BUDAPESTI CORVINUS EGYETEM

Course syllabus

1. Core data

Course code	Credits	Semester
293NIECV483	6	
Course title in English		
Tourism Management and Marketing		
Course title in Hungarian		
Tourism Management and Marketing		
Course title in other language		

Course leader	Institute
Dr. Irimiás Anna Rita	Fenntartható Fejlődés Intézet
Course type	**Type of final assessment**
BA/BSc professional subject	Exam
Language of instruction	**Class schedule**
English	Semester
Number of theoretical classes per week (full-time programmes)	**Number of practical classes per week (full-time programmes)**
0	4
Term when the course is announced/started	

2. Main features

Course objectives

The objective of the course is to provide students with theoretical and practical knowledge to recognize and identify various impacts of existing and developing tourism attractions in their own neighborhood, and during their travel experiences. The most important agendas of this course are to ensure that students become responsible consumers as tourists and develop competencies as potential future leaders of tourism projects to preserve the long-term and borderless value of tourism. Student engagement and field trips are essential elements of this course.

Methodology to be used: site visits, class discussions, group work, home research.

Brief description of the course

This course will aim to highlight the sustainable development of management and marketing techniques in the field of tourism, such as tourist attractions, tourism destination and accommodation, focusing on best practices in a global setting. The sector's sustainable and ethical management is essential, especially in the light of climate change, economic recessions, war and political disturbance, therefore different typologies of tourism will be discussed, including cultural tourism, ecotourism, medical - wellness tourism and even disaster tourism. Short and long-term trends of tourism management will be discussed; private and public organizations' innovative strategies will be argued and analyzed.

3. Learning outcomes

Skills	Knowledge
to showcase problem solving skills for helping under-performing tourism attractions with re-positioning plans	The understanding and ranking of the most important elements needed for sustainable tourism management plans Identifying destinations' key stakeholders and their influence, arguing conflicting interests in tourism attractions The understanding of main marketing and management issues in selected tourism attractions Providing a critical evaluation of social, economic and cultural impacts of tourist attractions and the proposal of corrective, effective management strategies Identifying innovative trends and their potential impact on the future tourism
to showcase problem solving skills for helping under-performing tourism attractions with re-positioning plans	The understanding and ranking of the most important elements needed for sustainable tourism management plans Identifying destinations' key stakeholders and their influence, arguing conflicting interests in tourism attractions The understanding of main marketing and management issues in selected tourism attractions Providing a critical evaluation of social, economic and cultural impacts of tourist attractions and the proposal of corrective, effective management strategies Identifying innovative trends and their potential impact on the future tourism
Attitudes	**Autonomy and responsibility**
: demonstrates a collaborative, result oriented approach in team work exercises A2: interested in creating various paths for solutions, while being open and humble with other cities' societies and contexts A3: has international perspective, while respects the local identity of people A4: critically evaluates the resources and offerings of destinations and facilities in an experience-oriented approach A5: demonstates an innovative, creative approach in tourism service and product development	: be accurate in conducting research, analyzing and interpreting results AR2: follow and consider ethical standards in his/her work AR3: be interested in regularly reading field related academic articles AR4: strive for sustainable approach in problem solving AR5: to take ownership of team projects

4. Assessment system of the course

Method of assessment

Assessment, grading:

1.   Video created on site of a new innovative tourism attraction in Budapest complemented with a marketing suggestion – group task (20%)
2.   Portfolio - Analysis of a chosen contraversial on-going or planned tourism project and presentation of potential solutions - group task (40%)
3.   Introduction of a case study related to a succesful tourism project - individual task (research based- mandatory component (15%)
4.   Final Exam – individual task, short essay type of questions (25%)

Study activity	Minimum requirement for the course completion (if any)	Weighting of student activity in the final assessment (%)
Active participation in seminar discussions about the elements of sustainable tourism development plan Active and analytical approach to evaluate various destinations' tourism strategy keeping the key stakeholders in the focus of observation Field classes in various tourism destinations Team work (benchmark analysis of case studies) and consultations Reading literature before and after classes Presentations of team work results	Active participation in seminar discussions about the elements of sustainable tourism development plan Active and analytical approach to evaluate various destinations' tourism strategy keeping the key stakeholders in the focus of observation Field classes in various tourism destinations Team work (benchmark analysis of case studies) and consultations Reading literature before and after classes Presentations of team work results	0

