



OUTREACH CALL

D3 User Needs and Innovation Solutions Report

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Project title	Z FARMY K TURISTOVI – propojení farmy s gastronomií a turistikou / FROM FARM TO TOURIST – Connecting Farms with Gastronomy and Tourism
Project short name	FarmTourist
Pilot Region	Czech-Bavarian border region
Organisation	Úhlava, o. p. s
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1 Executive Summary

The **FarmTourist** project was carried out as part of the **PoliRural Plus Outreach Call** with the goal of connecting small and medium-sized farms, gastronomy, and tourism. Throughout the project, over 80 stakeholders were contacted, including entrepreneurs, local policymakers, community representatives, researchers, and tourism actors in the Pošumaví region. From the total number of those approached, 46 expressed interest in closer collaboration and attended the “From Farm to Tourist” workshop, which was the cornerstone of the project and took place on January 21, 2025, at the former Dominican monastery in Klatovy. Of these participants, 26 completed questionnaires, expressing interest in further participation in the project, its results, and closer collaboration. The responses revealed that participants appreciated the high potential of regional products but also pointed out the need for better logistics, marketing, and financial support. Additionally, several key factors for the successful implementation of the project were identified, including better coordination between producers and tourism services, the introduction of innovative distribution channels, and support for sustainable forms of tourism.

The project focused on identifying specific needs and proposing practical solutions. During its implementation, data was collected from stakeholders and analyzed for more effective integration of local producers into the tourism infrastructure. The project’s outcomes provide a basis for the future development of the region and highlight important steps for strengthening economic sustainability.

2 Introduction

The general and long-term goal of the project is to support the mutual synergy of short supply chains of local products and services in tourism for rural development in the Pošumaví - Šumava - Bavarian Forest region. The goal is to map and connect individual stakeholders in the region, their products and services, and create a technological solution that supports the sale of local products and the provision of tourism services in mutual symbiosis.

The region is a significant tourist destination, but there is a disproportion between the opportunities of local producers and customer demand, especially in larger towns. Local farmers and producers often face problems with distribution and promotion of their products, which reduces their competitiveness. The project aims to connect these sectors, increase demand for products and services, and thus support the region’s development while also facilitating networking between the stakeholders. Planned activities include organizing thematic workshops, collecting and analyzing data on the needs of individual stakeholders through surveys, and the future creation of a digital platform to facilitate communication between the actors involved.

An important aspect of the project is also taking into account environmental and economic factors that can affect the long-term sustainability of the regional economy. The involvement of a broad spectrum of stakeholders will create a comprehensive plan connecting producers and tourists to support the local economy and sustainable development.

3 Implementation

The project was carried out in collaboration with partners and the above-mentioned interest groups. This collaboration began with contacting relevant regional partners and creating an interactive database of those who agreed to provide data for further possible cooperation. This database is continuously used for information links to stakeholders and is regularly updated with new interested parties for partnership.

The main event was the “**From Farm to Tourist**” workshop, held on January 21, 2025, in Klatovy, which presented inspirational examples of good practice from both the Czech Republic and abroad. The workshop program included presentations by experts from central institutions and the region focused on regional products and tourism, discussions with stakeholders, and interactive brainstorming.

Workshop participants expressed great interest in shared knowledge and actively participated in discussions. The key topics included regional food, direct sales, digital marketing, and the possibilities of financial support for local producers and farmers. Models of collaboration between farmers and tourism actors were presented, such as **e-commerce platforms** focused on local products and **automated sales channels** for farm products. Presenters pointed out not only positive experiences with regional sales of local products but also challenges they encountered in practice, such as unsuitable technical solutions for selecting sales machines and issues with **overtourism** in certain locations.

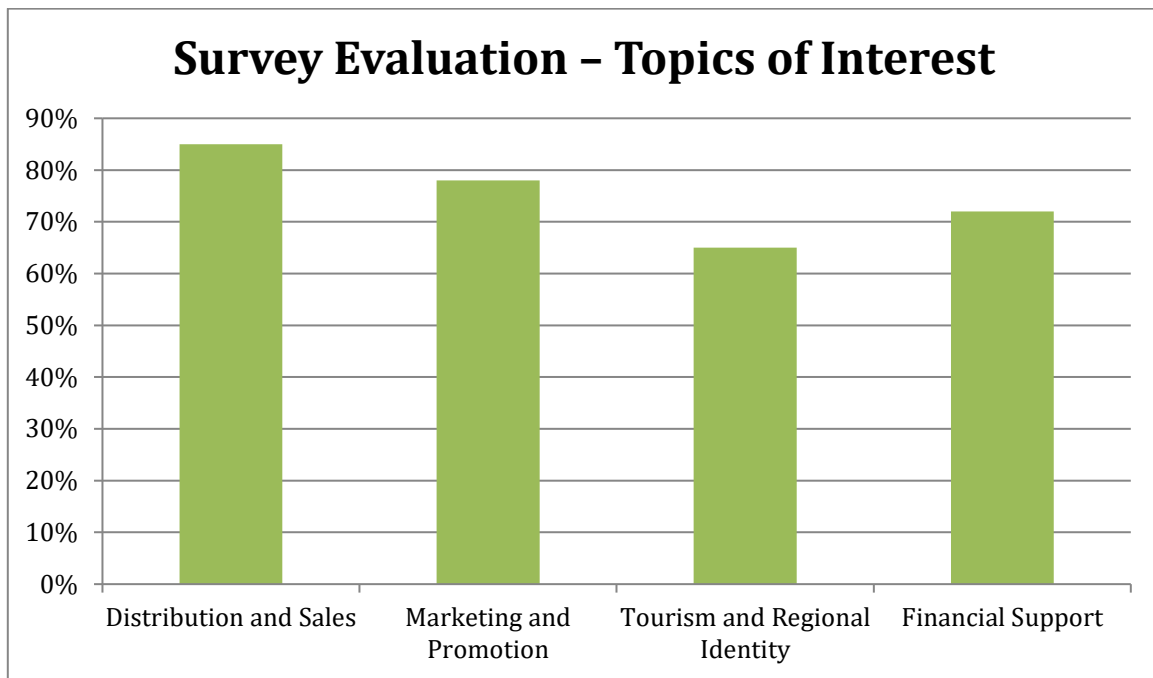
The information about using agricultural farms to provide **stellplatzen** (parking spaces for caravans) for tourists traveling with their own caravans drew significant attention. This type of travel allows for immediate interaction between guests and hosts in the everyday life of typically family-run farms. This concept is supported by the Czech app **BezKempu**, which ensures that no more than three caravans are at each private stellplatz at the same time, ensuring comfort for both landowners and guests.

