



SYLLABUS

Academic year 2015-2016

1. Information regarding the programme

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| 1.1. Higher education institution | BABES-BOLYAI UNIVERSITY |
| 1.2. Faculty | BUSINESS |
| 1.3. Department | HOSPITALITY SERVICES |
| 1.4. Field of study | BUSINESS ADMINISTRATION |
| 1.5. Study cycle | MASTER |
| 1.6. Study programme / Qualification | ADMINISTRAREA AFACERILOR ÎN OSPITALITATE ŞI TURISM INTERNATIONAL (cu predare în limba engleză) |

2. Information regarding the course

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|--------------------------|---|--|--------------------------------|-------------------------|---|---------------------|------------|
| 2.1. Name of the course | | Planificare regională în turism/Regional planning in tourism | | | | | |
| 2.2. Code | | IME0037 | | | | | |
| 2.3. Course coordinator | | | Cristina Bolog, Lecturer Ph.D. | | | | |
| 2.4. Seminar coordinator | | | Cristina Bolog, Lecturer Ph.D. | | | | |
| 2.5. Year of study | 2 | 2.6. Semester | 2 | 2.7. Type of evaluation | C | 2.8. Type of course | Compulsory |

3. Total estimated time (hours/semester of didactic activities)

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|---|----|------------------------|----|-------------------------|-----|
| 3.1. Hours per week | 2 | Of which: 3.2. lecture | 1 | 3.3 seminar/laboratory | 1 |
| 3.4. Total hours in the curriculum | 28 | Of which: 3.5. lecture | 14 | 3.6. seminar/laboratory | 14 |
| Time allotment: | | | | | Ore |
| Learning using manual, course support, bibliography, course notes | | | | | 15 |
| Additional documentation (in libraries, on electronic platforms, field documentation) | | | | | 15 |
| Preparation for seminars/labs, homework, papers, portfolios and essays | | | | | 15 |
| Tutorship | | | | | 2 |
| Evaluations | | | | | |
| Other activities: | | | | | |
| 3.7. Total individual study hours | | | | | 47 |
| 3.8. Total hours per semester | | | | | 28 |
| 3.9. Number of ECTS credits | | | | | 3 |

4. Prerequisites (if necessary)

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| 4.1. curriculum | The knowledge acquired by deepening the content learned earlier in the curriculum of the faculties of tourism, culture or economics, facilitates |
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| | understanding and accessibility of the proposed themes and in the students will strengthen their conceptual basis and by activating existing information. |
| 4.2. competencies | Using knowledge gained allows a gradual chapters scroll closely related topics previously studied subjects. |

5. Conditions (if necessary)

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| 5.1. for the course | Course room with computer / laptop, projector, Internet connection |
| 5.2. for the seminar /lab activities | Lab activities room with computer / laptop, projector, Internet connection |

6. Specific competencies acquired

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| Professional competencies | <ul style="list-style-type: none"> Define and describe the main concepts and processes characteristic of tourism planning Using methods and techniques for collecting and processing data from different sources Making specific graphic materials Development of specialized studies and projects Analysis of the results obtained from studies and projects in tourism planning Providing professional assistance in different geographical areas |
| Transversal competencies | <ul style="list-style-type: none"> Applying effective and responsible work strategies based on principles & ethic norms and values Applying the techniques of effective multidisciplinary team work attitude, respect for diversity and multiculturalism, acceptance of diversity of opinion Self-need for continuous training in order insertion and adaptability to the tourism market requirements & the use of ICT instruments. |

7. Objectives of the course (outcome of the acquired competencies)

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| 7.1. General objective of the course | <ul style="list-style-type: none"> Acquiring the necessary operational base in regional tourism planning, using geographical, ICT and economic instruments and generating skills for a strategic management and marketing of the tourist destination. |
| 7.2. Specific objective of the course | <ul style="list-style-type: none"> Initiate students in understanding the activity of tourism planning Generate knowledge and understanding of specific tourism regions; generate integrated vision in using strategic tools for the regional tourism development Applying modern methods in the activities of management and marketing of the destination Training and coaching communication skills by developing and supporting projects focused on case studies presented in the course related topics. |



