TOPICS FOR FINAL EXAM

**TOURISM MANAGEMENT MA**

1. Describe the principles of regional development and tourism research. Compare the processes of quantitative and qualitative research.
2. Describe the structure of Integrated Management Systems and their advantages compared to modular systems. Enterprise information systems.
3. Describe the focal points of the European Union's regional development / cohesion policy and fiscal framework conditions, the tasks of regional development policy in Hungary and resources for 2014-2020.
4. The tasks, organizational structure, and environment of project management. Project objectives and resources, the functions and phases of project management.
5. Types of projects, comparison of project types. The content and preparation phases of the project plan. The phases, monitoring, and closure of project implementation.
6. Presentation of financial management and financial strategies. The main characteristics of the investment and financing functions of businesses and the role of financial management.
7. Describe the causes of the changes in travel habits and consumer behavior and their effects on the marketing activities of tourism business and receiving areas.
8. The most important domestic and international hotel industry trends.
9. Tourism planning. Regional planning and facility design.
10. The role of municipalities and non-profit organizations in tourism. Describe the budget and asset management tasks of local governments and their financial frameworks and resources!
11. The essence of destination management. The tasks and role of TDM in tourism. The domestic and international institutional system of tourism and its legal regulation.
12. The relations between transportation and tourism. The role of logistics in tourism and hospitality.
13. The essence of sustainable development and responsible sustainability. The integration of environment and nature protection into the system of tourism organizations management, environmental practices of businesses.
14. Describe the information used to analyze the profitability and financial position of businesses and the source of the information.
15. Partnerships, networks, clusters in tourism.
16. The international and domestic trends of tourism product development and product design. Activity-, space- and group-specific tourism products.
17. The concept of competitiveness, competitive advantages and competitiveness factors.
18. The international and domestic trends of hospitality and gastronomy.
19. Attraction management, visitor management. New challenges: quality, guest satisfaction, interaction, experience economy. A paradigm shift in tourism in the 21st century.
20. Strategic management as an option and requirement for hospitality and catering businesses. Strategic decisions in purchasing and stockpiling.
21. Describe the importance and essence of image and quality and crisis management in tourism at the level of companies and destinations.
22. Describe some simple methods of time series analysis and their economic application.
23. Describe the tasks and purpose of cluster analysis. Briefly describe the hierarchical method.
24. Describe the essence of the financial model based on program financing. What advantages and disadvantages does it have compared to the model based on institution financing?