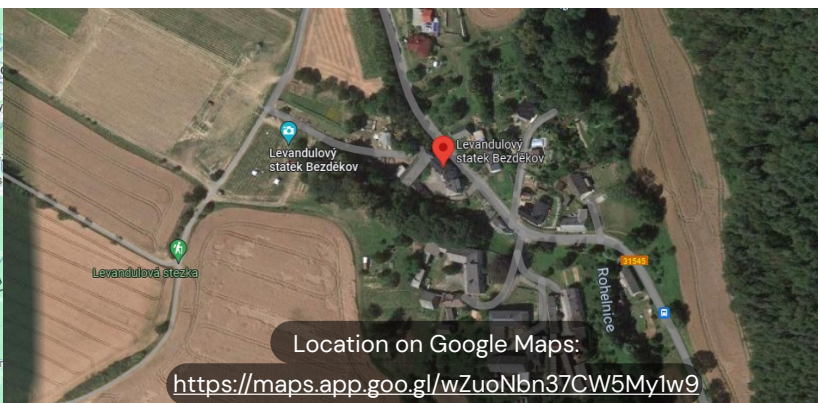
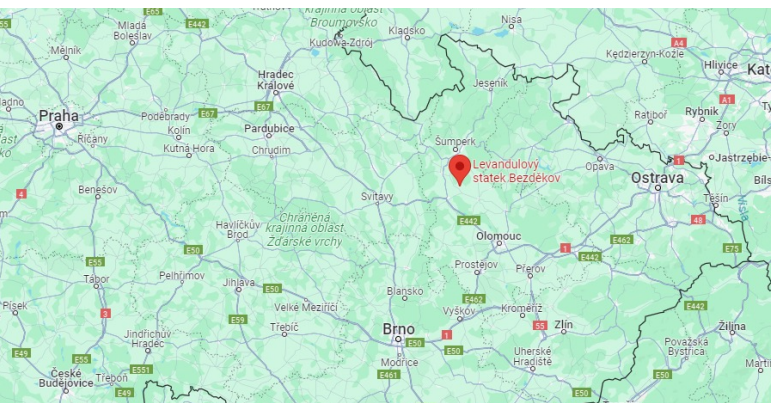


For those seeking further exploration, the region offers various tourist attractions. In the direction of Jeseníky, visitors can explore Velké Losiny with its handmade paper mill, castle, and spa, as well as the Pumping power plant Dlouhé stráně, the town of Jeseník, and the highest Moravian mountain, Praděd.

In the direction of Haná, notable attractions include Bouzov Castle, Arboretum Bílá Lhota, Mladeč and

Javoříč Caves, and the UNESCO-listed City of Olomouc. Moving towards Kralický sněžník, visitors can enjoy the Suchý Vrch lookout tower, Kralická Fortress Area, and the Lower Moravia Relax & Sport resort.

This region offers a diverse range of activities, from historical and cultural sites to natural landmarks, making it an ideal destination for tourists seeking a blend of rural charm and exploration.



## When did the agrotourism business start?

From its inception, the endeavour took the form of a business venture intertwined with agricultural pursuits. Lavender cultivation commenced in 2014, and by 2015, the enterprise officially embarked on its journey, marking the initiation of both business and agritourism activities.

## Number of workers

Two permanent employees serve as their fixed base, but they can rely on up to twenty temporary workers who are always ready to lend a hand when needed. And let's not forget the eight members of their family who are lovingly devoted to keeping the farm thriving.

## Some tourist data from the agrotourism

They have a caravan for four people and a meadow for camping or caravan parking for up to 25 people. Their main season peaks in June and July when we are often fully booked. During the less busy times of the year the number of guests is around four per day, unless winter snow conditions interfere. The guests are mostly families with children.

In addition to accommodations, they also offer a shop with their lavender products and a snack bar right by the lavender field. You can hike the lavender trail and engage in events ranging from weddings, massages, tours, and family photo shoots in the lavender fields.

Although the farm normally offers the opportunity to get involved, many guests do not take advantage of this opportunity.



Start of lavender tour (Archive of ASZ ČR)



Room for workshops (Archive of ASZ ČR)

## About commercialization

First of all, the services of the campsites are strongly presented on the bezcampu.cz website. This website serves as a central hub for customers to explore the available camping options, view the facilities and above all make a reservation. Bezcampu.cz is specifically designed for camping sites, but it is not a mass camping site, comparable to well-known platforms such as booking.com, but with a focus tailored to camping. This specialization allows for more targeted and efficient booking for users interested in camping accommodation.

