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IMPORTANCE OF AGROTOURISM FOR SUSTAINABLE ECONOMIC DEVELOPMENT OF BARANJA

ZNAČAJ AGROTURIZMA ZA ODRŽIVI RAZVOJ GOSPODARSTVA BARANJE

ABSTRACT

Rural tourism is an important backbone of the current and future socio-economic development of the Osijek-Baranja County, and one of its forms is the agrotourism which is increasingly in the focus of farms. The basis for its development is reflected in the richness of the rural landscape, healthy ecological and climate conditions, diverse cultural heritage and interest as well as hospitality of the rural population.

Introduction of agrotourism on farms extends primary agricultural activity to meals and accommodation services and also to a variety of other contents such as participation in agricultural activities, direct contact with farm animals, involvement in the life of the host, etc, so thus farmers can ensure a better placement of their own products and consequently increase their income. Although agrotourism is not present in massive scale it is still one of the ways that young people remain within their family farms thus contributing to sustainable development of rural areas.

The paper presents results of a study conducted in Baranja in order to analyze the current agrotourism supply, level of education of people involved in rural economies, levels of marketing activities aimed at attracting guests and interconnectivity with other agrotouristic entities and key development institutions. Also, the access to financing and co-financing growth and development of businesses has been analyzed, as well as the vision of the future development of farms in the field of agrotourism.

The paper aims to show the growing importance of the tourism offer in rural farms in terms of growth and sustainable development of the economy in region Baranja.

Keywords: agrotourism, rural economy, sustainable development, Baranja

SAŽETAK

Ruralni turizam značajna je okosnica sadašnjeg i budućeg društveno-gospodarskog razvoja Osječko-baranjske županije, a jedan od njegovih oblika je i agroturizam koji je sve više u fokusu seoskih gospodarstava. Temelj za njegov razvoj ogleda se u bogatstvu ruralnog krajolika, zdravim ekološkim i klimatskim uvjetima, raznolikoj kulturnoj baštini te interesu i gostoljubivosti ruralnog stanovništva.

Uvođenjem agroturizma na poljoprivredna gospodarstva proširuje se primarna poljoprivredna djelatnost uslugama smještaja i prehrane te raznim drugim sadržajima kao što su sudjelovanje u poljoprivrednim radovima, izravan kontakt s domaćim životinjama, uključivanje u život domaćina i slično, te se na taj način poljoprivrednicima omogućuje kvalitetniji plasman vlastitih proizvoda i posljedično tome povećanje dohotka. Iako agroturizam nema obilježje masovnosti jedan je od načina da mladi ostaju u krugu svojih obiteljskih poljoprivrednih gospodarstava čime doprinosi održivom razvoju ruralnih krajeva.

Rad prikazuje rezultate istraživanja provedenog u Baranji u cilju analiziranja aktualne agroturističke ponude, stupnja obrazovanja i osposobljenosti sudionika seoskih gospodarstava, razine marketinških aktivnosti usmjerenih ka privlačenju gostiju te međusobne povezanosti s ostalim agroturističkim gospodarstvima i ključnim razvojnim institucijama. Također, analiziran je i pristup izvorima financiranja i sufinanciranja rasta i razvoja gospodarskih subjekata te vizija budućeg razvoja seoskih gospodarstava u domeni agroturizma.

Rad ima za cilj prikazati sve veći značaj turističke ponude na ruralnim poljoprivrednim gospodarstvima u funkciji rasta i održivog razvoja gospodarstva Baranje.

Ključne riječi: *agroturizam, seoska gospodarstva, održivi razvoj, Baranja*

1. Introduction

In Croatia even 92% of the rural areas make an excellent base for the development of rural tourism. Bearers of tourism development in rural areas are primarily family farms, which thus have the opportunity to achieve additional revenues, through the expansion of their basic agricultural activities by introducing additional tourist activities on the farm.

There are numerous advantages that rural tourism brings to family farms and rural areas such as efficient use of smaller agricultural areas within the household, then growing better and healthier food and providing tourists unique experience concerning the local gastronomy, traditions and cultural heritage, as well as involvement in agricultural production and an active relation toward nature.

Nowadays, tourists, or as many caterers prefer to call them guests or visitors, are becoming more demanding, better informed, unpredictable and next to the rest they seek also other contents (Vrtiprah 2006, 280).

