

<b>Name of the subject:</b> Local Food in The Global Tourism Offer		
<b>Teacher(s):</b> Bojana M. Kalenjuk Pivarski		
<b>Status of the subject:</b> Elective		
<b>Number of ECTS points:</b> 15		
<b>Condition: -</b>		
<b>Goal of the subject</b> The course aims to scientifically and professionally consider the importance of distribution and consumption of local agricultural products, food, and gastronomic products for the economic development of the region, with an emphasis on the importance of placement on the domestic tourist market. Thereby, good examples from practice will ensure data that would provide guidelines for successful implementation in insufficiently economically and touristically affirmed regions, because local food is seen as the fastest-growing segment of the food industry with a large share of consumption in tourism and catering.		
<b>Outcome of the subject</b> After reviewing the relevant literature and practical examples on the importance of local food and its implementation in tourism and the importance of consumption of local products, the student will be able to understand and comprehend the problems, as well as further activities in the field through a scientific approach and application of various statistical indicators.		
<b>Content of the subject</b> <i>Theoretical lectures</i> Defining the term "local" with a focus on food production and consumption in tourism. Defining the local food environment. The relationship between global and local in food production and consumption. Conceptual models and local food. The importance of a proper production chain in terms of quality and economic profit. Analysis of statistical indicators of the value of production and sales of local food in the region. Building a regional food system. Food in tourism as a common actuator of the region. Growing Food, Growing Communities. Support for small food producers. Incentives for interaction between producers and consumers. Economic, social, and political impacts of industrial production. Rural development through support for local production. The coherence of local policy with local providers. Legal regulations in the world and our country. Examples of good practice. Market marketing and regional branding. Cost-effectiveness of consumption of local products in catering. Subsidies for catering facilities for food and beverages oriented to local products. Trends in focus: food miles, environmental impact, etc. Different approaches to measuring efficiency. <i>Practical lectures</i> Practical application of scientific research methods in the research of the market of supply and demand for local food in catering and tourism. The results of practical training and research from the field will be presented as a part of the exam.		
<b>Recommended literature</b> <ol style="list-style-type: none"> <li>1. Janssen Brandi (2017) Making Local Food Work. University Of Iowa Press.</li> <li>2. Leslie A. Duram (2009) Encyclopedia of Organic, Sustainable, and Local Food. Bison Books.</li> <li>3. Robinson M. Jennifer, Farmer James (2017) Selling Local. Indiana University Press.</li> <li>4. Brownlee Michael (2016) The Local Food Revolution. North Atlantic Books.</li> <li>5. Morland B. Kimberly (2015) Local Food Environments. CRC Press.</li> </ol>		
<b>Number of active classes</b>	<b>Theory: 5</b>	<b>Practice: 5</b>
<b>Methods of delivering lectures</b> - consultative teaching, fieldwork, illustrative-demonstrative methods.		
<b>Evaluation of knowledge (maximum number of points 100)</b> <ul style="list-style-type: none"> <li>- Seminar/approach paper with research 50 points</li> <li>- Oral exam 50 points</li> </ul>		