



**BUDAPEST UNIVERSITY
OF ECONOMICS
AND BUSINESS**

Blended short-term mobility course 2026

26-30 October 2026

HELLO, TOURIST! THE ROLE AND EVOLUTION OF INTERPRETATION AND NARRATIVES IN POSTMODERN TOURISM

The course will be taught by

**DR. ÉVA SCHULTZ, DEPARTMENT OF TOURISM AND HOSPITALITY AND
DR. CSILLA PETYKÓ, DEPARTMENT OF SUSTAINABILITY**

Language of the course	English (B2)
Credit value	3 ECTS
Registration fee	FREE of charge for BUEB 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 tourism-related background)

COURSE AIMS:

The course aims to explore the changes occurring in the field of interpretation and narratives because of trends in tourism demand and supply. During the course, students will become familiar with the concepts and tools of interpretation in visitor economy – how can we tell stories that are personalised, entertaining and informative, yet memorable? Through practical examples, students will understand the importance of context-focused, segment-specific, engaging and experience-based interpretation approaches and narratives that align with current trends (e.g., sustainability), are engaging, and are grounded in real-world experience, while discovering the potential they hold.

Set in Budapest, the course focuses on themed sightseeing walks and the city's range of renewed and new attractions. In addition to site visits, guest expert lecturers will also help participants learn best practices throughout the course.

APPLICATION:

[Register here! – BUEB Short-Term Mobility Course 2026](#)



**APPLY BY
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LEARNING OUTCOMES

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

- The principles and toolkit of interpretation in tourism
- The key interpretational trends and narratives of postmodern tourism
- Designing interpretational concepts in renewed/new city tourism attractions in a sustainable, value-driven and competitive way

ASSESSMENT

During the course, students will be evaluated based on their completion and presentation of a group project. The project aims to analyse the current interpretation of a particular thematic walking tour or attraction in Budapest and develop innovative proposals for improvement. The evaluation will consider quality, innovation, the effectiveness of teamwork and the professional standard of the presentation.

TIMES

Monday: 10.00-14.30

Tuesday: 10.00-14.00

Wednesday: 9.30-15.30

Thursday: 9.30-15.30

Friday: 9.30-12.15

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PRELIMINARY STRUCTURE OF THE COURSE: 26-30 October 2026

PROPOSED STRUCTURE OF THE COURSE

Online session:

On any weekdays between 17.30-18.15 (1-2 weeks before the course starts) – **1 hour**

DAY 1: Monday 10.00-14.30 – 4 hours

10.00-11.00: Welcome and icebreaking

11.30-12.30: Introduction to interpretation and narratives. Their importance in tourism experience design

13.30-14.30: Interpretation in tourism – tools & trends

DAY 2: Tuesday: 10.00-14.00 – 4 hours

10.00-11.30: Interpretation design: from planning to practice

12.30-14.00: Field study I: participation in a themed walking tour / guided visit to an attraction

DAY 3: Wednesday 9.30-15.30 – 6 hours

9.30-11.00: Responsible interpretation and narratives: education and entertainment

11.30-13.00: Interpretation and visitor economy: best practices

14.00-15.30: Field study II: participation in a themed walking tour / guided visit to an attraction

DAY 4: Thursday 9.30-15.30 – 6 hours

9.30-11.00: Analysis of the current interpretation of a particular thematic walking tour or attraction in Budapest

11.30-13.00: Developing innovative proposals for improvement

14.00-15.30: Preparation of group presentations

DAY 5: Friday 9.30-12.15 – 3 hours

9.30-10.30: Presentation of group work for Budapest City Park

10.45-11.45: Presentation of group work for Budapest City Park

12.00-12.15: Final summary and discussion

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