

**CLASS CARD****AGRITOURISM**

Basic classes	Code in the study plan	ECTS
Agritourism	TR/1/TH/AGR	2

Education profile	Practical
Faculty and field of study	Physical Education
Studies program in which the subject is realized	Tourism and recreation
Professor's name	Artur Kieszek
Level of studies (eg. bachelor, master)	Bachelor
Study year and semester	1/3
Language	English
Method of realization (stationary/ distance learning)	Stationary
Lectures/classes hours	15/15
Form of passing classes	Workshops, lectures – presentations
Type of subject (obligatory/ facultative)	Obligatory
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.

**LEARNING OUTCOMES IN KNOWLEDGE, SKILLS AND SOCIAL COMPETENCES FOR CLASSES**

Learning outcome	Subject's learning outcomes
<b>KNOWLEDGE</b>	
KW_05	P_W01 Possesses advanced knowledge of the determinants of leisure culture and their significance in shaping the identity of societies, as well as in creating tourism and recreation offerings.
KW_07	P_W02 Knows and understands the complex relationships between humans and the environment, as well as the role of tourism and recreation in the sustainable development of individuals and society.
<b>SKILLS</b>	
KU_06	P_U01 Is able to use theoretical and practical knowledge to analyze specific social processes and phenomena.
KU_10	P_U02 Is able to identify, discuss, and evaluate selected social and economic problems in the field of tourism and recreation.
KU_12	P_U03 Is able to collect and critically analyze information, and effectively present it, adapting the message to the audience and context.
KU_14	P_U04 Is able to apply acquired knowledge and skills in professional practice, carry out tasks in the field of tourism and recreation, evaluate own experiences in the work environment, and plan and pursue their own learning and professional development.
<b>SOCIAL COMPETENCES</b>	
KK_02	P_K01 Takes responsibility for the consequences of professional decisions, demonstrates professionalism and respect for industry ethical principles.
KK_04	P_K02 Is ready to build relationships, share knowledge and experience, cooperate effectively in a team, and take on a leadership role and manage a team.

## SUBJECT PROGRAM CONTENT DIVISION BY FORMS OF IMPLEMENTATION

FORM OF CLASSES – LECTURE - subject	Reference to subject- specific learning outcomes
<p>W_1-8</p> <p><b><i>Practical familiarization of students with the principles and methods of work ensuring health and safety (OHS) when performing activities during classes, using technical equipment and tools and/or without them.</i></b></p> <p>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.</p> <p>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</p>	P_W01, 02; P_U01, 02, 03, 04; P_K01, 02

	<p>experience; contemporary trends: slow tourism, eco-tourism, tourism experience.</p> <p>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.</p> <p>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.</p> <p>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.</p> <p>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.</p> <p>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.</p>	
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<b>FORM OF CLASSES – CLASSES- subject</b>		<b>Reference to subject- specific learning outcome</b>
Cl_1-8	<p><b><i>Practical familiarization of students with the principles and methods of work ensuring health and safety (OHS) when performing activities during classes, using technical equipment and tools and/or without them.</i></b></p> <p>Presentation: Characteristics of an agritourism farm in a selected region</p>	P_W01, 02; P_U01, 02, 03, 04; P_K01, 02

	<ol style="list-style-type: none"> <li>1) Introduction: name and location of the agritourism farm; brief information about the selected region (location, natural characteristics); general idea of the farm's activity.</li> <li>2) The region and its attractions: characteristics of the area (rural, mountainous, seaside, lake district, etc.); main tourist attractions in the area; opportunities for active recreation (walking, cycling, nature).</li> <li>3) Farm characteristics: type of farm (e.g. family-run, organic, traditional); main features of agricultural activity; surroundings and landscape.</li> <li>4) Land development: division of space (residential area, farming/utility area, recreational area for guests); brief description of infrastructure (garden, relaxation areas, buildings).</li> <li>5) Accommodation base: type of accommodation (rooms, cottages, adapted buildings); approximate number of beds; basic standard and equipment.</li> <li>6) Offer for guests: main forms of leisure (contact with nature, recreation and relaxation, local experiences such as food and workshops); additional attractions available on the farm or nearby.</li> <li>7) Farm operation: brief information about agricultural and tourism activities; combining farm work with serving tourists; seasonality of activity (if applicable).</li> <li>8) Organizational aspects: basic information about formal operations; general safety and hygiene rules; care for guests' comfort and safety.</li> <li>9) Importance of the farm: role in local tourism; impact on regional development; attractiveness for foreign tourists.</li> <li>10) Summary: key features of the farm; what makes it stand out from others; brief final conclusion.</li> </ol>	
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## PLANNED METHODS/FORMS/TEACHING MEANS

