

<b>Course title: Visitor Attraction Management</b>	<b>Credits* 5</b>	<b>Course code</b>
<b>Type of the course</b> Lecture Seminar        X Practice	<b>Assessment:</b> Oral final examination Essay to be submitted by a set day Participation in classroom exercises Activity in interactive classroom discussion	
<b>Semester</b> (according to the standard curriculum):		
<b>Course availability</b> (according to the standard curriculum):		
<b>Language of instruction</b> (if not in Hungarian): English		
<b>Prerequisites</b> (according to the standard curriculum):		
<b>Type of the course</b> (compulsory, obligatory elective, free elective): compulsory		
<b>Course schedule:</b> <a href="http://www.kodolanyi.hu/neptun/">http://www.kodolanyi.hu/neptun/</a>		
<b>Course objectives</b> The course aims at getting insights into the term of visitor attraction, the existing categorizations, the evolution of past, recent and future trends on tourism demand and supply, the types of tourists. Moreover, to give a critical overview on mass tourism, to introduce alternative tourism opportunities. Owing to numerous case studies on different management alternatives (including positive and negative examples) amongst with theoretical approaches, practical knowledge will be profoundly introduced.		
<b>Learning outcomes</b> (based on professional competences) <i>Knowledge: Students will acquire theoretical and practical knowledge on Visitor Attraction Management, furthermore, basic information on tourism studies in general that might be applied in further studies as well.</i> <i>Attitudes: Students' awareness towards complex, interdisciplinary, sustainable, responsible, critical thinking will be enhanced.</i> <i>General competences and skills: Collaborative work, responsible thinking, critical thinking, problem solving, intercultural communication, speaking and learning, strategic management, future planning skills will be developed.</i>		
<b>Foreign language competences</b> Students can function independently and with a great deal of precision on a wide variety of subjects and in almost any setting without any prior preparation. <ol style="list-style-type: none"> <li>1. Can understand a wide range of demanding, longer texts, and recognize implicit meaning.</li> <li>2. Can express ideas fluently and spontaneously without much obvious searching for expressions.</li> <li>3. Can use language flexibly and effectively for social, academic and professional purposes.</li> <li>4. Can produce clear, well-structured, detailed text on complex subjects, showing controlled use of organizational patterns, connectors and cohesive devices.</li> </ol>		
<b>Requirements:</b> (exam's evaluation criteria and list of topics):		
Full-time study (workload according to credits*): 5ECTS:		
<b>Assessment &amp; Grading:</b> Assessment is based on (1) the final result of oral exam, (2) evaluation of an essay (written on		

a chosen visitor attraction (A/4, 3 cm margins, 12 TNR, 1,5 spacing, 1500 characters without spaces), (3) participation seminars, (4) activity during collaborative works.

Grading from 1 (insufficient) to 5 (excellent)

**Department/faculty responsible for the course: Department of Interdisciplinary International Studies**

**Required average students' working hours** (number of credits multiplied by 30):

30 contact hours

150 working hours.

**Individual assignments** (expected number of hours and list of activities):

**Course leader: Dr. Levente Halász**