**Why Study Agritourism and Rural Development?**

The purpose of the study programme *Agritourism and Rural Development* is to create experts who will be able to plan, organise and manage different activities in the field of management in agritourism and rural development. Students will gain the required multi-disciplinary knowledge, which provides the necessary competencies to work in various state-owned, private or public companies, agencies, institutions, organisations and associations, and to be the drivers of development in the field of agritourism and rural development. The educational concept of the study programme *Agritourism and Rural Development* is in line with the current needs, adhering to the principles of sustainable development.

**Principal Objectives of the Study Programme**

The objective of the study programme *Agritourism and Rural Development* is to educate and train students to be able to quickly become actively engaged in all activities related to agritourism and rural development at all levels. This refers both to agritourism, as one of the main drivers of development in rural areas, and in general to rural development as a discipline which, due to devastation and delays in development of rural areas, is becoming increasingly attractive.

**Employment Possibilities upon Completion of the Study Programme**

* The field of tourism;
* Agro-industrial companies;
* Government agencies and organizations;
* Consulting;
* The field of transactions (merchandise and monetary transactions);
* The field of organization, planning, marketing, finance;
* Service sector;
* National / regional / local tourist organizations;
* Tourist information centres;
* Public tourism sector at the state / regional / city / municipality level.

**Possibilities for Further Education**

Bachelor of Science in Agricultural Economics has the possibilities for further education at master’s and doctoral studies within the scientific field of agricultural economics.