Thus the purpose of this paper is to explore the basic features of agrotourism farms in Baranja, a primary offer and additional services offered to farm visitors, the characteristics of agrotourism facilities and manpower, methods of promoting the farms, networking with other participants in rural areas, type of visitors and the length of their stay on the farms, as well as prices of services and distribution channels.

2. Defining agrotourism

In this section we look at the term of rural tourism, country tourism, tourist country family farm (TCFF) and agrotourism as well as differences in their definition. Rural tourism is the widest term and refers to the various activities carried out in rural areas, so we distinguish the following types (Baćac, 2011, 18):

- country tourism	- tourism in national parks and nature parks
- wine tourism	- religious tourism
- culinary tourism	- cultural tourism
- hunting tourism	- adventurous (adventure) tourism
- fishing tourism	- medical tourism

Rural tourism can be a professional activity as a primary activity of family farms, but also as a complementary activity which generate additional income.

From the above review we see that one of the types of rural tourism is country tourism, which is somewhat narrower term and refers to the rural environment and the activities that are carried out locally (agriculture, gastronomy, cultural heritage, various traditional events, etc.). Country tourism further comprises the following subcategories:

- TCFF or agrotourism	- rural B & B (bed and breakfast)	- folklore
- tasting room	- rural camp	
- excursion area	- ethno village	
- rural holiday house	- ethnography collection	
- rural family hotel	- country events	

Unlike rural and country tourism **agrotourism** or **tourism on country household** or **village holding** or **tourist country family farms (TCFF)** can be carried out only as a supplementary activity with the primary agricultural activity where own agricultural products are directly sold to guests. Agrotourism includes: a) **overnight services / accommodation**, b) **meals / food services**, and c) **other active holiday services on country farms**. Accommodation services can be offered in the rooms, apartments, rural holiday houses and camps. Food services may also be offered independently through tasting rooms, wine shops, excursion areas and restaurants.

According to the Croatian Chamber of Commerce tourist country family farm is defined as: "... smaller economic entity located in the tourist attractive area giving an original product or a service on the farm, and in which work are involved all family members. Agricultural, country, family farm which provides tourist product or service has the status of 'tourist country family farm' ... " (Brščić, Franić, Ružić, 2010, 33).

Šergo and Tomčić point out that "the development of agrotourism is primarily stimulated by true adventure need of modern consumers to stay in the country area, to experience regional dishes, to experience deep contrast of life in the big city and small traditional environment by seeking inner spiritual harmony and lost integrity " (Šergo, Tomčić, 1998, 315).

3. Preconditions for successful development of agrotourism

The owners of family farms engaged in agriculture who want to be additionally engaged in agrotourism before such decisions they should assess the attractiveness of the rural area in which they live, then also attractiveness of their own farm and in the end to check are the household members enough motivated and do they have characteristics needed for kind communication with guests.

If the owners estimated that the farm is in an attractive location (preserved environment, pleasant climate, clean air and water) it is also important to enable tourists a good road connections, mobile communications and other services important for the safety and comfort of visitors (health centers, post offices, restaurants, shops, etc.) (Čurić, 2010, 103). Owners should also consider could they offer tourists a variety of recreation, tours of cultural and natural heritage and enable tourists to participate in local traditional events. The characteristics of cultural heritage sites are one of the most important factors for attracting visitors and creating a tourism brand. Many world-famous cultural attractions are among the top tourist destinations (Vrtiprah, 2006, 290).

When owners evaluate the attractiveness of their farms they need to consider can they involve the guests in certain agricultural activities in the farm, such as gardening, harvesting and processing of fruits and vegetables, feeding and milking animals etc, and also include them in the preparation of traditional foods and drinks. Regarding recreational activities most farms can offer guests hiking, jogging, bicycling and horseback riding. These are the elements that create a unique experience for the customer, and that is exactly the purpose of the trip.

While assessing whether the members of farm households have the characteristics important for the kind and appropriate communication with the guests owners should consider their communication skills, entrepreneurial preferences, knowledge of foreign languages, general culture, local customs and along with the knowledge of agricultural activities on the farm it is also necessary to possess knowledge in the field of tourism. In addition to all of the mentioned above the motivation of family members to engage in tourism activities is also very important. Brščić, Franić and Ružić have conducted a study on the subject of motive for starting agrotourism activity where 49% of respondents in a sample of 43 farmers responded that the main reason was self-employment, followed by the use of space, sale of own agricultural products and providing the jobs for children so the family could stay together in future. Among the major limitations in agrotourism activities respondents cited insufficient organization of agrotourism farms, unadjusted legal regulations and insufficient help in education (Brščić, Franić, Ružić, 2010, 31).

