



TOURISM MANAGEMENT

General data

Course code:	B19GMC13E
ECTS credits:	3
Type of the course:	C module
Semester:	Spring, Semester 6
Course restrictions:	I think this is typically the course that can be completed by anybody who has a general intelligence and curiosity about the world we live in. No specific previous studies are required, all interested students are welcome to this course, irrespective of their previous studies.
Course leader (with availabilities):	Zoltán Raffay, raffayz@tkk.pte.hu; + 36 72 501599/23276
Further lecturer(s) (with availabilities):	

1. Description and aims

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, as well as to give general understanding of the tourism industry, its role in modern economy, and also its positive and negative economic, socio-cultural and environmental impacts. Basic HR management, crisis management and visitor management techniques will also be acquired.

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 (PILOS 1, 2, 3 & 4);
2. understand the role of tourism and the impacts of the industry on the economy, on society, culture and the environment (PILOS 1 & 2);
3. gather, categorise and analyse tourism information and data (PILOS 3 & 4);
4. understand, analyse and apply management functions to varied tourism contexts (PILOS 5 & 7);
5. evaluate issues surrounding the management of tourism businesses and destinations (PILOS 4, 5, 6 & 8);
6. appreciate professional skills required for the management of contemporary tourism (PILOS 3, 4, 5 & 6);
7. identify, analyse and offer solutions for a contemporary tourism management issue (PILOS 3, 4, & 8).

(The remarks in brackets express each CILO's connection to the Program Intended Learning Outcomes (PILOs).)

3. Content, schedule

1. Principles, definitions, the place of tourism in science and economy



2. Operation of the tourism industry. Demand side of tourism. Supply side of tourism
3. The economic and social impacts of tourism. The environmental impacts of tourism
4. Tourism trends. the future of tourism
5. Making demand and supply meet: transportation in tourism
6. Making demand and supply meet: tourism marketing
7. Technology management and applications in tourism
8. Communications and Public Relations in tourism
9. Visitor management. Interpretation techniques, methods and tools of demonstration, visitor centres
10. Human resource management in tourism
11. Risk and crisis management in tourism
12. Tourism in regional and urban development; tourism in rural development
13. Tourism Destination Management

4. Learning and teaching strategy, methodology

Principal teaching methodologies: Class presentation by lecturer; discussions of materials preliminary sent to the students of issues just raised in class.

Seventy-five-minute lectures will introduce concepts and provide a framework for understanding topics (ILOS 1, 2). Students are expected to supplement the lectures with their own readings provided or recommended by the instructor (ILOS 2, 3, 4). A part of the sessions will be devoted to discussing issues covered in the lecture. Time will also be allocated for work on group assignments (ILOS 2, 3, 4, 6, 7). Students are expected to undertake work prior to the seminars and be prepared to present/discuss their findings (ILOS 3, 5, 6, 7). The short fieldtrips in and around the city of Pécs will provide students with the opportunity to recognise and analyse the role of management in a variety of contexts (ILOS 4, 6, 7). For this purpose, site visits are made to at least two of the following places: Zsolnay Heritage Centre, Pécs; Cella Septichora Visitor Centre, Pécs; Orfű Tourism Destination Management Organisation, Orfű; and "Irány Pécs!" Tourism Destination Management Organisation, Pécs; a guided city tour downtown Pécs. Apart from the field trips, all this can be done via electronic means (Teams, Zoom etc.).

5. Assessment

Formative assessment elements:

Final Moodle test, with the following drills: True or False questions; multiple choice questions; explanations of concepts, special professional terms; four essays on a different issues of tourism (e.g. listing attractions, categories of tourism products etc.). Essay tests may vary so as to involve current issues in tourism e.g. the effects of the COVID-19 pandemics, the economic recession, the political instabilities etc. on the tourism sector.



Summative assessment elements:

Individual Assessment		100%	Group Assessment	%		
Name of the element	Weight	Type	Details	Retake opportunity	Req.*	Related CILOs
Assignment 1	25%	Individual 1,500-word written report on management activity of a chosen tourism enterprise	Students will work individually and introduce a tourism enterprise that they know (worked for or visited), focusing on the management issues discussed during the semester (product development, marketing, human resources management, risk management, communication strategy, CSR etc.)	No		3, 4, 5, 6, 7
Assignment 2	25%	Individual 1,500-word written report on management activity of a chosen tourism destination	Students will work individually and introduce a tourism destination that they know (live there or visited it), focusing on the issues discussed during the semester (natural and man-made attractions, accessibility, the complex tourism supply of the destination, marketing activity of the destination etc.).	No		3, 4, 5, 6, 7
Presentation	10%	Students make a brief (10 minute) Power Point or video presentation on the region that they are from, and present it in oral form to the class	A brief promotional material, focusing on the summary of attractions and not management issues.	No		3, 5, 7
Exam	40%	Final written (Moodle) exam	Students will write a concise final essay in which different tasks (multiple choices, yes or no answers and brief essays to be written) will be made.	Yes		1, 2, 3, 4, 5, 6, 7

* Req.: Completion of the element is required to pass the course, irrespective of the performance in other elements.



6. Learning materials

- Essential
 - Raffay, Z.: The System and Theory of Tourism. University of Pécs, 2013. p. 275
ISBN:978-963-642-800-6
 - Case studies provided by the lecturer
- Recommended
 - Cooper C. and Hall M. (2016) Contemporary Tourism: An International Approach (3rd ed.) Goodfellow publishers
 - Page, Stephen J.: Tourism management. An introduction. Routledge, London and New York 2011
 - Swarbrooke, J. and Page, Stephen J.: Development and Management of Visitor Attractions. Routledge, London and New York 2011
 - Nykiel, Ronald A.: Hospitality Management Strategies. Pearson/Prentice Hall, New Jersey 2005
 - Periodical 'Tourism Management', English language papers in Turisztikai és Vidékfejlesztési Tanulmányok
 - English language papers published by the staff of the Department of Marketing and Tourism, FBE of UP, e.g. Farkas, J. – Raffay, Z. – Petykó, Cs. (2022): A New Approach to Accessibility, Disability and Sustainability in Tourism – Multidisciplinary and Philosophical Dimensions. GEOJOURNAL OF TOURISM AND GEOSITES 40 : 1 pp. 319-326. , 8 p.

7. Further information

International aspects embedded with the course
Since the composition of the students is usually diverse (they represent at least 7-8 different countries), the course also allows intercultural issues to be discussed.
Ethics, Responsibility & Sustainability (ERS) aspects embedded with the course
One of the handouts given to students and to be discussed in class is the Tourism and Environmental protection; Ethical tourism, the Global Code of Ethics for Tourism; Environment friendly management of tourism. This is always a lively discussion when students come up with all kinds of ideas how to make the tourism industry greener, what individuals and what the tourism sector service providers can do to lessen the negative impacts of tourism.
Connections to the world of practice of the course
Students are taken out to excursions in the city of Pécs (Cella Septichora World Heritage Site, Zsolnay Cultural Quarter), tourism attractions are visited and the experiences gained there discussed.