

POLYTECHNIC OF RIJEKA

PROGRAMME OF STUDY

PROFESSIONAL STUDY OF AGRITOURISM

Rijeka, 2019.

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1. INTRODUCTION

Professional study course of Sustainable Agritourism was developed on the basis of the data obtained from market research, primarily from surveys filled out by potential employers about the key work activities as well as the knowledge and skills required in agritourism. The surveys produced sets of competences which were translated into learning outcomes and courses from the field of agriculture, economics and tourism.

The slogan: *Study your way*, reflects what is being offered: the possibility to select your own elective subjects, partial delivery of classes in a foreign language, learning several foreign language with emphasis on the technical language of the agritourism industry, partial distance learning, receiving work experience / internships of agritourism estates in Croatia and abroad.

Theoretical knowledge and practical skills necessary for the quick inclusion into the labour market are acquired during the study course. Upon graduation, there is an option of self-employment or employment with business working in the agritourism industry.

2. GENERAL INFORMATION

2.1 Full Name of the Course of Study

Professional Study of Sustainable Agritourism.

2.2 The Institution Accredited to Perform this Course of Study

The Polytechnic of Rijeka, Vukovarska 58, IV, 51 000 Rijeka. The Professional Study of Sustainable Agritourism is carried out in Rijeka.

2.3 Length of the Study

The study is organized as full-time and as part-time study. It is divided into six semesters and it lasts three years. The sixth semester is for internship and the preparation of final professional thesis.

All curricula are scored according to the ECTS system. Each course each semester gives a student 30 ECTS credits, so that by the end of the study he has to acquire the total of 180 ECTS credits.

2.4 Admission requirements

General admission requirements are regulated by the Law on Scientific Activities and Higher Education and by the Regulations of the Polytechnic of Rijeka.

All persons who have completed a three-year or a four-year secondary school and have met the requirements of classification procedure for competitive enrolment in the first year of study published in the press, can present their application. The classification procedure includes evaluation of secondary school record and school-leaving certificate.

2.5 Profession Description

The Professional study of Sustainable Agritourism has as its goal to educate specialists who could perform complex specialist tasks:

- preparation of work station in agricultural, tourism and catering industry;
- performing technological processes in sustainable and organic plant production;
- performing technological processes in sustainable and organic plant processing, refining, storage and transport of products;
- performing technological processes in sustainable and organic cattle breeding;
- designing tourist products, preparing and serving;
- managing accommodation capacities;
- market analysis for agritourism purposes;

- agritourism estate economics;
- e-marketing;
- customer relations;
- investment planning;
- basic accounting and bookkeeping;
- basic marketing activities;
- market monitoring and updating offers;
- product promotion;
- business operation development and upgrading;
- business documentation management;
- quality insurance;
- operations planning and organization;
- knowledge of the quality system;
- knowledge of the regulatory framework;
- application of mathematical operations in agriculture, tourism and marketing...

2.6 Professional Title and Degree

On completing the studies students are awarded the professional title of:

Professional Bachelor (baccalaureus), Engineer of Sustainable Agritourism

The professional title will be brought into conformity with the Law on Professional Titles after its enactment.

3. PROGRAM DESCRIPTION

3.1 List of Courses

Professional Study of Sustainable Agritourism

1st year of study - Semester I

Course unit no.	Title of the course unit	Hours weekly				ECTS credits	Status ¹	Exam
		L	S	E	P			
1	Chemistry, Biochemistry and Microbiology Basics	3	-	2	-	5	0	1
2	Agricultural Botany	2	-	2	-	4	0	1
3	Agriculture Basics with Environment Protection	2	-	2	-	4	0	1
4	Introduction to Entrepreneurship	2	1	-	-	4	0	1
5	Applied Mathematics	1	-	3	-	4	0	1
6	Information Technology and E-Business	1	-	4	-	5	0	1
7	English Language in Agritourism I	1	-	2	-	3	0	1
	Total per semester	12	1	15	-	29	-	7

Note: 1) L – lecture, S – seminar, E – exercise, P – practical

¹ IMPORTANT: If the course is mandatory, its status in the table above is 0. If the course is elective, its status is 1.

ECTS – European Credit Transfer and Accumulation System

Status – 0 mandatory; 1 elective

1st year of study - Semester II

Course unit no.	Title of the course unit	Hours weekly				ECTS credits	Status	Exam
		L	S	E	P			
8	Tourism Basics	3	1	1	-	5	0	1
9	Vegetable Growing	3	-	2	-	5	0	1
10	Fruit Growing	3	-	2	-	5	0	1
11	Design of an Agritourism Estate	2	1	2	-	5	0	1
12	Economics and Analysis of Agritourism Business Activities	2	1	1	-	5	0	1
13	English Language in Agritourism II	1	-	2	-	3	0	1
14	Professional Training 1_45 hours					3	0	0
	Total per semester	14	3	9	-	31	-	6

2nd year of study – Semester III

Course unit no.	Title of the course unit	Hours weekly				ECTS credits	Status	Exam
		L	S	E	P			
15	Business Communication	2	1	-	-	4	0	1
16	Legislation in Agritourism Basics	2	1	-	-	4	0	1
17	Aromatic Plants and Herbs	2	-	1	1	4	0	1
18	Rural Tourism	3	1	1	-	5	0	1
19	Nutrition and Catering	1	-	3	-	4	0	1
20	English language in Agritourism III	1	-	2	-	3	0	1
21	German/Italian Language in Agritourism I	1	-	2	-	3	0	1
22	Elective Course	2	-	1	-	3	1	1

A	Specialized Fruit Growing							
B	Occupational Safety and Health							
C	Storage and Goods Distribution							
	Total per semester	15	3	9	1	30		8

2nd year of study – Semester IV

Course unit no.	Title of the course unit	Hours weekly				ECTS credits	Status	Exam
		L	S	E	P			
23	Plant Protection	2	-	2	1	5	0	1
24	Processing and Preservation of Plant Origin Products	2	-	2	1	5	0	1
25	Marketing	2	-	2	-	4	0	1
26	English language in Agritourism IV	1	-	2	-	3	0	1
27	German/Italian language in Agritourism II	1	-	2	-	3	0	1
28	Elective course	2	-	-	2	3	0	1
A	Olive Growing							
B	Vine Growing							
29	Professional Training 2_80 hours					8	0	
	Total per semester	10	-	10	4	31		6

3rd year of study – Semester V

Course unit no.	Title of the course unit	Hours weekly				ECTS credits	Status	Exam
		L	S	E	P			
30	Ecological Agriculture	2	-	2	-	5	0	1
31	Animal Husbandry	2	-	2	-	4	0	1
32	Processing and Preservation of Animal Origin Products	2	-	2	1	5	0	1
33	Research into Customer Satisfaction	2	1	1	-	4	0	1
34	Elective Course A	2	-	2	-	4	1	1
35	Elective Course B	2	-	2		4	0	1
Aa	Winemaking							
Ab	Beekeeping							
Ba	Procurement and Sales							
Bb	Business Psychology							
	Total per semester	12	1	11	1	26		6

3rd year of study – Semester VI

Course unit no.	Title of the course unit	Hours weekly				ECTS credits	Status	Exam
		L	S	E	P			
36	Planning and Managing Ecological Agricultural Production	3	-	1	-	5	0	1
37	Cultural and Historical Heritage of the Republic of Croatia	2	1	1	-	4	0	1
38	Elective Course	2	-	2	-	4	0	1
A	Specialized Animal Husbandry							
B	Olive Processing and Preservation							
39	Professional Training 3_130 hours					13	0	
40	Final Thesis					7	0	1
	Total per semester	7	1	4	-	33		4

The whole program of Professional study of Sustainable Agritourism

YEAR	Semester of the study	Hours per semester				ECTS	Exam
		L	S	E	P		
1	Semester I	12	1	15	-	29	7
	Semester II	14	3	9	-	31	6
2	Semester III	15	3	9	1	30	8
	Semester IV	10	-	10	4	31	6
3	Semester V	12	1	11	1	26	6
	Semester VI	7	1	4	-	33	4
TOTAL		70	9	58	6	180	37
QUOTA OF HOURS IN TOTAL		2100	202.5	870	90	180	

L - lectures
S – seminars
E – exercises
P – practice

ECTS – European Credit Transfer and Accumulation System

Status – 0 mandatory; 1 elective

During the program the student attends a total of 3263.5 hours of various forms of courses, and by fulfilling the requirements of the programme s/he acquires a total of 180 ECTS credits.

3.2 Course Description of Professional Study of Sustainable Agritourism

Chemistry, Biochemistry and Microbiology Basics

Hours per week: 3+0+2+0

Module: 1

ECTS: 5

Course outline:

Structure of matter: atoms, molecules and compounds. The periodic table of elements. Chemical bonds. A state of matter. Relative atomic and molecular mass and amount of substance. Measurements and units in Chemistry. Types of solutions and quantitative expression of composition of solutions. Colloid solutions, acids and alkalis. Elements and compounds important in the production and processing of agricultural products. Basics of organic chemistry: structure and characteristics of carbohydrates and their derivatives. Biochemical structure of the organism: proteins, sugars and fat. Vitamins, essential matter. An overview of important biochemical processes. Biochemical and organic-chemical transformations crucial for processing of agricultural products. Microorganisms: structure, classification and meaning in circulation of matter in nature. Microbiological processes in processing and preserving agricultural products and food.

Learning outcomes units:

- introduction to chemistry and biochemistry
- microorganisms in processing of plant products
- microorganisms in processing of products of animal origin

Learning outcomes:

- estimate basic validity of chemical reactions and compound formation
- estimate and choose the use of different organic matter in plant production
- interpret biochemical processes in processing of plant products
- differentiate various groups of microorganisms
- determine principles of food microbiology
- apply different procedures during preservation and microorganisms in the process of fermentation of plant products

Manner of instruction:

Classes take place weekly in the form of lectures and exercises.

