

## DESCRIPTION AND SYLLABUS

Name of the subject in Hungarian:	Trends in Tourism Product Development
Name of the subject in English:	Trends in Tourism Product Development
Credit value of the subject:	6
The code of the subject in the electronic study system:	MN-TETUPD-06-KG
Classification of the subject:	Optional
Language of instruction (in case of non-Hungarian courses):	English
Institute or department responsible for the subject:	Institute of Tourism
Course type and number of contact hours:	Lecture + Practical, class per week: 2+2, class per semester: 0+0
Mode of study: (Full-time / Part-time):	Full-time training
The semester in which the subject is open for registration:	2022/2023 1st semester
Prerequisite(s):	-

### THE PURPOSE OF THE SUBJECT, LEARNING OUTCOMES:

In line with the previously covered tourism-related studies (e.g. Leisure and Tourism Studies, Tourism Marketing), this course discusses the criteria for designating sustainable tourism products and their efficient operation in order to provide professional guidance to local and regional actors in future regional developments. The course is structured according to a dual purpose (designation and operation). The major aim is to provide guidance not only in product design but also in thematic route planning tasks. The material challenges the aspects of adventure tours as well, taking into account the different characteristics and the possibilities of combination (multimodality).

### SUMMARY OF THE CONTENT OF THE SUBJECT

The initial step in the planning of tourism products is to identify the different target groups and to explore motivational needs. The first half of the course provides tables, points and examples of good practice. Knowledge of the conditions, starting with the ownership, natural and social conditions, then moving on to the topics of movement dynamics and qualification procedures, the course provides insight into the innovative and environmentally friendly development directions of tourism by summarizing the relevant methodological background materials. The steps for operation are given afterwards. In addition to the infrastructural aspects, the course goes around the so-called soft elements, i.e. the interconnection of attractions and the coordination of transport options, in order to create thematic contents and to create offers like the ones students can deal with in the marketing chapter. Finally, the course draws attention to signposting, orientation and route planning systems and applications.

### STUDENT'S TASKS AND PLANNED LEARNING ACTIVITIES:

Students work in teams, mainly on the Case Studies provided, but they are allowed to bring in any tourism product plans they are involved in, aware of, heard of, or interested in. With the Flowchart and the Check list, they are about to evaluate them according to the set of points of criteria they figure out. Creativity and critical thinking are crucial skills to develop and use. Narratives are the final outcomes when it comes to Communication. Extra Coursera course is offered and recommended.

### EVALUATION OF THE SUBJECT:

Presentations in teams

Offered grade can be given: No.

**OBLIGATORY READING LIST:**

- *A practical guide to tourism destination management ; [közread a World Tourism Organisation].*  
WTO, 2007