4. Methodology of the research part of the work and analysis of the study

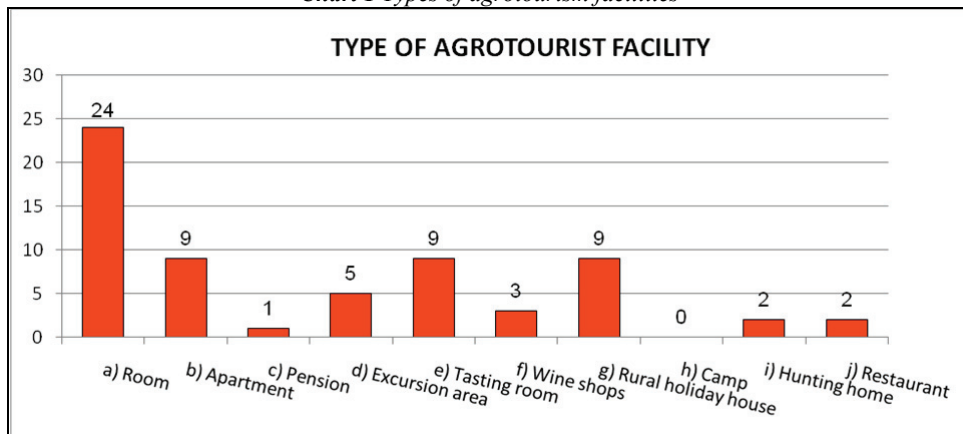
In order to analyze market of agrotourism farms in Baranja, by the help of Croatian Chamber of Commerce - Department of Tourism, from the State Administration Office in the Osijek-Baranja County was obtained current list of 96 businesses engaged in catering and agrotourism services in Baranja (04/2015). Based on this list a survey is conducted during April 2015 with the help of the Tourist Board of Baranja and LAG Baranja. The questionnaire included 21 questions and it was responded by 50% (N = 48) agrotourism entities in Baranja via telephone interviewing randomly.

It is interesting to note that a similar study was conducted in Osijek-Baranja County during October 2012 (Tubić, Bosnić, Blažević, 2013, 686-692) on a sample of 39 agrotourism farms out of total 56 registered entities in Osijek-Baranja County. From the above it can be seen that in the period of 2.5 years the number of agrotourism farms doubled (taking into account that the majority of rural tourism takes place in Baranja). The paper will also present the results of research conducted in 2012 and compare them with the results of research which is the subject of this paper, also will show a further development trend of agrotourist sector in Baranja.

In following the categorization of the surveyed subjects is shown. From a *chart 1*. we see that 50% of respondents have registered renting rooms, apartments 18,75% and 18,75% rural holiday houses. Including pension renters (2,08%) and homes (4,17%) even 85,41% (in total 41) of surveyed agrotourism farms are offering accommodation in Baranja. Of this number 58,33% offer both - accommodation and food services (usually breakfast - B & B (bed and breakfast)). 18,75% of the

subjects are registered as a tasting rooms, 10,42% as a excursion areas, 6,25% as a wine shops and only 4,17% as a restaurants.

Chart 1 Types of agrotourism facilities



Source: author's calculations

Table 1 Gender of farm owners

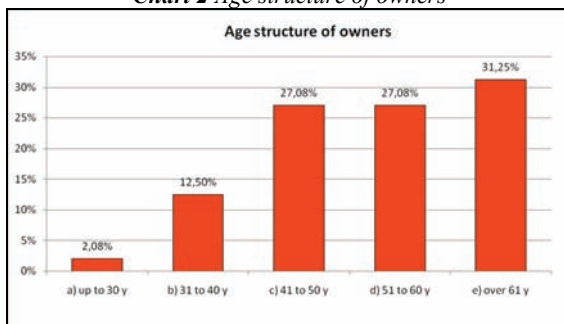
Gender of farm owners	N=48	100%
a) Male	26	54,17%
b) Female	22	45,83%

Source: author's calculations

Considering the gender of agrotourist farm owners, as well as in a survey in 2012, a little priority is given to men (26 - male vs. 22 - female).

