

<b>Study program:</b> Tourism and hospitality			
<b>Назив предмета:</b> Tourism and rural development management			
<b>Professor:</b> Full professor Naume J. Marinoski, PhD Rodoljub D. Čučulović, PhD			
<b>Subject status:</b> compulsory course			
<b>ECTS:</b> 6			
<b>Requirements:</b> no requirements			
<b>Aim of the course</b> The aim of the course is for students to acquire both theoretical and practical knowledge on sustainable development of rural tourism which links a couple of current priorities with the aim: diversification and revitalization of rural economy; enhancement of competitiveness; enhancement of quality of life; preservation of culture and tradition; increased employment; environmental protection and enhancement of rural communities' performance. Students will be familiarized with modern trends in development of rural tourism in the world, EU countries and Serbia.			
<b>Outcome of the course</b> After successfully completing the course, the students will be able to: recognize and identify the needs for development of rural tourism and animate key social groups for independent work in creation and application of original strategies for development of rural communities.			
<b>Content of the course</b> <i>Theoretical lectures</i> Economic - spatial distribution of rural tourism in the world and Serbia; Development of rural tourism products; Services and process approach to quality management in rural tourism; Creating SMEs in tourism; Organization, management and encouragement of development of rural tourism; IT system of education and training for rural tourism; Investment, financing and entrepreneurship in rural tourism; Modern trends and vision of the development of rural tourism in the EU and Serbia; Tourism related to special interests in rural areas. <i>Practical course work</i> Key elements, aspects and aims of development of rural tourism; Developing products of rural tourism; Market and main clients of rural tourism; Promotion, marketing and new technology in rural tourism; Legislation and environmental protection; Gastronomy; Cooking; Air catering.			
<b>Literature</b> <b>Primary literature</b> <ul style="list-style-type: none"> <li>• Штетић, С. Рурални туризам, Универзитет у Београду, Географски факултет, 2009.</li> <li>• Чећибовић, Р. Увод у географију туризма са основама просторног планирања, Економски факултет Београд, 2006.</li> </ul> <b>Additional literature</b> <ul style="list-style-type: none"> <li>• Василевска, Јб. Рурални и регионални развој, Задужбина Андрејевић, 2006.</li> </ul>			
<b>Total number of active teaching classes</b>		<b>Lectures: 30</b>	<b>Practical course work: 30</b>
<b>Teaching methods</b> Lectures; practical course work, presentations of good examples of professional practice, case studies, preparation and presentation of term papers.			
<b>Evaluation (maximum points 100)</b>			
<b>Pre-exam activities</b>	Points	<b>Final exam</b>	Points
active participation in lecture classes	5	Written exam	
active participation in practical course work	5	Oral exam	45
Colloquium	30	.....	
Term papers	15		