The website includes a sophisticated booking engine that greatly simplifies the booking process. This system helps to reduce the administrative burden associated with organising camping stays. Customers can easily browse available dates, select their preferred camping spots and complete the booking process seamlessly.

In addition to websites, campsite services also use social media for promotional and communication purposes. Social media platforms play a vital role in reaching out to a wider audience and connecting with potential customers.

While online platforms, particularly websites, are central to the commercialisation strategy, most communication with customers is via email or mobile. This communication is a versatile tool that allows for personalised interaction, addressing specific queries and providing detailed booking information.

## About advertising

The marketing activities of the lavender farm in Bezděkov include a comprehensive approach and use different channels to reach and engage the audience. The website serves not only as an information hub but also as a convenient contact point for potential customers and visitors.

In addition to the website, Lavender Farm also leverages the widespread popularity of social media platforms. The business actively communicates with its audience through Facebook and Instagram groups. These platforms serve as a dynamic space for sharing visual content such as images of the lavender fields, behind-the-scenes looks at life on the farm, and announcements of upcoming events. Social media provides an interactive and immediate way to interact with the community and fosters a sense of participation and excitement among those watching.

The farm uses traditional advertising methods, including billboards, to raise the profile of its lavender festival. These physical displays serve as eye-catching invitations to the festival and attract the attention of locals and passing tourists. The decision to use billboards underscores the farm's desire to reach a wide audience and promote its events in the local community.

The Lavender Farm recognizes the importance of quality visuals in marketing materials and therefore works with a graphic designer. This strategic decision reflects a pragmatic understanding that every professional has their expertise, and in this case, an experienced graphic designer can create visually appealing and effective promotional materials. By entrusting the design side to a professional, Lavender Farm ensures that its marketing materials are visually compelling and meet industry standards.

Thus, it can be said that Lavender Farm uses a multi-faceted marketing approach that utilizes a combination of websites, social media platforms, billboards, and professional graphic design. This comprehensive strategy allows the business to connect with its audience both online and offline.

Website of the farm: <https://www.levandulovystatek.cz/levandulovy-statek-bezdekov>

Facebook: <https://www.facebook.com/levandulovystatek>

Instagram: <https://www.instagram.com/levandulovystatek/>



Lavender farm sign (Archive of ASZ ČR)





Lavender bar on field (Archive of ASZ ČR)



Drlík family (Archive of ASZ ČR)

## About starting up the business

The decision to venture into agrotourism for Levandulový statek Bezděkov, the lavender farm, was rooted in a strategic vision from the outset. The owner, drawing from a background in the catering industry, envisioned the farm not just as a place for agricultural activities but as a destination that could offer a unique blend of agriculture and tourism experiences. This deliberate choice was fueled by the recognition of the need for income diversification, especially given the constraints of a smaller plot of land.

Despite the owner's background in the catering industry, there was no specific tourism or agrotourism experience in their repertoire. However, the intention to integrate agritourism into the farm's activities was clear from the beginning. The decision to focus on lavender cultivation and agrotourism was likely influenced by a desire to tap into the growing trend of experiential tourism, where visitors seek authentic and immersive experiences in rural settings.

Interestingly, the entrepreneur chose to embark on the agrotourism venture without seeking external help or advice. No contributions, mentoring, funding, or donations of materials were utilized in the establishment of the agrotourism business.

Over time, the lavender farm has witnessed improvements, particularly in the streamlining of processes that have become routine. This evolution underscores the learning curve that comes with managing an agrotourism business. Routine processes may include managing bookings, organizing events, maintaining the lavender fields, and ensuring a seamless experience for guests. The ability to integrate these processes efficiently speaks to the adaptability and growth of the business over time.

However, the implementation of the agrotourism venture was not without its challenges. One notable barrier, both during the initial stages and persisting to some extent, is the overly complex bureaucracy. Navigating bureaucratic processes can be time-consuming and demanding, posing a challenge for entrepreneurs who are eager to focus on the core aspects of their business. The complexity of administrative procedures may have posed hurdles in obtaining necessary permits or complying with regulations,

impacting the smooth implementation of the agrotourism model.

Another ongoing obstacle highlighted by the owner is the strained relationship with a neighbour who complains about the excess of cars in the area. This issue has implications not only for the current implementation of the business but also for maintaining positive neighbourly relations. Balancing the needs of the business with community considerations is a common challenge in agrotourism, where the influx of visitors can sometimes clash with the expectations of local residents.



