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| **1. Course title:** Global Tourism | | | | |
| **2. Code:** | | **3. Type (lecture, seminar, laboratory):** lecture | | |
| **4. Total of contact hours:** 26 hours | | **5. Number of credits (ECTS):** 6 | | |
| **6. Pre-requisites (max. 3):** none | | | | |
| **7. Announced:** ☒ autumn semester, ☐ spring semester, ☐ both semesters | | | | |
| **8. Limit for participants:** the maximum number of participants in the seminars is 24 per group | | | | |
| **10. Instructor-in-charge (faculty, institute and department):**  János CSAPÓ, PhD (Faculty of Business and Economics, Institute of Marketing and Tourism) | | | | |
| **11. Instructor(s) and percentage:** | | János CSAPÓ | | 100% |
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| **12. Language:** English | | | | |
| **13. Course objectives and learning outcomes:**  The aim of the course is to introduce the students into the world of global tourism, providing an insight into its structure, research topics, current issues, methods and present most important trends. Students must be able to recognise the role of geographical factors in tourism and must be aware of the research analysis methods of regional tourism geography. They should also be able to analyse trends and processes in international and domestic tourism. Acquisition of tourism geography skills is of basic importance for future tourism experts, as this allows them to know the domestic and international regional processes and trends of tourism, the major countries of origin and destinations, and all the related geographical information. Students are introduced to the theoretical foundations of tourism geography and the methodology of analyses used. They can also learn the current situation of tourism in the world, the macro-regions of UNWTO, and the main trends in present global tourism. Special attention is paid to learn the methodology of regional analyses as well. | | | | |
| **14. Course outline / Milestones**  **Milestones of the lecture**   1. Introduction to the requirements of the subject. Introduction to the study of tourism – basic definitions and concepts 2. The complex system of tourism 3. The impacts of tourism on space, society, economy 4. Introduction to the study of tourism geography 5. Spatial trends and tendencies of global tourism 6. Demand trends of global tourism 7. Mid-term written examination 8. The methodology of regional tourism analyses 9. Case study 1: Tourism geography of the British Isles (Ireland United Kingdom) 10. Case study 2: An insight to the tourism industry of Hungary 11. Student presentations: the regional analysis of an eligible tourism destination 12. Student presentations: the regional analysis of an eligible tourism destination 13. Transport and tourism | | | | |
| **15. Mid-semester works**   1. – 2. Analysis of the handout/text provided by the tutor the week before, classwork 3. Analysis of the handout/text provided by the tutor the week before, classwork 4. Analysis of the handout/text provided by the tutor the week before, classwork 5. Analysis of the handout/text provided by the tutor the week before, classwork 6. Analysis of the handout/text provided by the tutor the week before, classwork 7. Written examination 8. Analysis of the handout/text provided by the tutor the week before, classwork 9. Analysis of the handout/text provided by the tutor the week before, classwork 10. Analysis of the handout/text provided by the tutor the week before, classwork 11. Destination analysis, presentation 12. Destination analysis, presentation 13. Evaluation and closing of the semester | | | | |
| **16. Summative assessment, formative assessment**  Students can earn their credits by accomplishing the lecture:   * The lecture will be completed by a written test. The written examination (test) of the lecture will take place during the exam period with a weight of 40%. * The midterm test will be 30% of the grade. * The presentation will be 15% of the grade. * The week by week handout analyses will be 15% of the grade.   The tests are based on lectures, seminars, presentations and the provided literature. Most common questions in the structure of the written examination are: definitions, relationships, recognizing figures, analysis.  Grading scale:  just less than 50% = 1  50 to 64.99% = 2  65 to 74.99% = 3  75 to 84.99% = 4  85+% = 5 | | | | |
| **17. Reading assignments:**   1. Hall, C.M. – Page, S.J. (2014): The Geography of Tourism and Recreation: Environment, Place and Space. Routledge Taylor and Francis Group, 457 p. 2. Lew, A.A., Hall, C.M. & Timothy, D.J. (2011): World Regional Geography: Human Mobilities, Tourism Destinations, Sustainable Environments, Kendall Hunt, Phoenix | | | | |
| **18. Recommended texts:**   1. Williams, S. – Lew, A.A. (2015): Tourism geography: critical understandings of place, space and experience. 3rd edition, London; New York: Routledge 2. Lew, C.M., Hall, C.M. & Timothy, D. (2008): World Geography of Travel and Tourism: A Regional Approach. Oxford: Elsevier | | | | |
| **Date** | 30 August, 2019 | **Prepared** |  | |
| János CSAPÓ PhD  instructor-in-charge | |
| **Endorsed** | | |  | |
| András TRÓCSÁNYI PhD leader of the program | |