# COURSE SYLLABUS

<table>
<thead>
<tr>
<th>Course title:</th>
<th>Ecotourism Management</th>
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<tbody>
<tr>
<td>Course code:</td>
<td>ERN-0-0024T</td>
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<tr>
<td>Course type:</td>
<td>Compulsory optional</td>
</tr>
<tr>
<td>Number of lessons:</td>
<td>2</td>
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<tr>
<td>Credits:</td>
<td>5</td>
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<td>Recommended semester:</td>
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<tr>
<td>Section:</td>
<td>Full time</td>
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<td>Major/specialization:</td>
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<td>Prerequisite(s) of the course:</td>
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<td>Subject supervisor:</td>
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<tr>
<td>Instructor(s):</td>
<td>Dr. Pal Guban</td>
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<tr>
<td>Department:</td>
<td>Tourism and Hospitality Department</td>
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### The aim of the course:
The objectives of the course is to familiarize students with principles, basic terminology and current situations and state of the relatively new phenomenon - (worldwide).

### A brief description of the course program:
The course provides an overview of the nature tourism and ecotourism as a market, the supply and demand sides and the main characteristics of them. During the course we examine issues associated with ecotourism and how it can be managed in the context of a sensitive, untouched, wilderness areas. The main elements are, broadly, a focus on the natural environment, ecological and cultural sustainability, education and interpretation, and local and regional benefits. The course places special emphasis on developing the students’ skills of individual thinking, problem solving and working in groups. The course contains on site - studies and field trips to special areas and participation on guided tours within Hungary.

### Competences to be developed by the course:
The subject contributes to the development of the following skills: development of strategic approach in relation to the activities of companies operating within the EU, identification of appropriate research aims to analyze complex business activities. Required method competences: situation awareness, information gathering, review capability, creativity and logical thinking. Development of openness and interpersonal skills as social competence, business-oriented flexibility, decisiveness and accuracy become important as personal competences. The students will be able to understand the principles and operations and regulation of ecotourism market on its special segment (procurement) and will be able to analyse this special market and participate in a real procedure as an assistant by applying the learnt lessons in a concrete situation.

### The course topics:
1. Introduction to the course. Objectives. Lectures and work on seminars, the course requirements.
2. Introduction to the background: description of the nature tourism sector, current literature and research, sustainability component, difficulties involved.
4. Profiling the eco-tourist I : age, sex, life cycle, education, employment, income, satisfaction and expectations, values, purpose of visit, accommodation, duration of stay, preferences and perceptions regarding area management, environmental concerns, involvement and responsibility, motivations, etc.
5. Profiling the eco-tourist II:
### Education methods:

**Lecture:**

The aim is the presentation of concepts and theories supported by international professional literatures and best practice examples. During the lecture ppt presentation and films are used.

**Seminar:**

With the help of group presentations, students analyze their own country’s special resources, suitable areas within the countries and the state of the ecotourism development focusing on competitiveness and innovation possibilities. Their task is to explore the opportunities and risks of international ecotourism market and completion for their home countries.

Keeping optional presentations is possible.

Joint analysis of business case studies.

Additionally, the course serves the problem-based learning, requires field work and excursions which are among the priorities of the curricula.

### The method of performance evaluation, scoring and grading:

**Condition for approving the semester work:**

Participation in the lectures is specifically required, participation in the seminars is compulsory.

**Type of exam:**

*Group presentation, oral exam. During the semester a home paper needs to be presented.*

**Grading:**

Up to 59% – unsatisfactory, 60-70% - pass mark, 71-80% - satisfactory mark, 81-90% - good mark, 91-100% - class.

For the evaluation of each sub-task, the minimum of 60% performance should be reached separately.

1. **Home paper** maximum 20 points.
2. **Group presentation** maximum 40 points.
3. **Oral exam** maximum 40 points.

Plus points can be given for optional seminar tasks (e.g. mini case studies, group work, class room activity) as a maximum of 20 points.

Based on the scores received for the completion of sub-tasks, students are offered a
grade. To improve this grade, an oral exam can be taken.

 4  | Different articles from prominent professional periodicals.  

 3. Marketing and Management of Tourism in Natural Protected Areas. (Ed.: Jandala, Cs. 2008. ITACA, Project No. 5D045. |