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 | |
| 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 | |
| C | **Lecture content** | |
|  | BASIC CONCEPTS IN TOURISM - tourism, tourism, tourist circulation, tourist services  ABOUT OSPITALITY AND INDUSTRY OF OSPITALITY  ADMINISTRATION OF HOTELS; F & B;  TOURISM OPERATORS  TOURIST TRANSPORT  ABOUT ANIMATION AND ANIMATORS  CREATION, MARKETING, STRATEGIES AND TYPES OF TOURISM, PRICE POLICY AND TARIFF  TOURIST ATTRACTIONS, TOURIST DESTINATION AND TOURISM DESTINATION MANAGEMENT  HUMAN RESOURCES, SATISFACTION AND EMPLOYMENT IN TOURISM  MAJOR EVENTS - THEIR IMPACT ON TOURISM  ABOUT THE QUALITY OF TOURIST SERVICES  PERFORMANCE AND MANAGEMENT PERFORMANCE IN TOURISM  SAFETY AND SECURITY - IMPACT OF NATURAL CALAMITIS ON TOURISM, ENVIRONMENT AND BUSINESS ADMINISTRATION IN TOURISM  INTERCULTURALITY - 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, 2012  Dragan, Lorin, Managementul turismului. Introducere în operaţiuni, http://books.google.ro/ | |
| E | **Seminar content** | |
|  | PROJECT - CREATING AND TRADING A TOURIST PRODUCT  TYPOLOGY OF TOURIST PRODUCTS  INDICATORS OF MEASURING THE EFFICIENCY OF TOURISM ACTIVITY  PRESENTATION OF ESSAY  TO 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, 2012  Dragan, 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 |