

## SYLLABUS

Course basic data			
Academic unit:	Faculty of Tourism and Environment		
Course title:	Agrotourism		
Level:	Bachelor		
Course status:	Mandatory		
Year of study:	III		
Number of hours per week:	3		
Value in credits – ECTS:	5		
Time / Location:			
Course leader:	Prof. As. Dr. Hysen Sogojeva		
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Course Description			
Course Description	This course provides an overview of the rapidly growing international fields of agritourism from interdisciplinary academic approaches. Information presented in the course includes research-based theories and methods of social scientific inquiry through which students will assess how agritourism intersects with other popular food movements such as gastronomic tourism, farm to table, regional cuisines, sustainability, wine trails, craft beer, farmstead cheese, artisanal bread, etc.		
Course aims:	The aim of course is to introduce tourism in rural areas (and agritourism as a specific form of rural tourism) as one possible source of financial revenue for those areas and their subsequent development. Another aim is to show the capabilities and specifics of this business sector in the Kosovo countryside, following the current situation and development in foreign countries (especially in states of the EU).		
Expected learning outcomes:	Students should come away from the course with the experience and skills necessary to: <ol style="list-style-type: none"> <li>1. Define agritourism and food tourism and articulate the latest trends and changing demographics.</li> <li>2. Discuss interdisciplinary academic approaches, theories and critical lenses on agritourism.</li> <li>4. Understand the role of value added products to both tourism and food security.</li> <li>5. Link the promotion of sustainability and community resilience to agricultural, gastronomic, and other modes of tourism.</li> </ol>		
Contribution in Student's learning ( should correspond with Students learning outcomes)			
Activity	Hrs	Days / Weeks	Total
Lectures	2	15	30

Theory/Lab exercises	1	15	15
Practical work			
Contact hours/consultations with lecturer	2	4	8
Exercises in the field (study visits)	3	2	6
Tests, seminars	1	1	1
Home work			
Student's independent study time (library or home)	3	15	45
Final preparation for exam	6	3	18
Time spent during assessment (tests, quizzes, final exam)	2	1	2
Projects, presentations, etc.			
<b>Total</b>			<b>125</b>

<b>Teaching methodology:</b>	The course will take place in duration of 15 weeks, with 2 hours lectures per week, where the theoretical concepts will be treated and explanation will be provided about the development process of Agrotourism and 1 hour in class group exercises. The exercises will be held in group where the real case studies will be analyzed and discussed in group. This way of organizing the exercises will help students to acquire the theoretical concepts logically and organically connect Agrotourism. Students will be subject to assessment during a test and a final exam at the end of the full cycle of this course.
<b>Assessment methods:</b>	Midterm test 20% Attendance and participation 10% Final exam 70% (Final exam will be comprised by different multiple choice questions, open questions, and a case study analysis)
<b>List of references</b>	
<b>Basic Literature:</b>	1. Michal Sznajder et al. (2009), Agritourism, CAB International.
<b>Additional literature:</b>	1. Frederic P. Miller, Agnes F. Vandome, McBrewhster John (2010). Agritourism, VDM Publishing. 2. Vijay Kumbhar (2013). Problems and Prospects of Agritourism Business, LAP LAMBERT Academic Publishing.

<b>Lectures timeline:</b>	
<b>Week</b>	<b>Lectures</b>
<i>First week:</i>	Understanding Agrotourism Types of Agritourism
<i>Second week:</i>	AgroTourism and rural development policy
<i>Third week:</i>	Agritouristic Destinations

<b><i>Fourth week:</i></b>	Services and Products in Agrotourism
<b><i>Fifth week:</i></b>	Business in Agritourism
<b><i>Sixth week:</i></b>	Marketing of Agrotourism
<b><i>Seventh week:</i></b>	Planning and managing Agrotourism The need for planning and management
<b><i>Eighth week:</i></b>	Student assessment/ midterm test
<b><i>Ninth week:</i></b>	Accommodation and catering in agritourism
<b><i>Tenth week:</i></b>	The concept of sustainable Agrotourism
<b><i>Eleventh week:</i></b>	Seminar presentations
<b><i>Twelwth week:</i></b>	SWOT analysis for the development of Agrotourism
<b><i>Thirteenth week:</i></b>	Sport activities as a part of rural tourism and agritourism
<b><i>Fourteenth week:</i></b>	Agrotourism development strategy in Kosovo
<b><i>Fifteenth week:</i></b>	Eco-agritourism and rural development

**Academic policies and rules of conduct:**

*Regular attendance, maintaining the order and active engagement in dialogue during lectures and exercises is compulsory.*