

**FACULTY OF SOCIETY AND SCIENCE
STUDY COURSE DESCRIPTION**

Course Title:	RURAL TOURISM				
Course code (VAIS):	Ekon2024				
Study programme:	Tourism Organization and Management				
Level of Study programme:	<input type="checkbox"/>	1st level professional higher education			
	<input checked="" type="checkbox"/>	Professional Bachelor			
	<input type="checkbox"/>	Professional Master			
	<input type="checkbox"/>	PhD level			
Type of Study programme:	<input checked="" type="checkbox"/>	Compulsory course (Part A)			
	<input type="checkbox"/>	Professional specialization courses (Part B, compulsory)			
	<input type="checkbox"/>	Professional specialization optional courses (Part B, optional)			
	<input type="checkbox"/>	Elective courses (Part C)			
Course Workload:	Credits	ECTS	Academic hours	Contact hours	Independent work hours
	2	3	80	26	54
Course Author/ Tutor:	Ilze Grīnfelde				
	Lecturer, Mg.soc.sc.				
	ilze.grinfelde@va.lv				
	Consultation: according to the schedule for each semester				
Course Form:	Full time				
Study year, semester:	3 rd /6 th Semester				
Language:	English				
Prerequisites for the Course:	-				
Course Summary:	Rural tourism is meaningful type of business and promoter of development in peripheral areas with appropriate resources, the same time - this type of tourism represents important social and economic dimension as a tool in rural areas. Course provides knowledge about rural tourism theories, resources, legislation, and specifics of planning, role in sustainable development context, role of international and local rural tourism organizations in management of RT, marketing specifics, and supply and demand trends.				
Course Methods:	Lectures, seminars and group works, presentations, home exam				
Assessment:	Home exam				
Requirements for Credits:	<ul style="list-style-type: none"> • All the assignments should be submitted in a timely fashion. They should be fulfilled corresponding to the methodological instructions. • All the assignments should have a positive assessment. • Compulsory participation in Field trip; active participation in seminars and workshops by taking part in discussions and case studies. • Missed seminars should be compensated by extra work (contact individually via e-mail). • Adherence to the ViA Statement of Academic Ethics. 				
Course Contents:	<ol style="list-style-type: none"> 1. Rural tourism, basic theories and dimensions. Rural tourism product. 2. Rural tourism resources, planning and management in sustainable development context. 3. Rural tourism as business. Management challenges. Rural tourism organizations, role and functions. 4. The role of quality in Rural tourism, standards and inspection systems. 5. Rural tourism marketing specifics, ICT role in promotion of Rural tourism. 				
Learning Outcomes¹; the evaluation methods and criteria	Learning Outcomes			The evaluation methods and criteria	
	Knowledge			Lectures, seminars and group works, presentations, home exam	
	Rural tourism (RT) product				
	RT regulations				
	RT marketing specifics, Trends and research.				
Creation of new, sustainable ideas for diversification of RT product.					
Skills					

¹ <http://www.nki-latvija.lv/par-lki>

	Analytical thinking, critical thinking	Lectures, seminars and group works, presentations, home exam
	Communication	Lectures, seminars and group works, presentations, home exam
	Presentation	Lectures, seminars and group works, presentations, home exam
	Competency	
	Emotional intelligence	Lectures, seminars and group works, presentations, home exam
	Problem solving	Lectures, seminars and group works, presentations, home exam
	Teamwork and communication	Lectures, seminars and group works, presentations, home exam
Course Compulsory literature:	<ol style="list-style-type: none"> 1. Brandth B., Haugen M. S. (2011). Farm diversification into tourism – Implications for social identity? <i>Journal of Rural Studies, Volume 27, Issue 1, January 2011, Pages 35-44</i> 2. Devesa M., Laguna M., Palacios A. (2010). The role of motivation in visitor satisfaction: Empirical evidence in rural tourism, <i>Tourism Management 31</i>, pp. 547–552 3. Komppula R. (2014). The role of individual entrepreneurs in the development of competitiveness for a rural tourism destination. A case study. <i>Tourism Management 40</i>, pp. 361-371 4. Fotiadis A., Yeh S., Huan T.C. (2016). Applying configural analysis to explaining rural-tourism success recipes. <i>Journal of Business Research, Volume 69, Issue 4, Pages 1479-1483</i> 5. Sharpley R., Jepson D. (2011) RURAL TOURISM. A spiritual experience?, <i>Annals of Tourism Research, Vol. 38, No. 1, pp. 52–71</i> 	
Course additional literature:	http://www.celotajs.lv/en http://www.eurogites.org Mitchell M., Kirkpatrick I., Hall D. (2005). Rural tourism and sustainable business. Boyd S., Hall M. (2005). Nature based tourism in peripheral areas - development or disaster, Channel View publications.	
Course confirmation date:	21.09.2016.	
Date of course description update:		

Study Course Plan:

Date	Theme	Hours	Study Form
<i>The date is specified before the implementation of the course</i>	Lecture: Rural tourism, basic theories and dimensions. Rural tourism product.	10	Lecture
	Seminar: Rural tourism entrepreneur – changes in values, thinking and life patterns. Discussion after studies of research. Lecture: Rural tourism resources, planning and management in sustainable development context.	10	Lecture, seminar/group discussion
	Presentation of home work: Development dilemma: place, space and sustainability. Lecture: Rural tourism as business. Management challenges. Rural tourism organizations, role and functions.	15	Seminar/Discussion, presentations
	Presentations: "Rural tourism in country (region) X"	17	Presentations
	The role of quality in Rural tourism, standards and inspection systems.	10	Lecture, seminar
	Lecture: Rural tourism marketing specifics, ICT role in promotion of Rural tourism. Rural Tourism in Social media: cases	10	Lecture, seminar
	Home exam	8	Home exam