

1.	Module code:	B19TVB02E
2.	Title:	System of Tourism
3.	Credit points:	7
4.	Start term:	Spring
5.	Module leader:	Zoltán Raffay, Dr.
6.	Accredited by:	
7.	Module restrictions:	
	Pre-requisite	
	Programme restrictions	BSc in Tourism and Catering
	Level restrictions	
	Other restrictions or requirements	
8.	Aims:	<p>The aim of the course is to let students know the basic concepts and the system of tourism and to allow students to analyse the tendencies and trends of international and domestic tourism.</p> <p>To let students know the basic concepts and the system of tourism and to allow students to analyse the tendencies and trends of international and domestic tourism.</p>
9.	Learning outcomes:	<p>Needs, their change and analysis. Supply and demand of tourism. Making up a tourism product, features of the respective touristic products. Measurement of the tourism phenomenon. Micro- and macro-economic features of tourism, its impacts and role in the economy. The role of state in tourism. Characteristic features and trends in the international and Hungarian tourism sector.</p> <p>Students acquire basic tourism skills, get to know the operation of the sub-branches and activities of tourism (accommodation and catering facilities, travel organisers and tour operators, destination management organisation, other service providers etc), are able to evaluate them and find the relationships to other economic sectors.</p>
10.	Syllabus:	<ol style="list-style-type: none"> 1. Tourism as a science; categorisation of the tourism activities 2. Demand of tourism 3. The tourist 4. Supply of tourism 5. The central element of the tourism supply: the attraction 6. The infra- and suprastructure of tourism 7. In-class test 8. Tourism as a system 9. The development of tourism 10. The future of tourism, trends in tourism 11. Interpretation of tourism as a products 12. Tourism policy. Planning and development of tourism 13. The impacts of tourism
11.	Learning and teaching strategy:	<p>Case studies and project assignments related to the topics of the lectures, press reviews and analyses. A requirement for the completion of the seminars is active participation in classes and making project works individually and in groups. At the end of the course an oral examination is made.</p>
12.	Assessment scheme:	

	<p>Of the total grade, 20% is made by individual work (active participation in classes, completion of tasks and case studies completion of tasks and case studies). In the middle and on the last class of the term students write in-class tests for 30% of the grade (each test makes 15%). The remaining 50% is made by the oral examination. For successful completion of the course, a minimum on 50.01% must be achieved in all activities!</p> <p>In the seminar classes individual and groups work is done, realised in minor tasks and case studies related to the topics of the lectures.</p>						
	Formative assessment scheme						
	Summative Assessment Scheme						
	<p>Summative assessment scheme Indicate tasks and weightings and which tasks assess which learning outcomes</p>						
	<table border="1"> <tr> <td>Seen examination</td> <td>%</td> </tr> <tr> <td>Unseen examination</td> <td>%</td> </tr> <tr> <td>Coursework (no examination)</td> <td>%</td> </tr> </table>	Seen examination	%	Unseen examination	%	Coursework (no examination)	%
Seen examination	%						
Unseen examination	%						
Coursework (no examination)	%						
13.	Timetabled examination required						
14.	Length of exam						
15.	<p>Learning materials</p> <p>Essential</p> <p>Morrison, M. – Mill, R. C. (2012): The Tourism System. Kendall Hunt Publishing, ISBN 13: 9780757599767</p> <p>Recommended</p> <p>Wyllie, R. W. (2011) An Introduction to Tourism. Venture Pub., Inc., ISBN-13: 978-1892132956 unwto.org</p>						