Agricultural Botany

Hours per week: 2+0+2+0

Module: 2

ECTS: 4

Course outline:

Introduction into botany. Structure and function of a plant cell. Structure and function of vegetative organs of angiosperms. Transport of water and assimilates through the plant. Photosynthesis. Cell breathing. Structure and function of generative organs of angiosperms. Pollination and fertilization. Growth and development of plants. Generative and vegetative plant propagation. Systematic division of plants and basic characteristics of certain groups of plants. Weed classification and their significance and harmfulness in agricultural areas.

Learning outcomes units:

- plant morphology
- metabolism and energy physiology
- plant growth and development
- classification of plants

Learning outcomes:

- explain the meaning of the cell as a fundamental and structural unit of life
- comment basic physical-chemical phenomena related to normal functioning of plants
- comment the structure of vegetative and generative organs of plants
- assess the role and significance of water for plant life
- explain the significance of photosynthesis for plant life and life on Earth
- estimate the efficiency of photosynthesis for different plants in different surroundings
- estimate the importance of cell breathing and fermentation for getting the energy necessary for keeping up all life processes
- estimate the process of pollination and fertilization for the survival of plants
- select the right time for seeding and planting of certain plants
- explain the significance of plant hormones in regulation and coordination of metabolism, growth and morphogenesis
- analyze different factors of the external and their influence on plants in stressful conditions
- differentiate induced movement as an answer to stimulation from the environment from autonomous motion caused by inner factors
- comment basic significance of certain groups of plants
- differentiate broad-leaved and narrow-leaved weed species
- assess the significance and harmfulness of weed varieties in agricultural areas

Manner of instruction:

Classes take place weekly in the form of lectures, seminars and exercises.

Agriculture Basics with Environment Protection

Hours per week: 2+0+2+0

Module: 3

ECTS: 4

Course outline:

Climatic parameters and their influence on agricultural production. Irrigation systems. Methods and techniques of irrigation. Physical, chemical and microbiological features of soil. Sustainable soil processing. Plant nutrition and fertilization planning. A system of sustainable waste management. The influence of agricultural and agritourism waste on the components of the environment. Managing waste from agriculture and agritourism. Reducing the production, recycling and usage of garbage from agriculture and agritourism. Creating a comprehensive system of garbage management on an estate.

Learning outcomes units:

- agroclimatology and irrigation of agricultural varieties
- soil science and plant nutrition
- sustainable waste management in agriculture and agritourism

Learning outcomes:

- use climatic data for more successful agricultural production
- create a water balance sheet for different agricultural cultures
- maintain different irrigation systems
- applying special irrigation methods – fertigation
- determine the ways of establishing physical, chemical and microbiological features of soil
- calculate and determine ameliorative fertilization of the plantation
- recommend methods of sustainable soil processing
- assess the influence of agricultural and tourist activities on soil features
- select appropriate environmentally acceptable methods of sustainable agricultural production and good agricultural practice
- select a sustainable way of dealing with all kinds of waste in agriculture and agritourism
- determine methods and measures directed toward reducing the production of waste in agriculture and agritourism
- assess the possibilities of enhancing agricultural production and conducting agritourism in relation to waste reduction

Manner of instruction:

Classes take place weekly in the form of lectures and exercises.

Introduction to Entrepreneurship

Hours per week: 2+1+0+0

Module: 4

ECTS: 4

Course outline:

Basic terminology: entrepreneur and entrepreneurship. The significance and historical development of entrepreneurship. Entrepreneurship and economic development. Entrepreneurship in different contexts: traditional, corporation, social, women and start-up entrepreneurship. Specific challenges of family entrepreneurship. Entrepreneur as the backbone of the entrepreneurial process; characteristics of the entrepreneur, entrepreneurial skills, entrepreneurship and ethics. Entrepreneurial process and planning of the entrepreneurial endeavor: generating ideas, recognizing and using opportunities, entrepreneurial process, business planning.

Learning outcomes units:

- contemporary viewpoint on entrepreneurship
- entrepreneur as the backbone of the entrepreneurial process
- entrepreneurial process

Learning outcomes:

- assess the significance of entrepreneurship in the society
- determine features of entrepreneurship and entrepreneur
- determine and comment on specific forms of entrepreneurship (with special emphasis on family entrepreneurship)
- determine entrepreneur's key characteristics
- estimate the significance of certain entrepreneurial skills and self-assessment of the acquisition of a certain skills and being able to assess personal acquisition of these
- estimate the ethics of entrepreneur's decisions
- differentiate the business idea from business opportunity and notice criteria for assessing business opportunities
- estimate necessary elements of a business plan in terms of characteristics of a business opportunity that is being assessed
- compare possible sources of financing of a new business endeavor and classify these in relation to specific criteria
- estimate resource limitations of a business endeavor and managing these in an efficient and effective way
- assess possible needed changes of a business model in the future period

Manner of instruction:

Classes take place weekly in the form of lectures and seminars.

Applied Mathematics

Hours per week: 1+0+3+0

Module: 5

ECTS: 4

Course outline:

Numbers sets. Term, way of defining and some properties of a function. The term domain of a function. Classification of functions. Elementary function. Graphical representation and properties of certain elementary functions. Percentages and permille. Rule of three. Continued ratio. Compound proportion. Interest rate calculus: simple and compound; decursive and anticipative. Nominal, relative and effective interest rate. Periodic deposits and withdrawals. Current and final value of periodic deposits and withdrawals. Loan. Fixed payment quota or fixed annuity, payment at the end or at the end of the term. Conversion of loans.

Learning outcomes units:

- percentages and permille
- interest rate calculus
- sets and functions

Learning outcomes:

- calculate and explain problems in relation to ratios, rates and proportions, rule of three
- calculate and explain problems in relation to percentages (more than 100, fewer than 100) and per mille
- calculate and explain problems in relation to continued ratio, compound proportion and chain rule
- determine similarities and differences between simple and compound interest rate calculus, decursive and anticipative rate calculation and effective and relative interest rate
- use a calculator and/or computer (using MS Excel) to solve problems from the given area and explain the values obtained
- determine similarities and differences between annuity due and ordinary annuity of current and final amounts
- determine similarities and differences between several different method of loan payment (equal annuities, equal payment quotas, agreed annuities) that are paid at the beginning or at the end of every period of payment
- estimate which of the methods is more favorable for the borrower depending on his/her financial opportunities
- comment and compile the loan amortization table
- determine and explain the difference between interest rates when applying relative, that is effective interest rates
- differentiate the characteristics of sets of numbers
- differentiate the characteristics of functions and a graph of the given function (minimum, maximum, growth, drop, parity, disparity)
- differentiate elementary functions (linear, square, exponential, logarithmic) and enumerate their characteristics

Manner of instruction:

Classes take place weekly in the form of lectures and exercises.

Information Technology and E-Business

Hours per week: 1+0+4+0

Module: 6

ECTS: 5

Course outline:

Defining the term system, information and communication. Information technology as a scientific discipline and applied science. An overview of contemporary information-communication technology and their characteristics. Computer operating program support. Computer networks and the Internet. Information systems. Information systems safety. Electronic business. Application of information systems and electronic business in tourism, hospitality and catering. Using text processing programs (“desktop” and “cloud”, commercial and “open source”), budget tables, creating presentations. Techniques of searching the Internet, using communicative services and tools; using tools for social networking, collaboration, creating and sharing content on the Internet. Analysis of online applications in agritourism (online booking systems, online guest registration systems, online market of local agricultural products and similar). Promotion of agritourism on the Internet.

Learning outcomes units:

- use of Internet services in agritourism business activities
- search information and communication in the digital environment
- use of a text processing program and deal with budget tables

Learning outcomes:

- critical assessment of trends in using internet services in tourism, catering and agriculture
- assess advantages and limitations of using different e-business models in agritourism business activities
- argue for the importance of electronic banking and use of other online financial services in agritourism business
- re-examine the use of different online booking systems in agritourism business
- justify the use of different online services in promotion of agritourism premises and in order to communicate with users and business partners
- manage accommodation units on portals (airbnb, booking.com)
- apply different strategies of searching and filtering information on the Internet
- apply the users' data on the computer and different media
- use different communication tools/services
- re-examine the usefulness of various online booking systems in agritourism business
- assess advantages and limitations of using different aspects of e-business in agritourism
- edit documents in a text processing program
- use additional functionalities of text processing programs (inserting and forming tables, graphic elements, formulas, using references)
- analyze functionalities of different tools for text processing and assess their advantages and limitations
- process data by using numeric and graphic methods
- use tools for data analysis (filtering, subtotal, pivot tables)
- analyze functionalities of different programs to work with spreadsheets and assess their advantages and limitations
- form digital interactive and multimedia presentation
- create simple multimedia content
- assess advantages and limitations of functionalities of different programs for creating presentations

Manner of instruction:

Classes take place weekly in the form of lectures and exercises.

English Language in Agritourism I

Hours per week: 1+0+2+0

Module: 7

ECTS: 3

Course outline:

The course involves vocabulary and topics that are related to agritourism and agriculture: agriculture, agricultural machinery, soil, botany, flower parts, grape. In terms of grammar, this course covers imperative, Present Simple, Past Simple and modal verbs.

Learning outcomes units:

- English for specific purposes from the area of agriculture
- grammar structures in English for specific purposes

Learning outcomes:

- determine basic differences between General English and English for Specific Purposes
- use different types of dictionaries (monolingual, bilingual, general, professional), printed, online
- use terms, key vocabulary, collocations and syntagms of language for specific purposes from the area of agritourism
- give directions to use different agricultural machines and conduct procedures in agriculture using imperative
- write a summary of the text analyzing paragraphs and finding the main ideas in paragraphs using tenses the Present Simple and Past Simple Tense
- differentiate meaning and features of modal verbs to express deontic, epistemic and hypothetical modality

Manner of instruction

Classes take place weekly in the form of lectures and exercises.

Tourism Basics

Hours per week: 3 + 1 + 1 + 0

Module: 8

ECTS: 5

Course outline:

Defining terminology in terms of agritourism within selective types of tourism. Historical development of rural tourism and agritourism. The concept and role of pluriactivity in development of rural areas. Specifics of agritourism activities. Managing and management in agritourism. Legal regulation that deals with the area of agritourism. Products and services in agritourism. Agritourism market. Creating and presenting seminar papers.

