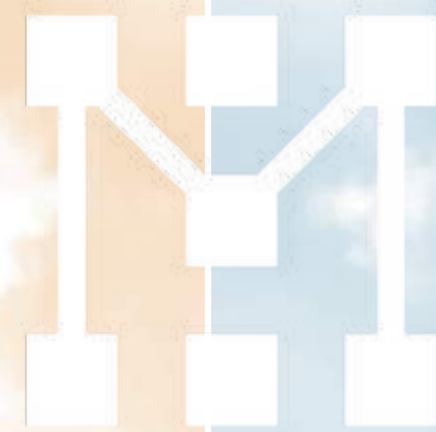


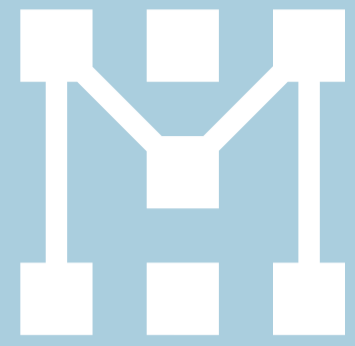
Erasmus+



BUDAPEST
METROPOLITAN
UNIVERSITY

TOURISM MODULES

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GUIDE

FOR ERASMUS+ STUDENTS

Dear Students,

This file lists courses available for incoming exchange students in the field of Tourism for the Fall semester Academic Year of 2026/2027.

The maximum number of ECTS credits that guest students can take is **30 ECTS**, corresponding to one module. **Please note that there is no possibility to combine or switch between modules.** All courses within the selected module will be automatically registered for you. During the course drop period, you will have the opportunity to withdraw from individual courses you do not wish to complete

When preparing your Learning Agreement (Before Mobility), you can use either the template or the Online Learning Agreement Platform, based on the available module list.

Please carefully review the course information for the selected module, as it provides important details about the courses included.

For communication, please **use incoming.erasmus@metropolitan.hu**.



Tourism: Linking Heritage and Innovation

Develop your skills in tourism in the heart of Europe through a curriculum that treats the world as its classroom. This program offers a journey into from the culture of fine wines and spirits to the ancient traditions of European wellness and spa culture. We go beneath the surface, using the lens of urban anthropology to uncover the social soul of modern cities and the management of global heritage sites. You will learn to design travel experiences that are as responsible as they are memorable, mastering sustainable practices and forward-thinking innovations that ensure the industry's future remains as vibrant as the past it gives access to.

Subject	Number of lecture class	Number of practical class	Lecture/ Practical class	Credit Points	Erasmus	Group Number
Cultural Heritage Management	2	0	L	5	10	1
Introduction to Wellness and Spa	2	0	P	5	10	1
Intermediate Level Wine and Spirit Studies	0	2	P	5	10	1
Newtourism	2	0	L	5	10	1
Sustainable Tourism	0	2	P	5	10	1
Urban Anthropology	0	2	P	5	10	1
				30		



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Cultural Heritage Management

Human civilization is the sum of the cultures that build it. This course explores the essence of culture—not just as a collection of objects, but as the living environment of human life, from our natural and built landscapes to our traditions and rituals. You will learn how this collective heritage is preserved and renewed through education and community-building, ensuring that both physical sites and intangible traditions (like music, dance, and legends) endure. By examining the organizational and ethical principles of sustainable management, you will tackle sensitive topics such as "dark heritage" and the representation of indigenous cultures. This foundation prepares you to create sophisticated management plans that protect the continuity of global heritage while fostering meaningful touristic experiences.

Intermediate Level Wine and Spirit Studies

This course invites students into the world of global wine culture, grounded in both national and international standards. Beyond the basics of viticulture, you will master the art of sensory analysis—learning to taste, talk about, and evaluate wine with confidence. From decoding complex labels to mastering the delicate science of food pairing, the curriculum covers everything from major international regions to the unique "terroir" of local Hungarian wine districts. You will emerge not just with a grade, but with the intermediate-level expertise required to determine quality and select the perfect bottle for any occasion.

Urban Anthropology

Discover the city beyond the map. What makes a neighborhood more than just streets and buildings? Who shapes the life of a district — residents, local government, civil initiatives, or everyday cultural practices? In this course, we explore these questions through urban anthropology, focusing on one inner district of Budapest. Instead of studying the city only in the classroom, we will step outside and learn directly from the urban environment. Through walking explorations, observations, conversations, and group reflections, we will examine the built environment, cultural expressions, local identities, and current challenges of the district. We will look at the city from multiple perspectives: the municipality, civil society, and the people who live there. By discovering one district in depth, students will gain insight into how cities function socially, culturally, and politically.

Sustainable Tourism

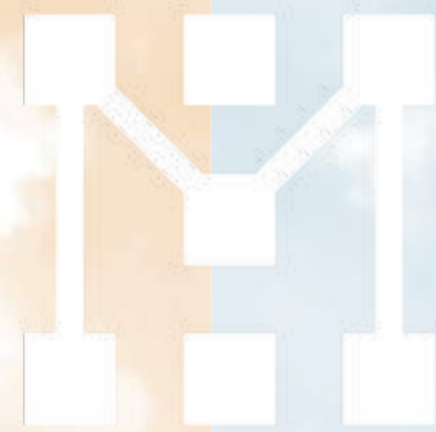
This subject explores the environmental, social, and economic dimensions of modern travel. By mastering these core principles, students gain a comprehensive understanding of the challenges and best practices defining the industry today. You will develop the practical skills needed to lead sustainable initiatives, ensuring that future generations can enjoy enriching travel experiences that protect the planet's resources and empower local communities.

Introduction to Wellness and Spa

The Wellness and Spa industry is one of the fastest-growing sectors in the contemporary business landscape. Budapest, renowned globally as the "Spa Capital of the World," provides the perfect backdrop for this exploration. This course offers a dynamic introduction to the fundamental aspects of wellness, examining key dimensions including mental, spiritual, physical, economic, occupational, and environmental wellbeing. Students will explore how these dimensions are evolving, gaining insight from both a personal and business strategy perspective. The curriculum also provides an overview of the diverse range of wellness products and facilities available in the market today. Upon completion, students will possess a solid foundational knowledge of the wellness and spa industry, equipping them with the essential understanding should they wish to pursue a career in this vibrant field.

Newtourism

As the global travel landscape shifts away from mass consumption toward "Newtourism," this course prepares students to lead the transition. We explore the rise of the conscious traveler—those seeking "slow travel," authentic cultural immersion, and meaningful, eco-friendly experiences over traditional sightseeing. By leveraging UN Tourism (formerly UNWTO) resources, you will gain a comprehensive overview of the modern industry, from sustainable destination management to the transformative power of digital technology. You will emerge with the strategic vision and professional communication skills necessary to thrive in an evolving, high-touch hospitality sector.



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