



Ellective Disciplines
Academic year 2018-2019
Specialization Business Administration in Hopitality Industries – line of study English
3rd Year
FULL-TIME

Semestrul I

Studentii vor alege 2 din cele 5 discipline prezentate

Nr. crt	Disciplina	Titular	credite	Forma de verificare	Ore curs	Ore seminar	Ore laborator
1.	Servicii de recreere și divertisment/Leisure and Recreation	Conf.univ.dr. Marius Bota	4	C	2	1	-
2.	Comerț electronic în turism/E-Commerce for Tourism	Conf.univ.dr. Mihaela Filofteia Tutunea	4	C	2	1	-
3.	Microfinanțarea serviciilor de ospitalitate/Microfinance of Hospitality Services	Lect.univ.dr. Cristina Ioana Balint	4	C	2	1	-
4.	Metodologia cercetării științifice/ Scientific Research Methodology	Lect.univ.dr. Larissa Margareta Bătrâncea	4	C	2	1	-
5.	Sociologia turismului/ Tourism Sociology	Lect.univ.dr. Aurelian Sofică	4	C	2	1	-

Semestrul II

Studentii vor alege 2 din cele 5 discipline prezentate

Nr. crt	Disciplina	Titular	credite	Forma de verificare	Ore curs	Ore seminar	Ore laborator
1.	Sisteme informatice în servicii de ospitalitate/Hospitality Information Systems	Conf.univ.dr. Veronica Rozalia Rus	4	C	2	-	1
2.	Comportament intercultural în industria ospitalității/Intercultural Behaviour in Hoospitality Industry	Conf.univ.dr. Adina Letiția Negrușă	4	C	2	1	-





3.	Ecoturism și turism rural/Ecotourism and Rural Tourism	Lect.univ.dr Sorin Paul Lazăr	4	C	2	1	-
4.	Managementul patrimoniului turistic/Tourism Heritage Management	Lect.univ.dr Sorin Paul Lazăr	4	C	2	1	-
5.	Operațiuni de turism internațional/International Tourism Operations	Lect.univ.dr. Monica Coroș	4	C	2	1	-



1st Semester

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-COMMERCE FOR 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 online tourism and mobile tourism;
- All these aspects create a very important advantage for any professional in tourism.

- 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 online tourism;
 - the peculiarities of online distribution in online tourism;
 - specific systems and technology in online tourism (cyber-hotels, transportation and reservations systems, travel agents, tour operators, (Amadeus, Sabre, Travelport, etc.) etc.)
 - concepts related to operational management in online tourism;
 - e-commerce solutions and platforms in tourism
 - online and mobile advertising tools in tourism
 - specific tools for analyzing the activities in online tourism

MICROFINANCE OF HOSPITALITY SERVICES

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



2nd Semester

Intercultural behavior in Hospitality Industry

In order to be successful, tourism marketers should have cultural knowledge of their target markets. They must know and understand the major value orientations of their customers, and be aware of and sensitive to cultural differences among international tourist markets and local hosts. Tourism marketers and managers should learn, understand, and respect the influence of national culture on human behavior.

This course is collaborative because the students are expected to provide some of the content. The weekly readings target particular aspects of cultural differentiation. Working within those topics, teams of students are asked to describe aspects of tourism behavior in particular cultures based on their research and/or personal experiences. Students use both formal presentations and informal discussions to engage each other in learning about different cultural expectations.

