## Objective and general description

The course contains several topics concerning rural tourism and agritourism, skills necessary for running the agritourism farm, organisational, legal, insurance requirements, economic meaning of agritourism to local and regional development, economic significance of agritourism activities for farms, local communes and countries.

### Lectures

1. Basic information about tourism in Poland and in the world.
   - Introduction to the basic notions in tourism.
2. Sustainable tourism and integrated regional development.
   - SWOT analysis of the Polish tourism.
4. The SWOT analysis of a farm that would like to run agritourism activities. Basic requirements.
5. Tourism and rural tourism in the EU countries and some other ones.
7. Categorisation of rural accommodation.
8. Assimilating of manners of calculation of costs, of prices and profitability. The economic results of rural tourism.
9. Methods of planning and analysing of activities connected with rural tourism and agritourism farms.
10. Interpersonal skills of farm owners. Introduction to specificity and proper organisation of office-works.
11. Agritourism associations, support of a local community, common activities.
12. Introduction to the basic knowledge of tourism marketing.
13. Rural tourism fairs and other forms of promotion and advertising.
14. Additional services performed by farmers and local residents.
15. Constant skills improvement – the goal and condition of a success.

### Classes

1. Main factors of tourism development
2. SWOT analysis of tourism in Poland
3. Natural conditions of agritourism
4. Can I run agritourism farm?
5. Agritourism in my country
6. Insurances – farm and agritourism activities.
7. Rural accommodation in my country
8. Agritourism – business or social experience
9. My business plan of an agritourism farm.
10. Agritourism farm or small travel agency
11. Cooperation builds better quality
12. 3 E in agritourism
13. How to promote and sell our product
14. Complementary services and products
15. How to improve our tourism business?

| Assessment method | Lectures: evaluation of written examination - about 10 topics
| Classes: Preparation of a project |

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