

Tárgytematika / Course Description **Regional Tourism Area-development and Management**

KGNM_RKTA034

Tárgyfelelős neve /

Teacher's name: dr. Somlyódy dr.Pfeil Edit

Félév / Semester: 2024/25/1

Beszámolási forma /

Assesment: Vizsga

Tárgy heti óraszám /

Teaching hours(week): 2/2/0

Tárgy féléves óraszám /

Teaching hours(sem.): 0/0/0

OKTATÁS CÉLJA / AIM OF THE COURSE

The aim of the course is to make familiar students with the relationship between tourism and regional development, and regional policy as a horizontal policy as well. The subject deals with the new phenomena of competition and competitiveness of spatial units from the aspects of economic development needs of regions. It provides insight into the theory and practice of endogenous resource-based and cluster-based economic development. The course sheds light on the links of tourism development with urban and rural development, and highlights the importance of catching up with underdeveloped territorial units. With help of the course, students will be able to apply integrated development approach and will understand the essence of networked economy and the bottom-up development methodology.

TANTÁRGY TARTALMA / DESCRIPTION

1. Introduction and getting to know the semester's topics, as well as discussion of subject requirements
2. Introduction to Regional policy – Relationship between Regional development and the Tourism sector
3. The concept of growth and competitiveness – Determining factors of nations and regions competitiveness, as well as their development
4. The Export-base Theory and Porter's Diamond Model
5. Regional clusters, the new basic units of spatial competition
6. Cluster policy and cluster development
7. Students' 1st presentation
8. The settlement network and settlement policy.
9. Urbanisation and urban policy. Why Metropolitan Governance: Metropolitan Governance in Practice
10. Rural development and the integrated economic development approach
11. Cross-border cooperation in the context of Regional development policy
12. The role of the state in the management of tourism and Tourism Destination Management organisations from international aspect
13. Students' 2nd presentation
14. Written exam.

SZÁMONKÉRÉSI ÉS ÉRTÉKELÉSI RENDSZERE / ASSESMENT'S METHOD

Exam registration will be authorised (signature) based on the attendance and the work at the seminars. It has two joint conditions:

- a maximum of 3 absences from seminars are allowed,
- plus successful achievement of the two assignments in the framework of seminars is required.

During the semester students work independently and accomplish two assignments at the seminars.

The final grade is composed of the result of the next:

- 50% based on the result of the two assignments (2x25%) at the seminars (presentations),
- 50% based on the written personal exam at the end of the course (14th week of term time)

Only presentations of approved topics are acceptable. Prior consultation with the instructor is required.

One part of the score consists of the seminar assignments (50 points), the other part of the exam result (50 points). A total of 100 points can be achieved.

Final evaluation

0 – 60%	insufficient/failed
61 – 70%	sufficient
71 – 80%	average
81 – 90%	well done
91 – 100%	excellent

KÖTELEZŐ IRODALOM / OBLIGATORY MATERIAL

Porter M. E. (1998) Clusters and the New Economics of Competition. *Harvard Business Review*. November-December.

Lengyel, I. (2009) Bottom-up Regional Economic Development: Competition, Competitiveness and Clusters. In: Bajmócy, Z. – Lengyel, I. (eds) 2009: Regional Competitiveness, Innovation and Environment. JATEPress, Szeged, pp. 13-38. [chrome-extension://efaidnbmnnnibpcajpcgclefindmkaj/http://acta.bibl.uszeged.hu/36245/1/gtk_2009_en_](http://acta.bibl.uszeged.hu/36245/1/gtk_2009_en_)

Servillo, Loris –Bruijn, Martijn De (2020) From LEADER to CLLD: The Adoption of the New Fund Opportunities and of Their Local Development Options EStIF 3. 223–233. (Horizon 2020 research and innovation programme under the Marie Skłodowska-Curie Grant Agreement No. 749899.)

Carola Fricke (2015) Spatial Governance across Borders Revisited: Organizational Forms and Spatial Planning in Metropolitan Cross-border Regions, European Planning Studies, 23:5, 849-870, DOI: 10.1080/09654313.2014.887661

AJÁNLOTT IRODALOM / RECOMMENDED MATERIAL