

BUDAPEST UNIVERSITY OF ECONOMICS AND BUSINESS

Blended short-term mobility course 2027 **08-12 February 2027**

CULTURAL ATTRACTIONS MANAGEMENT

The course will be taught by

DR. ÉVA SCHULTZ AND DR. MELANIE KAY SMITH, DEPARTMENT OF TOURISM AND HOSPITALITY

Language of the course	English (B2)
Credit value	3 ECTS
Registration fee	FREE of charge for BGE partner universities
Organizer	Faculty of International Business, Department of Tourism and Hospitality
Venue	City Campus, Budapest Alkotmány Street 9-11
Participating level	BA and MA level (not limited to tourism-related background)
Online component	to be confirmed

COURSE AIMS:

The aim of this course is to analyse how cultural attractions are managed and how interesting, educational and exciting experiences for visitors can be created. The typology of attractions will include museums, heritage sites, dark tourism attractions, film-related activities, arts, dance and music venues (e.g. theatres, dance, concerts, circus). Students will learn how to create innovative and entertaining experiences using digital and non-digital approaches in a range of contexts focusing on the different needs of visitors according to age, gender, lifestage, culture and other factors.

The course will include a site visit or talk from relevant experts in cultural attractions management, as well as undertaking a project connected to the students' chosen case study of a cultural attraction.

APPLICATION:

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APPLY BY 17 January 2027



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Blended short-term mobility course 2026 **08-12 February 2027**

LEARNING OUTCOMES

BBy the end of the course, participants will understand:

- The complex nature of cultural attractions management
- How to create interesting, educational and exciting experiences for visitors in cultural attractions
- The need to adapt experience creation to the needs of different segments of visitors using digital and non-digital approaches

ASSESSMENT

As a group project, students will be asked select a case study of a cultural attraction or to connect a number of different cultural attractions (e.g. to create a tour or trail). They should take into consideration any sensitive historical or cultural issues that affect interpretation and presentation of the site to visitors (especially in the case of dark tourism). They will need to produce an experience design plan which takes into consideration different target segments of visitors. They should explore digital and non-digital approaches to experience creation for those segments.

APPLICATION:

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PRELIMINARY STRUCTURE OF THE COURSE: 08-12 February 2027

PROPOSED STRUCTURE OF THE COURSE

DAY 1: Monday 8th February: 9.30-15.30

- Welcome and overview of the course
- Discussion about cultural management theory and its application to tourism attractions
- City exploration in small groups with a worksheet mapping different types of cultural attractions

DAY 2: Tuesday 9th February: 9.30-15.30

- Feedback from the mapping exercise of cultural attractions
- Discussion of attractions management and overtourism
- Site visit to a cultural attraction

DAY 3: Wednesday 10th February: 9.30-15.30

- Creative experience design workshop
- Discussion of digital and non-digital tools and approaches to experience creation
- Discussion of dark tourism attractions
- Workshop relating to sensitive issues relating to heritage interpretation and experience creation

DAY 4: Thursday 12th February: 9.30-15.30

- Types of cultural attraction visitors and their different needs and interests
- Designing experiences for specific visitor segments
- Analysis of visitor satisfaction with cultural attractions in Budapest (reviews)
- Creating guided tours and trails

DAY 5: Friday 13th February: 9.30-13.00

- 9.30 – 11.00: Preparation of group project
- 11.30-13.00: Presentation of group project

APPLICATION:

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APPLY BY 17 January 2027



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Blended short-term mobility course 2027 **08-12 February 2027**

MARKETING COMMUNICATION IN CREATIVE AND CULTURAL INDUSTRIES THROUGH THE CASE OF HALLYU (THE KOREAN WAVE)

The course will be taught by
DR. ÉVA JUDIT GAJZÁGÓ

Language of the course	English (B2)
Credit value	3 ECTS
Registration fee	FREE of charge for BGE partner universities
Organizer	Faculty of International Business, Department of Tourism and Hospitality
Venue	to be confirmed
Participating level	BA and MA level (not limited to marketing- and communication-related background)
Online component	to be confirmed, (during the previous week of the mobility)

COURSE AIMS:

Hallyu, or the Korean Wave, refers to the global spread of Korean culture. Its success is largely due to the professional marketing strategies and marketing communications of the companies involved. During the course, the students will gain insight into what lies behind this success and what tools and methods Korean companies use in K-pop and the Korean film industry. The course begins with an introduction to the basics of marketing communication, followed by practical examples, after which students are asked to develop a marketing communication plan for a cultural event (such as a concert). The course is open to everyone and does not require any prior knowledge of marketing.

APPLICATION:

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APPLY BY
15 January 2027



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Blended short-term mobility course 2026 **08-12 February 2027**

LEARNING OUTCOMES

By the end of the course, participants will gain knowledge and practice of:

- working in groups
- understanding the importance of culture and different cultures
- gain knowledge in elaborating a marketing communication plan
- gain knowledge about creative and cultural industry (CCI)
- gain knowledge about Hallyu and the marketing of Korean companies in CCI

ASSESSMENT

- presentation at the end of the course
- involvement of a Hallyu expert in the evaluation

PROPOSED STRUCTURE OF THE COURSE

DAY 1: 8th of February, 9:00-16:00 - Introduction, lectures, teamwork

DAY 2: 9th of February, 9:00-16:00 - Presentation of an invited expert

DAY 3: 10th of February, 9:00-16:00 - Lectures, teamwork

DAY 4: 11th of February, 9:00-16:00 - Visiting the Korean Cultural Center

DAY 5: 12th of February, 9:00-16:00 - Presentations of the students

APPLICATION:

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APPLY BY 17 January 2027