Regarding the age structure of owners 85% is older than 41 years (41 to 50 years - 13 respondents; 51 to 60 years - 13 respondents and older than 61 years - 15 respondents), which confirms that in agrotourism are mainly engaged people who dispose with a certain life and business experiences as well as with material assets (chart 2).

Chart 2 Age structure of owners



Source: author's calculations

It is recorded a significant deviation in the age structure of the owners during 2015 compared to the research in 2012 where even 92,3% of respondents were among the age group from 18 to 50 years (2015 – 41,66%). This change can be explained by increased awareness of elderly population about the new trends which combine agriculture and tourism, and the aforementioned fact that older adults are already to some extent accumulated funds and assets needed for starting a business. But it is only a small change regarding 2012 in the previous owners' experience in tourism (2012 - 64% without experience, with the experience of 36%), which again confirms the attractiveness of this industry and the possibility of combining the various previous and current activities on farms.

Table 2 *Main features of agrotourist farms*

Previous experience in tourism	N=48	100%
a) No	33	68,75%
b) Yes	15	31,25%
The obtained financial assistance during starting the business		
a) No	41	85,42%
b) Yes, (from who?)		
- from family, friends	0	0,00%
- bank loans, state aid, EU funds...	7	14,58%
Registration type of agrotourism activities		
a) Family farm	21	43,75%
b) Tourist country family farm	19	39,58%
c) Limited company	5	10,42%
d) Craft	2	4,17%
e) Association	1	2,08%
Duration of an agrotourism business		
a) up to 5 years	18	37,50%
b) from 6 to 15 years	28	58,33%
c) from 16 to 25 years	2	4,17%
d) more than 26 years	0	0,00%

Source: author's calculations

85,42% of farms did not receive any financial help to start a business (2012 - 64%), which once again confirms that the adult population which starts the business has a certain property that is used in tourism activities. Among the sources of funds received respondents cited the Ministries of tourism and agriculture.

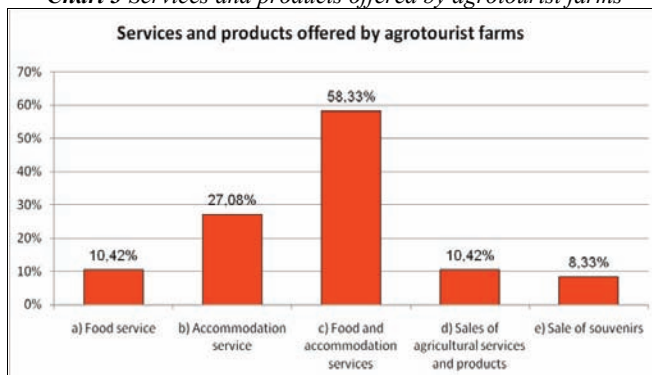
Furthermore, *table 2* shows the registration types of agrotourism activities where the most common form is family farm (21 respondent), then TCFF (tourist country family farm, 19 respondents), and in smaller extent other forms (limited company-5, craft-2 and association-1). The structure of registered agrotourism subjects is equal to that of 2012.

Most of the farms are in the business between 6 to 15 years (58,33%), but it is also a significant number of *young* businesses who operate up to 5 years (37,5%). The share of *young* farms grew by 4% compared to 2012, while the share of businesses operating from 6 to 15 years decreased for 6%, which also confirms the arrival of competitors in this market segment.

The *chart 3* shows that more than half of the farms offer both accommodation and food services (58,33%, a total of 28 subjects) whereby the food services are mainly consists of breakfast (B&B – bed and breakfast). 27% of respondents (13 in total) offer only accommodation, which means the total share of subjects that provide accommodation services is 85,41%.

Number of beds (including extra beds) offered by the surveyed entities is 404, and taking into account that 50% of agrotourism farms are interviewed, we can estimate that the total number of beds in Baranja is about 800 (currently there are no accurate data, so this figure is based on conducted research and author's assessment).