Program content	Teaching methods/forms
Lecturers	Lecture with multimedia presentations with active student participation.
Classes	Practical classes, multimedia presentations, discussions during classes.
<b>Teaching resources:</b> Computer with Internet access, multimedia projector, Microsoft Office software (PowerPoint, Excel, Word), interactive or traditional whiteboard, digital teaching materials (e.g. presentations, PDF files), e-learning platform (e.g. Moodle/Teams), online collaboration tools (e.g. Google Workspace).	

## METHODS OF VERIFYING THE EXPECTED LEARNING OUTCOMES ACHIEVED BY THE STUDENT

Learning outcomes for classes	Assessment methods

P_W01, 02	Lecture and multimedia presentation, participation in discussion, students' activity
P_W01, 02; P_U01, 02, 03; P_K01	Multimedia presentation – concept of development of an agritourism farm (guesthouse), attendance control, in-class work

## CONDITIONS FOR PASSING CLASSES:

### LECTURES:

Attendance at lectures is recommended but not mandatory. Lectures will be passed through active student participation in the form of delivering a multimedia presentation covering the lecture syllabus.

### PRACTICAL CLASSES (EXERCISES):

The course is passed based on active participation in practical classes, including the preparation and delivery of a presentation based on computer slides covering the scope of the exercises.

## SAMPLE ASSESSMENT/EXAMINATION TOPICS EXAMPLE

1. Agritourism – concept, essence and place in the tourism system
2. Agritourism vs. conventional tourism – differences and characteristics
3. Functions and significance of agritourism in rural development
4. Rural recreational space – determinants and development indicators
5. Traditional rural architecture and cultural heritage
6. Contemporary rural homestead and accommodation facilities in agritourism
7. Legal and organizational aspects of agritourism activity
8. Characteristics of an agritourism guesthouse in a selected region

## ENGLISH BIBLIOGRAPHY

<b>Basic</b>	<ol style="list-style-type: none"> <li>1. Sikora, J. (2012). Agroturystyka: przedsiębiorczość na obszarach wiejskich. Warszawa: Wydawnictwo C.H. Beck.</li> <li>2. Majewski, J. (2018). Turystyka wiejska i agroturystyka. Warszawa: Difin.</li> <li>3. Lane, B. (1994). What is rural tourism? <i>Journal of Sustainable Tourism</i>, 2(1–2), 7–21. <a href="https://doi.org/10.1080/09669589409510680">https://doi.org/10.1080/09669589409510680</a></li> <li>4. Sharpley, R., &amp; Sharpley, J. (1997). <i>Rural tourism: An introduction</i>. London: International Thomson Business Press.</li> </ol>
<b>Additional</b>	<ol style="list-style-type: none"> <li>1. Gołembski, G. (red.). (2009). <i>Kompendium wiedzy o turystyce</i>. Warszawa: Wydawnictwo Naukowe PWN.</li> </ol>

	<ol style="list-style-type: none"> <li>2. Krupińska, E. (2015). Turystyka wiejska jako forma przedsiębiorczości na obszarach wiejskich. Poznań: Wydawnictwo Uniwersytetu Przyrodniczego w Poznaniu.</li> <li>3. Hall, D., Roberts, L., &amp; Mitchell, M. (2003). New directions in rural tourism. Aldershot: Ashgate.</li> <li>4. Roberts, L., &amp; Hall, D. (2001). Rural tourism and recreation: Principles to practice. Wallingford: CABI Publishing.</li> </ol>
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## SELF STUDY

Full-time studies		Type of activity
Number of hours to complete the activity	ECTS	
35 h	1.2	Contact classes
5 h	0.2	Students' preparations of the presentations
5 h	0.2	Self-study as preparation to the written exam
5 h	0.2	Self-study as reading text prepared by the teacher
50 h	2,0	-

## Number of ECTS points that a student obtains in classes developing practical skills: 1.0

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