



Basic data of the subject:	
University:	University “Ukshin Hoti” Prizren
Academic Unit:	Faculty of Life and Environmental Sciences
Program:	Agribusinesses
Course title:	Rural tourism management
Level:	Bachelor
Course status:	Election (E)
Study year:	Year III, semester V
Number of hours per week:	2+2
Credit value – ECTS:	6
Time / location:	Faculty of Life and Environmental Sciences
Lecturer:	Prof. asoc. dr. Sadik Maloku sadik.maloku@uni-prizren.com
Course description:	The treatment of themes contained in this module provides an overview of the nature and main characteristics of rural tourism. We will analyze and evaluate the specific resources for the development of the Tourism, which is suitable for future demand trends. During the course we will examine issues related to sustainability and how it can be managed in the context of a relatively weak, low-income rural area. The course places particular emphasis on developing students' abilities to think individually, critically, and solve problems in group spirit.
Course objectives:	One of the purposes of this course is to recognize the principles and connection that exists between the tourism sector and farm activities on the farm. Familiarity with the main terminologies that address this link between the two sectors. During the lecture cycle, an in-depth analysis is done based on the experience of Developed countries, the way they approach.

Learning outcomes:	After completing the course, students will be able to: ▪ To recognize and implement the concept of rural tourism ▪ To recognize and make a difference in rural tourism and agrotourism ▪ Understand the relationship between the two sectors, agriculture and tourism ▪ Analyze rural tourism supply and demand ▪ Making rural tourism forecasts in the future ▪ To know the economic and social aspects of rural development ▪ Recognize and understand all the challenges facing rural development today ▪ To recognize sustainable rural tourism strategies ▪ To recognize the agrotourism sector as a new, successful venture for the development and revitalization of rural areas.		
Contribution on student load (must correspond with learning outcomes)			
Activity	Hours	Days/week	Total/hours
Lectures	3	15	45
Exercise theoretical/laboratory	2	15	30
Practice work	1	5	5
Contact with lecturer/consultations	1	2	2
Field exercises	/	/	/
Mid-terms, seminars	6	2	6
Homework	1	15	15
Individual time spent studying (at the library or home)	15	15	15
Final preparation for the exam	1	15	15
Time spent in evaluation (tests, quiz, final exam)	2	1	2



Projects, presentations, etc.	1	15	15
Total			150 (6 ECTS)
Teaching methods	Lectures, exercises, discussions, consultations, course projects, homework, colcociums, final exam		
Evaluation methods	Regular and active 10% Intermediate exam (kollokvium): 20%, Course design: 10%, Final exam: 60%,		
Literature:			
Basic Literature:	Gibson, C., & Connell, J. (Eds.). (2011). <i>Festival places: revitalising rural Australia</i> (Vol. 27). Channel Vieë Publications. Neësone, D., Moore, S. A., & Doëling, R. K. (2012). <i>Natural area tourism: Ecology, impacts and management</i> (Vol. 58). Channel vieë publications. Tapper, R. (2010). <i>Tourism and biodiversity: Achieving common</i>		
Additional Literature:	Domi (2019). Sustainable rural development through agritourism: the role of origin products and netëorking. Post-Doctoral research. University of Florence		

Designed study plan		
Week	Week	Week
First week:	Introduction to the course: objectives, topics that will be They are treated and work in seminars, requirements during seminars.	Dissemination of themes of seminary projects.
Second week:	Background introduction: description of rural sector and agritourism	Practical part of the lecture.
Third week:	Understanding the countryside, rural and agrotourism as well as the concept of development	Practical part of the lecture.



Fourth week:	The role of the village as a resource for the tourism sector	Documentation of projects
Fifth week:	The role of agricultural products and development of Sustainable tourism sector	Practical part of the lecture.
Sixth week:	Demand for rural tourism	Practical part of the lecture.
Seventh week:	Rural tourism offer	Practical part of the lecture.
Eighth week:	Intermediation test	Assist at Kolovium
Ninth week:	Planning and managing rural tourism	Practical part of the lecture..
Tenth week:	Economic and social aspects of rural development I: specific resources, carrying capacity, investment required, role of public sector, impact on employment	Study visit
Eleventh week:	Economic and social aspects of rural development II: Community-based development, local resources, local knowledge and expertise, forms of information and knowledge exchange, capacity building, entrepreneurial competences, networking	Practical part of the lecture.
Twelfth week:	Sustainable rural tourism	Practical part of the lecture.
Thirteenth week:	Rural tourism and the challenge of diversification	Practical part of the lecture.
Fourteenth week:	Sustainable rural tourism strategies: A tool for development and conservation.	Practical part of the lecture.
Fifteenth week:	Agro-tourism as a branch of rural tourism	Presentation of semester projects by students.
Academic policies and rules of conduct:		
▪ Students should be aware of and respect the institution and Code of ethics. ▪ Students should respect the schedule of lectures, and exercises and be attentive. ▪ It is mandatory to possess and presents a student ID card in the mid-terms and exam, ▪ During the compilation of course projects, students must adhere to the instructions given by the professor. ▪ During the exam is forbidden the use of mobile phones.		