8. Content

| 8.1. Course | Teaching method | Remarks |
|--|---|---------|
| 1. Tourism planning methodologies 1.1. Basic concepts of planning 1.2. The importance of planning tourism 1.3. Approaches to tourism planning 1.4. The tourism planning process | <ul style="list-style-type: none"> • heuristic conversation • explanation • exposure combined with active and participative methods • exemplification | 2 hours |
| 2. Planning in tourism policy 2.1. The intervention of the state 2.2. The development of tourism policy 2.3. The role of autonomous and local policies 2.4. The effects of autonomic decentralization 2.5. The politico-administrative role of planning | <ul style="list-style-type: none"> • heuristic conversation • explanation • exposure combined with active and participative methods • exemplification | 2 hours |
| 3. The territorial dimension of tourism in the regions 3.1. The role of regional geography | <ul style="list-style-type: none"> • heuristic conversation • active and participative teaching methods (interactive discussions, joint investigations) • exposure combined with active and participative methods • benchmarking • modeling • exemplification | 2 hours |
| 4. The development of tourism regions 4.1. Inventory of the resources 4.2. Anthropoc heritage classification 4.3. Classification of natural potential 4.4. History of tourism regions 4.5. Main Tourism Regions 4.6. World's top tourism destinations 4.7. Recent developments of tourism Regions 4.8. Non-government regions 4.9. Specialty Regions | <ul style="list-style-type: none"> • exposure combined with active and participative methods • benchmarking • modeling • exemplification • oral lecture with interactive sections (case study) • web documentation | 2 hours |
| 5. Regional policy and regional tourism 5.1. Costs and benefits of tourism for regional development 5.2. The development of regional policies tourism as an instrument of planning in regional policy 5.3. The evaluation and practice of tourism in the regions | <ul style="list-style-type: none"> • heuristic conversation • explanation • exposure combined with active and participative methods • exemplification | |
| 6. Sustainable Regional Tourism Destination | <ul style="list-style-type: none"> • exposure combined with active and | 2 hours |



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| <p>6.1. Guidelines to achieve best practice for sustainable regional tourism destinations 6.2. Sustainable Regional Tourism Destination Framework 6.3. Sustainable destination planning and management 6.4. Sustainable destination development 6.5. Sustainable destination marketing</p> | <p>participative methods</p> <ul style="list-style-type: none"> • benchmarking • modeling • exemplification • oral lecture with interactive sections (case study) • web documentation • Training on ICT • questioning • debate | |
| <p>7. Long-term forecast: Tourism towards 2030</p> | <ul style="list-style-type: none"> • explanation • active and participative teaching methods (interactive discussions, joint investigations) • modeling • web documentation • organized group work | <p>2 hours</p> |
| <p>Bibliography</p> | <p>Burns, P., Holden, A. (1995), <i>Tourism: a new perspective</i>, Ed. Prentice Hall, New Jersey Chamaux, Fr. (1985), <i>Civilizația greacă</i>, vol. I-II, Ed. Meridiane, București Davidson, R. (1989), <i>Tourism</i>, Ed. Pitman, Paris Davidson, R. (1992), <i>Tourism in Europe</i>, Ed. Pitman, Technipus, Paris Drâmbă, O. (1998), <i>Istoria culturii și civilizației</i>, vol. I-VII, Ed. Saeculum I.O., Ed. Vestala, București Drâmbă, O. (1999), <i>Istoria culturii și civilizației</i>, vol. VII-X, Ed. Saeculum I.O., Ed. Vestala, București Geiss, I. (2008), <i>Istoria lumii din preistorie până în anul 2000</i>, Ediția a II-a, Ed. ALL Educational, București Gunn, C.A. (1988), <i>Tourism Planning</i>, Ed. Taylor & Francis, New York Hofstede, G. (2001), <i>Culture's Consequences: Comparing Values, Behaviors, Institutions and Organizations Across Nations</i>, Ed. Sage Publications, London Hofstede, J. G., Pedersen, P.B., Hofstede, G. (2002), <i>Exploring Culture: Exercises, Stories and Synthetic Cultures</i>, Ed. Intercultural Press Inc., Maine Holloway, J.C., Plant, R.V. (1992), <i>Marketing for Tourism</i>, Ed. Pitman, London Lamic, J.P. (2008), <i>Tourism Durable: utopie ou realite?</i>, Ed. L'Harmattan, Paris Leveque, P. (1987), <i>Aventura greacă</i>, vol. I-II, Ed. Meridiane, București Mill, R.C., Morrison, A.M. (1985), <i>The Tourism System: an introductory text</i>, Ed. Prentice Hall, New Jersey Montanelli, I. (1994), <i>Istoria grecilor</i>, Ed. Artemis, București Morretta, A. (1998), <i>Miturile vechilor civilizații mexicane</i>, Ed. Tehnică, București Plog, S. C. (1973), <i>Why destination areas rise and fall in popularity</i>, The Cornell Hotel and Restaurant Administration Quartely, Vol.14, n^o4, pp. 13-16 Roy T. Matthews & F. DeWitt Platt (1991), <i>The Western Humanities</i>, Ed. Mayfield Publishing</p> | |



