



Ellective Disciplines
Academic year 2016-2017
Specialization Business Administration in Hopitality Industries – line of study English
3rd Year
FULL-TIME

1st Semester

Studentii vor alege 2 din cele 5 discipline prezentate

No	Disciplines	Lecturer	credits	Type of Evaluation	Hours C	Hours S	Hours L
1.	Leisure and Recreation	Marius Bota	4	C	2	1	-
2.	E-Tourism	Mihaela Tutunea	4	C	2	1	-
3.	Microfinance of Hospitality Services	Cristina Balint	4	C	2	1	-
4.	Scientific Research Methodology	Cristian Chifu	4	C	2	1	-
5.	Tourism Sociology	Aurelian Sofică	4	C	2	1	-

2nd Semester

Studentii vor alege 2 din cele 5 discipline prezentate

No	Disciplines	Lecturer	credits	Type of Evaluation	Hours C	Hours S	Hours L
1.	Hospitality Information Systems	Veronica Rus	4	C	2	-	1
2.	Intercultural Behaviour in Hoaspitality Industry	Adina Negrușă	4	C	2	1	-
3.	Ecotourism and Rural Tourism	Sorin Lazăr	4	C	2	1	-
4.	Tourism Heritage Management	Sorin Lazăr	4	C	2	1	-
5.	Intrenational Tourism Operations	Monica Coroș	4	C	2	1	-

LEISURE AND RECREATION

Objective:

- Analyzing the leisure and recreation industry
- Analysis of mechanism for research and development of a new leisure product
- Study issues related to the development of different types of leisure products
- Learning management and marketing tactics for the new leisure products

Content:

Chapter 1: Leisure – recreation and entertainment

- 1.1. Leisure - historical perspective
- 1.2. Leisure - cultural heritage
- 1.3. Leisure – different meanings

Chapter 2: Leisure industry

- 2.1. Leisure industry – stakeholders
- 2.2. The needs of consumers for leisure
- 2.3. Providers of leisure products
- 2.4. Current trends in leisure industry
- 2.5. Evaluation of leisure demand and supply

Chapter 3: Leisure products

- 3.1. Leisure products classification
- 3.2. Planning and developing leisure products
- 3.3. The legal framework necessary to develop a recreation and entertainment services
- 3.4. Planning entertainment and leisure services offered by the public sector

Chapter 4: Recreation and entertainment programs and events

- 4.1. The program and the event
- 4.2. Events planning and conceptualization
- 4.3. Events planning and conceptualization

Why E-TOURISM?

Because:

- Tourism sector was among the first industries that have opted for the extension of the specific activity from traditional to the digital environment; it is therefore very important to know about:
 - the transformations undergone by the traditional tourism market by translating first to the digital and then to the mobile environment;
 - which are the specific software solutions and how to use them in the E-Tourism and mobile tourism;
- All these aspects creates a very important advantage for any professional in tourism.

Objectives:

- Acquiring knowledge and practical skills about
 - the application of business tourism industry in general and specifically the new ITC trends in tourism;
 - the changes brought by ITC on all aspects and processes of tourism;
 - generating and the management of supply and demand in E-tourism;
 - the peculiarities of online distribution in E-tourism;
 - specific systems and technology in E-Tourism: cyber-hotels, transportation and reservations systems, travel agents, tour operators, (Amadeus, Sabre, Travelport, etc.) etc.
 - concepts related to operational management in E-tourism;
 - E-destinations, DMS solutions;
 - new trends in M-tourism; mobile apps dedicated to tourism;
 - new trends on global E-tourism landscape and on digital Romanian segment;

Assoc. prof. Mihaela Tutunea

MICROFINANCE OF HOSPITALITY SERVICES (4 credits) – an 3 AAE, semester 6
2 hours lecture, 1 hour seminar

