

Tárgytematika / Course Description **Attraction and Visitorsmanagement**

KGNM_TRTA080

Tárgyfelelős neve /

Teacher's name: Ivancsóné dr. Horváth Zsuzsanna

Félév / Semester: 2023/24/1

Beszámolási forma /

Assesment: Folyamatos számonkérés

Tárgy heti óraszám /

Teaching hours(week): 0/2/0

Tárgy féléves óraszám /

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

OKTATÁS CÉLJA / AIM OF THE COURSE

Under this subject, the students can learn the theoretical and practical knowledge of designing complex tourism products. Identification and analysis of the potential values, then forming the values into attraction and/or products is the objective of the subject, which, in addition to the theoretical knowledge, practical examples, sample projects, and best practices will also be used in the form of a case study. The forming of attraction involves also the creative paraphrasing of the promise of experience, the association of further elements of the product, and the related creative and innovative communication.

The students have appropriate competencies to map the natural and human/society-created values of the destinations and their analysis. They learn good practices, and ideas as to how to form an attraction, i.e. experience matching the interests of the potential tourists from these values. As a part of value management, they will be able to design complex offers, paraphrase the promise of experience, to plan the matching communication channels, all of these in a creative way; in a novel view, using novel methods and means. They learn and become capable of applying the principles of sustainable development, and the techniques/methods required for sustainable tourism.

TANTÁRGY TARTALMA / DESCRIPTION

1st week: Introductions. The program for the semester. Brainstorming, tasks and requirements.

2nd week: Types of visitor attractions

3rd week: Key attributes of each type of visitor attraction

4th week: Management of visitor attractions

5th week: Technology and innovation in visitor attraction management

6th week: Functional management of visitor attractions including human resource management, marketing management, planning and development of visitor attractions, operational management

7th week: Managing impacts of visitor management

8th week: Ethical issues in visitor attraction management

9th week: Risk management of visitor attractions

10th week: Lecture by a guest speaker

11th week: Students' presentations

12th week: Students' presentations

13th week: Study tour

14th week: Summary of the semester, evaluations, takeaway thoughts

SZÁMONKÉRÉSI ÉS ÉRTÉKELÉSI RENDSZERE / ASSESMENT'S METHOD

Attendance at seminars is compulsory, 3 absences are acceptable.

Evaluation based on student's research and activity during the semester such as:

1. Ppt presentation (approx. 20 min.) of tourism in their country, with particular attention to national characteristics in the field of attraction and visitor management, extended with a short summary in Word doc. (for example some sentences to the PowerPoint slides). PPT and Word doc materials must be submitted by e-mail to printzmarko.ertzsebet@sze.hu during the 12th week of the academic term. If interested, the material can be submitted to the TDK competition with international comparisons, as well as teamwork.
2. Making a podcast with the guest speaker.
3. Participation in the Tourism Conference organized by the Tourism and Hospitality Department.
4. Participation in the study tour.

Percentages linked to grades

0-50 % :1

51-63 %: 2

64-75 %: 3

76 - 88 %: 4

89-100 %: 5

KÖTELEZŐ IRODALOM / OBLIGATORY MATERIAL

English Tourism Council (annual) Survey of Visits to Tourist Attractions, English Tourism Council, London, <https://www.visitbritain.org/annual-survey-visits-visitor-attractions-latest-results>

Leask, A. (2016) Visitor Attraction Management: A critical review of research 2009-2014, <https://napier-repository.worktribe.com/preview/2073416/Visitor%20attraction%20managemen%20AAM.pdf>

Leask, A. (2008) The Nature and Role of Visitor Attractions, [https://www.globalspec.com/reference/30751/203279/part-one-introduction-the-role-and-nature-of-visitor-attractions](https://www.globalspec.com/reference/30751/203279/part-one-introduction-the-role-and-nature-of-visitor-attractions-Managing-Visitor-Impacts,Module-3.) Managing Visitor Impacts, Module 3., https://nmssanctuaries.blob.core.windows.net/sanctuaries-prod/media/archive/management/international/pdfs/day3_impacts_manual.pdf

Stevens, T. (2000) 'The future of visitor attractions'. In: Travel and Tourism Analyst, No. 1,

pp. 61–85., https://www.goodfellowpublishers.com/free_files/Chapter%205-34012c4416a8c8f5e5f18b7cae4aa5aa.pdf

Swarbrooke, J. (2001) Key challenges for visitor attraction managers in the UK. In HENRY STEWART PUBLICATIONS 1471-549X Journal of Leisure Property VOL.1 NO.4 PP 318–336, <https://link.springer.com/content/pdf/10.1057/palgrave.rlp.5090130.pdf>

AJÁNLOTT IRODALOM / RECOMMENDED MATERIAL

Tourism newsletter updates