



Syllabus

Term: 2025/26/2 **Subject name:** Tourism management **Subject code:** B19GMC13E

Unit (Unit code) Department of Marketing and Tourism (MTI)

Lecturer responsible for the course: Dr. RAFFAY Zoltán

Requirement: Exam

Classes per week : 2/0/0

Classes per term:

Purpose of education:

1. Description and aim

The aim is to get a comprehensive knowledge of the operation of tourism industry and the management techniques of attractions and destinations, human resources and touristic developments. Students successfully completing this module will have a general understanding of the tourism industry, its role in modern economy, and also its positive and negative economic, socio-cultural and environmental impacts. Basic human resources management, crisis management and visitor management techniques will also be acquired by enthusiastic, curious and open students. Should any of the students work later in the tourism industry, they will know what they will have to learn to be good tourism experts.

2. Intended Learning Outcomes (ILOs)

Upon the successful completion of this course, students should be able to:

1. analyse the nature and structure of the tourism industry;
2. understand the role of tourism and the impacts of the industry on the economy, on society, culture and the environment;
3. gather, categorise and analyse tourism information and data;
4. understand, analyse and apply management functions to varied tourism contexts;
5. evaluate issues surrounding the management of tourism businesses and destinations;
6. appreciate professional skills required for the management of contemporary tourism;
7. identify, analyse and offer solutions for a contemporary tourism management issue.

Contents:

1.

Presentation part: Principles, definitions, the place of tourism in science and economy



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Seminar part: The most memorable journey of my life - a critical evaluation

2.

Presentation part: History of the tourism industry

Seminar part: Bucket list travels by the students

3.

Presentation part: Operation of the tourism industry. Demand side of tourism. Supply side of tourism.

Seminar part: The future of tourism - as students see it

4.

Presentation part: The economic and social impacts of tourism. The environmental impacts of tourism

Seminar part: Ethical tourism. Environmentally friendly management of tourism

5.

Presentation part: Making demand and supply meet: transportation in tourism

Seminar part: Evaluation of marketing campaign and image films of Hungary

6.

Presentation part: Visitor management. Interpretation techniques, methods tools of demonstration; visitor centres I

Seminar part: Evaluation of marketing campaign and image films of Hungary and other countries selected by the students



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7.

Presentation part: Visitor management. Interpretation techniques, methods tools of demonstration; visitor centres II

Seminar part: Best practices: enjoyable experiences at attractions by the students

8.

Presentation part: Visitor management. Interpretation techniques, methods and tools of demonstration, visitor centres

Seminar part: Best practices: excellent service quality experienced by the students

9.

Presentation part: Quality management in tourism. Risk and crisis management in tourism.

Seminar part: Tourism SWOT of Pécs

10.

Presentation part: Human resource management in tourism.

Seminar part: HR in tourism - skills expected by the students

11.

Students' presentations of the operation of tourism in their home village/town/region/country I

12.

Students' presentations of the operation of tourism in their home village/town/region/country I



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13. Guided sightseeing tour, downtown Pécs

System of examining and valuation:

Evaluation of written assignments; presentations by students; at the end of the course a written examination. In exam course, an end-term exam.

Classwork 1: written assignments 20%

Classwork 2: presentations 20%

Classwork total: 40%

Final exam: 60%

Bibliography:

- Zoltán Raffay: The System and Theory of Tourism (University of Pécs, 2013. p. 275, ISBN:978-963-642-800-6), TÁMOP-4.1.2.D-12/1/KONV-2012-0010

Bibliography:

Page, Stephen J.: Tourism management. An introduction. Taylor & Francis, 2019

<http://www2.unwto.org>

<http://gotohungary.com/>