Objectives

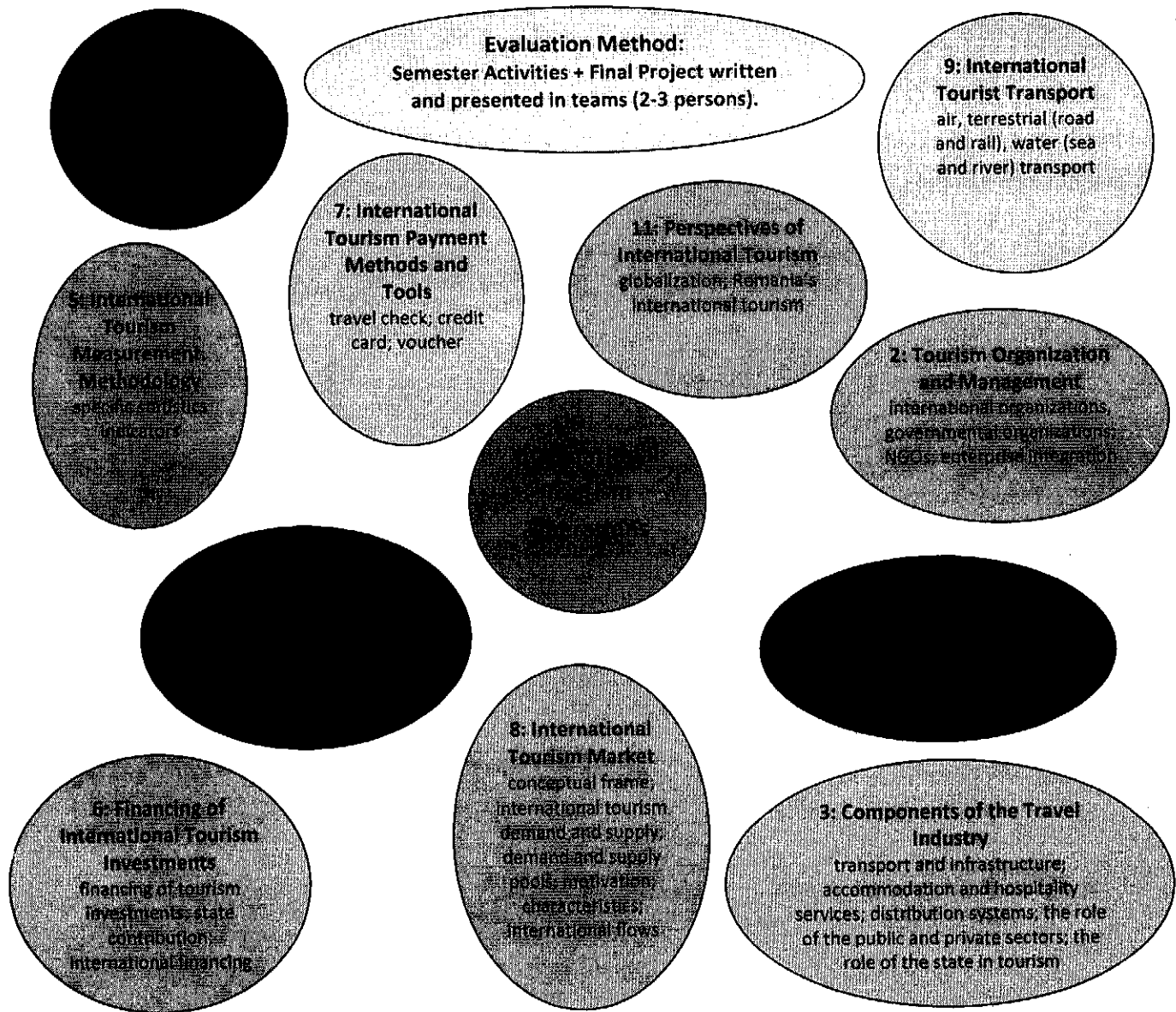
- Presentation of general concepts related to microfinance correlated with the types of establishments
- Presentation of the advantages and disadvantages of the microfinance programs
- Highlighting correlation between the types of establishments and the financing programs available to them

Content:

Basic notion regarding microfinance
Financing schemes
Specific risk factors
Activity and financial indicators
Financing programs for the types of establishments- general concepts
Types existing financing programs for the types of establishments
Attractiveness of microfinance programs
Existing regulations in order to obtain a microfinance
Microfinance impact assessment methodologies
The future of microfinance

Scientific research methodology

The aim of this course is to learn students how to write a scientific paper such as graduation thesis, dissertation or scientific research papers. They will learn how to choose the subject and the supervising teacher, how to do the research and how to write and present the paper.



Selective References:

1. Cooper, Chris; Hall, Michael, *Contemporary Tourism*, Butterworth Heinemann, 2008.
2. Hong, Wei-Chiang, *Competitiveness in the Tourism Sector: A Comprehensive Approach from Economic and Management Points*, Springer – Physica-Verlag.
3. Mitchell, Gerald E., *Global Travel-Tourism Career Opportunities*, 2005.
4. Pender, Lesley; Sharpley, Richard, *The Management of Tourism*, SAGE publications, 2005.
5. Reisinger, Yvette, *International Tourism: Cultures and Behavior*, Butterworth Heinemann, 2009.
6. Sharpley, Richard, Telfer, David J., *Tourism and Development. Concepts and Issues*, Channel View Publications, 2002.
7. Swarbrooke, John; Horner, Susan, *Business Travel and Tourism*, Butterworth Heinemann, 2001.
8. Veal, A. J., *Leisure and Tourism Policy and Planning*, CAB International, 2002.

International Tourism Operations (Course description)

Elective, 3rd year Hospitality Services, 2nd semester.

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9. Wachowiak, Helmut, *Tourism and Borders. Contemporary Issues, Policies and International Research*, Ashgate, 2006.