Chart 3 *Services and products offered by agrotourist farms*

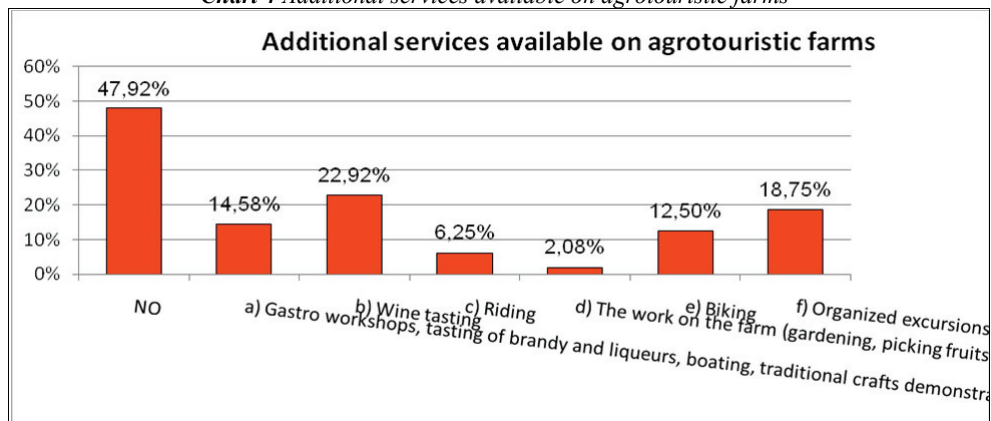


Source: author's calculations

The average number of beds per surveyed farm is 9,85 while the most frequent number of beds in the farms is 6 (mode). According to a survey from 2012 significant difference is presented by the number of households that sell agricultural services and products (48,9%) and souvenirs (20,5%), which indicates that at the moment there are smaller proportion of those farms engaged in agriculture as a primary activity and tourism as additional activity, while there are more of those farms that offer accommodation as a primary activity. In this case the food for a breakfast is obtained from the own garden (in whole or partly) and from surrounding households. One of the respondents operating for many years, who offers catering services and accommodation on the farm, has characterized the accommodation services in households as a type of rural tourism where people can '*easily earn money with the least effort and costs*', which is likely to be recognized by the other owners too.

Chart 4 shows the additional services that agrotourist subjects offer within their activities. Almost half of respondents (23 in total) do not offer any extra services accept their registered core business, while within the other half of the respondents the most frequent service is wine tasting (total 11), organized trips (9 in total), and culinary workshops, brandy and liqueur tasting, boating, traditional crafts demonstration (7 in total) and cycling (6 in total). The average number of additional activities on the total sample is 1,25 while that number in a sample of farms that offer additional services is 1,48. In a survey from 2012 this number was higher (2), which confirms the trend of focusing on renting beds, and that is off course not enough to attract tourists and increase the number of overnight stays, since the attractive additional activities are exactly what tourists are looking for.

Chart 4 Additional services available on agrotouristic farms



Source: author's calculations

Table 3 describes the characteristics of appearance and the operation of agrotourism farms as well as engaged workforce. Those who offer tourist services recognized the importance of native and traditional elements in order to attract tourists, so the 2/3 of respondents noted that their facilities were traditionally decorated in whole or partly. The remaining 1/3 of facilities that does not contain any traditional elements are mostly related to renters who offer overnight stays in rooms and apartments of their own household. Share of facilities without traditional elements increased significantly compared to 2012 when it was 15,5% (35,42% in 2015), while the share of the old in whole or partly traditional facilities decreased from 79,9% in 2012 to 54,16% in 2015.

Most agrotourism farms are open to visitors throughout the year (62,5%; 2012 – 64,1%), while for the other farms visitors have to announce their arrival (37,5%; 2012 – 28,2%).

Table 3 Characteristics of agrotourism facilities and workforce

Characteristics of facility appearance and workforce on agrotourist farms:	N=48	100%
a) Old traditional facilities	16	33,33%
b) Partly traditional facilities	10	20,83%
c) Newly built traditional objects	5	10,42%
d) Objects without traditional elements	17	35,42%
Working hours of agrotourism farms:	N=48	100 %
a) During the whole year	30	62,50%
b) During the whole year, but only with reservations (announcement)	18	37,50%
c) On weekends throughout the year	0	0,00%
The workforce on farms make:	f	%
a) Family members	43	89,58%
b) Permanent staff	6	12,50%
c) Seasonal workers	4	8,33%
Educational background of farm workers:	f	%
a) Secondary School	31	64,58%
b) High school	8	16,67%
c) Faculty (College)	21	43,75%
d) MA and Ph.D.	1	2,08%
Knowledge of foreign languages at farms:	f	%
No foreign language	6	12,50%
a) English language	37	77,08%