In terms of cross-border Czech-German cooperation, a presentation by a representative of **Kulturverein Über d' Grenz e.V.**, complemented by a representative of **Kreisentwicklung des Landkreises Regen**, summarized the joint activities with Czech partners. These activities indicate that there is a strong interest in collaboration in tourism linked to regional products on both sides of the border. However, real economically beneficial cooperation still faces barriers such as language issues, administrative problems, and different consumer habits in the Czech Republic and Bavaria.

Throughout the workshop, feedback was gathered from participants, which helped identify the key needs and expectations of the stakeholders. The results of the survey showed that the greatest interest was in the development of **short supply chains**, the possibility of **direct sales**, and the sharing of successful business models.

Survey Results by Topic:

- **Distribution and Sales:** 85% of respondents stated that they would appreciate more efficient ways to distribute products to customers, such as farm vending machines and digital platforms for sales.
- **Marketing and Promotion:** 78% of participants expressed interest in training and support in **online marketing**, especially using social media to promote products.
- **Tourism and Regional Identity:** 65% of respondents considered it important to connect **tourist services** with **local products** and improve the signage of regional specialties.
- **Financial Support:** 72% of respondents requested access to **grants and funding programs** for the development of local production and cooperation among entrepreneurs.



4 User Needs Assessment and Innovation Solutions

4.1 Identified Needs

Detailed analysis of the survey revealed specific areas where respondents see shortcomings and opportunities for improvement. The greatest emphasis was placed on:

- **Logistics** and more effective connections between producers and end customers.
- Increased use of **digital technologies** for presenting and selling local products.
- **Training for farmers and producers** in marketing and sales strategies.
- **Expansion of infrastructure** supporting direct sales to tourists (e.g., farm vending machines, sales stalls).
- **Support for community collaboration** and creating regional partnerships.

4.2 Innovative Solutions

Based on the identified needs, the following innovative solutions were proposed:

- **Creation/expansion of a digital platform** connecting farmers, tourists, and local businesses.
- **Implementation of modern distribution channels**, including automated sales points.
- Development of **mobile apps** to facilitate access to product information and sales locations.
- **Organization of training and mentoring programs** for farmers.
- **Support for tourism packages** that include visits to farm operations.

5 Conclusions and Recommendations

The project showed that there is considerable potential for supporting regional products and linking them to tourism:

- Small and medium-sized enterprises often struggle to keep up with current **ICT trends**. There is a need for educational activities to help these potential users, who often have unnecessary concerns about the practical use of these technologies.
- Prepare educational activities for possible involvement of **AI** in the production and distribution of regional products.
- There are already many technologies supporting **marketing** and **sales** of regional products. These technologies need to be further developed, supplemented, and updated according to the current needs of small and medium-sized producers and consumer behavior.
- Raise awareness about emerging trends in **bioeconomy** and **circular economy**, particularly in relation to business financial strategies.
- Regular meetings between entrepreneurs and research project teams to explore mutual opportunities for effective cooperation benefiting both sides.

As part of the project, active promotion also took place:

- Promotion of the organized workshop through the social media channels of all partners:
<https://www.facebook.com/uhlavaops/posts/pfbid02NJTy4XeLd1cjSeCLhcxejKg9sFFMKqhrHcUxK3ixVxffRZ7oywWSBHkuVLWBEI>
- Shortly after the workshop, a press release was published and sent to around 40 contacts from journalists and publicist websites.
- A presentation on the Úhlava, o.p.s. website:
<http://www.uhlava.cz/index.php?page=547&pages=0&idp=1583&lang=cz&sm=0&task=on>
<https://www.uhlava.cz/index.php?page=547&pages=0&idp=1584&lang=cz&sm=0&task=on>
- Along with the final report, an article was also published on the regional news site
www.zaplzni.cz/v-posumavi-propojuji-farmare-regionalni-produkty-a-turismus/.

6 Annexes

- Workshop Program (Invitation)
- List of Participants (Attendance Sheet)
- Survey Evaluation (Stakeholder Database – Overview of Involved Entities)
- Photodocumentation of the Workshop