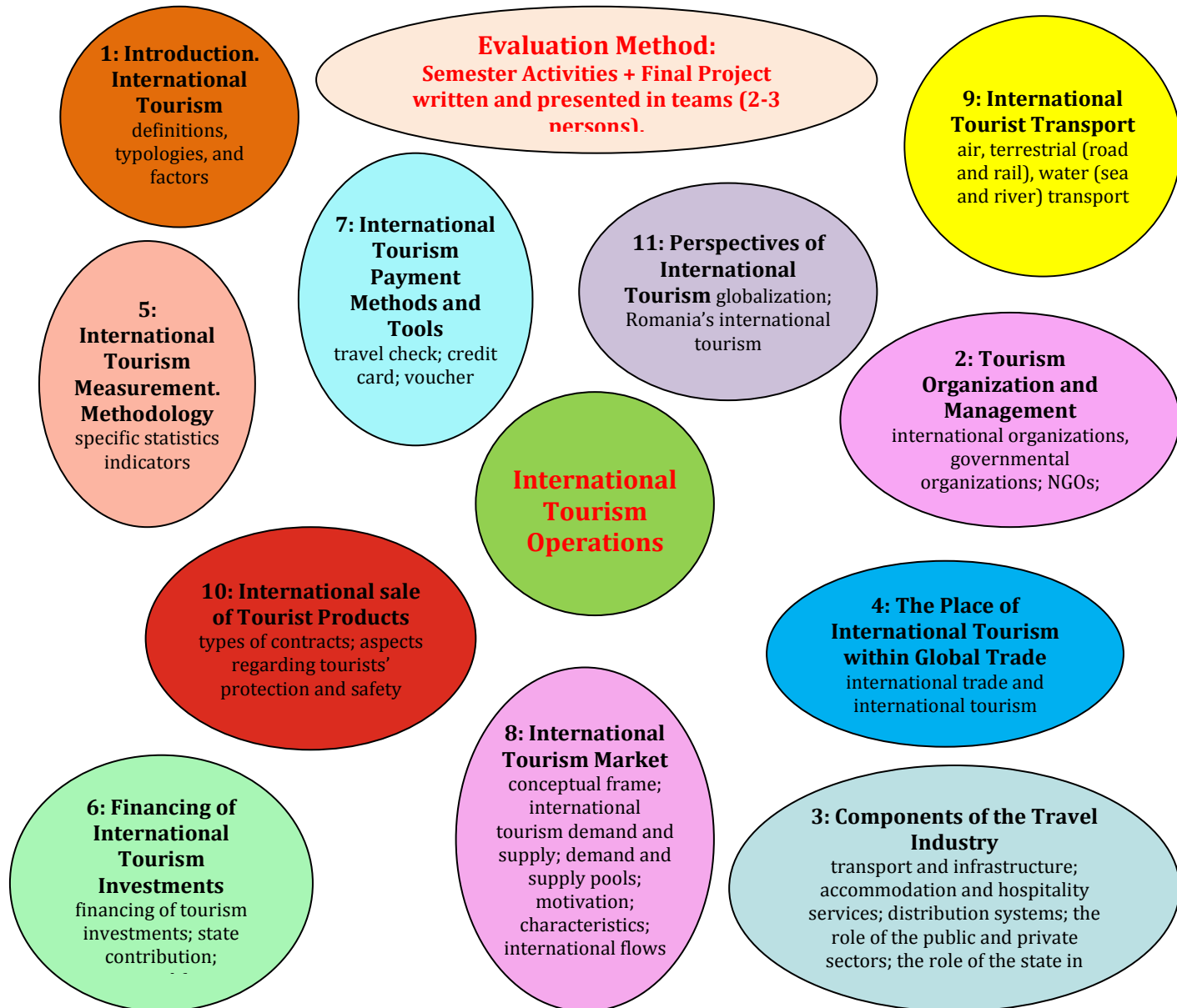
- To understand the definition of culture and how it applies to international tourism issues.
- To understand tourist behavior from the cultural point of view
- To identify how national cultures influence tourists' purchases, choices, and experiences
- To review the concepts and issues surrounding international culture and business management
- To identify the reasons for specific tourist reactions to the external environment
- To understand the relation between strategic decisions and cultural approach of tourists behavior

The course highlights that cultural factors are the most significant determinants of international tourist behavior. This course assured the skills needed for a detailed cultural analysis of the international tourist background.



International Tourism Operations (Course description) Elective, 3rd year Hospitality Services, 2nd semester

lect. dr Monica Maria COROȘ, monica.coros@gmail.com; monica.coros@tbs.ubbcluj.ro



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