

Subject name	Agritourism	
Subject code	R.9XX.AGR.SLM.RZEXX	
Department	Institute of Economics and Enterprises Management	
Faculty	Agriculture and Economics	
Subject supervisor/Lecturer	Dr. Ewa Tyran	
General information	semester	winter
	ECTS credits	6
	Lectures total	15 hrs
	Laboratories/classes	15 hrs
Objective and general description	<p>The course contains several topics concerning rural tourism and agritourism, skills necessary for running the agritourism farm, organisational, legal, insurance requirements, economic meaning of agritourism to local and regional development, economic significance of agritourism activities for farms, local communes and countries.</p> <p><u>Lectures</u></p> <ol style="list-style-type: none"> 1. Basic information about tourism in Poland and in the world. Introduction to the basic notions in tourism. 2. Sustainable tourism and integrated regional development. SWOT analysis of the Polish tourism. 3. Introduction with rules of preparation oneself to running business. Agritourism and rural tourism. Rural accommodation. 4. The SWOT analysis of a farm that would like to run agritourism activities. Basic requirements. 5. Tourism and rural tourism in the EU countries and some other ones. 6. Legal requirements in rural tourism. Insurance. 7. Categorisation of rural accommodation. 8. Assimilating of manners of calculation of costs, of prices and profitability. The economic results of rural tourism. 9. Methods of planning and analysing of activities connected with rural tourism and agritourism farms. 10. Interpersonal skills of farm owners. Introduction to specificity and proper organisation of office-works. 11. Agritourism associations, support of a local community, common activities. 12. Introduction to the basic knowledge of tourism marketing. 13. Rural tourism fairs and other forms of promotion and advertising. 14. Additional services performed by farmers and local residents. 15. Constant skills improvement – the goal and condition of a success. <p><u>Classes</u></p> <ol style="list-style-type: none"> 1. Main factors of tourism development 2. SWOT analysis of tourism in Poland 3. Natural conditions of agritourism 4. Can I run agritourism farm? 5. Agritourism in my country 	

	6. Insurances – farm and agritourism activities. 7. Rural accommodation in my country 8. Agritourism – business or social experience 9. My business plan of a agritourism farm. 10. Agritourism farm or small travel agency 11. Cooperation builds better quality 12. 3 E in agritourism 13. How to promote and sell our product 14. Complementary services and products 15. How to improve our tourism business?
Assessment method	Lectures: evaluation of written examination - about 10 topics Classes: Preparation of a project
References	1. M. Sznajder, L. Przezbórska, F. Scrimgeour – Agrotourism, Oxford University Press, 2009 2. Agritourism as a Factor of Local Development in the Malopolska Region, Roczniki Naukowe SERiA, t.IX, z.2, 2007 3. T.G.Allen, T.M. Gabe, J.c. McConnon – The Economic Contribution of Agri-Tourism to the Maine Economy, REP Staff Paper #563, University of Maine, Orono 2006 4. S.Phillip, C. Hunter, K. Blackstock – A typology for defining agritourism, Elsevier LTD, 2008 5. B.J. Schilling, L.J.Marxen, H.H. Heinrich, Fran J. Brooks – The Opportunity for Agritourism Development in New Jersey, Rutgers Cook College, 2007