



**EU-TEMPUS IV Projekt «TETVET» 516630-TEMPUS-1-2011-1-DE-TEMPUS-JPHES
«Teacher Education and Training in Tourism in Belarus»**

Course description

1. Course title

Rural tourism (Agroecotourism)

2. Course structure

Introduction to rural tourism (agroecotourism) (lectures)
Seminars on rural tourism (agroecotourism) (workshops)

3. Course description

Course "Introduction to rural tourism (agroecotourism)" is a generalized experience (Belarusian and international) in the sphere of rural tourism development. It is connected with such disciplines as ecotourism, marketing and PR (public relations), it also includes elements of ethnography, landscape studies and architecture. This course covers the following topics (theoretical block): introduction to rural tourism, rural tourism development in the world, rural tourism development in Belarus, prerequisites for rural tourism development in Belarus, main models of rural tourism development in Belarus, development of a competitive tourist product in rural tourism, standardization and certification in rural tourism, rural tourism promotion on international and national markets, innovative approaches in Belarusian rural tourism.

Seminars within the course will focus on advanced study of acquired theoretical knowledge about rural tourism (agroecotourism). Using developed case studies (based on existing examples such as organization and holding regional festivals), participants will be able to learn ways of problem solving and study particular steps towards finding solutions. For better understanding of main concepts and definitions a business game is proposed with defined roles and simulated situations as well as variants of problem solving. It helps to understand the course better, reveals its contents and projects game activities into practical life.

Moreover seminar attendees work themselves in small groups trying to answer questions based on a particular example.

4. Requirements for the lecturer

Experience in tourism disciplines teaching, expertise in strategic planning, conducting SWOT-analysis, business games, methodical knowledge in standardization and certification, organizing group work, competencies in methodical and didactic peculiarities of teaching tourism disciplines

5. Trainer

Course coordinator
Klitsounova Valeria Anatolyevna

Other team members

Barinova Maria, Borisenko Natalia, Antanovich Elena

6. Educational institution/department

Institute of advanced training and retraining for economic lecturers of the Belarusian state economic university

7. Target group

Target group includes teachers of tourism disciplines, beginning tourism teachers, teachers of related disciplines, who wish to improve their knowledge and study modern approach in tourism development and promotion, to study main methods of training, discuss methodical and didactic aspect of the discipline

8. Course duration (in weeks)

52 hours

9. Teaching language

Russian

10. Credits (1 credit+30 academic hours)

2,2

11. Overall number of hours

66 hours

12. Classroom work

45 hours

13. Self-studying

21 hour

14. Course goals

The goal of the course is studying and analysis of existing models of rural tourism development (agroecotourism), generalization of Belarusian and international experience in this sphere, studying approaches in regional development, implementation of practical skills in heritage interpretation, acquiring skills in methodical and didactic aspects of teaching the course "Rural tourism (agroecotourism)".

| | 14.1 Learning outcomes | 14.2 Learning methods | 14.3 Forms of monitoring and assessment of knowledge |
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| A. Expertise | <ul style="list-style-type: none"> - Recall main definitions and principles of rural tourism - Identify and discern main rural tourism (agroecotourism) development models - Evaluate historical, cultural and natural tourism potential of Belarus - Assess international experience in rural tourism (agroecotourism) development - Recall main approaches to hold certification in the sphere of rural tourism (agroecotourism) | <ul style="list-style-type: none"> - lectures - self-study - workshops - group work - business games - project defense | <ul style="list-style-type: none"> - discussions with colleagues - self-appraisal - qualitative projects - new ideas |
| B. Methodical and didactic competencies | <ul style="list-style-type: none"> - Be acquainted and apply various interpretation methods and provide examples - Apply different teaching methods for various topics - Monitor the results of training - Develop and propose new forms or rural tourism (agroecotourism) development - | <ul style="list-style-type: none"> - group work - self-study - presentations - lectures - seminars/workshops | <ul style="list-style-type: none"> - analysis - recital |
| C. Interdisciplinary competences, soft skills | <ul style="list-style-type: none"> - Analyze main problem areas of rural tourism and propose solutions - Evaluate existing forms of rural tourism (agroecotourism) development | <ul style="list-style-type: none"> - self-study - group discussions - business games - seminar | <ul style="list-style-type: none"> - presentations - case study |

