

(Table 5.2) Course unit description

Study program: Business Economics and Management, Module: Tourism Management				
Type and level of studies: MAS – Master Academic Studies (second level)				
Course unit: TOURISM AND AGRIBUSINESS				
Teacher in charge: Lela Ristic, Associate Professor, PhD				
Language of instruction: English				
ECTS: 8 (eight)				
Prerequisites: /				
Semester: Winter Semester				
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, because this development connects several priorities of the rural development and at the same time fosters the competitiveness of agri-food sector, improves the offer of different types of tourism, preservation of natural resources, culture and tradition, creates new jobs in agribusiness, tourism, urban and rural areas, stimulates the environmental protection and strengthening of agro-tourism performances. In accordance with the contemporary requirements for sustainable development, the aim of this course 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: It is expected that the students will be able to: recognize and evaluate the contemporary trends and needs for the integral development of agribusiness and tourism; understand the basic problems of agricultural farms, agribusiness enterprises and economic subjects in tourism; fully understand the functions and role of agribusiness and tourism in the process of sustainable development; follow the modern development processes in agribusiness and tourism; estimate the resource potentials of agro-tourism sector; select the appropriate measures for the integral development of agribusiness and tourism; understand the importance of agricultural and tourism policy; animate the relevant economic and social groups, as well as individuals in the rural and urban areas; independently create and implement the original ideas for the integral development of agribusiness and tourism in the practice; discuss the different practical issues in agribusiness and tourism; use acquired knowledge about agribusiness and tourism in the practice.				
Course unit contents				
<i>Lectures:</i> Key determinants of tourism development relevant for agribusiness; Agribusiness – system, management, development; Multifunctionality of agribusiness; Interactions between tourism and agribusiness; Quality management in agribusiness and tourism; Brand development through the interactions between agribusiness and tourism; Small and medium enterprises in agribusiness and tourism; Organic agriculture and tourism; Tourism products portfolio and importance for agribusiness development; Rural tourism; Expected changes and trends in tourism relevant for agribusiness; Business plan in tourism and agribusiness; Strategic and business aspects of the European integration from the perspective of tourism and agribusiness development; Contemporary challenges for sustainable integral development of agribusiness and tourism.				
<i>Practical teaching:</i> Seminars/homework, individual and group presentations, case studies, examples of good and bad practice, discussions on big trends in agribusiness and tourism; other contemporary topics on agribusiness and tourism.				
Literature:				
<ul style="list-style-type: none"> • Barnard, F., Akridge, J., Dooley, F. & Foltz, J. (2012) <i>Agribusiness Management</i>, Routledge, New York. • Hall, C. M., Sharples, L., Mitchell, R., Macionis N. & Cambourne, B. (2003) <i>Food Tourism Around the World</i>, Butterworth-Heinemann. • Slocum, S. L. & Curtis, K. R. (2017) <i>Food and Agricultural Tourism</i>, Routledge, London. • Sidali, K. L., Spiller, A., Schulze, B. (2011) <i>Food, Agri-Culture and Tourism</i>, Springer. • Winter, M. & Lobley, M. (2015) <i>What is Land For</i>, Earthscan from Routledge, Oxfordshire, New York. • Bogdanov, N. (2007) <i>Small Rural Households in Serbia and Rural Non-Farm Economy</i>, UNDP Serbia, Belgrade. 				
Number of active teaching hours				Other classes:
Lectures: 30 (15x2)	Practice: 30 (15x2)	Other forms of classes: mentoring system	Independent work: Study research work	/
Teaching methods: Professor's lectures, audio-visual presentations, interactive teaching, discussions, seminars/homework, 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 or written examination		35
practical classes/tests	2 x 20 = 40			
Seminars/homework	10			
Project/presentation	10			
Other: /				
Grading System				
Grade	No. of points:	Description		
10	91-100	Excellent		
9	81-90	Exceptionally good		
8	71-80	Very good		
7	61-70	Good		
6	51-60	Passing		
5	0-50	Failing		