

Title of a course	Tourism Basics				
Study programme	Undergraduate Professional Study Programme of Sustainable Agritourism				
Status of a course	Obligatory				
Year of study	1	Semester	II	ECTS credits	5
Goals of a course					
Familiarize students with the basic concepts and specifics of tourism and hospitality, and acquire competencies to perform a simple analysis of the elements of the tourism market.					
Conditions for enrolling course					
No conditions					
Learning outcomes on a level of a study programme which includes course					
Outcome 9: Apply communication and presentation skills in written and oral communication with agritourism stakeholders. Outcome 10: Create entrepreneurial programs in agritourism. Outcome 12: Investigate market characteristics in rural tourism. Outcome 14: Design and present tourism and catering offer in rural tourism.					
Expected learning outcomes on a level of a course					
1. Explain the basic concepts of tourism. 2. Analyse specific forms of tourism on the example of a selected tourist destination. 3. Explain the link between tourism and transport. 4. Explain the basic concepts of catering industry. 5. Design a tourism product on the example of a selected tourist destination.					
Content of a course					
Defining terminology in terms of agritourism within selective types of tourism. Historical development of rural tourism and agritourism. The concept and role of pluriactivity in development of rural areas. Specifics of agritourism activities. Managing and management in agritourism. Legal regulation that deals with the area of agritourism. Products and services in agritourism. Agritourism market. Creating and presenting seminar papers.					