



## Case Study

# Farma Basařovi

Farm entrance (Archive of ASZ ČR)

## 1. Introduction

Situated in the tranquil village of Prosečná, Czech Republic, Farma Basařovi s.r.o. is a family-owned farm and established agritourism part of business in 2016. With eight family members managing tasks and hosting around 2,000 guests annually, the farm offers a serene escape near attractions like Hostinné and Vrchlabí.

The family employs a comprehensive advertising strategy through their user-friendly website and active social media presence on Facebook and Instagram. Commercialisation primarily occurs via booking.com, supplemented by the farm's independent online platform.

The journey began when the family seized an opportunity to purchase and renovate a guesthouse, navigating challenges independently. Despite bureaucratic hurdles, their persistence paid off, leading to the inclusion of breakfast as a turning point in attracting more guests.

### NAME OF THE BUSINESS

Farma Basařovi s.r.o.

### LOCATION

Czech Republic, Trutnov,  
543 73 Prosečné 53

## 2. About the agritourism

Nestled in the serene village of Prosečná, the accommodation offers a tranquil escape amidst breathtaking natural landscapes, providing a gateway to numerous captivating destinations. Prosečná, a quiet village, is a haven for those seeking respite from the hustle and bustle of urban life. The beauty of its surroundings adds a touch of enchantment to the experience, making it an ideal retreat for nature enthusiasts and those yearning for a peaceful getaway.

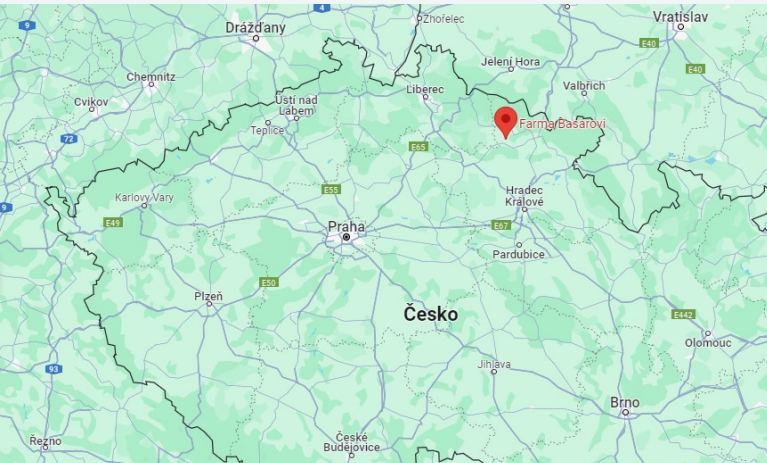
Situated just 4.5 km from the accommodation, the town of Hostinné beckons with its cultural and recreational offerings. Notable attractions include a gallery of ancient art, a charming square adorned with giants, the Techtex Sport sports complex, and a cycling trail that weaves its way through the picturesque countryside to reach the heart of Prosečná.

Venture a bit further, and the town of Vrchlabí, a mere 10.5 km away, unfolds its historical charm. Visitors can explore the Krkonoše Museum with its Four Historical Houses, delve into the treasures of the Krkonoše Museum housed in the Augustinian Monastery, and discover more facets of the town's rich heritage.



Farm logo (Archive of ASZ ČR)

For panoramic views, the Žalý lookout tower, standing 20 km away, offers a mesmerising vantage point. Adrenaline-seekers can head to Janské lázně, located 20 km away, and traverse the exhilarating Trail of Treetops. Meanwhile, the Les Reigns Dam, Dvůr Králové Zoo, Špindlerův Mlýn, Trutnov, Černý důl, Kuks Hospital, and the Zvičina Lookout Tower are among the diverse array of attractions within easy reach, each adding a unique flavor to the region's tourism tapestry.



## When did the agrotourism business start?

Agrotourism part run since 2016.

## Number of workers

The agritourism enterprise revolves primarily around a family-owned operation. The farm does not engage external employees, and all tasks are undertaken by the family, consisting of a total of eight members. Each member is assigned specific responsibilities. Additionally, two family members have devoted themselves entirely to the agro-tourism sector, working on a full-time basis.



The Basař family (Archive of ASZ ČR)

## Some tourist data from the agrotourism

Placed within a serene countryside setting, the family farm extends a warm invitation to visitors seeking a peaceful retreat surrounded by nature. Accommodation options are provided in two distinct buildings, the newly renovated guesthouse and a charming separate house, both seamlessly integrated into the heart of the family yard with total number of beds 25. The farm, a bustling hub of agricultural activities, is just a few meters away, creating an immersive experience for guests.

Throughout the year, the family farm hosts around 2,000 guests, with a notable surge during the summer holidays and the ski season in February, constituting 65% of the annual influx. This strategic distribution caters to varying preferences, accommodating those seeking a summer escape or a winter wonderland. The farm's popularity is not only attributed to its tranquil ambiance but also to the diverse range of activities and services it offers.

The accommodation facilities are particularly well-suited for families with children, providing an ideal environment for both relaxation and recreation.

