

**CEEPUS summer school: "Tourism and Agriculture = Agritourism, Tourism Culture and More"**  
**Organizer: University of Maribor, Faculty of Agriculture and Life Sciences**

		Location	Activity	Topic	Institution/ Person
4. 9. 2022 Sunday	Students Arrival				
5. 9. 2022 Monday	9:00 – 9:30	Pivola 10	Participants' registration		UM FALS/ Tutor for international students, IRO
	9:30 – 9:50		Opening ceremony		UM FALS/ Dean, prof. dr. Branko Kramberger, moderating Katja Težak, lector
	9:50 – 10:20		Presentation of the faculty		UM FALS/ Klavdija Rauter
	10:20 – 11:50		Guided tour of the Hompoš castle		UM FALS/ Klavdija Rauter
	11:50 – 12:00		Break		
	12:00 – 13:00	Lunch			
	13:15 -	Maribor	Maribor city tour		UM FALS IRO + City tour guide (organised by IRO UM)
6. 9. 2022 Tuesday	9:00 – 10:30	Pivola 10	Workshop introduction	Assigning tasks to students: Agritourism product development (work in multinational teams, problem-based learning)	UM FALS/ Assist. prof. ddr. Lazar Pavić
	10:30 – 10:35		Break		
	10:35 – 12:05		Lecture	Agritourism basics	UM FALS/ Assist. prof. ddr. Lazar Pavić
	12:05 – 12:50		Lunch		
	12:50 – 14:20		Language workshop	At least 100 words in Slovenian	UM FA/ Assist. prof. dr. Gjoko Nikolovski
	14:20 – 14:25		Break		
	14:25 – 15:55		Language workshop	Communication skills in agritourism 2: At least 100 words in English	UM FALS/ Katja Težak, lector
7. 9. 2022 Wednesday	9:00 – 10:30	Pivola 10	Lecture	Food safety at agritourism venues: hazards, HACCP	UM FALS/ Chair of Microbiology
	10:30 – 10:35		Break		
	10:35 – 12:05		Lecture	In your country local produced, on European level protected	UM FALS/ Assist. prof. dr. Silva Grobelnik Mlakar

	12:05 – 12:50		Lunch		
	12:50 – 14:20		Lecture	Agritourism and animal husbandry: Where do they meet?	UM FALS/ dr. Andrej Mergeduš
	14:20 – 14:25		Break		
	14:25 – 15:55		Lecture	UM FALS/ Assist. prof. dr. Tadeja Kraner Šumenjak	Useful statistics for agritourism product development
8. 9. 2022 Thursday	9:00 – 10:30	Pivola 10	Lecture	Organic farming, agritourism and gastronomy	UM FALS/ Chair of Organic Agriculture, Field Crops, Vegetable and Ornamental Plants
	10:30 – 10:35		Break		
	10:35 – 12:05		Lecture	Slovenia – European region of gastronomy 2021	UM FALS/ Chair of Organic Agriculture, Field Crops, Vegetable and Ornamental Plants
	12:05 – 12:50		Lunch		
	13:00 -	Surprise location	Field trip	Field trip to...?	UM FALS IRO +...
9. 9. 2022 Friday	9:00 – 10:30	Pivola 10 and Botanical garden	Lecture	How to develop well-being tourism products	VCHT MB/ dr. Tanja Angleitner Sagadin
	10:30 – 10:35		Break		
	10:35 – 12:05		Lecture	Food labelling and its importance in agritourism business	UM FALS/ Assist. prof. dr. Silva Grobelnik Mlakar
	12:05 – 13:00		Lunch	Picnic with local Slovenian products	
	13:00 -		Guided tour	UM Botanical garden – guided tour	UM FALS/ Metka Pivec
10. 9. 2022 Saturday	Whole day excursion organised by IRO UM				
11. 9. 2022 Sunday	Free day for social activities and project work				

12. 9. 2022 Monday	9:00 – 10:30	Pivola 10	Lecture	Agritourism 4.0	UNS FS/ prof. dr. Uglješa Stankov
	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?	UNS FS/ prof. dr. Uglješa Stankov
	12:05 – 12:50		Lunch		
	12:50 – 14:20		Lecture	Basic of digital marketing in agriculture	UZG FA/ Prof. dr. Marija Cerjak
	14:20 – 14:25		Break		
	14:25 – 15:55		Lecture	How to successfully promote and present food to agritourists?	UZG FA/ Prof. dr. Marija Cerjak
13. 9. 2022 Tuesday	9:00 – 10:30	Pivola 10	Lecture	How to make an agritourism destination competitive?	VCHT MB/ dr. Jerneja Lešnik
	10:30 – 10:35		Break		
	10:35 – 12:05		Lecture	Agritourism and wellness tourism – Where do they meet?	VCHT MB/ dr. Jerneja Lešnik
	12:05 – 12:50		Lunch		
	12:50 – 14:20		Lecture	Project management in agritourism	UM FALS/ prof. dr. Karmen Pažek
	14:20 – 14:25		Break		
	14:25 – 15:55		Lecture	Where can I get funds to finance my agritourism ideas?	UM FALS/ Tjaša Vukmanič
14. 9. 2022 Wednesday	9:00 - 10:30	Meranovo	Hike to Meranovo		
	Break				
	10:35 - 12:05		Lecture	Wine growing regions of Slovenia	UM FALS/ mag. Janez Valdhuber
	12:05 - 12.50		Lunch		
	12:50 -14:20			Guided wine tasting	UM FALS/ mag. Janez Valdhuber
	14:25 -		Hike: Back to Maribor		
15. 9. 2022 Thursday	9:00 - 10:30	Pivola 10	Presentations	Students' project presentations: part I	ddr. Lazar Pavić
	10:30 – 10:35		Break		
	10:35 – 12:05		Presentations	Students' project presentations: part II	ddr. Lazar Pavić
	12:05 – 12:50		Lunch		
	12:50 –		Closing ceremony		FALS/ ddr. Lazar Pavić
16. 9. 2022 Friday	Students Departure				

Program committee:

Assist. prof. ddr. Lazar Pavić

Assist. prof. dr. Silva Grobelnik Mlakar

Katja Težak, lector

Klavdija Rauter, agricultural engineer

Tjaša Vukmanič

Urška Lisec