

Course title	Rural Tourism				
Study programme	Undergraduate Professional Study Programme of Sustainable Agritourism				
Status of a course	Obligatory				
Year of study	2	Semester	III	ECTS credits	5
Goals of a course					
-contemporary trends in rural tourism - introduction into rural tourism - specific forms of rural tourism					
Conditions for enrolling course					
No conditions					
Learning outcomes on a level of a study programme which includes course					
Expected learning outcomes on a level of a course					
<ul style="list-style-type: none"> • 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 					
Content of a course					
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.					