

Agrotourism (IIIrd Year of study, Vth Semester)

Credit value (ECTS): 4

Course category

Speciality Course (imposed)

Course holder:

Lecturer Ph.D. **Radu-Adrian MORARU**

Discipline objectives (course and practical works)

- Provide students with the theoretical and practical knowledge in the field of rural tourism and agrotourism.
- Achieve a rigorous inventory of the problems of agrotourism, analyzing its overall features (concepts, definitions, forms and specific activities, their socio-economic implications, possibilities of implementation and development etc.).
- capturing many specific aspects of rural tourism in Romania in the context of sustainable development, alongside which are treated separately a number of useful information for the design work and guidance of tourism in rural areas, not omitted any proposals on strategies for management and marketing for development from the perspective of the state (through its specialized bodies) and the individual entrepreneur.
- integration of all agrotourism activities that are generated by a coherent rural development in the overall context of sustainable development and preservation of natural and cultural environment in a form as close to the original.

Contents (syllabus)

Course (chapters/subchapters)
<i>I. Agrotourism - general considerations</i> <ul style="list-style-type: none">• The concept of rural tourism and agritourism; Typology of rural tourism• The components of rural tourism and agrotourism• Socio-economic importance of rural tourism and agritourism• The features and functions of agrotourism• Factors influencing the development of agrotourism
<i>II. The legislative framework for the promotion and development of agrotourism</i> <ul style="list-style-type: none">• Legislative and facilities in rural tourism in Romania• Actions and measures for development of rural tourism in some European countries
<i>III Organisation of rural tourism and agrotourism in Romania</i> <ul style="list-style-type: none">○ Development of rural tourism as a socio-economic phenomenon○ Harnessing the potential social, cultural and economic○ Agrotourism - sustainable rural development factor○ Forms of organization and reception structures in agrotourism○ SWOT analysis of the Romanian agrotourism
<i>IV. Forms of rural tourism and agro-tourism in some European countries</i>

<p>V. Ecotourism - the main manifestation of sustainable tourism</p> <ul style="list-style-type: none"> • History and concept • Protected natural areas • The impact of tourism on the environment
<p>VI. Marketing in agrotourism</p> <ul style="list-style-type: none"> • The characteristics and structure of agrotourism market • The concept of agrotourism product • Policies in agritourism • Strategies for agrotourism product • Steps in launch of a new agritourism product • Supply and demand in agrotourism • The promotion, distribution and marketing of agrotourism product
<p>VII. Organizing of a agrotourism pensions</p> <ul style="list-style-type: none"> • Organize the activities in agritourism pension • Equipment for a agrotourism pension • Staff training in agrotourism
<p>VIII. Management and efficiency of rural tourism and agrotourism</p> <ul style="list-style-type: none"> • Forms of association of agrotourism pensions • Companies of rural tourism services • Economic and financial analysis of rural and agrotourism activity • Economic and social efficiency in the business of agritourism

Practical works
Minimum criteria on the classification of agro-tourist pensions; ANTREC and EUROGITIS
The methodology of issuing the certificate of classification. The layout of a structure of agro-tourism
Homologation and structure types of tourist villages. Estimating the tourism potential.
Research methods and techniques of agro-tourism supply and demand
Steps in developing of the agro-tourism marketing strategy
Macroeconomic indicators: the accommodation capacity, tourist flows, financial indicators. Statistical indicators of demand and supply in agrotourism
Economic efficiency and indicators of quality in agrotourism
The theme of the project: organization of business and economic efficiency analysis in a agrotourism pension from a rural locations
Final colloquium of knowledge evaluation

Bibliography

- Alecu I. N., Constantin M. – 2006 - *Agroturism și marketing agroturistic*, Editura Ceres, București;
- Crăciun Șt. – 1997 – *Agroturism, organizare-eficiență*, Ed. Mirton, Timișoara;
- Gheres Marinela, Culda Sidonia -2000 - *Turism rural*, Editura Ceres, Cluj – Napoca.
- Matei Daniela – 2005 – *Turismul rural – teorie și realitate*, Editura Terra Nostra, Iași;
- Mitrache Șt. și colab. – 1996 – *Agroturism și turism rural*, Ed. Fax Press, București;

Final Evaluation

Evaluation form	Evaluation Methods	Percentage of the final grade
Exam	Written examination	60%
Appreciation of the activity during the semester	Oral assessment during the semester, verification tests and final laboratory colloquium.	40%

Contact

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