

RURAL TOURISM (IIIrd Year of study, VIth Semester)

Credit value (ECTS) 3

Course category

optional

Course holder:

Lecturer PhD Radu-Adrian MORARU

Discipline objectives (course and practicum)

The course and practical works aims to the acquisition by students of theoretical and practical knowledge in the field of rural tourism and agritourism: knowledge and understanding of the importance of rural tourism for the local and national economy; the role of rural tourism in rural development; the organization of rural tourism and agri-tourism in different countries; rural tourism and agri-tourism infrastructure; labor resources in rural tourism and agri-tourism; the structure and the particularities of the rural tourism services; rural tourism and agritourism market; promotion in rural tourism and agri-tourism; efficiency of activity in rural tourism and agr-tourism; mastering the requirements and methodology for classification of the rural tourism and agri-tourism boarding structures.

Contents (syllabus)

Course (chapters/subchapters)
Rural tourism – general considerations: concept of rural tourism and agritourism; typology of tourism; components of rural tourism; social and economic importance of the rural tourism and agritourism; features and functions of rural tourism; factors impacting on the rural tourism development.
Legal framework for the rural tourism promoting and development: the legislative framework and facilities in rural tourism in Romania; actions and measures for the development of rural tourism in some European countries
Organisation of the rural tourism and agritourism in Romania: development of the rural tourism as a social and economic phenomenon; capitalisation of the social, cultural and economic potential; the rural tourism - factor of sustainable rural development; organisational forms and boarding structures in the rural tourism; the SWOT analysis of the Romanian rural tourism.
Forms of rural tourism and agritourism in some European countries
Ecotourism - the main form of manifestation of sustainable tourism: history and concept; protected natural areas; the impact of rural tourism on the environment
Marketing in rural tourism marketing: characteristics and structure of the rural tourism market; concept of rural tourism product; policies and strategies of rural tourism and agri-tourism product; stages of launching a new agritourism product; rural tourism demand and supply; promoting, delivery and trading of rural tourism product.
Management and efficiency of rural tourism activity: association forms of the rural tourism and agritourism boarding houses; trading companies of rural tourism services; economic-financial analysis of the tourism activity; economic and social efficiency of the rural tourism activity.

Practicum
Presentation of the project topic: <i>Organisation of activity and analysis of the economic efficiency within an agri-tourism boarding house from the micro-zone.....</i>
Classification criteria of rural tourism reception structures; ANTREC and EUROGITÉS
Methodology on issuing the classification certificate. The general plan of a rural/agri- tourism structure
Approval and typology of tourist villages. Estimation of rural tourism potential.
Methods and techniques for researching supply and demand in rural tourism; Stages in the elaboration of the rural and agri-tourism marketing
Macroeconomic indicators: accommodation capacity, tourist traffic, financial indicators. Statistical indicators of supply and demand in rural tourism
Indicators of economic efficiency and quality in rural tourism

References:

1. Alecu I. N., Constantin M. – 2006 - *Agroturism și marketing agroturistic*, Editura Ceres, București;
2. Gheres Marinela, Culda Sidonia -2000 - *Turism rural*, Editura Ceres, Cluj – Napoca.
3. Matei Daniela – 2005 – *Turismul rural – teorie și realitate*, Editura Terra Nostra, Iași;
4. Mitrache Șt. și colab. – 1996 – *Agroturism și turism rural*, Ed. Fax Press, București;
5. Moraru, R.A. – 2014 – *Turism rural*, suport de curs, USAMV Iasi, 2014;

Evaluation

Evaluation form	Evaluation Methods	Percentage of the final grade
Colloquium	written evaluation	60%
Appreciation of the activity during the semester	Oral assessment during the semester, verification test, project evaluation	40%

Contact

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