

COURSE DESCRIPTION

Name of the higher education institution: <i>University of Presov</i>	
Name of the faculty/university workplace: <i>Faculty of Management and Business</i>	
Course code: <i>7KTH/UVP-D-THKA/26</i>	Course title: <i>Sustainable Tourism in Rural Areas</i>
Type, scope and method of educational activity: <i>Type of educational activities: lectures/seminars</i> <i>Scope of training activities: 1h lecture, 1h seminar per week</i> <i>Method of learning activities: combined; max. 30% distance learning, via MS Teams, Moodle or other applications and platforms</i>	
Number of credits: <i>4</i>	
Recommended semester: <i>2nd year, 3rd semester (WS); a 3rd year, 5th semester (WS)</i>	
Degree of study: <i>1.</i>	
Prerequisites: <i>-</i>	
Conditions for passing the course: <i>Method of evaluation and completion of the course:</i> <i>Continuous evaluation</i> <i>The condition for successful completion of the course:</i> <i>a) active participation in lectures</i> <i>b) preparation of semester work according to the teacher's instructions in written form and submission on the specified day (and time) in the credit week of the semester</i> <i>c) completion of a short verification of knowledge of the theory of the subject.</i> <i>Final assessment: continuous assessment - test.</i> <i>The success criteria for the grading levels are as follows:</i> <i>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 and below. A student scoring less than 50% will be graded FX. Passing the course is contingent upon successful completion of the specified prerequisites and fulfillment of the conditions of participation according to the Student Regulations of University of Presov.</i>	
Learning outcomes: <i>At the end of the educational process, graduates of the subject will be able to:</i> <i>Knowledge:</i> <ul style="list-style-type: none"> <i>- define in detail the basic concepts of the countryside and rural space</i> <i>- cognitively describe the starting points of sustainability and its principles</i> <i>- coherently define the relationship between the countryside and the rural population</i> <i>- work inclusively with the terminology and basic essence of the rural environment and the principles of sustainability</i> <i>- justify the justification for creating sustainable strategies for the rural space</i> <i>- justify the importance of developing the rural space for the future</i> <i>- specify the benefits of developing the rural environment for society</i> <i>- pragmatically describe and classify services in the rural space</i> 	

- justify and value-substantiate the justification for developing the rural environment in terms of natural, rural or agro-tourism.

Skills:

- provide an overview of successfully implemented examples from practice in this area
- propose new options for sustainable principles for the selected area
- define a suitable structure of services for rural development in the context of tourism
- conceptualize the pillars of sustainability into specific products in a content-appropriate manner
- discuss various types of sustainable products in the countryside and evaluate their development and quality potential.

Competencies:

- take responsibility for their work, justify their statements and knowledge
- discuss the state and level of development of sustainable rural activities in Slovakia and in the European area
- is able to work independently and in a team
- accept criticism and respond adequately to it
- know and distinguish the importance of sustainable principles related to rural development and tourism in it.

Course content:

1. Introduction to the origins of rural areas and the rural environment.
2. The state of the rural environment in Slovakia and in the European area.
3. Prerequisites and barriers to the development of the rural environment.
4. Stabilization of the countryside through services.
5. Origins of nature-based tourism.
6. Origins of rural tourism.
7. Origins of agritourism and its specifics.
8. Sustainable practices of rural tourism (local brands, regional brands, ...).
9. Environmental initiatives for rural renewal.
10. Sustainable approaches to rural development (Agenda 2030).
11. Pillars of rural environment sustainability.
12. Support mechanisms for rural development and its sustainability and environmental investments.
13. Case studies of sustainable rural development projects.

Recommended literature:

- 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. Belehrad : Association of Economists and Managers of the Balkans. 101-114. ISBN 978-86-80194-14-1.
- AN, W. a S. ALARCÓN, (2020). How Can Rural Tourism Be Sustainable? [online]. A Systematic Review. *Sustainability*, 12(8). <https://doi.org/10.3390/su12187758>
- GARCÍA-RAMÍREZ, C., (2025). Agritourism and rural development: A global bibliometric analysis of the state of research, limitations, and future directions. *Agriculture*, 15(8), 866. <https://doi.org/10.3390/agriculture15080866>
- KEREKEŠ, J., 2019. *Vidiecky turizmus a agroturizmus v regiónoch turizmu*. 1000 knih.sk. 149 s. ISBN 978-80-570-1032-6.

MARTINUS, K., (2024). Authenticity, interaction, learning and location as curators of experiential agritourism. *Journal of Rural Studies*, 109, 103294. <https://doi.org/10.1016/j.jrurstud.2024.103294>

MIGLIORE, G., SCHIFANI, G., & CRESCIMANNO, M. (2024). The causal effect of agritourism on farm survival. *Tourism Economics*. Advance online publication. <https://doi.org/10.1177/13548166241308300>

MIHAI, F.C., & IATU, C. (2020). *Sustainable Rural Development under Agenda 2030*. Sustainability Assessment at the 21st century, 9-18. London: IntechOpen Limited. <https://doi.org/10.5772/intechopen>.

NDHLOVU, E., & DUBE, K. (2024). Agritourism and sustainability: A global bibliometric analysis of the state of research and dominant issues. *Journal of Outdoor Recreation and Tourism*, 46, 100746. <https://doi.org/10.1016/j.jort.2024.100746>

ROMAN, M., & ROMAN, M. (2024). Agritourism in academic research: Literature review and cluster analysis. *Turyzm/Tourism*, 34(1), 53–68. <https://doi.org/10.18778/0867-5856.34.1.04>

Language which is necessary to complete the course: *English language*

Notes:

Distribution of student workload:

20 % of workload – lectures and seminars (direct teaching activity)

30 % of workload – work on a seminar project and partial seminar outputs

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

Students with specific needs are provided with an individualized approach based on the recommendation of the faculty coordinator for students with specific needs.

In the case of distance learning, teaching and assessment will take place via Microsoft Teams, Moodle (LMS), or other applications and platforms (using official email addresses: @unipo.sk, @smail.unipo.sk).

Course evaluation

Total number of students evaluated: -

A	B	C	D	E	FX

Lecturers:

Lecturers: doc. PhDr. Daniela Matušíková, PhD.

Seminar leader: doc. PhDr. Daniela Matušíková, PhD.

Date of last change: 01. 03. 2026

Approved by: *doc. Ing. Anna Šenková, PhD.*