

DESCRIPTION AND SYLLABUS

Name of the subject in Hungarian:	Creative City Development
Name of the subject in English:	Creative City Development
Credit value of the subject:	3
The code of the subject in the electronic study system:	MN-CRECYD-03-EA
Classification of the subject:	Obligatory
Language of instruction (in case of non-Hungarian courses):	English
Institute or department responsible for the subject:	Institute of Tourism
Course type and number of contact hours:	Lecture, class per week: 2, class per semester: 0
Mode of study: (Full-time / Part-time):	Full-time training
The semester in which the subject is open for registration:	2022/2023 1st semester
Prerequisite(s):	-

THE PURPOSE OF THE SUBJECT, LEARNING OUTCOMES:

The main aim of this course is to understand how cities can develop creatively to improve local quality of life and become competitive tourism destinations. This includes evaluating initiatives related to heritage, architecture, arts, gastronomy, literature, films, music, design and festivals. During the course, students will analyse case studies of cities that are part of the UNESCO Creative Cities network and are World Heritage Sites as well as popular tourism destinations. By the end of the course, students will understand the role that attractions and events play in the development of cities and will know how to manage and market them creatively.

SUMMARY OF THE CONTENT OF THE SUBJECT

This course builds on the previous knowledge gained in Year 1 courses such as Cultural, Creative and Heritage Tourism, Tourism Destination Management and Creative Industries. It takes a more holistic approach to tourism destination development and management requiring the students to apply critical and creative thinking and to take ethical approaches to planning and management. They are also required to draw on their different disciplinary skills and use the foundations of economics, strategic management and their understanding of tourism legislation in order to make recommendations for creative city development, management and marketing.

STUDENT'S TASKS AND PLANNED LEARNING ACTIVITIES:

Teamwork on a simulated activity which involves creative regeneration of a fictional industrial city. This requires collaboration, communication, multi-stakeholder management, problem-solving and creative thinking.

Work on a real-life project which is a part of a city such as a cultural or museum quarter. Students will need to use skills of research and critical analysis in order to solve a given dilemma or challenge (e.g. how to market a city to multiple segments or how to make the development more visitor-friendly or sustainable).

Case study analysis will take place on an ongoing basis so that students can observe and analyse how theories are put into practice in a real-life context.

EVALUATION OF THE SUBJECT:

Students are evaluated using an examination in which they have to respond to short questions and tasks associated with a creative city. This includes issues relating to sustainable and smart development, as well as holistic and strategic thinking. They can pass

if they show a basic knowledge of the principles of creative city management, but higher grades will be based on their ability to use theory and apply it in context, to draw on examples of good practice from other cities and to produce creative solutions. The grade will be based on a series of questions for which the maximum number of points will be indicated, e.g. discuss how principles of sustainability could be applied to creative cities (20 points); give examples of smart solutions that could improve local resident quality of life in creative cities (20 points). The total is 100 points.

Offered grade can be given: No.

OBLIGATORY READING LIST:

- *Tourism and the creative industries : theories, policies and practices.* , 2016

RECOMMENDED READING LIST:

- *Architecture, festival and the city.* Routledge, Taylor & Francis Group, 2019
- Davies, Rosamund: *Introducing the creative industries : from theory to practice.* Sage Publications, 2013