

Tárgytematika / Course Description

Rural tourism

MENB_AVTA061

Tárgyfelelős neve /

Teacher's name: Miklósné dr. Varga Anita

Félév / Semester: 2023/24/1

Beszámolási forma /

Assesment: Vizsga

Tárgy heti óraszám /

Teaching hours(week): 2/1/0

Tárgy féléves óraszám /

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

OKTATÁS CÉLJA / AIM OF THE COURSE

The aim of the course is to introduce the basics of tourism, including the specifics of rural tourism. During the course, students will also gain insight into the ecological, cultural and economic aspects of rural tourism. Other forms of tourism will also be touched upon during the semester.

TANTÁRGY TARTALMA / DESCRIPTION

1. Description of the requirements and themes
2. Definitions, history, forms and characteristics of rural tourism
3. Impact of rural tourism, diversification
4. Organisations involved in rural tourism
5. Operation of rural accommodation
6. Trademarks
7. Classification of rural tourism accommodation
8. Marketing of rural tourism

9. Village tourism - sustainability
10. Development of Rural Tourism I.
11. Development of Rural Tourism II.
12. Invited Lecturer
13. Presentation of the completed assignment
14. End of semester examination (ZH)

SZÁMONKÉRÉSI ÉS ÉRTÉKELÉSI RENDSZERE / ASSESMENT'S METHOD

Attendance in class is a condition for signing. The end-of-year mark is based on a written report on the results of a complex research project carried out in several phases during the semester and a presentation based on this report and presented at a predetermined time.

KÖTELEZŐ IRODALOM / OBLIGATORY MATERIAL

1. Rural tourism: chrome-extension://efaidnbmnnnibpcajpcgclefindmkaj/https://www.europarl.europa.eu/RegData/etudes/BRIE/2023/751464/EPRS_BRI(2023)751464_EN.pdf
2. chrome-extension://efaidnbmnnnibpcajpcgclefindmkaj/https://www.cambridgescholars.com/resources/pdfs/978-1-4438-6677-4-sample.pdf

AJÁNLOTT IRODALOM / RECOMMENDED MATERIAL