Academic course description – Example

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| BACHELOR ‘S PROGRAMME2ND YEAR OF STUDY, 2nd SEMESTER |

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| **Course title** | **MANAGEMENT OF TOURISM ACTIVITIES** |
| Course code | JT2407 |
| Course type | full attendance/ tutorial |
| Course level | 1st cycle (bachelor’s degree) |
| Year of study, semester | 2nd year of study, 2nd semester |
| Number of ECTS credits | 6 |
| Number of hours per week | 4 (2 lecture hours + 2 seminar hours) |
| Name of lecture holder | Associate Professor Gina Ionela BUTNARU |
| Name of seminar holder | Assistant Professor Gina Ionela BUTNARU |
| Prerequisites | Advanced level of English  |
| A | **General and course-specific competences** |
|  | **General competences**:* Acquiring the adequate professional and transversal competencies, according to the specific requirements of the subject and the qualifications listed in the National Index of Higher Education Qualifications (RNCIS) for Geography of Tourism

**Course-specific competences**:* Explain concepts specific to business management in tourism

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| B | **Learning outcomes** |
|  | * Describe the creation and marketing of tourism products
* Properly use the specific elements of legislation in the field of business management in tourism
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| C | **Lecture content** |
|  | BASIC CONCEPTS IN TOURISM - tourism, tourism, tourist circulation, tourist servicesABOUT OSPITALITY AND INDUSTRY OF OSPITALITYADMINISTRATION OF HOTELS; F & B;TOURISM OPERATORSTOURIST TRANSPORTABOUT ANIMATION AND ANIMATORSCREATION, MARKETING, STRATEGIES AND TYPES OF TOURISM, PRICE POLICY AND TARIFFTOURIST ATTRACTIONS, TOURIST DESTINATION AND TOURISM DESTINATION MANAGEMENTHUMAN RESOURCES, SATISFACTION AND EMPLOYMENT IN TOURISMMAJOR EVENTS - THEIR IMPACT ON TOURISMABOUT THE QUALITY OF TOURIST SERVICESPERFORMANCE AND MANAGEMENT PERFORMANCE IN TOURISMSAFETY AND SECURITY - IMPACT OF NATURAL CALAMITIS ON TOURISM, ENVIRONMENT AND BUSINESS ADMINISTRATION IN TOURISMINTERCULTURALITY - examples of good practices used by various international tourism companies that are successful |
| D | **Recommended reading for lectures** |
|  | Butnaru, G., I., Managementul activităţilor de turism, Ed.Tehnopress, Iaşi, 2012Dragan, Lorin, Managementul turismului. Introducere în operaţiuni, http://books.google.ro/ |
| E | **Seminar content** |
|  | PROJECT - CREATING AND TRADING A TOURIST PRODUCTTYPOLOGY OF TOURIST PRODUCTSINDICATORS OF MEASURING THE EFFICIENCY OF TOURISM ACTIVITYPRESENTATION OF ESSAYTO APPLY QUESTIONNAIRE FOR THE ASSESSMENT OF QUALITY OF SERVICES IN AN ACCOMMODATION AND QUESTIONNAIRE FOR THE ASSESSMENT OF TOURISM SATISFACTION |
| F | **Recommended reading for seminars** |
|  | Butnaru, G., I., Managementul activităţilor de turism, Ed.Tehnopress, Iaşi, 2012Dragan, Lorin, Managementul turismului. Introducere în operaţiuni, http://books.google.ro/ |
| G | **Education style** |
| learning and teaching methods | Lecture, interactice course, thematic debate, explanation, problem solving method |
| assessment methods | Examination |
| Language of instruction | English |