

Course title/Course Neptun ID: Tourism Management FFGAZ287N	Credit value: 6
Professor in charge (name, position, academic degree): Dr. Zoltán Bujdosó, full professor, PhD	
Professor(s) involved in teaching, if any (name, position, academic degree):	
Course category: elective	
Course type: lecture and total number of course sessions in the given semester: 21	
Methods, (<i>specific</i>) tools, and characteristics applied to convey knowledge: Students develop analytical, synthesis, and scientific problem-solving skills through tasks related to their own research topics.	
Method of assessing knowledge (exam / practical course grade / other): Written report and scientific presentation	
Grading method(s) applied for assessing knowledge: Continuous and complex assessment including: critical review and written analysis of scientific literature (30%); preparation and delivery of an independent scientific presentation linked to the student's research topic (30%); active participation in professional debates, seminar work, and scientific reflections during the course (40%). Successful completion requires demonstrating the ability to critically interpret international literature and apply scientific methods in tourism management.	
The course's placement in the curriculum (in which semester the course is taken): 3	
Compulsory studies prior to the course (if any): <i>none</i>	
Course description: a brief yet informative description of the course's objectives and the material to be covered	
The course aims to provide doctoral students with comprehensive and critical knowledge of the theoretical and practical issues of tourism management. Particular attention is given to destination management, tourism competitiveness, innovation, sustainability, digital transformation, and the scientific analysis of tourism development policies and support schemes. Students will be able to critically interpret international literature, formulate independent research questions, and apply scientific results related to tourism management.	
Course topics/semester syllabus: Theoretical foundations and evolution of tourism management; Contemporary tourism trends and global challenges; Destination management and network cooperation; Tourism competitiveness and performance measurement; Sustainable tourism and resilience; Digital innovation and smart destinations; Tourism investments and support policies; Data-driven decision-making in tourism; Application of scientific research methods; International best practices and comparative analyses; Presentation of own research and professional debate.	
A list of the 2-5 most relevant <i>compulsory</i> literature (notes, textbooks) with bibliographic information (author, title, publication details, page numbers, ISBN):	

Stephen J. Page (2019): Tourism Management. Routledge, 528 p.; Clare Inkson (2018): Tourism Management. SAGE, 464 p.; Frochot, Isabelle (2021): A Practical Guide to Managing Tourist Experiences. Routledge, 210 p.

A list of the 2-5 most relevant *recommended* literature (notes, textbooks) with bibliographic information (author, title, publication details, page numbers, ISBN):

Fyall, A., Garrod, B., Wang, Y. (2012): Destination Collaboration; Keller, P., Bieger, T. (eds.): Tourism Development after the Crises; Relevant articles from Tourism Management, Journal of Travel Research, and Annals of Tourism Research.

Professional competencies, elements of competence, and skills to which the course typically and substantially contributes (knowledge, ability, attitude, autonomy, and responsibility):

Knowledge: key theories and research directions in tourism management;
Ability: independent research planning, data interpretation and scientific argumentation;
Attitude: critical thinking, openness to innovation and international scholarly discourse;
Autonomy and responsibility: making independent research decisions and adhering to scientific ethical standards.