Learning outcomes units:

- basics of sustainable tourism
- basics of sustainable catering
- tourist offer

Learning outcomes:

- determine basic characteristics of tourism activities
- differentiate specific forms of tourism (agritourism, rural tourism,...)
- determine characteristics of a tourist destination
- determine basic characteristics of catering
- organize work in terms of check-in, accommodation and check-out
- design a comprehensive tourist product
- create a program and organize group tours
- create additional contents (animation, workshop, team building, tasting your own products)

Manner of instruction:

Classes take place weekly in the form of lectures, seminars and exercises.

Vegetable Growing

Hours per week: 3+0+2+0

Module: 9

ECTS: 5

Course outline:

The significance and place of vegetable growing and production in agriculture of the Republic of Croatia. Possibilities of improving vegetable production and conditions for establishing a vegetable estate. The role of vegetables in nutrition. Nutritional and health value of vegetables, bioactive matter content and antioxidant capacity. Vegetable classification and type of propagation of vegetable varieties, varieties and the application of phytohormones. Fructification factors. Determining technological maturation of vegetables. Planning crop rotation. The impact of external vegetative factors on cultivation of vegetable cultures. Characteristics of soil for cultivation of vegetables and soil cultivation. Soil as substrate in vegetable production. A sowing technique, planting, the use of a sowing calendar. Cultivation of transplants, nutrition of vegetables and fertilization. Systems of plant production. Treatment measures for vegetable plantation. Harvesting, treatment, sorting, packing, storage and transport of vegetables. Cultivation technology of vegetable varieties in the open field and in greenhouses based on basics of botany, biochemistry, physiology, nutrition, general production and plant protection.

Learning outcomes units:

- measures of planning and preparation of vegetable and plant production
- vegetable production technology
- treating, sorting and storing vegetables

Learning outcomes:

- determine basic characteristics and demands of vegetable varieties in relation to the economic classification of vegetables and belonging to botanic families
- plan crop rotation with the chosen varieties of vegetables
- choose favorable periods for seeding and planting of vegetables in relation to a sowing calendar within ecological production
- determine the status and measures for preparing surface for cultivation
- determine the status and prepare equipment, the object (nursery) and seeding/planting material for seeding
- choose and recommend optimal periods and types of soil cultivation for certain vegetable cultures
- choose and recommend optimal periods and types of seeding and planting for certain vegetable culture
- determine the order and significance of conducting treatment measures in vegetable production
- determine optimal period and way of harvesting dependent on type and purpose of production
- determine the significance and order of treatment of vegetables and sorting in accordance to the rulebook on quality norms
- determine vegetable storage conditions in relation to type and demands

Manner of instruction:

Classes take place weekly in the form of lectures and exercises.

Fruit Growing

Hours per week: 3+0+2+0

Module: 10

ECTS: 5

Course outline:

Students are familiarized with the structure of fruit and function of certain organs. Blossom, pollination, fertilization, propagation, pruning and training systems. The effect of agroecological conditions on cultivating certain fruit species and varieties. Emphasize the necessity to conform to certain measures in orchard: in-row cultivation, nutrition, fertilization techniques, irrigation, pest management, harvesting and storage, processing and product placement. The following fruit varieties of the Mediterranean will be covered as well: fig, tangerine, kiwi, lemon, orange, pomegranate and hazel. Also, the following Mediterranean varieties will be covered: persimmon, carob, peach, nectarine, almond, loquat, sour cherry, cherry and jujube. Aside from that, other important fruit varieties will be covered, such as: strawberry, plum, quince, mandarine, apple, pear and others. For every fruit species, origin, dispersion, production area, surface and yield will be addressed. Practical part of classes from the area of propagation, irrigation, pruning and harvesting will be carried out in teaching-technology bases.

Learning outcomes units:

- plant material production
- soil cultivation and pomotechnic measures in fruit growing
- protection, harvesting and processing of fruit

Learning outcomes:

- determine fruit production status and direction according to species in the world and Croatia
- determine methods of propagation and plant material production regarding fruit species
- select optimal time and method of soil cultivation in relation to microlocalities (climate, soil and landscape) depending on fruit species
- select optimal pomotechnical measures regarding fruit species and cultivation technology
- determine the succession and significance of carrying out methods of plant protection and pest control depending on fruit species and fruit training system
- determine optimal dates and way of harvesting in relation to species and the purpose of production
- determine the significance and succession of fruit processing and classifying according to regulations on quality norms

Manner of instruction:

Classes take place weekly in the form of lectures and exercises.

Design of an Agritourism Estate

Hours per week: 2+1+2+0

Module: 11

ECTS: 5

Course outline:

The aims of forming an agritourism estate – cultivation, spatial, economic, social. The content of the agritourism estate in accordance with natural and created conditions. Types of construction, construction in accordance with the project design. The relation between the open and closed space – content arrangement, lighting, shading, availability, elements of emphasis. Outer space elements, cultivation in the open area, urban equipment, access and connections, outer tourist and sport, that is entertaining facilities. Project design documentation – type, content and appearance. Using and managing space as fundamental values of the Republic of Croatia. The overview of agriculture in space planning documentation. Topographic maps, cartographic outline of space-planning documentation and land registry maps. Geomorphological structures and climatic characteristics. The status of the environment and created structures in space, evaluation of built structures and elements. The concept of nature protection and biological and landscape diversity. The way and system of classification and management of protected areas. Ecological network (Natura 2000). Interventions that affect the nature. Endangered nature from the aspect of using natural resources and the impact of social and economic needs.

Sets of learning outcomes:

- interior and exterior design
- environment protection
- landscape planning

Learning outcomes:

- determine the appropriate content of agritourism estate in relation to natural and created conditions
- determine the aims of forming agritourism estates – cultivating, space-related, economic, social
- estimate types of constructions
- choose appropriate construction in relation to the project program
- determine the relations of open and closed space – organizing content, lighting, hay, accessibility, elements of emphasis
- estimate elements of outer space – cultivation in the open area, urban equipment, access and connections, outer tourist and sport/entertaining content
- estimate the elements of inner space – cultivation in the closed area, residential and tourist area
- differentiate forms, types and content of project documentation. To be familiarized with the concepts of nature protection and biological and landscape diversity and the way and system of classification and management in protected areas.
- determine the reasons why nature is endangered from the aspect of using natural resources and the impact of social and economic demands
- estimate the importance of ecological network (Natura 2000)
- analyze the interventions that affect the environment
- Recognize the way of using and managing space as fundamental values of the Republic of Croatia
- determine the way of outlining agriculture in space planning documentation
- familiarize, understand and use topographic maps, cartographic overviews of space planning documentation and cartographic maps
- estimate geomorphologic structures and climatic characteristics
- estimate built structures and elements

Manner of instruction:

Classes take place weekly in the form of lectures, exercises and practice.

Economics and Analysis of Agritourism Business Activities

Hours per week: 2+1+1+0

Module: 12

ECTS: 5

Course outline:

The role of accounting in a company. Basic terms in accounting. Differentiating the terms – expense, costs, expenditure, spending, revenue, debits. Success of business activities. Key performance indicators. Determining the results of business activities. Factors of financial business activities. The break-even point. Principles of doing business and business politics. Planning and financing business activities. Customer demand. Turnover ratio and cash conversion cycle. Cost centers in an agritourism estate. Business documentation and the creation of reports. Introduction to creating investment projects. Financing investments.

Learning outcomes units:

- factors of success in conducting business in agritourism
- business documentation of agritourism estates
- basics of investment planning

Learning outcomes:

- determine the importance of accounting functions in a company
- differentiate basic terms in accounting
- calculate and interpret factors of cost-effectiveness profitability, economy of business activities and productivity of work of agritourisms
- calculate and interpret factors of financial business
- choose and combine available resources of agritourisms with the aim of optimization of business results
- choose and evaluate measures of business success in all functions (procurement, production, sales, transport, storage) of agritourism
- evaluate and analyze business factors
- analyze charging of services and products according to certain customers
- estimate the importance of financial liabilities and their settlement on time
- estimate and organize monitoring of documentation in relation to all activities on an agritourism farm
- create monthly and yearly reports on types of incomes and expenses and places of incomes and expenses
- acquainted with and in charge of all the necessary documents for business status of an agritourism estate
- choose, evaluate and create the setup of investment projects
- evaluate investors and choose potential partners
- evaluate different sources of financial investments

Manner of instruction:

Classes take place weekly in the form of lectures, seminars and exercises.

English Language in Agritourism II

Hours per week: 1+0+2+0

Module: 13

ECTS: 3

Course outline:

Harvesting, Crushing-Destemming, Pressing, Must Treatment; Fermentation, Postfermentation Treatment, Malolactic Fermentation; Clarification and filtration; Bottling; Aging; Wine Classification; Enologist or Wine-Maker?; Olives; Boskarin; Paasive Voice: Use, Agent, Passive with Modal Verbs, Passive with Prepositional verbs; Transforming Sentences into Passive Ones, Translating Passive into Croatian

Learning outcomes units:

- English for Specific Purposes from the area of agriculture II
- Grammar structures in the English language II

Learning outcomes:

- determine vocabulary, collocations and syntagms of language for specific purposes from the area of agritourism
- interpret multiple pre-modification of nouns in language for specific purposes and producing those individually
- use different types of dictionaries (monolingual, bilingual, general, professional, printed or online)
- determine forms of passive in professional texts
- justify the reasons for using passive in professional texts
- evaluate situations in which it is not necessary to name the doer of the action
- use passive with modal verbs
- use passive with prepositional verbs

Manner of instruction:

Classes take place weekly in the form of lectures and exercises.

Professional training 1

Hours per week: 0+0+0+0

Module: 14

ECTS: 3

Course outline:

With the aim of acquiring as much as possible from practical training and familiarizing students with concrete practical problems at agricultural enterprises/ rural enterprises/agritourisms accompanied by a mentor, the Professional Study Programme of Sustainable Agritourism organizes professional training that is 45 hours long. Preparation of professional training in duration of 10 hours, the student spends before the start of professional training in accordance with a special task. In relation to a specifically defined task, the student creates a logbook of practical training which serves as the proof that practical training was carried out and it can help as a basis for completing the final thesis.

