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| **STUDY PROGRAMME:** | **Professional Undergraduate Study Programme *Agriculture***  Specific field of study: Plant production, Zootechnics and Management in agriculture | |
| **Course:** | **RURAL TOURISM** | |
| **Course code:** 135051  **Course status**: elective | **Semester: IV** | **ECTS credits: 4** |
| **Course holder:** | **Kristina Svržnjak,** Ph.D., 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 | 30 | |
| Excersises, | 30 | |

**COURSE OBJECTIVES:** To acquire theoretical and practical knowledge of rural tourism.

**COURSE CONTENT**

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|  | **Course unit** | **Modes of delivery:** | | **Places of delivery** |
| **L** | **E** |
| 1. | Introduction to the subject | 1 |  | Classroom |
| 2. | Conceptual determination of rural tourism and rural space. Origin and development of rural tourism (Croatia, Europe, world). | 3 |  | Classroom or IT Classroom |
| 3. | Forms of rural tourism, preconditions for the development of certain forms of rural tourism with an emphasis on rural tourism. | 2 |  | Classroom |
| 4. | Differences and interrelations between rural tourism, rural tourism and agrotourism. Accommodation and catering facilities in rural tourism. National catalog "Rural tourism of Croatia". | 2 |  | Classroom |
| 5. | Rural interior and rural exterior. | 2 |  | Classroom or IT Classroom |
| 6. | Social and economic aspects of rural tourism. | 1 |  | Classroom |
| 7. | Rural tourism as an important factor of rural development. Sustainable development and rural tourism. Rural tourism and nature protection. Rural tourism and culture. | 3 |  | Classroom |
| 8. | Elements of ambience and originality of the agrotourism location and agrotourism facility. | 2 |  | Classroom |
| 9. | Marketing in rural tourism. | 2 |  | Classroom |
| 10. | The specifics of tourist services and their provision system. Rulebook on the classification and categorization of facilities where catering services are provided at family farms. Offer symbols. | 2 |  | Classroom or IT Classroom |
| 11. | Identification and positioning of the tourist segment. | 1 |  | Classroom |
| 12. | Quality of rural tourism services and users′ satisfaction. | 1 |  | Classroom |
| 13. | The meaning and identity of the brand in tourism services. | 1 |  | Classroom |
| 14. | Instruments of the marketing mix in rural tourism with an emphasis on promotion. | 3 |  | Classroom |
| 15. | Rural tourism development measures in Croatia, organizations and services in the function of rural tourism development. Croatian Rural Tourism Association. The possibility of a presentation by a guest lecturer from other institution. | 4 |  | Classroom or IT Classroom |
| 16. | Foreign and Croatian experiences in rural tourism. Analysis of Croatian rural tourism facilities through the National Catalog "Rural Tourism of Croatia". Analysis of the offer symbol. |  | 4 | Classroom or IT Classroom |
| 17. | Analysis of accommodation and catering facilities through the Rulebook on classification and categorization of facilities where catering services are provided at family farms. |  | 4 | Classroom or IT Classroom |
| 18. | Assessment of the ambience and originality of the agrotourism location and agrotourism facility. Evaluation of the rural interior and exterior of agro-tourism facilities. |  | 3 | Classroom or IT Classroom |
| 19. | Analysis of tourist programs of the Croatian Rural Tourism Association. |  | 3 | Classroom or IT Classroom |
| 20. | Presentations of research results. |  | 6 | Classroom |
| 21. | Field training - examples of good practice related to rural tourism |  | 10 | Outside KUAS |

**L=Lectures, E=Excersises**

**LEARNING OUTCOMES (LO)**

LO 1. Present basic concepts about rural tourism

LO 2. Formulate the basic elements of marketing mix and promotion mix in rural tourism

LO 3. Compare the elements of originality and ambience of an agro-tourism location and an agro-tourism facility

LO 4. Compare the symbols of the offer through pictograms on different rural tourism farms

LO 5. Determine conditions for a particular category of facility where catering services are provided at family farms

LO 6. Present own research results to a wider audience

Course holder:

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

Križevci, July 2024