

COURSE DESCRIPTION

University: <i>University of Presov</i>	
Faculty/university workplace: <i>Faculty of Management and Business</i>	
Code: 7KTH/RUTA-ER/24	Course title: <i>Rural Tourism and Agritourism</i>
Type, scope and method of educational activity: <i>Type of educational activities: seminar</i> <i>Scope of educational activities: 1 hour seminar per week</i> <i>Method of educational activities: combined; max. 30% distance, via MS Teams, Moodle or other applications and platforms</i>	
Number of credits: 4	
Recommended semester: 3 rd semester	
Study grade: 1.	
Prerequisites: -	
Conditions for passing the course: <i>Course assessment and completion: continuous evaluation</i> <i>Continuous evaluation:</i> <i>a) active participation in seminars - 10 points (10% of the course evaluation)</i> <i>b) elaboration of presentations and presentation of set topics according to the teacher's instructions within a pre-agreed term - (20% of the course evaluation)</i> <i>c) elaboration of a seminar work according to the teacher's instructions in writing and submit it on the specified day (and time) in the final week of the semester - (20% of the course evaluation)</i> <i>d) passing a short test in the theory of the subject - 50 points (50% of the evaluation of the subject)</i> <i>Final evaluation: continuous evaluation- test</i> <i>Success criteria (percentage expression of results in the evaluation of the course) are for the classification levels as follows: A 100.00 - 90.00%; B 89.99 - 80.00%; C 79.99 - 70.00%; D 69.99 - 60.00%, E 59.99% - 50.00%; FX 49.99% less%.</i>	
Learning outcomes: <i>Graduates of the course can at the end of the educational process in the following areas:</i> Knowledge: <i>- cognitively describe the starting points of rural tourism and agritourism</i> <i>- define in detail the basic concepts of rural tourism and agritourism</i> <i>- coherently define the relationship between rural tourism and agritourism to work inclusively with terminology and the basic nature of rural tourism, and agritourism (goals, driving forces, benefits, etc.)</i> <i>- justify the maintenance and development of agricultural activity</i>	

- *justify the importance of developing the rural area for the needs of the development of tourism in it*
- *to specify the benefits of rural development for the participants of the tourism as well as the local population*
- *pragmatically describe and classify services in rural areas, etc.*

Skills:

- *give examples of leaders in this field*
- *to design a suitable service structure separately for rural tourism as well as for agritourism in particular*
- *appropriate content of promotional elements to support rural tourism and agritourism*
- *discuss different types of facilities providing services in the countryside and assess their developmental quality potential*

Competences:

- *take responsibility for their work, substantiate their claims and knowledge*
- *discuss the state and level of development and operation of rural tourism and agritourism in the European area*
- *is able to work independently as well as with*
- *accept criticism and respond to it adequately*
- *to know and distinguish the importance of associated services related to the development of rural tourism in it.*

Course content:

1. *Countryside and rural environment.*
2. *Introduction to the basic concepts of rural tourism and agritourism.*
3. *Driving forces of rural tourism and agritourism.*
4. *Conditions and barriers to the development of rural tourism and agritourism.*
5. *Assumptions of development and services of rural tourism and agritourism.*
6. *Motivation of participants in rural tourism and agritourism.*
7. *Development and operation of rural tourism and agritourism in Europe.*
8. *Potential and current state of rural tourism and agritourism in Slovakia.*
9. *Facilities in rural tourism and agritourism.*
10. *Entities operating in rural tourism and agritourism.*
11. *ECEAT.*
12. *Advertising in rural tourism and agritourism.*
13. *Design and planning of rural tourism facilities and agritourism.*

Recommended literature:

- MATUŠÍKOVÁ, D., 2013. *Vdiecky turizmus a agroturizmus*. Bookman: Prešov. ISBN 978-80-8165-024-6.
- MATUŠÍKOVÁ, D., a kol., 2020. *Analýza predpokladov služieb agroturizmu vo vybranom regióne*. In *Cestovný ruch v dvadsaťročnici od prelomu miléníí – výkony, výzvy, trendy*. Recenzovaný nekonferenčný zborník medzinárodných vedeckých štúdií. Prešov: Prešovská univerzita v Prešove. p. 197-210. ISBN 978-80-555-2575-4.
- KEREKEŠ, J., 2019. *Vdiecky turizmus a agroturizmus v regiónoch turizmu*. 1000 knih.sk. 149 p. ISBN 978-80-570-1032-6.
- AN, W. a S. ALARCÓN, 2020. *How Can Rural Tourism Be Sustainable? [online]*. A Systematic Review. *Sustainability*, Vol. 12, No. 8. Article: <https://doi.org/10.3390/su12187758>

BALLINA, F. J., 2020. Is there rural smart tourism? A Spanish experience. In *Management Theory and Studies for Rural Business and Infrastructure Development*. Vol. 42, No. 3, Doi: <https://doi.org/10.15544/mts.2020.37>

KUDLA, N. a Y. MYRONOV, 2020. Serqual method in assessing the quality of rural tourism services. *Series management economic engineering in agriculture and rural development*. Volume 20, Issue 4, p. 307-312. ISSN (online) 2285-3952.

PAVLIĆ, I. a kol., 2019. Resident's attitudes towards tourism impact in rural area. *Interantional scientific conference tosee- tourism in southern and eastern Europe 2019- creating innovative tourism experience: the way to extend the tourist season*. Volume 5, p. 521-532.

ŠTEFKO, R., P. GALLO a D. MATUŠÍKOVÁ, 2019. Modern managerial methods and their potential in context of regional tourism development. *Modern management tools and economy of tourism sector in present era: 3rd international thematic monograph - thematic proceedings*. Belgrade: Association of Economists and Managers of the Balkans. p. 101-114. ISBN 978-86-80194-14-1.

ZHOU, F., 2018. Strategy of Rural Leisure Tourism Promotes the Implementation of Rural Revitalization. In *International Workshop on advances in Social Science*. p. 880-884. Doi10.25236/iwass.2018.187

XU, Y.M. a kol., 2021. Tourism-led rural gentrification: impacts and residents' perception. *Tourism review*. DOI10.1108/TR-05-2020-0227

Language which is necessary to complete the course: English and Slovak

Notes:

Students' burden distribution:

30% load - seminars (direct teaching activity)

20% load - work on a seminar project

50% load - self-study of literature and preparation for continuous assessment

An individualized approach is provided for students with special needs based on the recommendation of the faculty coordinator for students with special needs.

Course evaluation

Total number of students evaluated:

A	B	C	D	E	FX
a	b	c	d	e	f

Lecturers: S- seminar: doc. PhDr. Daniela Matušíková, PhD.

Date of last change: 23.04.2024

Approved by: