

Name and address of university	Budapest Metropolitan University (METU) 1148 Budapest Nagy Lajos király útja 1-9., HUNGARY <a href="https://www.metubudapest.hu/">https://www.metubudapest.hu/</a>
Contact	Dr. Lia Bassa dr.lia.bassa@gmail.com
Short description of university	At Budapest Metropolitan University, we educate motivated, cooperative, and resourceful creators who will be able to fulfil their talent in every aspect of life. Our capital is a great location in the heart of Europe, part of UNESCOs World Heritage and its Network, within easy reach from other major European cities. Living expenses and cultural activities are affordable for students. We follow the standards of the Bologna process and the ECTS credit system. You can start your studies with a preparatory program or start directly with a bachelor or master degree, all in English. We also place a great emphasis on language courses, which are free of charge for our students. There are 20+ programs in the fields of business, communication, art and tourism. Our programs and application process is detailed at <a href="http://international.metropolitan.hu">international.metropolitan.hu</a> . We prepare students for the challenges of the job market, as our unique <i>myBRAND</i> training method, they will enter the labour market as an experienced beginner, with a great competitive advantage. The program provides the students with practical knowledge through real life assignments and projects although their studies. Our professors are not only prominent academics, but also successful business people, professionals and artists with hands-on experience in the labour market. Our Career Centre offers coaching, training and job seeking services for the students. By their graduation, they will be able to join the job market with an outstanding CV.
Relevant Faculty/ department	The faculties are interrelated and students can combine subjects from several institutes of which you can find the list here: <a href="https://www.metubudapest.hu/institutes-and-lecturers">https://www.metubudapest.hu/institutes-and-lecturers</a>
Study programme(s) in (sustainable) tourism	Creative Industries, Cultural, Creative and Heritage Tourism, Creative Experience Design. Destination Management and Health Tourism, Wellness and Spas (Hungary is famous for its health tourism and thermal spas). Marketing and Communication Management as well as Strategic Management. Research Methods Students have a chance to work on more applied and real-life projects, they can learn about Trends in Tourism Product Development, ICT and Creative Media, Heritage Management, Creative Cities, Event Management and Sustainable Planning and Development. They also build on their business and management skills in Enterprise Decision Support Systems and Methods.  Tourism and Catering BSc <a href="https://www.metubudapest.hu/programs/tourism-and-catering-bsc">https://www.metubudapest.hu/programs/tourism-and-catering-bsc</a>  Tourism Management MSc <a href="https://www.metubudapest.hu/programs/tourism-management-msc">https://www.metubudapest.hu/programs/tourism-management-msc</a>

Duration and ECTS of programme(s)	Tourism and Catering BSc: 4 years (240 ECTS) Tourism Management MSc: 2 years (120 ECTS)
Language(s) of instruction	English (and Hungarian)
Keywords describing programme(s)	Sustainable destination management, tourism economics & marketing, business ethics, environmental management, cultural (heritage), creative and health tourism, protected area management, practical studies
(Sustainable) tourism research/transfer institute (if any)	Budapest Centre for Long-term Sustainability <a href="https://bc4ls.com/hu/">https://bc4ls.com/hu/</a>
Research/transfer topics	Development of sustainability and creativity
Selected research projects on sustainable tourism	Projects are currently being developed with BC4LS.
Transfer activities with the tourism industry (with selected examples)	MOVEMENT for GREEN METU. Our mutual aim is to make METU green. Add value by using the METU's intellectual capital, network, experience and knowledge. We are organizing events to transfer knowledge, roundtable discussions with the contribution of volunteers joining the MOVEMENT for GREEN METU whose aim is to create intellectually inspiring workshops, cooperation, brainstorming in order to identify our everyday addictions – lacking any eco-conscious attitude - and by supporting each other, sharing best practices, challenges, humour and using the 'step by step' principle to create habits with the integration of environmental thinking.
Network of partners in the field of sustainable tourism	UNESCO-UNITWIN Network for Culture, Development, Tourism” including <ul style="list-style-type: none"> <li>• National University of Tres de Febrero and the Asociación Amigos del Museo Nacional de Bellas Artes, ARGENTINA</li> <li>• Katholieke Universiteit Leuven (KU Leuven), BELGIUM</li> <li>• University of São Paulo, BRAZIL</li> <li>• Université Laval, Quebec City, CANADA</li> <li>• China Academy of Sciences, CHINA</li> <li>• Universidad Externado de Colombia, COLOMBIA</li> <li>• Cyprus University of Technology (CUT), CYPRUS • Senghor University of Alexandria, EGYPT</li> <li>• University of Paris 1 Panthéon-Sorbonne, FRANCE</li> <li>• Toulouse 1 University Capitole, FRANCE</li> <li>• University of Crete, GREECE</li> <li>• Budapest Metropolitan University, HUNGARY</li> </ul>

- Anant National University, Ahmedabad, INDIA
- University of Haifa, ISRAEL
- University of Bologna, ITALY
- University of Salento, ITALY
- Mohammed V University, Rabat, MOROCCO
- University of San Martin de Porres, PERU
- University of Coimbra, PORTUGAL
- Russian International Academy for Tourism, RUSSIA
- Gaston Berger University, SENEGAL
- University of Primorska, SLOVENIA
- University of Barcelona, SPAIN
- Complutense University of Madrid, SPAIN
- University of Girona, SPAIN
- King Juan Carlos University, SPAIN
- Mid Sweden University, SWEDEN
- University of Lugano, SWITZERLAND
- University of Sousse, TUNISIA
- University of Birmingham, UNITED KINGDOM

Partners:

- UNESCO World Heritage Centre (WHC).
- International Council on Monuments and Sites (ICOMOS).
- Association des Biens Français du Patrimoine Mondial.
- France-UNESCO Convention.
- Participation in the work of the International Cultural Tourism Committee (ICTC).
- Hungary Next - is cooperating with us to create smart destinations with the help of the Balaton area region.
- CheckINN Turistic Innovation Management Ltd., is affiliated to the Hungarian Tourism Agency. They are working for a digitalization program related to the new tourism phenomenon.
- Personal co-operations of teachers with the Emirates Airlines, with the hotel chain Mellow Moods and the national organisation that makes a Tourism exhibition and market every year at spring time , entitled "Travelling exhibition".

As to heritage tourism, we are in permanent connection with

- the National Rural Farmhouse Organisation,
- The National Directorate of Intangible Heritage, and as I have written with
- ICOMOS Hungary and an
- Pulszky Society - Hungarian Museum Association