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| **STUDY PROGRAMME:** | **Professional Graduate Study Programme - *Management in Agriculture*** | |
| **Course:** | DESTINATION MANAGEMENT IN RURAL TOURISM | |
| **Course code:** 154332  **Course status**: elective | **Semester: III** | **ECTS credits: 4** |
| **Course holder:** | **Ph.D. Kristina Svržnjak, professor of professional studies** | |
| **Course associates:** | Sandra Kantar, Ph.D., professor of professional studies  Silvije Jerčinović, Ph.D., professor of professional studies | |
| **Modes of delivery:** | **Number of hours** | |
| **Lectures** | 25 | |
| **Excersises** | 10 | |
| **Seminars** | 5 | |

**Course objectives:** To acquaint students with the basic principles of destination management in rural tourism.

**Course content**

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|  | **Course unit** | **Modes of delivery** | | | **Places of delivery** |
| **L** | **E** | **S** |
| 1. | Origin and development of rural tourism:  •Definition of rural tourism and rural tourist destinations.  • Tourism from analogue phenomena to the contemporary tourism.  • Characteristics of rural tourism.  • Assumptions and factors of rural tourism development.  • Selective forms of tourism in rural areas.  • The state of rural tourism in Croatia.  Characteristics of the main geographical regions for the development of rural tourism in Croatia. | 3 |  |  | Classroom |
| 2. | Forms of rural tourism:  • Distribution of tourism from the point of view of location.  • Division of rural tourism from the point of view of tourist offer.  Division of rural tourism with regard to tourist activities in the rural area. | 2 |  |  | Classroom |
| 3. | Rural tourism resources and attractions:  • Importance and types of resources (fundamental, direct and indirect).  • Difference between resource and attraction.  • Attractiveness of the rural tourist destination, facilities and offer of rural tourism.  • Tourist attraction foundation.  • Identification and classification of tourist resources and attractions. Evaluation of tourist resources and attractions.  • Interdependence of types of tourism and types of tourist attractions. | 8 |  |  | Classroom and IT Classroom, venue outsied KUAS |
| 4. | Demand and offer of rural tourism  • Comparative advantages of Croatia as a desirable rural tourism destination.  • Basic indicators of the tourism sector in Croatia.  • Demand for rural tourism.  • Motives for the arrival of tourists in rural areas.  • Offer of rural tourism.  Forms of accommodation in rural tourism. | 4 |  |  | Classroom and IT Classroom |
| 5. | Marketing in rural tourism  • Market research in rural tourism.  • Promotion and sale in rural tourism.  Paths to a satisfied guest. | 3 |  |  | IT Classroom |
| 6. | Destination management in rural tourism  • Planning as a function of rural tourist destination management.  • Planning procedures at the local level.  • Organization and management structure of the rural destination.  • Monitoring the implementation of plans in order to increase the quality and competitiveness of the tourist destination.  Models of tourism development (matrix of development and marketing activities). | 5 |  |  | Classroom |
| 7. | Stakeholders in the development of destination management of rural tourism at the local, regional and national level  Possibility of field training and/or guest lecturer |  | 4 |  | Classroom |
| 8. | Tourist attraction foundation. |  | 2 |  | IT Classroom |
| 9. | Studying papers from the proceedings of the congress about rural tourism. |  | 2 |  | IT Classroom |
| 10. | Examples of good practice of different selective forms of tourism in rural areas. Examples of good practice related to marketing in rural tourism. |  | 2 |  | IT Classroom |
| 11. | Seminar presentations |  |  | 5 | Classroom |

**L=Lectures, E=Excersises, S=Seminars**

**Learning outcomes (LO)**

LO 1. Integrate basic terms from the field of rural tourism and destination management in order to connect destination management of rural tourism with economic and rural development

LO 2. Rank and classify the most important attractions in rural tourism in an area according to the methodology of the tourist attraction base

LO 3. Discover examples of good practice of rural tourism in Croatia and marketing in rural tourism

LO 4. Plan the development of destination management of rural tourism through a matrix of development and marketing activities.

LO 5. Discover the most important stakeholders essential for the development of destination management of rural tourism at the local, regional and national level

LO 6. Present own research results to a wider audience

Course holder:

Kristina Svržnjak, Ph.D., professor of professional studies

Križevci, July 2024