

## Basics of Tourism, Sport and Health Tourism (3 ECTS)

### Oktatás célja

#### Aim of the subject

Main goal of this subject is getting to know the core characteristics of operating in tourism. It is helpful for the future sport and recreation organizers since tourism sphere could be a potential job opportunity for them.

In this course the basics of tourism, such as the operation of accommodation industry is toned, because it is the most important element of the tourism system, in the view of the recreational activities. In the second part of the semester the focus is on the trends, theory and practice in active, sports and health tourism, based on the ground tourism studies.

#### Acquired competencies

##### Knowledge

- He/She knows the main definitions of tourism, and its development.
- He/She knows and construe the tourism system, characteristics of demand and supply.
- He/She knows the most important (Hungarian) attractions, as the potential spots and venues of sports and health tourism areas.
- He/She can realize the characteristics of the accommodation units, related to the sport events and health tourism attractions.
- He/She knows the different scopes of activities in a hotel. Wellness and therapy department is toned in the education. Besides the personal conditions he/she knows the fundamental physical evidence of a hotel (objective conditions): parts of a hotel, rooms and assets).
- He/She knows the main used international hotel terms in English and in Hungarian.
- He/She knows the basics of the hospitality and travel industry, too.
- He/She knows and construe the system and the subareas of active tourism, characteristics of demand and supply.
- He/She knows and construe the market of professional and leisure sports tourism.
- He/She knows the market of health tourism.
- He/She can realize the most known and well-spread wellness tourism products and trends.

##### Attitude

- He/She is open-minded in the area of cognition and gaining professional experience.
- He/She tries after meet, introduce and apply new activities into the subareas of recreational and sports tourism.
- He/She considers important the thorough preparation, planning and flexible realization of activities in the recreational and sports tourism.

##### Abilities

- He/She can analyze the sports and health tourism system.
- He/She can plan active and sports tourism products.
- He/She can take part in operation of tourism-related firms specialized on health and sports.

### Tantárgy tartalma

#### Major topics

- Core definitions of tourism and visitors.

- Development of tourism. Tendencies in the international tourism.
- System of tourism: elements of tourism demand (visitors) and supply.
- Types and forms of tourism. Differences and elements of recreational and business / MICE tourism.
- Attractions in tourism in the view of sports and health tourism.
- Accommodation I. Definitions and basics of objective conditions.
- Accommodation II. Basics of personal conditions in hotels.
- Definition, subareas and system of active and sports tourism.
- Definition, subareas and system of health tourism.

### **Planned teaching methods**

Lectures, exemplification/demonstrating, explanation.

Interactive / Participating education: comments of students.

### **Számonkérési és értékelési rendszer**

#### **Requirements and evaluation**

Requirements

- visiting classes is strongly recommended.
- One home work about an own chosen topic (market analysis of sports tourism, complex analysis of a health- or sports-orientated institution – e.g. spa, sports facilities, wellness hotel)
- written examination

*Method of evaluation:* exam mark

the evaluation criteria:

- use the lessons learned aspects
- use proper objectivity, professional terms
- system approach

### **Irodalom**

#### **Compulsory literature**

- Michalkó, G. (2012) Turizmológia. Budapest: Akadémiai  
or
- Kaspar, C., Fekete, M. (2011) Turisztikai alapismeretek. A turizmus elmélete és gyakorlata, turizmuspolitika, turizmus gazdaság. Budapest: BGF KVIK – Magyar-Svájci Turisztikai Továbbképző Intézet  
and
- Magyar Turizmus Zrt. (2007) SPORT TURIZMUS – Tematikus szakmai háttéranyag. Letöltés: <http://neta.itthon.hu/download.php?docID=422>
- Smith, M., Puczko, L. (2010) Egészségturizmus: gyógyászat, wellness, holisztika, 107-313. Budapest: Akadémiai
- Magyar Turizmus Zrt. (2005) EGÉSZSÉGTURIZMUS – Szakmai háttéranyag. Letöltés: <http://neta.itthon.hu/download.php?docID=272>
- Magyar Szállodaszövetség (2013) Hotelstars Union Wellness szállodai kritériumok. Letöltés: <http://www.hotelstars.hu/LinkClick.aspx?fileticket=-ljK6lzUtw0%3d&tabid=86&mid=437&forcedownload=true>
- Magyar Hotel Monitor, Xellum Kft. elemzései, turisztikai portálok sportturisztikai cikkei

- Magyar, M. (2016) A víz rekreációs és élményközvetítő szerepe. *Recreation* 6(2), 39-43.