Learning outcomes units:

- gaining knowledge and skills through practical work at an agricultural estate

Learning outcomes:

- gain work habits and responsibility through practical work to carry out work tasks
- strengthen motivation to conduct delegated tasks well
- adjustment to different work conditions, environment and equipment
- getting a feeling for communication and pair work or team work

Manner of instruction:

- Working in an agricultural or rural estate, agritourism.

Business Communication

Hours per week: 2+1+0+0

Module: 15

ECTS: 4

Course outline:

An overview of ways and rules of media communication. An overview of basics of research methodology and written communication. Application of the business Croatian language in business communication. Analysis of sentence style, emphasis of the message, clarity, brevity, design and the efficiency of message. Studying about orthographic and grammatical norm; application. Types and models of communication. Public speaking and way of communicating: verbal and non-verbal communication; team and interpersonal communication. Creating marketing materials; basic characteristics.

Learning outcomes units:

- public relations
- communication skills
- communication with participants

Learning outcomes:

- determine and acquaint with rules of media communication
- determine opportunities in which a company can maximize advantages of public relations
- prepare a public speech that represents the image of a company
- apply rules of written and oral business communication
- differentiate types of communication and communication skills
- apply rules of Internet business communication
- choose an appropriate communication in relation to internal and external participants
- manage complex communication situations (negotiation, conflict situations, team work, etc.)
- recognize the importance of applying the skills of appropriate expression and emotion regulation in business communication
- differentiate rules of business communication in different cultures

Manner of instruction:

Classes take place weekly in the form of lectures and exercises.

Legislation in Agritourism - Basics

Hours per week: 2+1+0+0

Module: 16

ECTS: 4

Course outline:

Introduction into state and law. The term and characteristics of legal rules, legal institutes, legal branches, legal groups, legal system. Legal subjects, legal relationship, a legal object. Legal acts, legal acts that are passed by the institutions of the European Union. Government organization, basics of functioning of the EU. The term commercial law, subjects of commercial law, fundamental legal regulations from the area of commercial law. Structural forms of conducting business in the Croatian legal system and basic differences between the corporation and private company. Legal characteristics of the company. The pre-company, subsidiary, a company of commercial law, a subject of doing business for the company, company headquarters, representation, registration of the company in trade register. Private companies, with emphasis on cooperatives, European cooperatives, cooperative associations as private and legal associations of people. Corporation, with reference to a private company limited by shares and limited company. Trade as a business organization form. Incorporation, organization and characteristics of the family farm. Basics of contractual relationships, characteristics of certain contracts such as sales contract, lease contract and agreement and etc. Current legal regulation of workplace relations. Basic institutes of workplace relations, with special emphasis on characteristics of an individual workplace relation. Legal framework from the area of agricultural production. Legal framework from the area of ecological agriculture. Legal framework in relation to food management. Institutions in the system of control of food safety. Proscribed demands in relation to the date of minimal food duration. Rules and ways of marking, complaining and presenting food, that is informing consumers about food. Legal framework from the area of veterinary activities. A legal framework from the area of animal husbandry. Current and implemented regulation from the area of catering and tourism. A way and conditions of participating in certain competitions, for instance, those to apply for funds to support small companies.

Learning outcomes units:

- basics of commercial and labor law for agritourism,
- legislation for agricultural activities, tourism and catering for agritourism

Learning outcomes:

- determine relevant regulations for activities and the structural form of conducting business activities
- compare structure and basic characteristics of certain private companies with emphasis on cooperatives, European cooperatives and cooperative associations as a legal private association of persons
- compare the structure and basic characteristics of certain corporations, with emphasis on private company limited by shares and limited company
- determine incorporation, structure and basic characteristics of trade
- determine incorporation, structure and basic characteristics of the family farm
- determine relevant legal rules of labor law with the aim of protecting the right of the employee and employer
- determine characteristics of individual work relationship such as opening hours, breaks, leaves, salary and remuneration and other characteristics of individual work relations.
- Determine the legal framework from the area of agricultural production
- Determine the legal framework from the area of ecological agriculture
- determine the legal framework of food management in production, processing, food distribution and/or feed and a means of carrying out legal conditions in the area of food safety
- determine the jurisdiction of institutions in the system of control of food safety

- determine proscribed demands related to the date of minimal food duration
- determine rules and ways of marking, complaining and presenting food, that is informing consumers on food
- determine the legal framework from the area of veterinary activities
- determine the legal framework from the area of animal husbandry
- estimate ways and conditions of the competition and determine the necessary documentation for participating in the adequate competition
- determine relevant acts and implemented regulations from the area of catering and tourism

Manner of instruction:

Classes take place weekly in the form of lectures and exercises.

Aromatic plants and herbs

Hours per week: 2+0+1+1

Module: 17

ECTS: 4

Course outline:

The significance and production areas for herbs/aromatic plants in the Republic of Croatia. Medicinal value of aromatic plants and herbs, content of bioactive matter and antioxidant capacity. Cultivation technology for herbs in the open field and greenhouses based on the basics of botany, biochemistry, physiology, nutrition, general production and plant protection, application of the sowing calendar. Treatment measures for orchards, harvest, cleaning, sorting, packing, storage and equipment. Quality of herbs and basic forms of processing.

Learning outcomes units:

- measures of planning and preparation of production and herbs
- technology of production of aromatic plants and herbs
- treat, sort and store aromatic plants and herbs

Learning outcomes:

- determine basic characteristics and demands of aromatic plants and herbs in relation to the industrial division and belonging to botanical families
- plan crop rotation with the chosen species of herbs
- select appropriate periods for sowing or planting herbs in relation to the sowing calendar within the framework of ecological production
- determine the status and prepare the equipment, object (greenhouse) and planting/sowing material for sowing
- select and recommend optimal periods and types of soil cultivation for certain varieties of aromatic plants and herbs
- choose and recommend optimal periods and ways of planting/sowing for certain aromatic plants and herbs
- determine crop rotation and the significance of conducting these measures of treatment in the production of aromatic plants and herbs
- determine the optimal period and a way of harvesting in relation to the type and aim of production
- determine the significance and succession of treating aromatic plants and herbs in relation to the type and sorting in terms of quality norms
- determine storage conditions for aromatic plants and herbs in relation to types and demands

Manner of instruction:

Classes take place weekly in the form of lectures, exercises and practice.

Rural Tourism

Hours per week: 3+1+1+0

Module: 18

ECTS: 5

Course outline:

Contemporary trends in tourism activities. A new viewpoint on tourism: development of specific types of tourism. Profile of contemporary tourist demand. Determining definition and classification of specific types of tourism. Rural area: theoretical background. Characteristics and tourist activities in the rural area. Defining the term rural tourism and division of its key terms. Assumptions of rural tourism development. Rural tourist destination and psychological profile of a rural tourist. Typology of rural tourism in relation to resources as the foundation for development. Sustainable agritourism: urban vs. mass. Agritourism: terminology, agritourism destination, agritourist, classification. Economic and non-economic effects of rural tourism. Rural tourism: example of good practice in the world and in Europe. Rural tourism in Croatia: tourist development. Institutional framework and legal regulations. Current state of rural tourism in Croatia: a comparative analysis of continental and Adriatic region.

Learning outcomes units:

- contemporary trends in rural tourism
- introduction into rural tourism
- specific forms of rural tourism

Learning outcomes:

- critically estimate different current trends that affect development of rural tourism
- determine and explain changes in the demand market for rural forms of tourism
- identify new markets and destinations of rural tourism in the beginning
- anticipate future trends based on available data
- explain the term rural area and rural tourism
- differentiate and elaborate on three fundamental terms: rural tourism, village tourism and agritourism
- determine and comment specific forms of rural tourism
- explain assumption for rural tourism development
- estimate and evaluate a tourist base for rural tourism development for a concrete rural destination
- determine economic and non-economic effects of rural tourism
- analyze and compare previous development of agritourism as the fastest growing form of rural tourism in statistical regions in Croatia
- explain and differentiate specific forms of rural tourism based on culture, nature, adventure, ecology, health, recreation, etc.
- evaluate encouraging and limiting factors of development of special forms of tourism for a concrete rural destination
- estimate the role of institutional support in development of special forms of rural tourism

Manner of instruction:

Classes take place weekly in the form of lectures, seminars and exercises.

Nutrition and Catering

Hours per week: 1+0+3+0

Module: 19

ECTS: 4

Course outline:

Dietetics and an overview of food with regards to origin. Basic principles of appropriate nutrition. Macro and micronutrients. Types of nutrition and beverages. Food spoilage. Planning and evaluation of meals. Standards in food preparation and serving drinks. Ways of meal serving and the inventory for serving meals. Ways of presenting the catering offer. Creating menus for different types of nutrition.

Learning outcomes units:

- goods recognition
- serving dishes and beverages
- nutrition

Learning outcomes:

- determine the methods of keeping, processing and preparing food
- determine standards in food and beverage preparation
- determine the characteristics of raw materials and allergens
- implement the principles of the HACCP system in catering
- recommend appropriate wine
- choose appropriate equipment from the area of catering
- choose the appropriate way of serving food and beverages
- determine rules to behave with the guests
- select the technology to prepare food with the emphasis on traditional meal preparation based on local products
- present catering offer in the Croatian language (such as the description of the ordered meal)
- create the menu that includes different types of nutrition (vegetarian, vegan, diabetic, celiac and similar) that include nutritional values (calories)
- create the menu that includes traditional meals
- create the menu for special occasions (weddings, holidays during the year (Easter, Christmas), seasonal menu)

Manner of instruction:

Classes take place weekly in the form of lectures and exercises.

English Language in Agritourism III

Hours per week: 1+0+2+0

Module: 20

ECTS: 3

Course outline:

The course will include the following topics from the area of tourism: the definition of tourism, world destinations, tourist motivation, travelling agencies, transport in tourism, accommodation, marketing and advertising, the airline industry, booking and sales. Within these topics the students will work on building their vocabulary in relation to tourism, that is, on the development of the four language skills (reading, listening, writing, and speaking).

