

<b>Course title: Principles of Tourism</b>		<b>Credits: 5</b>	<b>Course code:</b>
<b>Type of the course</b>		<b>Assessment:</b>	
Lecture <input checked="" type="checkbox"/>	Seminar	Examination <input checked="" type="checkbox"/>	Performance-based grade
Practice		Approval	
<b>Semester</b> (according to the standard curriculum): 1 <sup>st</sup>			
<b>Course availability</b> (according to the standard curriculum): 1 <sup>st</sup> – 7 <sup>th</sup> semesters			
<b>Language of instruction:</b> English			
<b>Prerequisites</b> (according to the standard curriculum): None			
<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>			
<p>The course aims to familiarise students with the complexity of the tourism industry and its system, components and mechanisms. A further objective is a detailed analysis of the economic aspects, physical and socio-cultural impacts of tourism development. In addition, based on the latest international and national literature of tourism research, the course aims to provide students with up-to-date theoretical knowledge that may serve as the basis of their practice-oriented education. Drawing on numerous Hungarian and international examples and case studies, the lectures discuss the most important figures, trends and organisations and, at the same time, highlight tourism's complex economic, social, spatial and environmental dimensions and interrelationships. The broad theoretical knowledge gained during the course will help students to successfully continue their studies in the field of tourism.</p>			
<b>Learning outcomes</b> (based on professional competences):			
<b>Knowledge:</b>			
<ul style="list-style-type: none"> <li>• The student will become familiar with and will use adequately the basic concepts and principles related to the system of tourism, its components and mechanisms.</li> <li>• The student will understand the structure and the operation of the tourism sector, including global, international, and regional trends as well as actors and networks.</li> <li>• The student will be able to demonstrate relevant knowledge and understanding of tourist organisations, the dynamic business environment in which they operate, and their management.</li> <li>• The student will acquire the professional vocabulary of the tourism system and able to use it without uncertainty and error.</li> <li>• The student will be acquainted with the fundamental information sources and problem-solving methodology of the tourism industry.</li> </ul>			
<b>Skills:</b>			
<ul style="list-style-type: none"> <li>• The student will be able to argue about and form an opinion concerning the discussed topics; communicate information, arguments and analyses efficiently to expert and non-expert audiences.</li> <li>• The student will possess co-operation and relationship-building skills, initiative, communication skills, self-knowledge, critical self-reflexion, sense of responsibility</li> <li>• The student will develop advanced verbal and written presentation skills; become able to independently prepare written analytical reports and present their ideas to a professional audience</li> </ul>			
<b>Attitudes:</b>			
<ul style="list-style-type: none"> <li>• During the course, the student will learn to work with people from different cultures, and to build and maintain relationships, developing their emotional intelligence and empathy.</li> </ul>			

- The course provides a friendly environment for developing an awareness of the interpersonal skills of effective listening, negotiating, persuasion and presentation and their use in generating personal and business contacts.
- The student will improve in the field of self-management, a readiness to accept responsibility and flexibility, to be resilient, self-starting and appropriately assertive, to plan, organise and manage time.
- The student will improve in the field of self-reflection: self-analysis and an awareness/sensitivity to diversity in terms of people and cultures, including a continuing appetite for development.

### **Foreign language competences**

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.

1. Can understand a wide range of demanding, longer texts, and recognize implicit meaning.
2. Can express ideas fluently and spontaneously without much obvious searching for expressions.
3. Can use language flexibly and effectively for social, academic and professional purposes.
4. Can produce clear, well-structured, detailed text on complex subjects, showing controlled use of organizational patterns, connectors and cohesive devices.

### **Teaching methods:**

- Lecture
- Debate
- Group presentation
- Self-assessment and group assessment

### **Assessment:**

- Classroom contribution and related assignments (20%)
- Written midterm exam (30%)
- Group presentation (20%)
- Final project report (30%)

### **Assessment & Grading:**

- Assessment criteria of classroom contribution: relevance of comments, clarity of ideas and arguments, quality of verbal communication, interaction with others.
- Assessment criteria of written midterm exam: accurate understanding of concepts and relationships, correct use of examples, practical adaptation of theory to practice, quality of written answers (clarity, logic, conciseness).
- Assessment criteria of group presentation: logic of arguments, theoretical and professional content, complexity of approach, quality of verbal communication, use of professional vocabulary, visual and structural characteristics of presentation (PowerPoint, Prezi).
- Assessment criteria of final project report: originality, individual interpretation. The report will not be accepted if it contains plagiarised material.

#### **Fail**

The student achieved less than 51% based on the total result of the assignments or did not submit two or more assignments by deadline.

#### **Pass**

The student achieved between 51-61% based on the total result of the assignments, or achieved a higher result, but did not submit one of the assignments by deadline.

#### **Satisfactory**

The student achieved between 62-74% based on the total result of the assignments.

#### **Good**

The student achieved between 75-85% based on the total result of the assignments.

Excellent:

The student achieved between 86-100% based on the total result of the assignments.

**Department/faculty responsible for the course:** Tourism Department

**Required average students' working hours** (number of credits multiplied by 30): 150 hours

**Assignments** (expected number of hours and list of activities):

Preparation for midterm written exam (35-40 hours)

Preparation for project report: data search, data analysis, design and preparation of presentation slides, uploading presentation to the moodle system (40-45 hours)

Preparation for group presentation: data search, data analysis, group discussions, design and preparation of presentation slides, uploading presentation to the moodle system (40-45 hours)

**Course leader:** Dr Halász Levente

**Lecturers:** Dr Halász Levente