

BACHELOR 'S PROGRAMME  
2<sup>ND</sup> YEAR OF STUDY, 2<sup>ND</sup> SEMESTER

COURSE TITLE	<b>TOURISM ECONOMICS</b>
COURSE CODE	JT2410
COURSE TYPE	full attendance/ tutorial
COURSE LEVEL	1 <sup>st</sup> cycle (bachelor's degree)
YEAR OF STUDY, SEMESTER	2 <sup>nd</sup> year of study, 2 <sup>nd</sup> 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
<b>A</b>	<b>GENERAL AND COURSE-SPECIFIC COMPETENCES</b>
	<p><b>General competences:</b></p> <ul style="list-style-type: none"> <li>→ 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</li> </ul> <p><b>Course-specific competences:</b></p> <ul style="list-style-type: none"> <li>→ Describe the main concepts of tourism economics ( economy, tertiary economic sector, contribution to the economy of countries, globalization);</li> <li>→ Use modern techniques and tools for calculating and analyzing the economic process and economy- tourism relationship;</li> <li>→ Calculate the mean indicators of the tourism, the tourism demand and offer, based on Tourism Satellite Account Methodology</li> </ul>
<b>B</b>	<b>LEARNING OUTCOMES</b>
	<ul style="list-style-type: none"> <li>→ Analyze the economic processes and fenomenon in a specific tourism country/area, by using specific methos and tools of investigation, interpretation and evaluation ;</li> <li>→ Explain the role of tourism for attending economic objectives in a country/area ;</li> <li>→ Design of the economic objectives of a country/area tourism and the specific tools for achieving them ;</li> <li>→ Lay out touristique studies as a support for the management of tourism companies/institutions</li> </ul>
<b>C</b>	<b>LECTURE CONTENT</b>
	<p>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</p>
<b>D</b>	<b>RECOMMENDED READING FOR LECTURES</b>
	<ol style="list-style-type: none"> <li>1. Tatarusanu, M. (2016). Turism internațional. Concepte de bază, Editura Tehnopress, Iași</li> <li>2. Tatarusanu, M. (2011). O perspectivă economică asupra turismului internațional, Editura Tehnopress, Iași ;</li> <li>3. OCDE, (2018). <i>OECD Tourism Trends and Policies. 2018. Highlights</i>, , <a href="https://www.oecd.org/cfe/tourism/2018-Tourism-Trends-Policies-Highlights-ENG.pdf">https://www.oecd.org/cfe/tourism/2018-Tourism-Trends-Policies-Highlights-ENG.pdf</a>;</li> <li>4. World Travel and Tourism Council, 2018. Travel and Tourism. Economic Impact 2018.. Word, <a href="https://www.wttc.org/-/media/files/reports/economic-impact-research/regions-2018/world2018.pdf">https://www.wttc.org/-/media/files/reports/economic-impact-research/regions-2018/world2018.pdf</a></li> <li>5. Commission of The European Communities of Eurostat, (2008), 2008 Tourism Satellite Account: Recommended Methodological Framework (TSA: RMF 2008)</li> </ol>
<b>E</b>	<b>SEMINAR CONTENT</b>
	<p>Introduction: the project's which is going to be realized          Research on the subject „Measuring the international tourism and its economic effects”</p>

	<p>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</p>						
F	<p><b>RECOMMENDED READING FOR SEMINARS</b></p> <p>1. Competențe digitale - <a href="http://www.competentedigitale.ro/">http://www.competentedigitale.ro/</a>  2. Wang W, Microsoft Office 2016 for Dummies, 2016, Wiley Indicia PvtLtd,  3.What is raster data  <a href="http://webhelp.esri.com/arcgisdesktop/9.2/index.cfm?TopicName=What_is_raster_data%3F">http://webhelp.esri.com/arcgisdesktop/9.2/index.cfm?TopicName=What_is_raster_data%3F</a>  4. Introduction to Vector Data  <a href="http://www.indiana.edu/~gisci/courses/g338/lectures/introduction_vector.html">http://www.indiana.edu/~gisci/courses/g338/lectures/introduction_vector.html</a>  www.microsoft.com/windows  5. Longley P.A., Goodchild M.F., Maguire D.J., and Rhinnd D.W., 1991 - Geographic Information Systems, Wiley - <a href="http://www.wiley.com/legacy/wileychi/gis/volumes.html">http://www.wiley.com/legacy/wileychi/gis/volumes.html</a>  6. Burrough P., McDonnell Rachael (1998) - Principles of Geographical Information Systems, Oxford University Press, Oxford.  7. Introduction to Vector Data  <a href="http://www.indiana.edu/~gisci/courses/g338/lectures/introduction_vector.html">http://www.indiana.edu/~gisci/courses/g338/lectures/introduction_vector.html</a>  www.microsoft.com/windows  8.***<a href="http://www.canva.com">www.canva.com</a>  9. ***Wordpress documentation <a href="http://learn.wordpress.com/">http://learn.wordpress.com/</a>  10.*** Microsoft 10 documentation <a href="https://support.microsoft.com/en-us/help/30055/windows-10-surface-book-microsoft-edge-quick-start-guides">https://support.microsoft.com/en-us/help/30055/windows-10-surface-book-microsoft-edge-quick-start-guides</a></p>						
G	<p><b>EDUCATION STYLE</b></p>						
	<table border="1"> <tr> <td>LEARNING AND TEACHING METHODS</td> <td>Lecture, problem solving method, explanation, heuristic conversation, case study</td> </tr> <tr> <td>ASSESSMENT METHODS</td> <td>Performance Evaluation + Seminar Grades</td> </tr> <tr> <td>LANGUAGE OF INSTRUCTION</td> <td>English</td> </tr> </table>	LEARNING AND TEACHING METHODS	Lecture, problem solving method, explanation, heuristic conversation, case study	ASSESSMENT METHODS	Performance Evaluation + Seminar Grades	LANGUAGE OF INSTRUCTION	English
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