



Short Program of Course:

Academic Year: 2022 – 2023

Agro-tourism Management

Type of activity	hours
Lectures:	11
Seminars:	11
Exercises:	
Laboratory:	
Fieldwork practice:	
Clinical practice:	
Sportive practice:	

Credits:	2
Discipline:	C

Total workload	2	x 25	=	50
Class workload:				22
Individual workload:				28

Code:	
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Description of Course

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TOPIC 1: THE IMPORTANCE AND ROLE OF AGRO-TOURISM INDUSTRY IN ECONOMIC-SOCIAL LIFE 1.1 Theoretical concepts of agribusiness: 1.2 Agricultural landscapes in the agrotourism perspective 1.3 Hospitality in agritourism 1.4 Agrotourism in Albania: 1.5 The impacts of agrotourism in the country

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TOPIC 2: AREAS OF ACTIVITY, SECTORS AND FUNCTIONS OF AGRO-TOURISM 2.1 Fields of activity 2.2 Sectors; 2.3 Functions of agritourism 2.4 Basic elements of rural tourism

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THEME 3: THE TOURIST SYSTEM 3.1 Tourism and contemporary development 3.2 Forms of tourism; 3.3 Components of the tourist system 3.4 Tourism-economic and social system

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TOPIC 4: RURAL TOURISM - CHALLENGES AND DIFFICULTIES 4.1 Rural and urban tourism 4.2 The philosophy of agritourism 4.3 Basic principles and trends; 4.4 Internal and external factors, as well as chances and risks that affect the rise of tourist activity

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TOPIC 5: LEGAL FRAMEWORK AND STANDARDS IN AGROTURISM ACTIVITY 5.1 Legal framework 5.2 Agritourism Policies 5.3 Standards in agro-tourism activity

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TOPIC 6: ELEMENTS OF AN AGRO-TOURISM BUSINESS PLAN 6.1 How is a business plan drafted/written? Instructions. 6.2 Marketing and Sales 6.3 SWOT analysis of the agritourism sector

7	TOPIC 7: MAIN FUNCTIONS OF MANAGEMENT OF AGRO-TOURISM ACTIVITIES 7.1 Management of the agro-tourism farm 7.2 Management methods of the agro-tourism farm 7.3 Management policies
8	TOPIC 8: MACRO-ECONOMIC ASPECTS OF TOURIST ACTIVITY 8.1 The impact of tourism on the national economy 8.2 Structure of tourist consumption 8.3 Faktoret percaktues ne zhvillimin e turizmit
9	THEME 9: NATURAL RESOURCES IN FUNCTION OF AGRO-TOURISM 9.1 Natural resources in the function of agrotourism; 9.2 The report of tourism in the natural landscape; 9.3 Ecotourism and sustainable development TOPIC 10: SOURCES OF MONETARY CAPITAL, FUNDAMENTAL AND HUMAN RESOURCES FOR THE INCREASE OF AGRO-TOURISM ACTIVITY 10.1 Monetary capital 10.2 Human capital
10	TOPIC 11: COST, INCOME AND EXPENDITURE OF AGRO-TOURISM PRODUCT Agritourism product and service TOPIC 12: STUDY OF AGRO-TOURISM MARKET, CONSUMER BEHAVIOR, SPECIFIC DEMANDS FOR PRODUCTS/SERVICES TOPIC 13: ELEMENTS OF MARKETING IN AN AGRO-TOURISM ENTERPRISE, THE CONTEMPORARY CONCEPT OF MARKETING
11	TOPIC 14: THE ROLE OF AGRIBUSINESS AND CERTIFIED BIO FARMS IN AGRO-TOURISM DEVELOPMENT 14.1 Characteristics of the agribusiness sector in EU member countries; Certification procedures and criteria in agritourism 14.2 Features of the Agribusiness sector in Albania 14.3 Potenciali agroturistik ne Shqiperi; Biznese agroturistik- Histori suksesi
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13	
14	
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