

Tárgytematika / Course Description **Organising of Regional Tourism Projects**

KGNM_TRTA087

Tárgyfelelős neve /

Teacher's name: dr. Darabos Ferenc

Félév / Semester: 2023/24/2

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

After familiarization with the system and operating mechanisms of tourism, transfer of theoretical knowledge and practical experience necessary for the development and management of tourist destinations. Within the framework of practical training, the subject provides theoretical and methodological background for mapping destinations, establishing a relevant target system, defining development directions based on capabilities, defining competitive advantages and positioning, formulating promises of experience and image development.

Within the framework of the course, the practical models of destination management, the establishment and management of cooperations, the operation of the internal communication system and the establishment of the financing system will be presented. The seminar models the management techniques that are essential for the implementation of network tourism development. During the practice, students deal with the simulation of the development of entrepreneurial cooperation by solving specific problems.

TANTÁRGY TARTALMA / DESCRIPTION

1. The concept and examples of tourist destinations I.
2. The concept and examples of tourist destinations II.
3. Research, planning and financing tasks of destination management
4. Demand analysis of tourism areas
5. Supply analysis of tourist areas I
6. Supply analysis of tourist areas II.
7. Organizational analysis of tourism areas
8. Tourism product development, innovation management
9. Cross-regional network tourism development
10. Destination tourism marketing
11. Human management and monitoring tasks in the tourist destination
12. Attraction and visitor management in the destination, application of IT technologies
13. Daily sectoral management tasks, application of management techniques I.
14. Daily sectoral management tasks, application of management techniques II

SZÁMONKÉRÉSI ÉS ÉRTÉKELÉSI RENDSZERE / ASSESSMENT'S METHOD

Requirement to sign at the end of the semester: students will master and process the curriculum during the consultation dates. Their task: to prepare a 20-page thesis on the topics.

1. Describe the demand, supply of a chosen tourist destination.
2. Describe the sectoral opportunities of network tourism development of a chosen destination and the steps of management.
3. Explain the daily tasks of regional tourism management, discuss the applicable management techniques through practical examples.

Evaluation of the thesis : from 1 to 5 in the form of practical grade. The evaluation criteria and formal requirements are the same as the thesis requirements.

Conditions for admission to the examination-

How the grade is formed: The 4 questions are worth 10 points per question if the solution is perfect. Deduction based on deviation from thesis requirements or according to content, logical deficiency.

0-50 % : insufficient

51-63 %: sufficient

4-75 %: medium

76 - 88 %: good

89-100 % excellent

KÖTELEZŐ IRODALOM / OBLIGATORY MATERIAL

- Crouch, Geoffrey I. & Ritchie, J. R. Brent: The competitive destination: a sustainable tourism perspective, CABI, London, 2003. (ISBN 0851996647)
- Dredge, Dianne: 'Policy networks and the local organisation of tourism'. In: Tourism Management, 2006. (vol 27) 2. p. 269-280.
- Lazzeretti, Luciana - Petrillo, Clara S.: Tourism local systems and networking. Elsevier, 2006. (ISBN

9780080449388)

- Pike, Steven: Destination Marketing: An Integrated Marketing Communication Approach, Routledge, London, 2008. (ISBN 9780750686495)
 - UNWTO: A Practical Guide To Destination Management, UNWTO, 2007. (ISBN 9789284412433)
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AJÁNLOTT IRODALOM / RECOMMENDED MATERIAL