

Course title: Tourism Product Development		Credits* 5	Course code
Type of the course		Assessment:	
Lecture		Oral final examination	
Seminar	X	Essay to be submitted by a set day	
Practice		Participation in classroom exercises	
		Activity in interactive classroom discussion	
Semester (according to the standard curriculum): 2			
Course availability (according to the standard curriculum): Autumn			
Language of instruction (if not in Hungarian): English			
Prerequisites (according to the standard curriculum):			
Type of the course (compulsory, obligatory elective, free elective): compulsory			
Course schedule: http://www.kodolanyi.hu/neptun/			
Course objectives:			
<p>Tourism products are essentials for a destination's tourism sector operation. Without effective product development processes the destinations cannot get into the foci of international and national tourists, moreover, for investors. Basic development skills support products to achieve higher scales in competing with others. The course aims at highlighting the most important elements in terms of tourism product development. From planning via operation, coordination, collaboration until monitoring and practical feedbacks. During the courses a great multitude of successful and disadvantageous examples will be examined critically. Students may encounter recent trends, conflicts, fundamental changes in terms of product development. The course helps to deepen theoretic and practical knowledge concurrently.</p>			
Learning outcomes (based on professional competences):			
<p><i>Knowledge: Students will acquire theoretical and practical knowledge on Tourism Product Development, furthermore, basic information on tourism studies in general that might be applied in further studies as well.</i></p> <p><i>Attitudes: Students' awareness towards complex, interdisciplinary, sustainable, responsible, critical thinking will be enhanced.</i></p> <p><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></p>			
Foreign language competences			
<p>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.</p>			
<ol style="list-style-type: none"> 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: Theoretical and practical lectures, collaborative works, study tours in Budapest/Székesfehérvár			
Requirements: (exam's evaluation criteria and list of topics):			

Full-time study (workload according to credits*): 5ECTS:

Assessment & Grading:

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