

Tourism and Recreation, REKM-121
tárgyfelelős neve: Patakiné Dr. Bósze Júlia (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 recreation experts since tourism sphere could be a potential job opportunity for them.

In this course the tourism products of primary importance regarding to recreation are toned, and the professional aspects of special recreational event and program organizing, as well.

Acquired competencies

Knowledge

- He/She will have the general and specific theoretical and practical knowledge in the tourism system, according to the recreational sphere.
- His/Her recreational tourism theoretical and practical knowledge is integrated in system.
- He/She knows the terminology of the emphasized areas of recreational tourism.
- He/She knows the management aspects of the emphasized areas of recreational tourism.

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 tourism.
- He/She considers important the thorough preparation, planning and flexible realization of activities in the recreational and sports tourism.
- He/She is open-minded in the cooperation with tourism experts.

Abilities

- He/She can analyze the tourism system in recreational view.
- He/She can manage tourism services in the frames of trademarks and norms.
- He/She plans and conducts the tourism recreational tasks with the required professional methods, resources and assets.

Tantárgy tartalma

Major topics

Applying management knowledge in recreational institutions
Importance of Workplace recreation, relationships between recreation and internal PR
Health Tourism Management
Equestrian Tourism Management
Religious and Pilgrimage Tourism Management
Recreational event and program organizing

Planned teaching methods

Lectures with practical standpoints, exemplification/demonstrating, explanation.
Interactive / Participating education: comments and presentations by students.

Számonkérési és értékelési rendszer

Requirements and evaluation

- visiting classes is obligatory, a maximum of 3 missing is allowed.
- One home work about an own chosen topic (management aspects of a recreational institution or scenario of a recreational event or program)
- written examination

Method of evaluation: practical mark

Irodalom

Compulsory literature

- Magyar Márton (2016) „A víz rekreációs és élményközvetítő szerepe. *Recreation* 6:(2), 39-43.
- A Magyar Fürdőszövetség védjegy minősítés követelmény- és szempontrendszere 1-5 csillagos besoroláshoz (wellness (medical wellness) fürdők, uszodalétesítmények, strand-, gyógy-, élményfürdők).
- Boros, Sz., Printz-Markó, E., Priszinger, K. (2011) Egészségturizmus. In: Michalkó, G. (szerk.): Turisztikai termék-tervezés és fejlesztés. Pécs, PTE. Letöltés: [http://www.eturizmus.pte.hu/szakmai-anyagok/Turisztikai terméktervezés és fejlesztés/book.html#d6e638](http://www.eturizmus.pte.hu/szakmai-anyagok/Turisztikai_termektervezes_és_fejlesztés/book.html#d6e638)
- MT ZRt. (2009) Lovasturizmus termékfejlesztési stratégia 2007-2013. Letöltés: <http://2010-2014.kormany.hu/download/3/6c/20000/Lovas%20strategia.pdf#!DocumentBrowse>
- Sulyok, J., Mártonné Máthé, K. (2014) A vallási turizmus helyzete Magyarországon. *Turizmus Bulletin* 16:(1), 11-20. Letöltés: [http://itthon.hu/documents/28123/8664422/TB2014\(1\)_sulyok_mathe_11_20.pdf/b764ef29-102e-4f00-acee-6898e69bca41](http://itthon.hu/documents/28123/8664422/TB2014(1)_sulyok_mathe_11_20.pdf/b764ef29-102e-4f00-acee-6898e69bca41)