Characteristics of facility appearance and workforce on agrotourist farms:	N=48	100%
b) German language	29	60,42%
c) Hungarian language	15	31,25%
d) Italian language	7	14,58%
e) Other languages (Spanish, Slovenian, French etc.)	6	12,50%

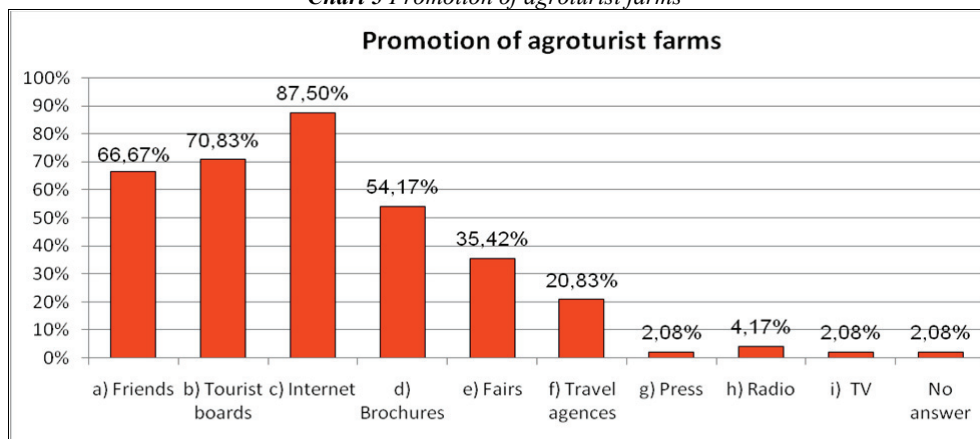
Source: author's calculations

When it comes to labor force engaged in the farms 89,58% of total respondents said that family members participate in the work on the farm, 12,50% of respondents constantly employ workers and only 8,33% of them employ seasonal workers. The average number of family members involved in the work on the farm is 2,6 while the average number of full time employees is 6,7 and seasonal workers 2,8 (in the farms which employ workers). The share of engaged family members was equal in 2012, while the proportion of permanent employees was higher (20,5%), as well as seasonal workers (15,5%). This comparison indicates that the increase in the number of agrotourism farms is mainly based on small private households where the involvement of family members is sufficient.

Almost two thirds of respondents said that people with a high school education are engaged in work on the farms, which is the same share as in 2012, while the share of higher education (college and university degree) on a small scale decreased from 66.6% (2012) to 62.5% (2015), but in both cases we find that the proportion of highly educated people is above average which is a good basis for quality and innovative further development of this industry. The average number of hired workers with secondary education is 1,9 while the average number of workers with undergraduate degree is 0,3 and graduate degree 0,9.

The most common foreign language on farms is English (77,08%; 2012 – 92,3%), followed by German (60,42%; 2012 – 61,5%) and Hungarian (31,25%; 2012 – 43 , 6%). Approximately 2 foreign languages are spoken on each farm.

Chart 5 Promotion of agrotourist farms



Source: author's calculations

Chart 5 shows what promotional techniques and channels agrotourism farms mostly use in order to attract guests and we can see that the most common is Internet (42 in total; 2012 – 97,4%), followed by advertising through tourist offices (34 in total; 2012 – 61,5%), friends (32 in total; 2012 – 58,9%), brochures (26 in total; 2012 – 74,3%), fairs (17 in total; 2012 – 46,15%) and travel agencies (10 in total; 2012 – 25,64%).

