

| Course title | Coordinator | Credit | Lecture hours | Practice hours | Assessment | Semester | Contents |
|---|----------------------------|--------|---------------|----------------|------------|----------|---|
| Hotel trends | Dr. Hevessy Gábor | 3 | 30 | | ESE | 1 | Types of hotels, major hotel brands, changing services, changing guests, changing technology, changing markets, short-, medium- and long-term drivers, globalisation, importance of new applications, revenue management, customer relationship management, loyalty programs, online booking and hotel website trends. |
| Hotel management | Dr. Hevessy Gábor | 3 | 30 | | ESE | 1 | Introduction to hotel management and hotel industry, various management issues, hotel organization structure. Front Office, Housekeeping, Engineering and Security, Marketing, Recreation, Accounting, Human Resources, Food and Beverage departments and operations. Computer applications and softwares, statistics in hotel management. |
| Guided tours in Hungary | Dr. Andrásy Géza | 3 | 30 | | | 1 | |
| Sustainability in tourism | Dr. Vargáné Csobán Katalin | 3 | 30 | | ESE | 1 | The course focuses on the principles and practices of sustainable tourism within the wider context of sustainable development. It aims to provide students with an understanding of positive and negative impacts of tourism, the importance of planning and managing tourism, as well as the responsibility of the different stakeholders in sustainable tourism development. |
| Management of tourism enterprises | Dr. Koch Krisztina | 3 | 30 | | ESE | 1 | The definition of tourism enterprise, categories by size, profile, ownership, and other categorizing factors; natural, social and economic environment of tourism enterprises, strategic and operational planning of tourism enterprises, the methods of decision making. Marketing questions in tourism enterprises; Financing the operation, the role of the EU and the National level grants in financing; the factors of competitiveness. |
| Distinctiveness of Hungarian Gastronomy | Dr. Koch Krisztina | 3 | 30 | | | | The origins and development of Hungarian gastronomy, its historical background, distinctiveness and international influences, eating |
| Hungarian cooking school | Dr. Könyves Erika | 3 | | 30 | | 1 | The basics of the Hungarian kitchen; cooking; baking in interactive atmosphere; practical education of preparing some popular Hungarian dishes: starters/soups (pen cake ala Horotbágy, Hungarian fish soup), meat courses (eg. Goulash), dessert (eg. Strudel) |