Learning outcomes units:

- grammar structures in English for specific purposes III
- business correspondence and oral communication in English language III
- listening and reading in the English language III in business communication

Learning outcomes:

- present engineers of agritourism and their businesses using appropriate relative pronouns
- determine the value using relative pronouns
- justify the reasons for using relative pronouns
- evaluate the situations in which a certain type of relative sentences is used. Choose the appropriate phrases when writing your resume/letter of application
- determine the form of writing the e-mail
- write a summary
- use appropriate phrases to check in/check out guests
- choose appropriate business advice for doing business in one country
- determine the advantages and disadvantages of agritourism. Determine the ways of negotiating in the English language (accepting/refusing suggestions, clarifying questions, imposing conditions)
- evaluate the importance of non-native English varieties of the English language, which serves as a lingua franca
- compare the reasons for buying ecologically appropriate products
- reexamine parts of the electronic e-mail and the language for specific purposes that is used in that context
- evaluate the existence of different management styles in the world
- self-evaluate the ways of negotiating
- argue for the importance of ecologically aware businesses in the English language based on the suggested ideas in the given reading

Manner of instruction:

Classes take place weekly in the form of lectures and exercises.

German Language in Agritourism I

Hours per week: 1+0+2+0

Module: 21

ECTS: 3

Course outline:

Introducing yourself and your family (Stellen Sie sich und Ihre Familie vor!) (Prasens, Präteritum, Perfekt), description of space and finding your way out in space (Beschreiben Sie Ihre Umgebung)! Orientation in space (Wie komme ich von Bahnhof/Flughafen (mit dem Auto) bis zum...)? (Pronomen, Modalverben). At the reception (An der Rezeption, Anmeldung/Abmeldung der Gäste). In the restaurant (Bitte, ich möchte bestellen, bezahlen). Making a telephone call (Die Sprache in der EU, Okoprodukte oder nicht).

Sets of learning outcomes:

- German language for specific purposes from the area of tourism and catering
- oral communication in the German language

Learning outcomes:

- use actively the terms and vocabulary in introducing yourself and the environment
- use actively the terms from the area of orientation in space
- determine appropriate phrases for checking in/checking out of guests
- determine appropriate phrases in relation to the situation in a restaurant
- use actively the terms and vocabulary in introducing the objects and are in which the object is found in order to inform guests on possible offers (urban, village and maritime environment)
- determine the importance of conducting ecologically aware business based on the reasons named in the text
- argue for the importance of being familiar with the German language in Europe based on the reasons named in the text
- use appropriate phrases at the simulated phone call, which is in relation to booking, checking in, checking out

Manner of instruction:

Classes take place weekly in the form of lectures and exercises.

Italian Language in Agritourism I

Hours per week: 1+0+2+0

Module: 21

ECTS: 3

Course outline:

Saluti e presentazione. Italian pronunciation and orthography. Basics of Italian Graphics. Double consonants, digrams and trigrams. Presente indicative dei verbi “essere” ed “avere”. All'albergo. Il genere. Gli articoli. Sostantivi. I pronomi personali. Le forme di cortesia. Informazioni. Indicativo presente dei verbi regolari della prima, seconda e terza coniugazione. Le preposizioni. I giorni della settimana. I mesi. Alla stazione. Declinazione. L'avverbio. L'articolo partitivo). La particella “ne”. In treno. Il Passato Prossimo. Allo stabilimento balneare. Uso degli aggettivi “quello” e “bello”. Regioni e città d'Italia. Le lingue europee. Al telefono. La declinazione e le preposizioni. I verbi modali. Tornare all'agricoltura ha significato riprendere in mano il proprio tempo. I verbi irregolari: uscire, sedere, fare, leggere, dire. L'italiano e la quarta lingua più studiata nel mondo. Formazione del comparativo e del superlativo. Il futuro semplice. L'accoglienza amica del pianeta. Il futuro anteriore.

Learning outcomes units:

- agritourism language for specific purposes
- oral communication

Learning outcomes:

- use actively the terms and vocabulary in introducing yourself and the environment
- use actively the terms from the area of space orientation
- determine appropriate phrases to check in/check out guests
- determine appropriate phrases in relation to the situation in a restaurant
- use terms and vocabulary actively in presenting the objects and area in which the certain object is in order to inform the guest on possible offers (urban, rural and maritime environment)
- determine the importance of doing ecologically aware business based on the reasons named in the text
- argue for the importance of knowing the Italian language in Europe based on the reasons stated in the text
- use appropriate phrases during a simulated telephone speech in relation to booking, check in, check out...

Manner of instruction:

Classes take place weekly in the form of lectures and exercises.

Specialized Fruit Growing

Hours per week: 2+0+1+0

Module: 22a

ECTS: 3

Course outline:

Production of berries and nuts in Croatia, Europe and the world. Origin and botanical classification. The annual and life cycle. Morphology of berries and nuts. Chemical composition of berries and nuts. Ecological conditions for cultivation and cultivation limitations, planting and maintaining plantations, shapes and pruning. Modern techniques in the cultivation of berries and nuts, old and new promising varieties of fruits and berries. Berry and nut pests, protection of plantations from pests and adverse weather conditions.

Learning outcomes units:

- planting and cultivating the producing plantation
- modern techniques in cultivation
- cultivating fruit varieties that belong to berries and nuts

Learning outcomes:

- analyze cost effectiveness of cultivating berries and nuts
- plan optimal dates for conducting pomotechnic measures in the plantation
- analyze cost effectiveness of ecological conditions for cultivating berries and nuts
- assess conditions for planting the plantation and analyzing the necessary pomotechnic measures in the plantation
- design a modern producing plantation of berries and nuts
- recommend contemporary and sustainable ways of protecting plantations from pests and adverse weather conditions

Manner of conducting classes:

Classes take place weekly in the form of lectures and exercises.

Occupational Health and Safety

Hours per week: 2+0+1+0

Module: 22b

ECTS: 3

Course outline:

Basic terms: employer, authorized person, occupational health and safety expert, trustee, worker, workplace injury, occupational disease, tasks in special work conditions, risk assessment, basic and special rules of occupational health and safety, recognized rules of occupational health and safety. Norms and technical rules in the occupational health and safety system. Hazards, adversity, strain in the work process and work environment. Training to work safely. Procedures in case of workplace injury and occupational disease and disease related to work.

Learning outcomes units:

- safety basics
- analysis of dangers and harmfulness in the workplace
- systematic upgrade of occupational health and safety

Learning outcomes:

- determine characteristics of occupational health and safety
- differentiate duties and responsibilities of the employer for occupational health and safety
- discern the importance and order when choosing occupational health and safety rules
- simulate the system of health and safety by applying relevant legal and sub-legal acts
- analyze potential hazards and damages in the work process
- describe methods for removing and reducing work injuries
- determine the aim of training to work safely
- organize giving first aid in case of the worker's injury

Manner of instruction:

Classes take place weekly in the form of lectures and exercises.

Storage and Goods Distribution *(to be uploaded)*

Hours per week: 2+0+1+0

Module: 22c

ECTS: 3

Course outline:

Sets of learning outcomes:

Learning outcomes:

Manner of instruction:

Classes take place weekly in the form of lectures and exercises.

Plant Protection

Hours per week: 2+0+2+1

Module: 23

ECTS: 5

Course outline:

Economically significant pests in cultivation of vegetables, fruit and vine, monitoring methods and repression methods. Plant pathology – term, definition of diseases and their agents. Epidemiology and plant disease forecasting. Taxonomy of plant diseases. The significance and role of applied entomology. Morphology, anatomy and physiognomy of insects. Methods of monitoring entomofauna in vegetable, fruit and vine cultivation. Taxonomy of insects. Definition of weeds, weed classification, most common weeds in cultivation of vegetables, fruit and vine, weed damage. Systems of integrated and ecological plant protection in cultivation of vegetables, fruit and vine.

Sets of learning outcomes:

- vegetable protection
- Vitis vinifera protection
- fruit protection

Learning outcomes:

- determine occurrence and damage of certain pests
- select the best method and technique and optimal deadlines for protecting from vegetable pest
- determine most significant economic vegetable pest
- determine the plan for taking samples to monitor the occurrence of pests
- determine the occurrence and damage of certain pests
- determine the best method and optimal deadlines of vine pest protection
- determine the most important economic pests of Vitis vinifera
- determine the plan to take samples to estimate the occurrence of pest
- determine the occurrence and damage of certain pests
- determine most important economic fruit diseases
- select the best method and technique and optimal deadlines for fruit pest protection

Manner of instruction:

Classes take place weekly in the form of lectures, exercise and practice.

Processing and Preservation of Plant Products

Hours per week: 2+0+2+1

Module: 24

ECTS: 5

Course outline:

General characteristics and methods of preservation. Technological characteristics of plant products as raw material for processing and preservation. Managing plant products during and after harvesting. Preservation technology of plant products: heat sterilization preservation, cool preservation, preservation using freezing, preserving using concentration, dry conservation (dehydration), a biological way of preservation, preservation using additives, preserving using ionized radiation, combined and other methods of preservation. Auxiliary raw material, additives and auxiliary means for preserving plant products. Machines and equipment for preservation and maintenance of plant products. Packaging and packing preserved plant products. Preserving plant products in the household.

Learning outcomes units:

- quality of plant material
- processing of plant material
- methods of preservation and maintenance of plant products

Learning outcomes:

- determine criteria for assessing the quality of plant material
- assess and order positive sensory features of plant products
- determine possibly undesirable characteristics of plant products
- apply principles of the HACCP system in processing of plant products. Assess methods of plant material processing
- opt for an appropriate analysis of the preservation process, processing and finalizing the product.
- select appropriate technological solutions depending on the variety of plant products. Determine sources of spoilage of final plant products.
- select appropriate methods of product preservation (storage)
- determine appropriate methods of preservation of plant product

Manner of instruction:

Classes take place weekly in the form of lectures, exercises and practice.

