

(Table 5.2) Course unit description

Study program: Economics and Business Management			
Type and level of studies: Master Academic Studies (second level)			
Course unit: TOURISM AND AGRIBUSINESS			
Teacher in charge: Ristić M. Lela, Bošković R. Nikola			
Language of instruction: English			
ECTS: 8			
Prerequisites: /			
Semester: Winter			
Course unit objective: The objective of this course is to enable students to acquire the theoretical and practical knowledge about the integral development of agribusiness and tourism, which encourages the competitiveness of agri-food sector, improves the tourist offer, preserves natural resources, culture and tradition, creates new jobs, stimulates environmental protection and strengthening agro-tourism performance. In accordance with the contemporary requirements for sustainable development, the aim is to qualify students for the effective and creative work in solving very complex problems of the modern agribusiness and tourism.			
Learning outcomes of Course unit: Students will be able to: recognize and evaluate the contemporary trends of agribusiness and tourism; understand the basic problems of agricultural farms, agribusiness enterprises and economic subjects in tourism; estimate the resource potentials of agro-tourism sector; select the appropriate measures for sustainable development of agribusiness and tourism; understand the importance of agricultural and tourism policy; animate the relevant economic and social groups, as well as individuals; create and implement the original ideas for the integral development of agribusiness and tourism in the practice; discuss the different issues in agribusiness and tourism.			
Course unit contents: <i>Theoretical teaching:</i> Key determinants of tourism development in contemporary conditions; Agribusiness - system, management, development; Multifunctionality of agribusiness; Interactions of tourism and agribusiness; Quality management and brand development in tourism and agri-food sector; Organic agriculture and tourism development; Small and medium enterprises in tourism and agribusiness; Portfolio of tourist products and agribusiness development; Rural tourism; Business plan adapted to the specifics of tourism and agribusiness; Strategic and business aspects of European integration from the point of tourism and agribusiness development; Contemporary challenges of sustainable tourism and agribusiness development. <i>Practical teaching:</i> Seminars/homework, individual and group presentations, case studies, examples from practice, discussions on trends in agribusiness and tourism.			
Literature:			
<ul style="list-style-type: none"> • Slocum, S.L., Curtis, K.R. (2018) <i>Food & Agricultural Tourism - Theory & Best Practice, Part I</i>, Routledge. • Barnard, F., Akridge, J., Dooley, F., Foltz, J., Yeager, E. (2016) <i>Agribusiness Management, Part I</i>, Routledge. • UNIDO (2017) <i>Agro-food, tourism & creative industries</i>, UN Industrial Development Organization, Vienna. • World Tourism Organization (2020) <i>Recommendations on Tourism and Rural Development</i>, UNWTO. • Streifeneder, T. (2016) Agriculture first: Assessing European policies and scientific typologies to define authentic agritourism and differentiate it from countryside tourism, <i>Tourism Management Perspectives</i>, 20, 251–264. • Ristić, L., Bošković, N., Despotović, D. (2019) Sustainable Integral Development of Agriculture and Tourism in the Republic of Serbia, <i>Economic Horizons</i>, 21(1), 57-74. 			
Number of active teaching hours			Other classes
Lectures: 2	Practice: 2	Other forms of classes	Independent work
Teaching methods: Professor's lectures, consultations and audio-visual presentations, interactive teaching, discussions, seminars/homework, testing, practical classes, case studies, individual or group presentations			
Examination methods (maximum 100 points)			
Exam prerequisites	No. of points:	Final exam	No. of points:
Student's activity during lectures	5	Oral examination	40
Practical classes/tests	5		
Seminars/homework	10		
Colloquiums	40		