The guesthouse and separate house offer a combined number of beds ensuring comfort for all guests. The charm of the family yard, adorned with various animals, adds an element of enchantment, especially for the younger visitors. Families can witness and engage with the mini zoo, fostering a connection with the farm's vibrant ecosystem.

Guests do not participate in its routine activities. Instead, they are encouraged to enjoy the picturesque surroundings and partake in tailored activities. A highlight for children is the opportunity to embark on horse riding adventures, creating lasting memories within the rural landscape.

The farm's annual calendar is thoughtfully structured, aligning with the ebb and flow of seasonal preferences. The summer holidays and ski season witness a surge in occupancy, providing guests with an array of experiences tailored to the distinct charms of each season. This flexibility ensures that visitors can choose the time that best suits their preferences, be it basking in the warm embrace of summer or reveling in the winter magic.

## About advertising

The company maintains a website and actively engages with its audience through various social media platforms, predominantly Instagram and Facebook. These platforms serve as dynamic channels for disseminating both visually captivating and informative content related to upcoming events.

The website serves as a centralized hub for comprehensive information about the business, its products or services, and any relevant updates. It is designed to be user-friendly, providing visitors with a seamless browsing experience. The web address [ <https://www.farmabasarovi.cz/onas.php> ] directs users to a platform that showcases the company's identity, values, and offerings.

On social media, particularly Instagram and Facebook, the company employs a strategic approach to content sharing. Visual content, such as images and videos, are regularly posted to capture the attention of the audience. These visuals are carefully curated to align with the company's brand image and convey key messages about its products or services.

FB: <https://www.facebook.com/farmabasarovi.cz>

IG: [https://www.instagram.com/farma\\_basarovi/](https://www.instagram.com/farma_basarovi/)



Signpost at the farm (Archive of ASZ ČR)

## About commercialisation

In the realm of commercialization, the organization predominantly leverages the expansive capabilities of the booking.com platform, a widely recognized and trusted reservation platform. This strategic choice empowers the business to streamline booking management processes and facilitates seamless communication with clients. Through this channel, the company ensures a user-friendly experience for both guests and administrators, optimising the overall efficiency of the booking system.

In conjunction with third-party platforms, the business maintains an autonomous online presence through its dedicated website, serving as an e-commerce hub. This dual functionality enhances customer convenience and strengthens the brand's direct connection with its clientele.

For a more personalised touch, the business embraces traditional communication methods, offering booking services through phone and email. This multifaceted approach accommodates a diverse range of customer preferences, ensuring accessibility and responsiveness.



Scenery around the farm (Archive of ASZ ČR)

## About starting up the business

In an unexpected turn of events, the path to the agritourism business unfolded for the entrepreneurs when their aunt decided to close down her guesthouse. Seizing the opportunity, they decided to purchase and renovate the establishment, marking the commencement of their foray into the world of agrotourism. While lacking any prior experience in tourism or business, the entrepreneurs, undeterred, embarked on this venture without the guidance of advice or mentoring.

The decision to delve into agrotourism, in particular, was likely influenced by a variety of factors. Agrotourism, the fusion of agriculture and tourism, often appeals to those seeking a connection with nature, local culture, and a retreat from urban life. The entrepreneurs may have recognized the potential in transforming the guesthouse into an agrotourism destination, capitalizing on the growing interest in sustainable and rural experiences.



Meat vending machines (Archive of ASZ ČR)

Despite lacking a background in tourism or business, the entrepreneurs faced the challenge head-on. The absence of experience did not dissuade them; instead, they saw it as an opportunity to learn and grow. As they navigated through the initial stages of establishing their agrotourism business, the entrepreneurs found themselves in uncharted territory. Their journey was a testament to their resilience and determination to succeed in an unfamiliar domain.

One key aspect to consider is whether the entrepreneurs sought external help, advice, or mentoring. In this case, the text suggests that they did not receive any form of guidance. The decision to proceed without external assistance could be attributed to a combination of self-reliance, confidence, and perhaps a lack of available resources or networks. This approach, while bold, may have posed additional challenges, as navigating the intricacies of the tourism industry without prior knowledge can be daunting.

However, the entrepreneurs did recognise the importance of financial support. They availed themselves of a subsidy for specific equipment, although the bureaucratic process associated with obtaining the subsidy proved to be a significant hurdle. Navigating through administrative red tape can be time-consuming and mentally taxing, adding an unexpected layer of complexity to their entrepreneurial journey.



Farmed livestock (Archive of ASZ ČR)

Despite this, their persistence paid off, as the subsidy enabled them to acquire essential equipment for their agrotourism venture.

Over time, the entrepreneurs implemented various improvements to enhance the guest experience and operational efficiency. One notable enhancement was the inclusion of breakfast as part of their services. This strategic decision proved to be a turning point, addressing the initial challenge of attracting guests. By offering a more comprehensive and appealing package, they succeeded in attracting a steady stream of visitors.

