Academic course description – Example

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

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| **Course title** | | **TOURISM ECONOMICS** |
| Course code | | JT2410 |
| 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 Maria TATARUSANU |
| Name of seminar holder | | Assistant Professor Maria TATARUSANU |
| 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**:   * Describe the main concepts of tourism economics ( economy, tertiary economic sector, contribution to the economy of countries, globalization); * Use modern techniques and tools for calculating and analyzing the economic process and economy- tourism relationship; * Calculate the mean indicators of the tourism, the tourism demand and offer, based on Tourism Satellite Account Methodology | |
| B | **Learning outcomes** | |
|  | * Analyze the economic processes and fenomenon in a specific tourism country/area, by using specific methos and tools of investigation, interpretation and evaluation ; * Explain the role of tourism for attending economic objectives in a country/area ; * Design of the economic objectives of a country/area tourism and the specific tools for achieving them ; * Lay out touristique studies as a support for the management of tourism companies/institutions | |
| C | **Lecture content** | |
|  | Introduction: the project’s which is going to be realized  Research on the subject „Measuring the international tourism and its economic effects”  The international tourism demand factors  Tourism effects indicators  International tourism specialization – factors that affect the tourism offer  The employment in tourism  Projects presentation: Description of a country tourism potential from an economic point of view  Effects of the international tourism development on local communities  Tourism policies  Globalization and international tourism  The local community involvement in tourism activities  Cultural differences in international tourism  Implication of the new technologies and communication development on international tourism  Project presentation | |
| D | **Recommended reading for lectures** | |
|  | 1. Tatarusanu, M. (2016). Turism internațional. Concepte de bază, Editura Tehnopress, Iași  2. Tatarusanu, M. (2011). O perspectivă economică asupra turismului internațional, Editura Tehnopress, Iași ;  3. OCDE, (2018). *OECD Tourism Trends and Policies. 2018. Highlights*, , https://www.oecd.org/cfe/tourism/2018-Tourism-Trends-Policies-Highlights-ENG.pdf;  4. World Travel and Tourism Council, 2018. Travel and Tourism. Economic Impact 2018.. Word, https://www.wttc.org/-/media/files/reports/economic-impact-research/regions-2018/world2018.pdf  5. Commission of The European Communities of Eurostat, (2008), 2008 Tourism Satellite Account: Recommended Methodological Framework (TSA: RMF 2008) | |
| E | **Seminar content** | |
|  | Introduction: the project’s which is going to be realized  Research on the subject „Measuring the international tourism and its economic effects”  The international tourism demand factors  Tourism effects indicators  International tourism specialization – factors that affect the tourism offer  The employment in tourism  Projects presentation: Description of a country tourism potential from an economic point of view  Effects of the international tourism development on local communities  Tourism policies  Globalization and international tourism  The local community involvement in tourism activities  Cultural differences in international tourism  Implication of the new technologies and communication development on international tourism  Project presentation | |
| F | **Recommended reading for seminars** | |
|  | 1. Competenţe digitale - <http://www.competentedigitale.ro/>  2. Wang W, Microsoft Office 2016 for Dummies, 2016, Wiley Indicia PvtLtd,  3.What is raster data http://webhelp.esri.com/arcgisdesktop/9.2/index.cfm?TopicName=What\_is\_raster\_data%3F  4. Introduction to Vector Data http://www.indiana.edu/~gisci/courses/g338/lectures/introduction\_vector.html  www.microsoft.com/windows  5. Longley P.A., Goodchild M.F., Maguire D.J., and Rhinnd D.W., 1991 - Geographic Information Systems, Wiley - <http://www.wiley.com/legacy/wileychi/gis/volumes.html>  6. Burrough P., McDonnell Rachael (1998) - Principles of Geographical Information Systems, Oxford University Press, Oxford.  7. Introduction to Vector Data http://www.indiana.edu/~gisci/courses/g338/lectures/introduction\_vector.html  www.microsoft.com/windows  8.\*\*\*www.canva.com  9. \*\*\*Wordpress documentation <http://learn.wordpress.com/>  10.\*\*\* Microsoft 10 documentation <https://support.microsoft.com/en-us/help/30055/windows-10-surface-book-microsoft-edge-quick-start-guides> | |
| G | **Education style** | |
| learning and teaching methods | | Lecture, problem solving method, explanation, heuristic conversation, case study |
| assessment methods | | Performance Evaluation + Seminar Grades |
| Language of instruction | | English |