Lavender field (Archive of ASZ ČR)



## About managing an agrotourism business

Managing an agrotourism business involves a delicate balance between agricultural production and providing a welcoming experience for tourists. In the case of the lavender farm in Bezděkov, the decision to focus on agrotourism was strategic from the beginning, driven by the recognition of the importance of income diversification, especially considering the smaller plot of land available.

### Agrarian Production:

The farm's main products include lavender, grown on a large scale, supplemented by other medicinal plants and herbs in smaller quantities. These additional crops are cultivated to meet the needs of the agrotourism business, which includes hosting festivals, operating a lavender café, and running a shop. In addition to herbal cultivation, the farm is actively involved in sheep farming, maintaining a flock of thirty sheep. This not only contributes to the agrotourism experience but also serves as a source of meat production, providing up to fifty lambs annually for slaughterhouse use.

### Managing the Farm and Tourist Business:

The successful management of both the farm and the tourist business involves careful planning and coordination. The family emphasizes the importance of following the footsteps of their grandparents, integrating traditional agricultural practices with modern agrotourism strategies. The lavender fields, combined with the presence of sheep create an authentic and charming rural atmosphere for visitors.

### Income Distribution:

Agrotourism plays a significant role in the farm's overall income, representing more than half of the total earnings. This highlights the effectiveness of the strategic decision to focus on agrotourism as a means of income diversification.

### Training and Skills:

For those involved in agrotourism, there are specific skills and training needs. The family running the lavender farm may find topics such as hospitality management, customer service, and event planning to be a priority for training programs. Skills in marketing and promotion, especially in the context of agrotourism, are crucial for attracting visitors.

### Training Needs:

The training needs for running an agrotourism business may encompass a range of areas, including farm management, hospitality, marketing, and sustainable agricultural practices. Knowledge about local regulations and certifications related to agrotourism is also important for compliance and credibility.

### Expectations for the Future:

Looking ahead, the family running the lavender farm likely anticipates continued growth in their agrotourism venture. They may seek to expand their offerings, improve infrastructure for hosting events, and explore new marketing channels. Additionally, the family may prioritize sustainability and environmental practices, aligning with the increasing interest of tourists in eco-friendly and authentic experiences.



Lavender bar on field (Archive of ASZ ČR)



Lavender syrup (Archive of ASZ ČR)

# Advice for new entrepreneurs

## 1. Tap into your initial drive and enthusiasm:

Your initial enthusiasm and passion for agritourism is your greatest asset. However, be prepared to encounter bureaucratic obstacles along the way. Use your enthusiasm to overcome challenges and keep a positive outlook. Dealing with bureaucracy can be exhausting at times, so the key to overcoming these obstacles is to stay motivated.

## 2. Marketing is important:

Don't underestimate the power of marketing. In a competitive market, effective promotion of your agritourism business is very important. Use a variety of platforms, both online and offline, to reach your target audience. Highlight unique aspects of your farm, such as local products or special experiences, to set yourself apart from the rest.

## 3. Create unique experiences for your guests:

One of the owner's recommendations is to focus on creating memorable experiences for your guests. For example, in the context of a cattle farm providing accommodation, think outside the box. For example, consider creating creative and distinctive breakfast experiences using your farm's produce and collaborating with nearby farmers. It may mean a higher upfront cost, but the goal is to provide guests with an experience they won't find at a typical hotel breakfast.

## 4. Think creatively about your products:

Differentiate yourself from other agritourism businesses by thinking creatively about the products you offer. Whether it's accommodation, meals or activities, bring a unique and personal touch to them. Showcase the authenticity of your farm by incorporating your own products, and perhaps even host workshops or tours that allow guests to engage with the agricultural aspects of your business.

## 4. Build relationships with local farmers:

Work with area farmers to increase the variety and quality of your offerings. Establishing strong relationships with local producers can not only contribute to the success of your agritourism venture but also foster a sense of community. Guests will appreciate the connection to local flavours and produce, and it will add another layer of authenticity to your business.

## 5. Embrace sustainability:

Consider incorporating sustainable practices into your agritourism model. This can include green initiatives, waste reduction strategies, and responsible farming practices. Many modern consumers appreciate businesses that are committed to sustainability, and this can be a strong selling point for your agritourism business.