Table 4 *Networking of agrotourism farms*

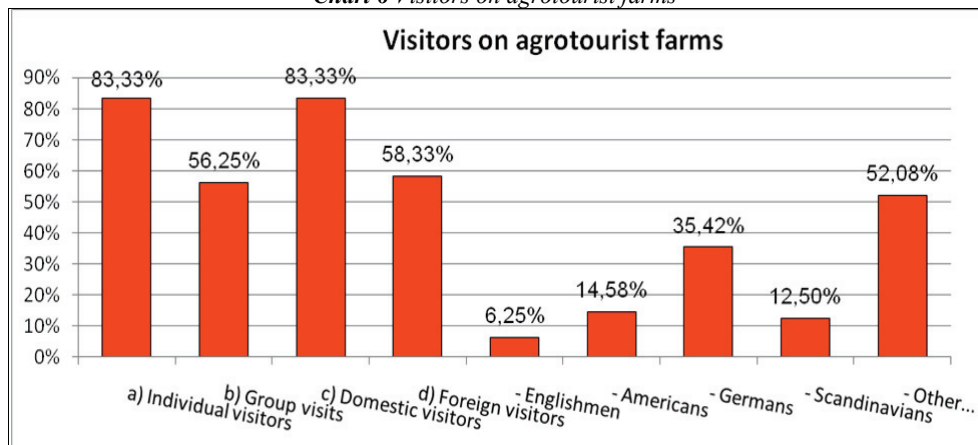
Cooperation of farms while appearing on the market (to lower marketing costs)	f	%
a) No	22	45,83%
b) Yes, (with who?):		
- with LAG Baranja	12	25,00%
- with Tourist Boards	24	50,00%
- with local governments	2	4,17%
- other (family farms, association of wine producers, etc...)	4	8,33%
Are the farms members of associations?		
a) No	40	83,33%
b) Yes, (which ones?):		
- Lag Baranja	4	8,33%
- Croatian farmer	0	0,00%
- Community for rural tourism in Croatian Chamber of Commerce	0	0,00%
- Tourist cluster	0	0,00%
- Other...	6	12,50%
The participation of farms members in trainings		
NO	21	43,75%
a) Seminars by Croatian farmers	2	4,17%
b) Seminars by Croatian Chamber of Commerce	13	27,08%
d) Seminars by Ministry of tourism	13	27,08%
e) Seminars by Ministry of regional development	3	6,25%
f) Seminars by Ministry of agriculture	8	16,67%
g) Seminars by Tourist Board of Baranja	13	27,08%
h) Seminars by Croatian Employment Bureau	1	2,08%
i) Other...	1	2,08%

Source: author's calculations

Table 4 shows that the agrotourist farms have recognized the importance of cooperation with the tourist boards in 50% of cases and with the LAG Baranja in 25% of cases, while almost half of them (45,83%) think that such cooperation will not bring them significant benefit. Cooperation with tourist boards and LAG Baranja is achieved primarily through the web presentation and participation in local gastronomic festivals, fairs and other various thematic and special events.

Respondents are mostly not members of associations (83,33%; 2012 - 64%), while only a part of them a member of the LAG Baranja (8,33%) and other organizations such as associations of wine producers, vintners and fruit growers (12,5%) . To upgrade the future performance on the market a systematic and sustained cooperation among agrotouristic farms and other local development stakeholders is needed. Equally important is to raise awareness of farm members about the importance of continuous and lifelong learning through seminars which are mainly free of charge. In such seminars organized by the Ministry of Tourism, Croatian Chamber of Commerce and Tourist Board of Baranja participated 27% of respondents so far, and seminars by the Ministry of Agriculture were attended by 16.67% of respondents. But even 43,75% of farms did not recognize the importance of participation in trainings, while the proportion of them was 31% in 2012.

Chart 6 Visitors on agrotourist farms



Source: author's calculations

The *graph 6* shows that the number of individual visits to farms is larger than the number of group visits (a total of 40 vs. 27; 2012 – 56,17% of individual visits vs. 42,47% of group visits), but in common for both categories is increasing number of visitors compared to 2012. Furthermore, the farms recorded a higher number of domestic visitors (40 in total; 2012 – 59,9%) compared to foreign visitors (28 in total; 2012 – 38,4%), but again both categories have had a positive significant increase of visitors compared to 2012. Among the foreign visitors the most common are Germans, Americans, Scandinavians and other nationalities (Englishmen, Austrians, Hungarians, Slovenes, Czechs, Poles, French and others).

Table 5 Duration of stay on the farm

Duration of stay of farm visitors according to owners' opinion (1= most attractive arrangement, 4 = least attractive arrangement)				
SCORE	a) One-day trips	b) Weekends	c) Up to 5 days	d) More than 5 days
1	29	20	3	1
2	13	12	2	0
3	2	1	15	1
4	4	15	28	46

