

SYLLABUS

Course basic data	
Academic unit:	Faculty of Tourism and Environment
Course title:	Rural Tourism
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. Petrit Hasanaj
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Course Description	
Course Description	This course will focus on the factors that determine the successful development of rural tourism and the management of sites in an environmentally and culturally sensitive area.
Course aims:	The aim of the course is in the framework of Rural Tourism, to study the importance of the development of this sector and the most efficient use of tourist resources in rural areas. The other aim of the course is to provide knowledge about the concepts and opportunities that rural tourism provides in the overall economic growth and further development of the rural area. Also through this course will be studied the methodology of rural economic growth and its correlation with aspects of tourism and to address practical aspects of rural tourism development.
Expected learning outcomes:	<p>After successful completion of this course, students will be able to:</p> <ul style="list-style-type: none"> Understand the principles of rural tourism, including the scope of rural tourism and the cultural significance of the countryside. Understand and have the knowledge about the tourism resources of rural area. Understand the benefits and costs of rural tourism development. Understand demand and supply for rural tourism. Understand ways to apply the marketing concept to rural tourism. Understand the planning and the management process for rural tourism. Understand the way to apply the concept of sustainable tourism to develop the rural tourism.

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/consultatios with lecturer	2	4	8
Exercises in the field (study visits)	2	2	4
Tests, seminars	1	1	1
Home work			
Student's independent study time (library or home)	2	15	30
Final preparation for exam	5	2	10
Time spent during assessment (tests, quizzes, final exam)	2	1	2
Projects, presentations, etc.			
Total			100
Teaching methodology:			
	<p>The course will take place in duration of 15 weeks, whith 2 hours lectures per week, where the theoretical concepts will be treated and explanation will be provided about the development process of Rural Tourism and 1 hour in clas 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 theory and practical aspects of the activities within the Rural Tourism.</p> <p>Students will be subject to assessment during a test and a final exam at the end of the full cycle of this course.</p>		
Assessment methods:			
	<p>Midterm test 20% Attendance and participation 10% Final exam 70% (Final exam will be comrised by different multiple choice questions, open questions, and a case study analysis)</p>		
List of references			
Basic Literature:			
	<ol style="list-style-type: none"> 1. S. Laçi et al., Rural tourism, Lecture series, 2013. 2. Ade Oriade and Peter Robinson (2017). Tourism and rural enterprise: management, marketing and sustainability, Cabi. 3. Lesley Roberts, Derek Hall, Mitchell Morag (2016). New Directions in Rural Tourism, Taylor & Francis Group. 		
Additional literature:			
	<p>Rhonda L. Koster, Doris A. Carson (2020). Perspectives on the Geography of Rural Tourism, springer.</p>		
Lectures timeline:			

Week	Lectures
<i>First week:</i>	Understanding rural tourism
<i>Second week:</i>	The countryside: a resource for tourism - Introduction - Tourism, agriculture and rural development policy - Rural tourism development (Benefits) - Rural tourism development (Costs)
<i>Third week:</i>	The demand for rural tourism - Introduction - Rural tourism: measurement criteria - The historical development of rural tourism - (Case Study: Rural tourism in Utah) - Rural tourism: demand factors - Rural tourism: motivation factors
<i>Fourth week:</i>	The supply of rural tourism - Introduction - The total rural tourism product - Who supplies rural tourism? - Rural tourism: public sector supply
<i>Fifth week:</i>	Marketing the countryside for tourism - The definition of marketing - Applying the marketing concept to rural tourism - Rural tourism marketing: public sector roles - Problems of marketing rural tourism: marketing the place - Problems of marketing rural tourism: the private sector - Marketing rural tourism: a structured approach
<i>Sixth week:</i>	Study visit
<i>Seventh week:</i>	Planning and managing rural tourism - Introduction - The need for planning and management - Rural tourism: the planning and management process
<i>Eighth week:</i>	Student assessment/ midterm test
<i>Ninth week:</i>	Issues in rural tourism - Introduction - Access issues - What price the countryside? - Sustainable transport in the countryside - Housing issues in the countryside
<i>Tenth week:</i>	The concept of sustainable tourism - Sustainable rural tourism development

	<ul style="list-style-type: none"> - Community involvement in rural tourism - Partnerships in rural tourism development - Visitor management
<i>Eleventh week:</i>	Seminar presentations
<i>Twelfth week:</i>	SWOT analysis for the development of rural tourism in Kosovo
<i>Thirteenth week:</i>	Rural Tourism Development in Kosovo
<i>Fourteenth week:</i>	Rural tourism development strategy in Kosovo
<i>Fifteenth week:</i>	Rural Tourism in the Future

Academic policies and rules of conduct:

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