

## **Tourism Management MSc**

### **Topics for the final exam**

The goal of the final exam is for students to give a unifying account of the knowledge and skills gained over the course of their studies. During the final exam, students will pick a topic at random.

#### **Tourism Area-planning and its Institutional and Legal System**

1. Describe the structure and functions of the main international tourism organisations, with particular reference to international projects.
2. Describe the organisational structure of tourism in Hungary, the tasks of the different actors; highlight the characteristics of each territorial level.

#### **Financial Issues and Entrepreneurial Forms in Tourism**

3. Introduce some special tourism indicators and the most important characteristics of a tourism database!
4. Talk about the elements (items) of the balance sheets!
5. Introduce the several aspects (profitability, solvency, liquidity) of the financial fundamental analysis!

#### **Organising of Regional Tourism Projects**

6. Describe the demand, supply and trajectories (local level, catchment area level, regional level, national level, international level of routes) of a chosen tourist destination with practical examples of mobility.
7. Describe the sectoral opportunities of network tourism development of a chosen destination and the steps of management.
8. Explain the daily tasks of regional tourism management, discuss the applicable management techniques through practical examples.

#### **International Hotels Management**

9. Leadership in Hotel Industry. The most important tasks of hotel management and their connections in relation to operation.
10. Explain the system of the "Hotelstars Union". The relationships of the criteria system.
11. Sustainability in Hotel Industry. The importance of „Green" Hotels.

## **Regional Tourism Area-development and Management**

12. How it can be conceptualized competition between territorial units? How to measure regional competitiveness and how its pyramid model is constructed? Describe the purposes and components of the Travel and Tourism Development Index, and evaluate changes in them in terms of sustainability. What other models for measuring competitiveness did you know for the tourism sector?
13. Describe the logical structure of regional economic development based on the extended economic base model, and highlight the role of the resource-dependent sector in it. Explain the sources of competitive advantages of industry's using Porter's Diamond Framework model, then illustrate them on the example of an tourism cluster of your choice.
14. Present the term and life cycle of clusters as the new basic units of spatial competition. What are the advantages and the three positive consequences of cauterization according to M. Porter's theory? Separate clusters from corporate networks, then describe the cluster organization scheme and the 'eight commandments' of regional cluster development. Justify the importance of clusters from the point of view of the tourism sector.

## **Tourism-destination Management and Marketing**

15. Describe the strategies that can be used to develop a marketing strategy for a destination, and present their possible synthesis.
16. Present the Butler's Tourism Area Life Cycle Model (TALC) using the example of a selected destination.
17. Using the example of a functioning Tourism Destination Management organisation, describe the tasks and benefits of setting up such an organisation.