

THE INNOVATION JOURNEY

The farm is situated in an attractive location in the village of Holičky, a part of the municipality of Morašice. It is a family managed agro-tourism farm located in a 300-year-old deer park at the foothills of the Iron Mountains, near the Seč water reservoir. The farm was established in 1993 in the area of the former racehorses training centre. It is also an ideal place for cyclists, families with children and tourists in general.

The farm offers accommodation with 18 beds in 8 rooms with private bathrooms, a common living room with a fireplace and an equipped kitchen. The rooms are decorated in Feng Shui style. The farm has its own bistro Slamák using local raw products mainly in bio-quality. The area includes a children's playground, a riding stable and other amenities.



Figure 1. The farm Slunečnýdvůr in Holičky

The farm is owned by M.Sc. Naďa Jandová, who created the business. She always dreamed of managing such place with her family and her main ambition is guest satisfaction. She places great emphasis on hygiene which includes treating spaces, surfaces and raw materials with ozone. Optimum wa-

ter management is ensured by a shower timer and by a giant tank for rainwater harvesting and treated wastewater used for irrigation.

The enterprise represents a specific type of agritourism, where the main activity is tourism, not agriculture. The business is a popular tourist attraction. The farm's rating on Google is 4.6.



Figure 2. A stable where guests can sleep in tents with undercoats (so-called glamping) represents an additional 20 beds.

THE INNOVATION IMPACT

Tourism represents an important alternative to agriculture, especially in areas on the inner periphery. In this case, the business offers a connection between agriculture and tourism, symbolizing the shift of activities from cultivating crops to offering different types of services.

Support from the state should not go directly to large enterprises, which should remain market-based, but to create favourable conditions for SMEs, including improving infrastructures and reducing bureaucratic duties.

USEFUL LINKS

<https://www.sunnyfarm.cz/>;

<https://www.facebook.com/farmaslunecnydvur>