5. Compulsory readings

Compulsory reading	URL
Hall, C. M. – Williams, A. M. (2019): Tourism and innovation. Routledge, London. https://doi.org/10.4324/9781315162836	
Page, S. (2006) Tourism Management: Managing for Change. Oxford: Butterworth Heinemann	
Weaver, D. & Lawton, L. (2006) Tourism Management, John Wiley & Sons, 3rd Edition	

6. Recommended reading

Recommended reading	URL
Philkotler.com. (2017). My Adventures in Marketing: The Autobiography of Philip Kotler [online]. Available at: http://www.philkotler.com/2017/07/15/my-adventures-in-marketing-the-autobiography-of-philip-kotler/	
Edgell, D. (2007) Tourism Policy and Planning:	

Yesterday, Today and Tomorrow, Oxford: Butterworth Heinemann	
Fennell, D. (2006) Tourism Ethics. Cleveden: Channel View	
Hall, C. M. & Lew, A.A. (2009) Understanding and Managing Tourism Impacts, London: Routledge	
Pike, S. (2008) Destination Marketing: An Integrated Marketing Communication Approach, Butterworth-Heinemann	
The Cornell Hotel and Restaurant Administration Quarterly, International Journal of Hospitality Management, Tourism Management, Tourist Studies	

7. Thematic weekly schedule

Week no.	Brief description of topic
1	Introduction to Tourism: origin, historical timeline, trends and key challenges
2	Attraction Management, social, economic and cultural impacts; The role of tourism stakeholders Explanation of Course Work Tasks
3	Tourism Marketing Venues and Related Opportunities: VR, Block Chain, AI and Augmented Reality
4	Tourism Attractions Quality Sheme – example of Scotland's system Innovative Budapest Tourist Attractions - Student video upload to moodle Presentation of TASK #1, group during the seminar
5	Sustainable Tourism Development Plans, Feasibility Studies, BMC and Product-Service Innovations Visit England Quality Standard for Visitor Attractions Best practices: 70 cases of European Tourism Going green Award
6	Student group presentations during the seminar - Portfolio submission and the introduction of suggested solutions with visual enhancement TASK #2, group Moodle upload via link
7	Advertisement and promotion. Case study of Vienna Tourism Board Marketing Plan
8	The Accommodation Segment of Tourism – International Hotel Groups and their Role in the Hospitality Industry
9	Authenicity of Tourism Attractions TASK #3 submission, individual Moodle upload via link
10	Branding or de-branding marketing dilemmas
11	Gulyas Soup Cooking Party
12	Final Exam - TASK #4: individual
13	Field trip

8. Class data

Course code	Course type	Lecturer(s)	Time and venue

9. Prerequisites and further information

Code of study programme	Name of study programme	Description of prerequisites

10. Class participation

Not to be confused with attendance, class participation is the practice of engaging your professor and fellow students during presentations and discussions with thoughtful and timely contributions. If you miss classes it will have an impact on your participation points!
Opinions vary, civility is constant. You should feel free to question or disagree with other students; however, such disagreement must be based on the idea and not the person. Respect for your peers and professor is the sine qua non of great discussions and great learning experiences.
DO NOTE THAT EVERY POINT IS EARNED, NOT NEGOTIATED!

11. Plagiarism

Any and all statements contained in any assignment or paper that are based upon ideas or words of another must be properly credited to the original author or source. Paraphrasing the ideas or words of another is acceptable so long as the original author or source is cited. DO NOT quote words or expressions from existing works verbatim without designating the passage as a quote and crediting the source. Any student who plagiarizes the work of any other person (author, professor, student, parent, friend, etc.) is committing academic dishonesty and misconduct. Any student caught committing plagiarism will automatically fail the course.

12. Grade Conversion Table for Courses taught in English

Percentage achieved	Hungarian Grade	ECTS grade	International Grade	Explanation
97 - 100	5	A	A+	Excellent
94 - 96	5	A	A	Excellent
90 - 93	5	A	A-	Excellent
87 - 89	5	B	B+	Excellent/Very good
84 - 86	4	C	B	Good
80 - 83	4	C	B-	Good
77 - 79	4	C	C+	Good
74 - 76	3	D	C	Satisfactory
70 - 73	3	D	C-	Satisfactory
67 - 69	3	D	D+	Satisfactory
64 - 66	2	D	D	Low pass/Sufficient
51 - 63	2	E	D-	Low pass/Sufficient
0 - 50	1	FX/F	F	Fail, 0 credit
	N		N	No grade received, 0 credit