Source: author's calculations

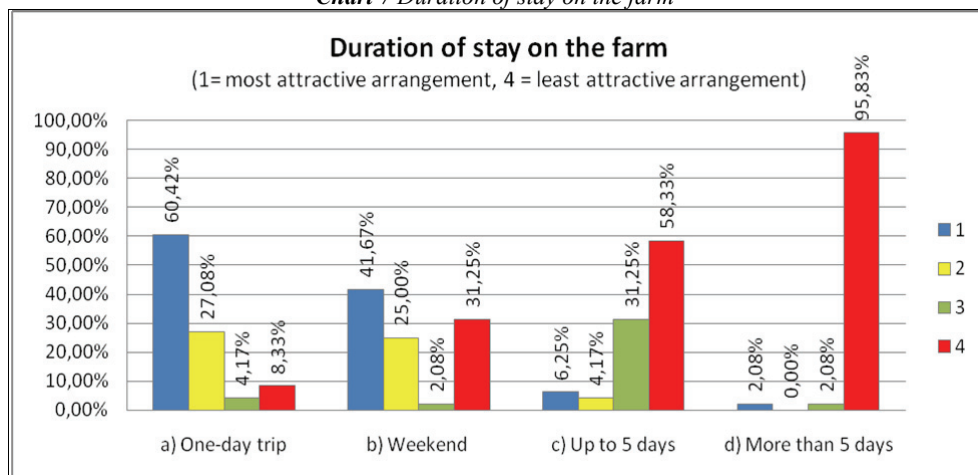
The owners of agrotourism farms assessed as the most attractive arrangement *one-day trips* (60,42% of them rated it by score 1; 2012 - 56,41%), but with the increase of days arrangements are

rated by lower score, thus the lowest demand is registered for arrangements *longer than 5 days* (95,83% of owners assessed it by score 4; 2012 – 84,62%).

41,67% (2012 - 30,77%) of respondents stated a *weekend* as the most wanted arrangement, only 6,25% (2012 - 10,26%) of owners assessed the arrangements *up to 5 days* the most wanted, while only 2,08% (2012 – 2,56%) of respondents indicated stays *longer than 5 days* as the most common arrangement.

From the foregoing it follows that demand for *one-day trips* and *weekends* has been increased compared to 2012, and to a lesser extent the demand for the stays *up to 5* and *more than 5 days* has been decreased. This conclusion is in line with previously observed trend of focusing on renting beds without additional activities that will keep visitors on the farm for several days. This trend needs to be changed by introducing various additional contents in overall offer on the farms.

Chart 7 Duration of stay on the farm



Source: author's calculations

Table 6 presents the prices of food and accommodation services at the farms, and only those farms that offer these services were taken into account. In comparison to 2012 prices are now slightly lower on average (2012 – the average food price was 83,46 Kn while the average accommodation price was 152,69 Kn), which is in our opinion result of increased competition. By selecting meals on breakfast (which is combined with overnight stay), and lunch / dinner (as individual catering service) average price can accurately be expressed - 40 Kn for breakfast and 80 Kn for lunch / dinner.

Table 6 Service prices and distribution channels at the farms

Prices of food and accommodation services at the agrotourist farms (Kn)	Min. price	Average price	Max. price
a) Food services (Kn/person):	25	60,59	100
b) Accommodation services, food not included (Kn/person):	70	136,7	290
The methods of distribution (selling) of products and services at the agrotouristic farms, according to the owners' opinion	f	%	
a) By Internet	23	47,92%	
b) By word of mouth	45	93,75%	
c) By help of the agencies	13	27,08%	

Source: author's calculations

As the most common way of selling goods and services on the farms owners cited *word of mouth* (93,75% vs. 2012 - 62,62%), followed by *internet booking* using e-mails (without the use of web sales; 47,92% vs. 2012 - 25,12%) and *intermediaries / agencies* (27,08% vs. 2012 - 10,25%). In accordance with the above, we can conclude '*the good news travel fast, and by the Internet they travel even further and faster*'.

5. Conclusion

At the present time it is a great competition in the tourism sector on a global level especially thanks to mobile communications. To distinguish the tourist farms have to develop native and traditional contents that will provide guests a unique experience. In addition to a primary agricultural activities and accommodation services it is necessary to introduce additional and diverse activities at the farms. Also, in order to successfully overcome the challenges of agrotourism the farms should be connected to each other and more closely cooperate with the other tourist stakeholders, thus the farms could be presented more successfully.

It is as well needed a strong support at the local, regional and national level, especially in educational, financial and promotional meaning. In addition, it is extremely important to raise awareness of farm members on the importance of continuous and lifelong learning in the field of tourism, marketing and usage of EU funds.

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