

1.	Module code:	B19TVB01E
2.	Title:	Tourism geography
3.	Credit points:	7
4.	Start term:	Fall
5.	Module leader:	János Csapó, Dr.
6.	Accredited by:	
7.	Module restrictions:	
	Pre-requisite	
	Programme restrictions	BSc in Tourism and Catering
	Level restrictions	6
	Other restrictions or requirements	none
8.	Aims:	The aim of the subject is to let students know the basic concepts and the system of the geography of tourism. Students must be able to recognise the role of geographical factors in tourism and must be aware of the analysis methods of regional tourism geography. They should also be able to analyse trends and processes in international and domestic tourism.
9.	Learning outcomes:	<p>Participants of the course are able to critically analyse the regional tourism trends and can also recommend complex solutions. Having completed the course, students know theoretical and practical skills related to tourism geography and are able to apply geographical approach in tourism development. Students are able to integrate and use in practice the pieces on information related to the subject. They are able to recognise market changes, adapt to that and make relevant decisions.</p> <p>Students are able to realistically assess the tourism supply of a destination and can make recommendations for the creation of tourism development strategy. They become sensitive to problems, proactive, and have an environment conscious and practice-oriented attitude.</p>
10.	Syllabus:	<p>An introduction to tourism geography. General trends and tendencies of the world tourism, with special regard to Europe. Tourism geography of the British Isles (Ireland United Kingdom) Tourism geography of the BENELUX states Tourism geography of France Tourism geography of Northern Europe Tourism geography of Germany and the Alpine countries (Austria, Switzerland) Tourism geography of the Iberian Peninsula (Spain and Portugal) Tourism geography of Italy and Greece Tourism geography of Central Europe Tourism geography of America Tourism geography of Asia and the Pacific region Tourism geography of Africa and Australia</p>
11.	Learning and teaching strategy:	In the seminar classes individual and groups work is done, realised in minor tasks, homeworks and case studies related to the topics of the lectures, and also in holding presentations.
12.	Assessment scheme:	According to the Code of Studies and Exams, students are obliged to participate in the lectures and seminars. If they miss more than 30% of classes, students cannot sit for an exam and must repeat the whole of the course.

	<p>A requirement for the completion of the seminars is active participation in classes. Of the total grade, 20% is made by individual work (active participation in classes, completion of tasks and case studies, presentations). Students write a mid-term test for 30% of the grade. The remaining 50% is made by the end-term written examination. For successful completion of the course, a minimum of 50.01% must be achieved in all activities!</p>	
	Formative assessment scheme	
	Summative Assessment Scheme	
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	Indicate tasks and weightings and which tasks assess which learning outcomes	
	Seen examination	%
	Unseen examination	%
	Coursework (no examination)	%
13.	Timetabled examination required	
14.	Length of exam	
15.	Learning materials	
	Essential	Naresh K. Malhotra: Basic Marketing Research. International edition. 4th edition. Pearson 2011
	Recommended	<p>Cahill, D: When to use qualitative methods: a new approach. Marketing Intelligence and Planning 14/6 1996 p.16-20.</p> <p>Hofstede et al.: An investigation into the association pattern technique as a quantitative approach to measure means-end chains. International Journal of Research in Marketing 15 1998 p.37-50</p> <p>Gibson, L.D.: Quo Vadis, Marketing Research? Marketing Research, Spring 2000 p. 36-41</p> <p>Wilson, A., Laskey N.: Internet base marketing research: a serious alternative to traditional research methods? Marketing Intelligence and Planning 21/2 2003 p.79-84</p>