Marketing

Hours per week: 2+0+2+0

Module: 25

ECTS: 4

Course outline:

Understanding the market, its features, types and structures. Components of doing business in the market: product, buyer, seller, exchange and systems of activities. An informed foundation for marketing decisions. Formal/informal pieces of information, process and methods of market research. Methods of predicting demand. Situation analysis. Portfolio analysis. Market analysis and forces of a competitive environment. Market segmentation: features and a process of segmentation. Alternative strategies. Market/product development strategy. Strategies of vertical connections. Product policy: type of a product, product features, creating a new product. Distribution policy: functions and an election of distribution canals, types of distribution, physical distribution. Promotion policy: economic propaganda, personal sales, sales improvement, public relations. Product/service characteristics, presentation, development of social networks.

Learning outcomes units:

- presenting the product/service using social networks
- structure of the marketing mix
- market/consumer research

Learning outcomes:

- provide advantages of advertising using social networks
- assess and choose a certain social network directed toward a set of goals
- differentiate a product/service and determine characteristics that suit potential consumers. Assess a business environment and communicate with the environment intensively
- assess and choose distribution canals and intensity of a product distribution canal and service.
- assess the level of prices using methods of determining sales prices. Organize and analyze market research phases
- assess market needs using a system of marketing research
- assess information received analytical methods from internal and external sources.
- select the structure of elements of the promotional mix

Manner of instruction:

Classes take place weekly in the form of lectures, exercises and practice.

English Language in Agritourism IV

Hours per week: 1+0+2+0

Module: 26

ECTS: 3

Course outline:

The course will include the following topics from the area of tourism: departures and arrivals, accommodation, service of providing information, rural tourism, sights and events, hotel industry, special types of tourism, business trips. Within these units, students will work on vocabulary acquisition in relation to tourism, as well as on development of four skills (reading, listening, writing, speaking).

Learning outcomes units:

- grammar structures in English for specific purposes IV
- business correspondence and oral communication in English language IV
- listening and reading in the English language in business communication IV

Learning outcomes:

- create the report arguing for and against complaints coherently, using appropriate conjunctions
- determine the difference in meaning between certain phrasal verbs.
- justify the reasons for using phrasal verbs in different registers
- select appropriate phrases when writing instructions for finding certain a certain place/ preparing a certain menu/using certain equipment
- determine the form of writing a brochure
- create a complaint
- assess a guided tour appropriate for a certain type of guests
- compare food from different menus
- justify the reasons for submitting a complaint
- use appropriate phrases in a guided tour
- value the importance of existence of non.native varieties of the English language as a lingua franca
- judge the reasons for submitting a complaint
- re-examine the ways of giving directions
- critical assessment of the reasons for submitting complaints
- compare a brochure of one hotel and one agritourism

Manner of instruction:

Classes take place weekly in the form of lectures and exercises.

German language in Agritourism II

Hours per week: 1+0+2+0

Module: 27

ECTS: 3

Course outline:

Schreiben Sie Ihren Lebenslauf !, Schreiben Sie ein e- Mail als Antwort auf die Frage von dem Gast! (Präsens, Perfekt und Präteritum), Stellen Sie Ihren Bauernhof in Form einer Broschüre!, Warum sind Ökoprodukte besser? (Konjunktiv II, Infinitivsätze,), Was muss ein Menü behalten, (der Name von den Lebensmitteln), (Passiv) Was steht dem Gast zur Verfügung? Wie reagieren Sie wenn der Gast? (Nebensätze).

Learning outcomes units :

- written communication in the German language
- grammar structures in the German language

Learning outcomes:

- choose appropriate phrases when writing a resume/job application
- determine the form of writing an e-mail
- re-examine parts of a brochure and language for specific purposes that is used in that context
- determine the form of writing a brochure
- compare reasons for buying ecologically acceptable products
- choose appropriate phrases when writing instructions for preparing a certain menu/ using a certain equipment/ program of activities/ guidelines for conduct
- active usage of dependent clauses in an appropriate social practice
- active use of subjunctive II (Hoflichkeitsform, Bedingungssatze, Wunchsatze) in conversation
- active use of passive and active forms and usage of infinitive sentences in speaking and writing
- active use of the Present tense in a simulated linguistic discourse (as in using cardinal and ordinal numbers, word order in a sentence, pronouns, asking questions)
- active use of the Past tense (Perfekt i Präteritum) in a simulated linguistic discourse

Manner of instruction:

Classes take place weekly in the form of lectures and exercises.

Italian Language in Agritourism II

Hours per week: 1+0+2+0

Module: 27

ECTS: 3

Course outline:

I giorni della settimana. L'anno. L'Italia. L'orologio. La Sicilia. La città di Firenze. Come si dovrebbe visitare Italia. Il Piccolo Poliglotta. L'impresa dei mille. Il brillante nella zuccheriera. L'agritourism in Italia. Azienda Agricola.

Learning outcomes units:

- written communication
- grammar structures

Learning outcomes:

- choose appropriate phrases when writing a resume/job application
- determine the form of writing an e-mail
- re-examine parts of a brochure and language for specific purposes that is used in that context
- determine the form of writing a brochure
- compare reasons for buying ecologically acceptable product
- choose appropriate phrases when writing instructions for preparing a certain menu/using certain equipment/ program of activities/guidelines for conduct
- active use of indicative Present in a simulated linguistic discourse (as well as using cardinal and ordinal numbers, pronouns, asking questions)
- active use of the partitive article “ne” and prepositions in speaking
- active use of Perfect in speaking and writing
- active use of Future tenses in a simulated linguistic discourse
- active use of Present, Perfect and Future Passive in writing and verbal discourse

Manner of instruction:

Classes take place weekly in the form of lectures and exercises.

Olive Growing

Hours per week: 2+0+0+2

Module: 28a

ECTS: 3

Course outline:

Familiarizing students with origin, production areas and dispersion of olives in Croatia and in the world. Basic structure (vegetative and generative organs), growing stages and the influence of agroecological conditions on olive cultivation and certain varieties. Propagation of olives (vegetative and generative), preparation of soil, planting, training systems, soil cultivation, diseases and pest management. Agrotechnic and pomotechnic methods in production groves of olives. Olive varieties and their characteristics. Practical teaching (propagation, planting, pruning and harvesting) is conducted in teaching-technological bases.

Learning outcomes units:

- soil cultivation and pomotechnic measures in olive production
- measures of treatment and harvesting of olives

Learning outcomes:

- determine status and tendency in the production of olives in the world and in the Republic of Croatia
- determine methods of propagation and production of planting material
- select and recommend optimal technology and types of soil cultivation depending on microlocalities (climate, soil and landscape)
- select and recommend optimal pomotechnic measures depending on the variety and technology of olive cultivation
- determine the order and significance of plant protection measurements in olive cultivation
- determine the optimal harvesting period and technology depending on the variety and production goals

Manner of instruction:

Classes take place weekly in the form of lectures and training.

Vine Growing

Hours per week: 2+0+0+2

Module: 28b

ECTS: 3

Course outline:

Introduction into viticulture. Agroecological conditions for cultivation of vine in the Mediterranean area. Vegetative, generative organs and the development cycle of vine. Pruning and training systems of vine. Fertilization and vine nutrition. Systems of maintaining soil in the Mediterranean area: soil cultivation, mulching – covering soil in the vineyard, applying herbicides, combined systems of soil maintenance. Grafting rootstocks and varieties of vine. Regions and subregions of the viticulture area in Croatia. Arrangement of the production area, improvement of physical, chemical and biological features of soil. Establishing the vineyard: preparing the soil for planting the vineyard, preparing the terrace, other preparatory work before planting, planting and taking care of a young vineyard. A vineyard trellis. System of vine cultivation in: cultivation elements and names, classification of systems of cultivation with a reference to the Mediterranean area, forming cultivation and basic characteristics, complex systems of cultivation, rejuvenating and adjusting the system of cultivation. Damage to vine caused by bad weather. Harvesting grapes: specifics of harvesting in the Mediterranean area, harvesting wine varieties, harvesting and packaging table grapes.

Learning outcomes units:

- vine cultivation technology
- vine treatment and harvest

Learning outcomes:

- determine the development cycle of vine
- choose an appropriate pruning technique in the given conditions
- determine methods for rejuvenating the vineyard
- conduct ampelotechnic measures
- determine the harvest date in relation to a variety
- select appropriate methods of vine nutrition
- select appropriate methods of vine irrigation
- select appropriate techniques of vine protection

Manner of instruction:

Classes take place weekly in the form of lectures and training.

Professional Training 2

Hours per week: 0+0+0+0

Module: 29

ECTS: 8

Course outline:

With the aim of conducting an educational program that is as successful as possible and familiarizing students with concrete practical problems at agricultural enterprises/ rural enterprises/agritourisms accompanied by the mentor, the Professional study programme of Sustainable Agritourism organizes professional training that is 80 hours long. Preparation of professional training in duration of 20 hours the student spends before the start of practical training in accordance with a special task. In relation to a specifically defined task, the student creates a logbook of practical training which serves as the proof that practical training was carried out and it can help with the completion of a final thesis.

Learning outcomes units:

- gain knowledge and skills through practical work at an agricultural estate

Learning outcomes:

- gain work habits and responsibility through practical work to carry out work tasks
- strengthen motivation to conduct delegated tasks well
- adjust to different work conditions, environment and equipment
- get a sense of communication, pair work or team work
- get practice in solving conflicts in the workplace
- test the acquired knowledge and learned skills in concrete situations in practice
- understand the importance of knowing and consulting the source of theory that deals with solving concrete questions in practice
- check their own capabilities for analytic and/or strategic consideration about the given work tasks

Manner of instruction:

Working in an agricultural or rural estate, agritourism.

Ecological Agriculture

Hours per week: 2+0+2+0

Module: 30

ECTS: 5

Course outline:

Agroecology. Natural and agricultural ecosystems. Sustainable agriculture and types of sustainable agriculture. History and philosophy of ecological agriculture. Introduction and principles of ecological agriculture. A legal framework of ecological agriculture. Key elements and technology of ecological agriculture. Maintaining soil and managing soil fertility. Prevention and protection of plants from pest. The process of transition to ecological agriculture. Basics of ecological animal cultivation. Processing and preservation of animal products.

