

INDONESIAN INTERNATIONAL STUDENT MOBILITY AWARDS 2022

Course syllabus

Title:	TOURISM MANAGEMENT
Credit points (ECTS):	3
Term:	Fall
Module leader:	Dr. Zoltán RAFFAY
Aims:	The aim of this course is to get a comprehensive knowledge of the operation of the tourism industry and the management techniques of attractions and destinations, human resources and touristic developments.
Learning outcomes:	On completion of this module, the successful student will demonstrate that they are able to: <ul style="list-style-type: none"> - understand the operation of the tourism industry - identify tourism attractions, infrastructure and services - assess management techniques in the tourism industry - understand and evaluate the role of tourism and the impacts of the industry on the economy, society, culture, and the environment - create tourism development plans and to assess the feasibility of tourism development projects
Syllabus:	<ol style="list-style-type: none"> 1. Presentation part: Principles, definitions, the place of tourism in science and economy Seminar part: The most memorable journey of my life - a critical evaluation 2. Presentation part: Operation of the tourism industry. Demand side of tourism. Supply side of tourism. Seminar part: Evaluation of handouts: the top 50 tourism destinations in the world and new potential top destinations 3. Presentation part: The economic and social impacts of tourism. The environmental impacts of tourism Seminar part: Evaluation of Pécs as a tourism destination 4. Presentation part: Tourism trends Seminar part: Impacts of the global megatrends on the development of the tourism sector: presentations by the students 5. Presentation part: Making demand and supply meet: transportation in tourism Seminar part: Students' presentation: the changing significance of transport tools in tourism and the possible future of the sectors 6. Presentation part: Making demand and supply meet: tourism marketing Seminar part: Students' presentations: marketing strategy of a chosen touristic business 7. Presentation part: Technology management and applications Seminar part: Evaluation of different smartphone applications by students; recommendations for further apps

8. Presentation part: Visitor management. Interpretation techniques, methods and tools of demonstration, visitor centres
Seminar part: Watching and evaluation of marketing films
9. Site visit to the Cella Septichora Visitor Centre (World Heritage Site), presentation on the touristic use of the facility
10. Presentation part: Human resource management in tourism. Risk and crisis management in tourism. Tourism and Sustainability
Seminar part: Students' presentation: the special skills needed for the touristic activities (travel agencies, hotel front-office and back-office operations, restaurants, TDMOs, tourist information offices etc.)
11. Presentation part: Risk and crisis management in tourism
Seminar part: Read the handout about the and threats of climate change for tourism answer the questions below the text! Or: Ideas for the use of the run-down and non-utilised touristic assets of Pécs (brainstorming by the students)
12. Presentation part: Tourism in regional and urban development
Seminar part: Visit to the South Transdanubian Regional Development Agency, presentation on tourism developments and projects
13. Presentation part: Tourism in rural development
Seminar part: Visit to the Orfű Tourism Destination Management Organisation, visit to new developments
14. Presentation part: Tourism Destination Management
Seminar part: Visit to the "Irány Pécs!" Tourism Destination Management Organisation

Learning and teaching strategy:

In the presentations by the lecturer different issues of tourism presented in the syllabus are discussed in an interactive way, by dialogues with the students. Tasks to be done by students are follows: presentations; case studies; active participation in site visits (to Zsolnay Heritage Centre, Pécs; Orfű Tourism Destination Management Organisation, Orfű; "Irány Pécs!" Tourism Destination Management Organisation, Pécs); problem solving; handouts.

Core learning materials:

- Zoltán Raffay: The System and Theory of Tourism (University of Pécs, 2013. p. 275, ISBN:978-963-642-800-6), TÁMOP-4.1.2.D-12/1/KONV-2012-0010
- Swarbrooke, J. and Page, Stephen J.: Development and Management of Visitor Attractions. Routledge, London and New York 2011
- Nykiel, Ronald A.: Hospitality Management Strategies. Pearson/Prentice Hall, New Jersey 200
- Periodical 'Tourism management'
- Case studies provided by the lecturer
- <http://www2.unwto.org/>
- <http://www.journals.elsevier.com/tourism-management/>
- <http://gotohungary.com/>