



# Subject: Agritourism

## I. General information

Organization unit	Faculty of Physical Education Chair of: Management, Organisation and Economics Chairman: phd Monika Piątkowska
Course name	Agritourism
Subject code	TR/1/TH/AGR
Teaching language	English
Type of subject (obligatory/ facultative)	Obligatory
Level of studies (eg. bachelor, master)	Bachelor
Study year	I
Semester	3
ECTS points	2
Professor	PhD Eng. Artur Kieszek
Studies program in which the subject is realized	Tourism and recreation
Method of realization (stationary/ distance learning)	Stationary
Prerequisites	None

## DETAILED INFORMATION

### Course aims and objectives

A1	Knows and understands the basic concepts, definitions, and specificity of agritourism and rural tourism, including their distinguishing features compared to conventional tourism and their functions in the development of rural areas.
A2	Is able to identify and analyze the spatial, cultural, and historical conditions of rural recreational space, including traditional and contemporary rural farm buildings and regions of rural tourism.
A3	Knows the principles of functioning and organization of rural accommodation facilities, including the categorization of establishments, farm structure, and possibilities of adapting and modernizing buildings for agritourism purposes.
A4	Understands the legal, economic, and organizational conditions of conducting agritourism activities, including administrative duties, taxation and insurance systems, as well as occupational health and safety (OHS) principles in practical activities.

A5	Is able to develop a concept for the development of a rural farm for agritourism purposes, including preparing a functional design, a tourism offer, a stay program, as well as elements of promotion and basic calculations for accommodation and catering facilities.
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## Main topics

No	Topic
<b>Lectures/Classes</b>	
1.	Agritourism – concept, essence and place in the tourism system - Presentation scope: definition of agritourism and rural tourism; overview of basic definitions (international perspective); agritourism as a form of sustainable tourism; evolution of the concept of agritourism; relationships: agritourism – rural tourism – alternative tourism.
2.	Agritourism vs. conventional tourism – differences and characteristics - Presentation scope: features of agritourism and mass tourism; scale, space and type of services; the role of the farm in tourism activity; authenticity of the tourist experience; contemporary trends: slow tourism, eco-tourism, tourism experience.
3.	Functions and significance of agritourism in rural development - Presentation scope: economic function (income diversification, employment, entrepreneurship); social function (integration and activation of local communities); cultural function (heritage and tradition preservation); spatial and environmental function; agritourism as a tool for sustainable development.
4.	Rural recreational space – determinants and development indicators - Presentation scope: concept of rural recreational space; indicators of rural tourism attractiveness; natural and cultural factors; accessibility and infrastructure; rural tourism regions in an international perspective.
5.	Traditional rural architecture and cultural heritage - Presentation scope: characteristics of traditional rural homesteads in Europe and worldwide; historical models of rural settlement; functional structure of rural farms; significance of architectural heritage; protection and revitalization of rural buildings.
6.	Contemporary rural homestead and accommodation facilities in agritourism - Presentation scope: structure of modern rural farms; adaptation of buildings for tourism purposes; standards and quality of accommodation services; categorization of rural accommodation facilities; additional services: recreation, education, gastronomy.
7.	Legal and organizational aspects of agritourism activity - Presentation scope: forms of agritourism business activity; business registration and basic legal requirements; tax systems (income tax, VAT, property tax); social insurance and administrative obligations; occupational health and safety (OHS), sanitary, fire safety and environmental regulations.
8.	One presentation containing the following ten topics: Characteristics of an agritourism farm in a selected region: 1) Introduction, 2) The region and its attractions, 3) Farm characteristics, 4) Land development, 5) Accommodation base, 6) Offer for guests, 7) Farm operation, 8) Organizational aspects, 9) Importance of the farm,

10) Summary.
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**CONDITIONS FOR PASSING CLASSES:**

1. Preparation of two presentations within the Main Topics range, according to the following rule: one presentation covering topics from points 1–7, and a second presentation covering the full scope of point 8.
2. Attendance in classes is mandatory.

**1 ECTS point=25 hours students work (Contact self-study)**

<b>TYPES OF CLASSES</b>	<b>HOURS</b>
Contact classes	35 hours
Students' preparations of the presentations	5 hours
Self-study as preparation to the written exam	5 hours
Self-study as reading text prepared by the teacher	5 hours
<b>Total = 50 hours – ECTS points 2</b>	

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