Learning outcomes units:

- technology of ecological agricultural production
- measures of treatment of an ecological orchard
- processing of products in ecological plant and animal production

Learning outcomes:

- determine the elements of the system of ecological production
- select the techniques for improving the elements of ecological production
- create the plan of establishing ecological agricultural production
- make a plan of transition from conventional to ecological production
- recommend conditions for establishing and maintaining the ranch
- choose the way of feeding and supplementary feeding of animals
- apply the legal framework when conducting treatment measures for orchards
- recommend prevention and protection measures from pests
- recommend methods for managing soil fertility
- plan deadlines and conducting seeding, planting and harvest
- recommend technology and trellises for varieties
- plan short-term production
- select appropriate methods of treatment and preservation of plant products
- select appropriate methods of treatment and preservation of animal products

Manner of instruction:

Classes take place weekly in the form of lectures and exercises.

Animal husbandry

Hours per week: 2+0+2+0

Module: 31

ECTS: 4

Course outline:

Animal husbandry basics, species and breeds. Autochthonous breeds, significance of autochthonous breeds, autochthonous breeds of sheep and goats, their significance in relation to production characteristics and keeping the landscape. Feeding cattle, sheep and goats, using natural pastures, cultivating pastures and improving the worthiness of pastures, nutrition of cattle, sheep and goats during the production cycle. Reproduction of cattle, sheep and goats. Breeding the young. Sheep shearing. Sheep and goat milking, hand milking, machine milking, milking machines – milking machine and stationary milking machines. Ways of handling milk after milking, milk cooling. Determining the quality of milk. Processing milk into cheese, producing cheese and curd. Cheese maturation. Placement and selling of products.

Learning outcomes units:

- basics of cultivation and selection of domestic animals
- apply zootechnic and zoohygienic measures for keeping domestic animals

Learning outcomes:

- interpret general and special selection features and using arguments explain the application of selection in farm production
- differentiate specific autochthonous breeds of domestic animals and explain the importance of keeping their genetic potential
- choose optimal fodder blend for proper feeding of domestic animals
- choose optimal zoohygienic conditions necessary for keeping certain breeds of domestic animals
- prepare facilities and equipment for keeping domestic animals
- define phases of the sex cycle and describe phases of intrauterine fetal development in relation to different species of domestic animals
- choose optimal measures for keeping domestic animals and determine deviations from standard behavior
- determine the significance of conducting zoohygienic and veterinary measures in farm production

Manner of conducting classes:

Classes take place weekly in the form of lectures and exercises.

Processing and Preservation of Animal Origin Products

Hours per week: 2+0+2+1

Module: 32
ECTS: 5

Course outline:

Basic characteristics and methods of preservation. Technological characteristics of products of animal origin as raw material for processing and preservation. Handling products of animal origin. Technology and measures of processing and preservation. Additional raw material, additive and additional means of processing and preservation of products of animal origin. Machines and equipment for processing, preservation and protection of animal origin products. Packaging and packing preserved products of animal origin. Preserving products of animal origin in a household.

Learning outcomes units:

- quality of raw material of animal origin
- processing of raw material of animal origin
- methods of preservation and protection of animal origin products

Learning outcomes:

- determine the criteria for assessing the quality of raw material of animal origin
- value and order positive features of products of animal origin
- determine possible undesirable characteristics of products of animal origin
- apply the principles of the HACCP system in processing animal origin products
- assess methods of processing raw material of animal origin
- choose appropriate analyses in the process of processing, treating and finalizing products
- choose appropriate technological solutions depending on the type of products of animal origin
- choose appropriate measures of keeping (storing) products
- determine appropriate methods of preserving products of animal origin

Manner of instruction:

Classes take place weekly in the form of lectures and exercises.

Research into Customer Satisfaction

Hours per week: 2+1+1+0

**Module: 33
ECTS: 4**

Course outline:

Concept of customer satisfaction. Term and definition of customer satisfaction. Theories on customer satisfaction. Features of customer satisfaction. Customer satisfaction in tourism. Dimensions of customer satisfaction in tourism. Factors of customer satisfaction: antecedents and consequences. Quality of service. Expected value for clients. Perceived value. Image. Client loyalty. Customer complaints. Connection of the concept of customer satisfaction with its antecedents and consequences. Measuring and researching customer satisfaction: determining the terms researching and measuring. Questionnaire design. Scales for measuring client satisfaction. Methods of measuring (complaints and suggestions, questionnaires, mystery shopper). Models for measuring customer satisfaction (index models of customer satisfaction). Measuring and researching customer satisfaction in tourism (questionnaires, HOLSAT and etc.) Application of methods of statistical analysis in measuring customer satisfaction. Application: Measuring satisfaction of internal and external clients by applying the chosen techniques and models of measurement. Levels of measurement: level of services/branch, destination level, company level).

Learning outcomes units:

- concept and measurement of customer satisfaction
- applying methods of statistical analysis in research into customer satisfaction
- research and measurement of client satisfaction

Learning outcomes:

- determine the significance of the concept of customer satisfaction
- differentiate factors in customer satisfaction
- creating the questionnaire for collecting primary data on customer satisfaction
- justify the choice of methods for measuring customer satisfaction
- determine models for measuring customer satisfaction
- apply the techniques of collecting primary data
- justify the choice of statistical methods in the analysis of collected data
- apply the chosen statistical methods in customer satisfaction analysis by using computer programs
- apply the chosen techniques or models of measuring satisfaction of internal and external clients at certain level of measurement (level of services/branch, destination level, company level)
- analyze and interpret collected data on customer satisfaction based on conducted research

Manner of instruction:

Classes take place weekly in the form of lectures, seminars and exercises.

Winemaking

Hours per week: 2+0+2+0

Module: 34 Aa
ECTS: 4

Course outline:

Chemical composition of grapes, chemical composition of must: most significant characteristics of the main ingredients: sugars, organic acids, polyphenols, enzymes, minerals, etc. Determining the periods for harvesting and harvest. Must corrections before fermentation: determining sugar, total acidity and pH. Protection of must from oxidation. Vinification of white wines, vinification of rose and red wines. Wine stabilization: protein stabilization, stabilization of tartar, stabilization of precipitation of metals, biological stabilization. Wine clarification: purpose of clarification, types of purifier (organic and mineral), application, attempts, ways of adding. Wine filtering and bottling. Wine faults: source, changes in wine sensory features (smell of H₂S, smell of lees and etc.), preventing and removing faults. Wine diseases: source, changes in chemical composition and sensory wine features (flowers of wine, acetification, malolactic fermentation, lactic and mannite fermentation, sliminess), prevention and treatment of diseases. Act and regulations on wine.

Learning outcomes units:

- quality control and grape harvest
- equipment in wine cellars
- wine production equipment

Learning outcomes:

- recommend the harvesting method depending on the style of wine
- select appropriate methods for measuring grape quality
- judge the quality of sampling the representative sample of grapes
- choose appropriate equipment and machines in the production of wine and grape and wine products
- choose appropriate means of cleaning the basement, barrels, equipment and machines in cellars
- choose appropriate chemical analysis in the process of processing, treating and finalizing wine and the procedure of launching wine on the market
- judge and order positive sensory features of wine and determine possibly unwanted characteristics of wine
- select most appropriate technological solutions depending on the quality grapes and desired technology (style) of wine
- differentiate and determine wine faults and recommend appropriate procedures for preventing and removing faults.

Manner of instruction:

Classes take place weekly in the form of lectures and exercises.

Beekeeping

Hours per week: 2+0+2+0

**Module: 34 Ab
ECTS: 4**

Course outline:

Traditional and contemporary types of hives. Hive selection. Hive construction. Frame construction. Ways of wiring frames. Honeycomb foundations. Material for building hives. Additional hives and nuclea. Rules how to handle bees. Beekeeping equipment. Apiary location. Preparation for approaching bees. Techniques of checking bee communities. Preventing the occurrence of grabbing. Strength and development of the bee community. Keeping bees in hives with immovable combs, the AZ hive and Poloska hives (historical aspect). Keeping bees in vertical hives. Handling frameworks and extensions. Advantages of low extensions. Feeding bees. The first spring overview of bee communities. Spring extension of brood. Speeded up spring development of bee communities. Prevention of swarming. Replace the old hives and adding honeycomb foundations. Replacing the old queen. Transfer of old hives and getting wax. Working with bee communities during summer (after achieving the full completion). Preparation of bee communities for the main pasture. Moving bees. Choosing a location for brining bees for pasture. Ways of fastening hives in transport. Removing the frame and extension with honey. Honey harvest. Two-queen beekeeping. Methods for creating very strong communities. Using swarms. Artificial reproduction of bee communities. Honey production in hives. Royal jelly production. Production of pollen, propolis and bee venom. Production of swarm packages. Reducing space in hives during fall. Preparation of bee communities for safe overwintering. Bee overwintering.

Learning outcomes units:

- beekeeping basics
- beekeeping technology

Learning outcomes:

- explain existential needs of bees and functioning of the bee community
- compare characteristics and type of bee products
- determine legal regulations in relation to activities within beekeeping and production
- choose appropriate measures for beekeeping
- determine the needed tools and mechanization for certain beekeeping technology.
- compare bee-friendly plant of certain area
- assess the health condition of bees

Manner of instruction:

- Classes take place weekly in the form of lectures and exercises.

Procurement and Sales

Hours per week: 2+0+0+2

**Module: 35Ba
ECTS: 4**

Course outline:

Qualitative analysis of market trends in agritourism development. Strategies of establishing business relations. Managing sales processes Styles of communication: managing business relations. Sales strategies that add value. Socially responsible Business. Managing opportunities: a key to greater productivity. Procurement policy and different instruments in procurement policy. Analysis and assessment of business offers. ABC and XYZ analysis in procurement. Negotiating skills and techniques. Methods of closing the deal. Posts-sales services.

