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| **STUDY PROGRAMME:** | **Professional Graduate Study Programme *Agriculture* – *Sustainable and Organic Agriculture*** | |
| **Course:** | **ECOTOURISM** | |
| **Course code:** 273351  **Course status**: elective | **Semester: III** | **ECTS credits: 4** |
| **Course holder:** | **Sandra Kantar, Ph.D., professor of professional studies** | |
| **Course associates:** | Kristina Svržnjak, Ph.D., professor of professional studies  Silvije Jerčinović, Ph.D., professor of professional studies | |
| **Modes of delivery:** | **Number of hours** | |
| Lectures | 20 | |
| Excersises | 10 | |
| Seminars | 10 | |

**COURSE OBJECTIVES:** Students will acquire theoretical and practical knowledge about the resource and development basis of ecotourism with an emphasis on examples of good practice.

**COURSE CONTENT**

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|  | **Course unit** | **Modes of delivery:** | | | **Places of delivery:** |
| **L** | **E** | **S** |
| 1. | Ecotourism: basic concepts and definitions. Principles of ecotourism. Comparison with the concept of sustainable tourism. Determining the acceptance capacity of ecotourism in the model of sustainable tourist development. | 2 | - | - | Classroom |
| 2. | Historical development and trends in ecotourism in Croatia and Europe. The beginnings of the development of ecotourism in Croatia. Institutionalization of ecotourism in higher education. | 1 | - | - | Classroom |
| 3. | Resource basis for the development of ecotourism. Protected areas in the world and their role in the development of ecotourism - types of protected areas, distribution in the world, main protected areas by continent - UNESCO's natural heritage, main national parks, nature parks and other protected areas. | 1 | - | - | Classroom |
| 4. | Protected areas in the Republic of Croatia. National parks in Croatia, nature parks, other protected areas in Croatia. Natura 2000 and ecotourism. Agenda 21 – Rio, Charter on environmentally friendly tourism. | 1 | - | - | Classroom |
| 5. | Main strategies and plans for the development of ecotourism in Croatia. Examples of good practice. | 1 | - | - | Classroom |
| 6. | Rural tourism as a basis for the development of ecotourism. Ecological agriculture and the importance of ecological production as an attractive basis in the organization of rural tourist activities. | 2 | - | - | Classroom |
| 7. | Designing a tourist offer based on ecological production. The importance of ecoagrotourism for rural development. Ecotourism and healthy food. | 1 | - | - | Classroom |
| 8. | The impact of ecotourism on the local area: economy, environment, culture and society. Interpretation of the environment in ecotourism. | 1 | - | - | Classroom |
| 9. | Ecotourism and encouragement of entrepreneurship. Ecotourism farms. Examples of good practice in Croatia. | 2 | - | - | Classroom |
| 10. | Ecological management. Dimensions and system of ecological management. Marketing in ecotourism. Marketing mix as a prerequisite for successful promotion, marketing and sale of ecologically produced products on family farms. | 2 | - | - | Classroom |
| 11. | Development of ecotourism products. Quality standards and labeling in ecotourism. Ecological sign for quality. Eco-fairs. | 2 | - | - | Classroom |
| 12. | Ecotourism market. Market segmentation in ecotourism. Overview of previous research on ecotourism offer and demand. | 1 | - | - | Classroom |
| 13. | Politics and ecotourism: spatial planning in tourism, transport policy, regional policy. Ecological goals of national tourism policies. Politics of non-governmental organizations. | 1 | - | - | Classroom |
| 14. | Legislative framework for the development of ecotourism. Instruments for controlling the development of ecotourism. Presentation of existing examples of good practice. | 1 | - | - | Classroom |
| 15. | Research in ecotourism. Case studies. Research contributions and main research topics on ecotourism. Tourism and ecotourism development strategies. Other developmental documents at the national and local level. | - | 5 | - | Classroom |
| 16. | Profile and characteristics of ecotourists. Motivation and needs of ecotourists. Eco-destinations and eco-villages. Ecovillage. Ecotourism guiding. | 1 | - | - | Classroom |
| 17. | Field training which includes a visit to an ecotourism location, an ecoagrotourism farm, participation in a lecture, workshop, conference or event. | - | 5 | - | Venue outside KUAS |
| 18. | Creating a seminar paper. Students research and write about the topic of the seminar paper: "Possibilities for the development of ecotourism in the domicile county", which includes the analysis of existing forms of tourism, the organization of the tourism system, stakeholders in tourism and rural tourism, the importance of ecotourism, the resource base for the development of ecotourism, further development of existing and new products and services that are based on the basic principles of sustainability and ecological principles. Students create an attractiveness inventory and SWOT analysis of an ecotourism destination. Students will get guidelines, basic data sources and mentor′s support for the preparation of the seminar paper. | - | - | 10 | Venue outside KUAS |

**L=Lectures, E=Excersises, S=Seminars**

**LEARNING OUTCOMES (LO)**

LO 1. Recognize the importance of protected parts of nature as the basis for the development of ecotourism and sustainable tourism

LO 2. Integrate economic, environmental, cultural and social potentials in the development of ecotourism

LO 3. Evaluate the role of individual institutions and development documents in the function of ecotourism development

LO 4. Create a SWOT analysis of factors for a specific region and proposals for different programs for ecotourism activities

LO 5. Argue an opinion related to ecotourism

Course holder:

Sandra Kantar, Ph.D., professor of professional studies

Križevci, July 2024