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| Znak univerziteta | UNIVERSITY OF NOVI SAD  FACULTY OF AGRICULTURE 21000 NOVI SAD, TRG DOSITEJA OBRADOVIĆA 8 | Znak fakulteta2 |
| Study Programme Accreditation  UNDERGRADUATE ACADEMIC STUDIES  AGRICULTURAL TOURISM AND RURAL DEVELOPMENT |
| Table 5.2 Course specification | | |

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| Course: | | **Organisation of Wine Tourism** | | | | | | | | |
| Course id: 7ОАТ5I01 | |
| Number of ECTS: 6 | |
| Teacher: | | Dušan B. Milić | | | | | | | | |
| Assistant: | | Mirjana Lukač Ž. Bulatović | | | | | | | | |
| Course status | | Elective | | | | | | | | |
| Number of active teaching classes (weekly) | | | | | | | | | | |
| Lectures: 2 | | Tutorials: 2 | | | Other teaching types: | | Study research work: | | Other classes: | |
| Precondition courses | | None | | | | | | | | |
| 1.Educational goals  Mastering the basic knowledge about the wine route and the wine tourism as a specific holiday which combines the tasting of wine produced in a particular region with the tourist attractions, customs, and cultural and historical monuments of the region. The development of wine tourism could offer a lot of benefits to both the people employed in the hospitality industry and vintners, and it could contribute to the improvement of wine quality in Serbia. | | | | | | | | | | |
| 2.Educational outcomes  Wine tourism could very soon become one of Serbian brands. Establishing “wine routes” through Serbia is a very serious and responsible task which surpasses individual capacities. The state is willing to stimulate this type of tourism by loans, and tourism organisations are preparing “wine maps” which will help to introduce customers to the eight regions where the highest quality Serbian wine is produced. | | | | | | | | | | |
| 3.Course content  *Theoretical instruction:* Grapes and wine – The historical development of viticulture and vinification in Serbia. The international wine market – the production, turnover and consumption of wine in the world. Wine production and consumption in the Republic of Serbia. Factors affecting the demand and supply of wine – consumer, income, price, price elasticity of demand, etc. Segmentation of the wine market. Wine classification (categorisation). Types of vineries according to processing capacities. White and red wine production. Wine packaging and packing, corks and wine bottle labels. The definition of wine tourism. Wine tourism and wine routes of Serbia. Wine shows and fairs in Serbia. Quality and standards – wine quality assessment.  *Practical Instruction:*  Introducing students to the distinctive features of wine routes in Serbia – the wine routes of Palić, Fruška gora, Smedereva, etc. | | | | | | | | | | |
| 4.Teaching methods  Oral lectures, consultations, PPT presentations. | | | | | | | | | | |
| Knowledge evaluation (maximum 100 points) | | | | | | | | | | |
| Pre-examination obligations | | | Mandatory | Points | | Final exam | | Mandatory | | Points |
| Lecture attendance | | | Yes/No | **-** | | Written exam | | Yes/No | | **60** |
| Seminar paper (1) | | | Yes/No | **20** | | Oral exam | | Yes/No | | **-** |
| Case study (1) | | | Yes/No | **10** | |  | |  | |  |
| Homework (2) | | | Yes/No | **10** | |  | |  | |  |
| Other | | | Yes/No | - | |  | |  | |  |
| Literature | | | | | | | | | | |
| Ord. | Author | | Title | | | Publisher | | | | Year |
| 1. | Vlahović B., Samardžija P. | | Marketing vina Vojvodine | | | Pokrajinski sekretarijat za poljoprivredu, vodoprivredu i šumarstvo, Novi Sad | | | | 2012 |
| 2. | Korać Nada i sar. | | Priručnik za proizvođače grožđa i vina | | | Poljoprivredni fakultet, Novi Sad | | | | 2011 |
| 3. | Milić D**.,** Elenov R., Draginčić Jovana | | Possibility of Development Wine Tourism in Serbia | | | Ekonomics of Agriculture 57, Special Issue-2, SI-2,LVII, СБ/SI-2(1-372), Belgrade. (p.304-310 ) | | | | 2010 |
| 4. |  | | TOS-a „ Putevi vina Srbije“ | | | National Tourism Organisation of Serbia ([www.serbia-](http://www.serbia-) tourism.org). | | | | 2009 |
| 5. | Hinkle P.R | | Good wine-the new basics | | | Silverback Books, Inc. USA | | | | 2006 |
| 6. | Milić D., Radojević, V. | | Proizvodno- ekonomska i upotrebna vrednost voća i grožđa | | | Аутори, Нови Сад | | | | 2003 |