| 15. Topics/Contents | 16. Classroom work | 17. Number of hours for self-studying |
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| Topic 1. Introduction to agro and ecotourism: "agro and ecotourism" concept: main features and characteristics; conceptual model of agro and ecotourism of World tourism organization; agro- and ecotourism and sustainable development. | 3 hours | 2 hours Make up a list of main definitions and concepts |
| Topic 2. Agro and ecotourism development in the world: agro- and ecotourism history; international experience; agro- and ecotourism development in Europe; agro and ecotourism development in Europe; agro and ecotourism development in USA; agro and ecotourism development in Israel; modern tendencies in agro- and ecotourism development. | 4 hours | 3 hours Draw up a table of comparative analysis of rural tourism development in Europe, USA and Israel |
| Topic 3. Current state and perspectives of agro- and ecotourism development in Belarus: history of agro- and ecotourism in Belarus; role of non-governmental institutions in agroecotourism development; state support and regulation | 2 hours | 2 hours Prepare written answers to key questions |



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| in agroecotourism; role of international organizations in supporting agroecotourism in Belarus | | |
| Topic 4. Preconditions for agro- and ecotourism development in Belarus: Belarusian natural heritage; Belarusian historical and cultural heritage; Belarusian traditional culinary heritage; Belarusian intangible heritage; Belarusian rural landscape. | 6 hours | 3 hours Make up a crossword on one of the topic questions |
| Topic 5. Main model of agroecotourism development in Belarus: agroecotourism development on the basis of private houses and farms; agroecotourism development on the basis of agricultural complexes; development of thematic parks and tourism villages. | 6 hours | 2 hours Draw up a table of comparative analysis of rural tourism development models in Belarus |
| Topic 6. Competitive tourist product development in agroecotourism: main principles of tourist product development; tourist product development on the basis of a country homestay; regional tourism product development on the basis of cooperation. | 8 hours | 2 hours Make up a summary of the topic |
| Topic 7. Standards and quality in agroecotourism: standards and quality in agroecotourism: international experience; quality standards in Belarus (Belarusian Agro- and Ecotourism Association "Country Escape") and their implementation; ecocertification in agroecotourism: international and Belarusian experience. | 4 hours | 2 hours Prepare answer for key questions |
| Topic 8. Promotion of agroecotourism services on international and national markets: marketing communications in agro and ecotourism: advertising (booklets, flyers, catalogues), Internet-portals, exhibitions and fairs, PR-campaigns, Social networks | 4 hours | 2 hours Prepare an instruction for choosing appropriate promotion method in the sphere of rural tourism |
| Topic 9. Innovative approaches in agroecotourism in Belarus: Greenways as a basis for regional tourism product development and cooperation between agroecotourism service providers; tourism clusters and agroecotourism; regional festivals, fairs, events as an effective tool for agroecotourism promotion and attraction of tourism to the regions; interpretation of cultural and natural heritage - innovative approach in tourist product development in the field of agro- and ecotourism. | 8 hours | 3 hours Write an essay (0,5 page) on topic "the most effective means of rural tourism promotion in ... region (regions is chosen by the attendee) |

| 18. Forms of monitoring and assessing of acquired knowledge | | |
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| 18.1 Forms of monitoring | 18.2 Percentage ratio | 18.3 Assessment criterion |
| Teachers portfolio | 35 % | All portfolio elements are present Contents of portfolio elements is substantial Portfolio is executed appropriately |
| Exam (oral answer to a theoretical question, written answer for a practical case) | 65 % | The answers are full and detailed Specific definitions are used appropriately Attendee can express his own point of view about the topic |
| Overall sum: | 100 % | |

| 19. Admission conditions to monitoring and evaluation of knowledge (exam) |
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| Regular attendance of lectures and seminars, active participation in workshops, 100% fulfillment of tasks for self-studying. |



20. Document proving successful course fulfilment

Joint certificate of Belarusian Association "Country Escape", Institute of advanced training and retraining for economic lecturers of the Belarusian state economic university, Tourism department of the Ministry of sports and tourism of the Republic of Belarus

21. Organizational instructions

21.1 Venue

Institute of advanced training and retraining for economic lecturers of the Belarusian state economic university

21.2 Recommended number of course attendees

20-25 people

Bibliography

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| | 2012 | Першая беларуская гаспадарча-кулінарная энцыклапедыя. Літоўская гаспадыня / пер. з пол. мовы П. Р. Казлоўскага, В. В. Нядзвецкай ; прадм. А. І. Мальдзіса. | | Мн. : Беларусь |
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| Колотова Е.В. | 1999 | Рекреационное ресурсоведение: Учебное пособие для студентов, обучающихся по специальности «Менеджмент». | | Москва |
| More references will be added | | | | |