Learning outcomes units:

- sales process management
- sales skills
- procurement management
- negotiating

Learning outcomes:

- assess clients' needs
- create added values of products and services
- manage the sales process individually through planning and realization activities
- recognize differences in communication styles
- understand buyer's behavior
- use methods of making a sale
- predict consequences of socially irresponsible business conduct
- develop a strategy of making business relations
- create the procurement strategy through different instrument in procurement policy
- analyze and choose most affordable offers
- recognize verbal and non-verbal signs that are used to interpret buyer's behavior
- use negotiating skills and tactics

Manner of instruction:

Classes take place weekly in the form of lectures and exercises.

Business Psychology

Hours per week: 2+0+0+2

**Module: 35Bb
ECTS: 4**

Course outline:

Introduction into the entrepreneur's psychology; the term "successful entrepreneur" in the context of their psychological traits; Emotional intelligence; Techniques of Assertive Communication; Skills of Emotional competence; Stress in a business surrounding; strategies of regulating emotions and facing stress situations: conflict resolution skills.

Learning outcomes units:

- the term successful entrepreneur in the context of their psychological traits
- skills of emotional competence
- strategies of regulating emotions and conflict resolution skills

Learning outcomes:

- define psychological characteristics of the entrepreneur, entrepreneurial competence and entrepreneur's motivation
- define the term emotional intelligence and its role in a business setting
- differentiate characteristics of successful entrepreneurs from those who are not
- describe the aspects of emotional competence while achieving business success
- recognize personal emotions and their role in the process of making business decisions, as well as in communication with business partners/clients
- recognize and use efficient strategies of regulating emotions and facing stressful situations in a business setting
- determine personal business goals and create the plan of realization of those by taking into account facing potential failure
- recognize other people's emotions and analyze social relations
- differentiate successful from unsuccessful conflict resolution

Manner of instruction:

- Classes take place weekly in the form of lectures and exercises.

Planning and Managing Ecological Agricultural Production

Hours per week: 3+0+1+0

Module: 36
ECTS: 5

Course outline:

Technology and techniques of cultivation of different varieties in different cultivation conditions. Improving key elements of ecological agricultural production in cultivation varieties. Managing soil fertility and soil conservation in growing vegetables, farming and growing fruit. Nutrition of cultivated varieties. Managing weeds in farming, growing vegetables and fruit. Prevention and protection from plant diseases in cultivated varieties. Prevention and protection from plant pests in cultivated varieties. Preparation for harvesting and storage of fruit and products. Economy of ecological agricultural products.

Sets of learning outcomes:

- planning ecological agricultural production
- managing ecological production

Learning outcomes:

- recommend appropriate techniques and methods for maintain treatment of orchards
- select methods and measures for keeping and improving soil fertility
- recommend distribution channels and prices of ecological products
- describe ways of preventing contamination of ecological production and products
- create a long-term plan for production management in relation to the needs of economy and resources at hand
- select appropriate species for sowing/planting
- select appropriate methods of plant mass reduction
- recommend methods for appropriate method of soil cultivation and conservation
- select appropriate methods and means for the prevention and protection of pests
- apply ecological principles in determining harvesting terms

Manner of instruction:

Classes take place weekly in the form of lectures and exercises.

Cultural and Historical Heritage of the Republic of Croatia

Hours per week: 2+1+1+0

Module: 37
ECTS: 4

Course outline:

Historical overview of the Republic of Croatia. Introduction into cultural heritage of Croatia through history, from prehistoric times till today: periods, styles, monuments, historic figures, manifestations. National parks and nature parks. Croatian tourist regions (Istria, Kvarner, North Dalmatia, Middle Dalmatia, South Dalmatia, Mountainous Croatia, Central Croatia, Eastern Croatia) and most famous tourist destinations (Dubrovnik, Split, Zadar, Šibenik, Zagreb, Pula, Poreč). Different ways of presenting the above-mentioned topics in the English language.

Learning outcomes units:

- basis of historical-cultural heritage of the Republic of Croatia
- written presentation of historical-cultural heritage of the Republic of Croatia
- oral presentation of historical-cultural heritage of the Republic of Croatia
- integrated content and language learning

Learning outcomes:

- estimate the value of historical events for tourist development of a certain region
- value historical events that are relevant for local, that is national tourist offer
- determine most important tourist regions and destination of Croatia with reference to their cultural-historic heritage
- select appropriate elements of cultural heritage of personal region when creating an advertising material
- write a short biography of a historic figure
- discuss the importance of cultural heritage
- create the program for guiding through a tourist destination with reference to cultural-historical heritage of the Republic of Croatia
- assess the value of local history (manifestations) in promotion of a personal product
- determine appropriate vocabulary in a foreign language to present products, service and/or regions
- determine appropriate grammar structures in a foreign language for presenting products, service and/or regions
- choose the appropriate register in a foreign language when presenting products, services and regions.

Manner of instruction:

Classes take place weekly in the form of lectures, seminars and exercises.

Specialized Animal Husbandry

Hours per week: 2+0+2+0

**Module: 38a
ECTS: 4**

Course outline:

Basics of cultivating domestic animals in agritourism. Application of selection in farm production and selection features of domestic animals from the aspect of agritourism. Breeds of domestic animals that could be used on family farms within agritourism offer and practical exploitation of their genetic potential. Cultivation of specific and more rarely present and autochthonous domestic animals with the aim of increasing visibility of a certain family farm in agritourism. Application of zootechnic and zoohygienic measures of keeping domestic animals in agritourism. Zoohygienic conditions necessary for keeping of some specific breeds of domestic animals (fish, bees, ostriches...) that can be kept on farms oriented toward agritourism. Objects and equipment domestic animals that demand specific keeping conditions, deviations and standard measures for keeping domestic animals. Zoohygienic and veterinary measures in farming production of specific breeds of domestic animals.

Learning outcomes units:

- basics of cultivation and selection of specific races and breeds of domestic animals in farms oriented toward agritourism
- application of zootechnic and zoohygienic measures at keeping domestic animals in objects used in agritourism

Learning outcomes:

- argue for the application of selection in livestock industry and interpret selection features of domestic animals from the aspect of agritourism
- define certain breeds of domestic animals that can be used in family farms within the offer of agritourism and explain the possibilities of practical usage of their genetic potential
- recognize possibilities of cultivation of specific and rarely present and autochthonous with the aim of increasing the visibility of a certain family farm in agritourism
- determine optimal zoohygienic and conditions necessary for keeping certain specific breeds of domestic animals (fish, bees, ostriches) that could be kept in farms oriented toward agritourism
- prepare and adjust objects and equipment for keeping domestic animals that demand specific conditions of keeping and determine deviations from standard measures optimal for keeping domestic animals
- determine the significance in carrying out zoohygienic and veterinary measures in farm production of specific breeds of domestic animals

Manner of instruction:

Classes take place weekly in the form of lectures and exercises.

Olive Processing and Preservation

Hours per week: 2+0+2+0

Module: 38b
ECTS: 4

Course outline:

Olive fruit structure and chemical composition. Assessment methods of oil quality. Impact of material quality on quality of oil. Standard procedures of oil extraction from olive fruit and the impact of certain activities on oil quality. Oil treatment and storage. Advantages of olive oil in relation to other fat in nutrition. Standard procedures of production of table olives.

Sets of learning outcomes:

- control of olive oil quality
- processing and preservation of olives

Learning outcomes:

- determine principles of the sensory analysis of olive oil
- recommend appropriate chemical analysis
- assess and order positive sensory characteristics of olive oil and determine possible unwanted characteristics
- determine characteristics of olive fruit
- compare different ways of oil processing
- recommend a method of olive preservation

Manner of instruction:

Classes take place weekly in the form of lectures and exercises.

Professional Training 3

Hours per week: 0+0+0+0

Module: 39
ECTS: 13

Course outline:

With the aim of conducting the educational program as successful as possible and familiarizing students with concrete practical problems at agricultural estates/rural enterprises/agritourisms accompanied by the mentor, the Professional Study Programme of Sustainable Agritourism organizes professional practice in duration of 130 hours. Preparation of professional practice in duration of 25 hours the student carries out before practical training begins in relation to a special task. In terms of a specifically defined task, the student creates the logbook of professional training which serves as a proof that professional training was carried out and can serve as a basis for writing the final thesis.

Learning outcomes units:

- practical work on a family farm/agritourism/enterprise tourist or a catering premises

Learning outcomes:

- form work habits and responsibilities for conducting work tasks
- strengthen motivation for quality conducting of delegated tasks
- adjust to different work conditions, environment and equipment
- create a feeling for communication, pair work or team work
- test the acquired knowledge and learned skills in concrete situations in the field
- understand the importance of recognition and use of theoretical sources that deals with concrete problems in the field
- check personal capabilities for analytic and/or strategic consideration about delegated work tasks
- gain practical knowledge and skills through work in an agricultural estate, agritourism, tourist or a catering premises

Manner of instruction:

Practical work in agricultural, rural enterprise, agritourism or a catering premises.

Final thesis

Hours per week: 0+0+0+0

Module: 40
ECTS: 7

Course outline:

The Professional Study Programme of Sustainable Agritourism is completed by writing and defending the final thesis. The final thesis displays a professional overview of a certain problem. By providing the above-mentioned, the student proves the ability to use methods and techniques of analyzing and presenting research results and practical work on a given topic. When defending the chosen topic, the student implements the acquired knowledge and professionalism. The choice of topic is in line with the curriculum of the Professional Study Programme of Sustainable Agritourism. The final thesis is created independently guided by a course mentor. The thesis is approximately 30-40 pages long and is submitted in four copies. By defending the final thesis, the knowledge of the researched topic is tested, a way of presenting and general knowledge acquired through the study program are assessed.

Learning outcomes units:

- completion of a final thesis

Learning outcomes:

- define a professional problem
- devise and conduct research independently
- solve a practical problem/task independently
- apply acquired knowledge and general competences gained through the study programme
- apply acquired knowledge and specific competences from a certain course
- apply the methodology of writing a professional and academic piece of writing
- create an overview of results of the conducted research using multimedia tools
- using presentation skills while interpreting research results

Manner of instruction:

Collaborating with a mentor, consultations.