



CALL FOR APPLICATIONS

FALS International Summer School


"Tourism and Agriculture = Agritourism, Tourism Culture and More"

University of Maribor, Faculty of Agriculture and Life Sciences

5th September – 15th September 2022

From 5th till 15th September 2022, the Faculty of Agriculture and Life Sciences of the University of Maribor will hold CEEPUS International Summer School. This year's interdisciplinary summer school entitled "Tourism and Agriculture = Agritourism, Tourism Culture and More" will have a special emphasis on agritourism as a special tourism niche which has impact on the diversification of agriculture.

The summer school will offer lectures in tourism, project management, organic agriculture, food safety, marketing, the specifics of different agricultural sectors and their links with tourism for undergraduates and postgraduates from CEEPUS partner universities. The students will also have an opportunity to learn the basics of professional terminology in Slovene and English. In the afternoons and evenings, the students will be able to enjoy different leisure activities which will be organized by International Relation Office of the University of Maribor for all summer school students.



Welcome to Maribor!



University of Maribor

Faculty of Agriculture
and Life Sciences

ORGANIZING COMMITTEE

Vice-Dean Prof. Dr. Aleš Gregorc, Faculty of Agriculture and Life Sciences UM

Assist. Prof. Ddr. Lazar Pavić, CEEPUS coordinator, Faculty of Agriculture and Life Sciences UM

Assist. Prof. Dr. Silva Grobelnik Mlakar, Faculty of Agriculture and Life Sciences UM

Tjaša Vukmanič, Head of Project and International Relations Office, Faculty of Agriculture and Life Sciences UM

Urška Lisec, International Relations Office, Faculty of Arts UM

Katja Težak, lector, Faculty of Agriculture and Life Sciences UM

Klavdija Rauter, Faculty of Agriculture and Life Sciences UM



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REGISTRATION FEE

There is no registration fee for students from CEEPUS partner countries. The scholarship covers:

- Accommodation in the student dorm from 4th till 16th September,
- Lectures, workshops,
- Excursion, field trip,
- Leisure activities,
- and all other benefits includes in CEEPUS scholarship for international students in Slovenia.

APPLICATION PROCEDURE

Students interested in participation should apply via CEEPUS system: www.ceepus.info in the network **HU-0003-17-2122: Agriculture and Environment in the 21st Century - @groen**. Please note that you have to select study year 2021/2022 and the mobility type **Short Term Student** (no Short Term Excursion!).

For more information you can contact CEEPUS coordinator on the Faculty of Agriculture and Life Sciences Assist. Prof. Ddr. Lazar Pavić on lazar.pavic@um.si.

The applicants will be notified of acceptance by 20th June 2022. We look forward to welcoming you in Maribor, the city at the heart of Slovene Styria.

The Organizing Committee



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FALS SUMMER SCHOOL

"Tourism and Agriculture = Agritourism, Tourism Culture and More"

PROGRAMME

		Location	Activity	Topic
4. 9. 2022 Sunday	Students Arrival			
5. 9. 2022 Monday	9:00 – 9:30	FALS, Pivola 10, Hoče	Participant registration	
	9:30 – 9:50		Opening ceremony	
	9:50 – 10:20		Presentation of the faculty	
	10:20 – 11:50		Guided tour of the Hompoš castle	
	11:50 – 12:00		Break Lunch	
	12:00 – 13:00			
	13:15 -	Maribor	Maribor city tour	
6. 9. 2022 Tuesday	9:00 – 10:30	FALS, Pivola 10, Hoče	Workshop introduction	Assigning tasks to students: Agritourism product development (work in multinational teams, problem-based learning)
	10:30 – 10:35		Break	
	10:35 – 12:05		Lecture	Agritourism basics
	12:05 – 12:50		Lunch	
	12:50 – 14:20		Language workshop	Communication skills in agritourism 1: At least 100 words in Slovenian
	14:20 – 14:25		Break	
	14:25 – 15:55		Language workshop	Communication skills in agritourism 2: At least 100 words in English
7. 9. 2022 Wednesday	9:00 – 10:30	FALS, Pivola 10, Hoče	Lecture	Food safety at agritourism venues: hazards, HACCP
	10:30 – 10:35		Break	
	10:35 – 12:05		Lecture	Food safety at agritourism venues: Food labelling
	12:05 – 12:50		Lunch	
	12:50 – 14:20		Workshop	Basic of digital marketing in agriculture
	14:20 – 14:25		Break	
	14:25 – 15:55		Workshop	How to successfully promote and present food to agritourists?

