**DESCRIPTION OF A STUDY COURSE – SYLLABUS**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Title of a course** | **Rural forms of tourism** | | | | |
| **Study programme** | **Professional undergraduate study Winemaking** | | | | |
| **Status of a course** | Elective | | | | |
| **Year of study** | 2. | **Semester** | W | **ECTS credits** | 3 |
| **Goals of a course** | | | | | |
| Introduce students to the rural forms of tourism (RFT), how they are designed, and how they can develop and function. Students will be instructed in techniques for assessing the attractiveness of environments and facilities in the function of RFT, determining economic and non-economic effects from RFT, and techniques for promoting and selling RFT. Finally, on the basis of the acquired knowledge, students will be able to observe the reciprocity of the functioning of agriculture and tourism, which results in the possibility of earning additional income. | | | | | |
| **Conditions for enrolling course** | | | | | |
| No conditions | | | | | |
| **Learning outcomes on a level of a study programme which includes course** | | | | | |
| Outcome 1: Plan the planting of vineyards with regard to the ecological and agro-climate conditions of the production unit.  Outcome 3: Perform the care of the grapevine plantations in accordance with the cultivation form and maintain the vineyard in view of the technological and ecological conditions of production.  Outcome 8: Apply the appropriate vinification technology for white, rose and red wine with monitoring and determining technological processes, and carry out physic-chemical and biological stabilization of wine.  Outcome 9: Finalize the wine by selecting the appropriate equipment and packaging and bottling the wine.  Outcome 11: Present the wine professionally, using professional terminology in describing and evaluating the wine, and lead wine tasting by interpreting the sensory experiences of the wine. | | | | | |
| **Expected learning outcomes on a level of a course** | | | | | |
| 1. Define and correctly interpret the concept of rural tourism and its forms 2. Notice and describe tourism activities in rural areas 3. Evaluate the attractiveness of the location and object of rural tourism according to the criteria of originality and ambience 4. Create a promotion plan for a rural tourism facility and destination 5. Plan the sale of services and products in rural tourism | | | | | |
| **Content of a course** | | | | | |
| Historical development of tourism, tourism terms and their definitions, origin and development of rural tourism, forms of rural tourism, requirements for development of rural tourism, factors of rural tourism development, effects of rural tourism, marketing in rural tourism, advertising and selling in rural tourism, policy, organisations and services aimed at developing rural tourism, foreign and domestic experiences of rural tourism development, experiences considering rural tourism in Istria. | | | | | |
|  | | | | | |