The journey from the inception of the agrotourism business to its current state has undoubtedly been transformative for the entrepreneurs. The steep

learning curve, coupled with the challenges they faced, contributed to their growth as business owners. The unexpected nature of their entry into the industry served as a catalyst for innovation and adaptation, as they navigated and overcame barriers to implementation.

One of the primary barriers encountered at the outset was the lack of guests. This common challenge in the hospitality industry required a strategic solution. The decision to include breakfast as part of their offerings was a pivotal move, demonstrating the entrepreneurs' ability to identify and address a critical issue. This improvement not only attracted more guests but also added value to their agrotourism experience.

## About managing an agrotourism business

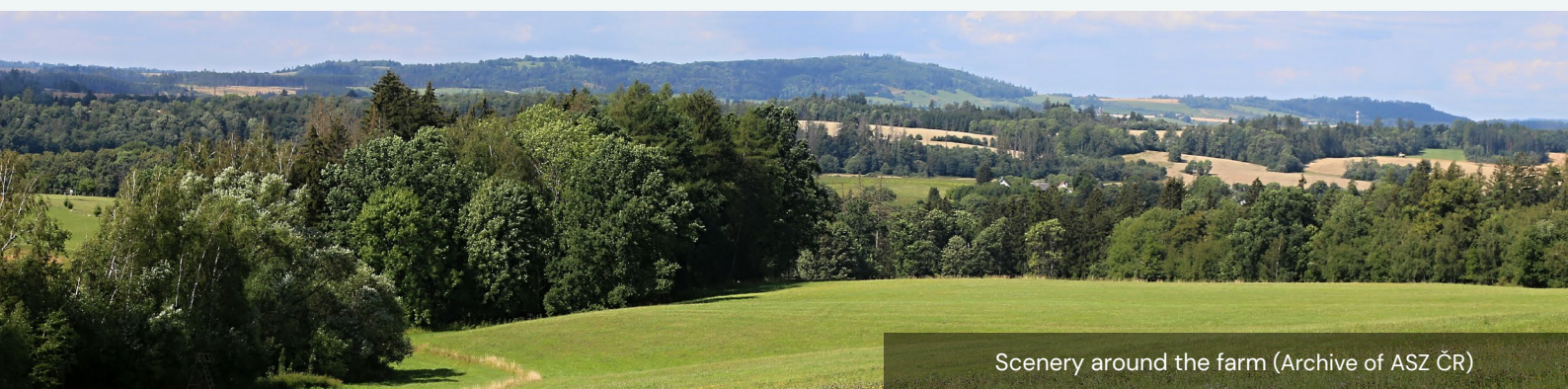
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Next to the agrotourism part, the family focuses on raising beef cattle, delivering approximately two head of cattle weekly to the meat vending machines in the nearby town. Additionally, they engage in plant production. Their annual output comprises 1000 tons of wheat, 250 tons of oats, 150 tons of rapeseed, and 6000 tons of feed mixtures. Agrotourism activities, such as guest accommodation, constitute roughly 25% of their overall income.

The family successfully manages the dual responsibilities of operating a farm and a tourist business through a carefully orchestrated balance of their agricultural and hospitality endeavours. This equilibrium involves meticulous planning and coordination, ensuring that both aspects of their enterprise receive the attention they require. By strategically allocating time and resources, the family ensures that their agricultural production remains robust while concurrently providing a welcoming and enriching experience for their agrotourism guests.

The agrotourism sector plays a big role in their economic landscape, contributing almost a quarter of their total income. This diversified approach not only safeguards against potential fluctuations in the agricultural market but also enhances the resilience of their overall business model. The family's ability to seamlessly integrate both facets of their enterprise speaks to their adaptability and entrepreneurial acumen.

Looking towards the future, the family has optimistic expectations for the growth of their agrotourism venture. They anticipate a steady increase in demand for unique and authentic rural experiences, aligning with the global trend of eco-friendly and locally sourced tourism. To meet these expectations, the family envisions expanding their agrotourism offerings, potentially introducing new activities and amenities to enhance the overall guest experience.





# Advice for new entrepreneurs

Attracting guests to something less common is a key strategy for this farm. The focal point is a zoo corner featuring farm animals specifically designed for children. The owners believe in the importance of clearly defining the target audience to ensure a successful agrotourism experience.

Firstly, the owners emphasise the significance of providing a unique and uncommon attraction. In the case of their farm, the zoo corner with farm animals tailored for children has proven to be a distinctive draw. This approach not only sets the farm apart from conventional agrotourism destinations but also creates a memorable experience for visitors.

Secondly, the owners point out the importance of identifying a target group. Understanding the needs and preferences of the target group allows for the development of tailored activities and amenities.

Lastly, the owners share a valuable lesson learned from their own experience—incorporating at least a basic breakfast offering when providing accommodations. Initially, before introducing breakfast options, the farm struggled to attract a significant number of guests. By including breakfast as part of the stay, they observed a notable increase in bookings. This simple addition not only enhances the overall guest experience but also proves to be a practical strategy for attracting more visitors and using food from own production.