8. 9. 2022 Thursday	9:00 – 10:30	FALS, Pivola 10, Hoče	Lecture	Ecological agriculture, agritourism and gastronomy
	10:30 – 10:35		Break	
	10:35 – 12:05		Lecture	Slovenia – European region of gastronomy 2021
	12:05 – 12:50		Lunch	
	13:00 -	Surprise location	Field trip	Field trip to...?
9. 9. 2022 Friday	9:00 – 10:30	Botanical garden	Lecture	How to develop well-being tourism products
	10:30 – 10:35		Break	
	10:35 – 12:05		Lecture	Cultural-historical and ecological significance of wild fruit species-Vision of thematic trails
	12:05 – 12:50		Picnic – local food products	
	13:00 -		Guided tour	UM Botanical garden – guided tour
10. 9. 2022 Saturday	7:40 – 9:00	Maribor	Hike to Meranovo	
	9:00 – 10:30	Meranovo, Vrhov dol 14, Limbuš	Lecture	Cheers agritourists! Wine, fruit beverages and other innovative fruit products on the agritourism market
	10:30 – 10:35		Break	
	10:35 – 12:05		Workshop	Projects – How are they coming along?
	12:10 – 12:50		Lunch	
	12:50 – 14:20		Lecture	Wine culture in Slovenia
	14:20 – 14:25		Break	
	14:25 – 15:55		Guided wine tasting	
	15:55 -		Hike: Back to Maribor	
11. 9. 2022 Sunday				
12. 9. 2022 Monday	9:00 – 10:30	FALS, Pivola 10, Hoče	Lecture	Agritourism 4.0
	10:30 – 10:35		Break	
	10:35 – 12:05		Lecture	Technology-assisted mindfulness in rural tourism settings, calm technology and rural tourist experiences – where do they meet?
	12:05 – 12:50		Lunch	
	12:50 – 14:20		Lecture	Agritourism and animal husbandry: Where do they meet?
	14:20 – 14:25		Break	



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	14:25 – 15:55		Workshop	Traditional and indigenous products in agritourism - an undiscovered wealth
13. 9. 2022 Tuesday	9:00 – 10:30	FALS, Pivola 10, Hoče	Lecture	How to make an agritourism destination competitive?
	10:30 – 10:35		Break	
	10:35 – 12:05		Lecture	Agritourism and wellness tourism – Where do they meet?
	12:05 – 12:50		Lunch	
	12:50 – 14:20		Lecture	Questionnaires in agritourism studies – what can they tell us?
	14:20 – 14:25		Break	
	14:25 – 15:55		Lecture	Useful statistics for agritourism product development
14. 9. 2022 Wednesday	9:00 – 10:30	Vila Pohorski dvor, Pivola 8, Hoče	Lecture	Where can I get funds to finance my agritourism ideas?
	10:30 – 10:35		Break	
	10:35 – 12:05		Lecture	Project management in agritourism
	12:05 – 13:00		Picnic - local Slovenian products	
	13:00 – 15:55		Creative hours	Working on the final presentations
15. 9. 2022 Thursday	9:00 - 10:30	FALS, Pivola 10, Hoče	Presentations	Students' project presentations: part I
	10:30 – 10:35		Break	
	10:35 – 12:05		Presentations	Students' project presentations: part II
	12:05 – 12:50		Lunch	
	12:50 –		Closing ceremony	
16. 9. 2022 Friday	Student Departure			

Each active participant will obtain a certificate of participation with 4 ECTS credit points, which you may get recognized at your home university.



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