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| | <p>Company, California, London, Toronto Weigall, A. (1935), <i>Istoria Egiptului Antic</i>, Ed. Artemis, București *** (2006), <i>La Grece Antique. Les monuments autrefois et maintenant</i> *** (2007), <i>Le petit Larousse</i> *** (2008 - 2009), <i>Le Guide du Routard: Roumanie, Paris, Bretagne, Italie, Grece, Tunisie, Athenes et le Iles Greques, Turquie</i> *** (2014), <i>UNWTO Tourism Highlights</i>, 2014 Edition</p> |
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| 8.2. Seminar / laboratory | Teaching method | Remarks |
|---|---|---------|
| 1. The selection of international case studies in regional tourism planning 1.1. International tourist arrivals 1.2. International tourism receipts | <ul style="list-style-type: none"> • heuristic conversation • explanation • questioning • independent monitoring • joint investigation | 2 |
| 2. Regional tourism planning in Europe. Case studies | <ul style="list-style-type: none"> • case study • modelling • organized group work • brainstorming • project presentations: discussion / thematic analysis | 6 |
| 3. Regional tourism planning in North & South America. Case studies | <ul style="list-style-type: none"> • case study • modelling • organized group work • brainstorming • project presentations: discussion / thematic analysis | 2 |
| 4. Regional tourism planning in Australia & New Zealand. Case studies | <ul style="list-style-type: none"> • case study • modelling • organized group work • brainstorming • project presentations: discussion / thematic analysis | 2 |
| 5. Regional tourism planning in Asia and The Pacific. Case studies | <ul style="list-style-type: none"> • case study • modelling • organized group work • brainstorming • project presentations: discussion / thematic analysis | 1 |
| 6. Regional tourism planning in Africa & Middle East. Case studies | <ul style="list-style-type: none"> • case study • modelling • organized group work | 1 |



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| | <ul style="list-style-type: none"> • brainstorming • project presentations: discussion / thematic analysis | |
| Bibliography | <p>Burns, P., Holden, A. (1995), <i>Tourism: a new perspective</i>, Ed. Prentice Hall, New Jersey</p> <p>Davidson, R. (1989), <i>Tourism</i>, Ed. Pitman, Paris</p> <p>Davidson, R. (1992), <i>Tourism in Europe</i>, Ed. Pitman, Technipus, Paris</p> <p>Gunn, C.A. (1988), <i>Tourism Planning</i>, Ed. Taylor & Francis, New York</p> <p>Hofstede, G. (2001), <i>Culture's Consequences: Comparing Values, Behaviors, Institutions and Organizations Across Nations</i>, Ed. Sage Publications, London</p> <p>Hofstede, J. G., Pedersen, P.B., Hofstede, G. (2002), <i>Exploring Culture: Exercises, Stories and Synthetic Cultures</i>, Ed. Intercultural Press Inc., Maine</p> <p>Holloway, J.C., Plant, R.V. (1992), <i>Marketing for Tourism</i>, Ed. Pitman, London</p> <p>Lamic, J.P. (2008), <i>Tourism Durable: utopie ou realite?</i>, Ed. L'Harmattan, Paris</p> <p>Mill, R.C., Morrison, A.M. (1985), <i>The Tourism System: an introductory text</i>, Ed. Prentice Hall, New Jersey</p> <p>Plog, S. C. (1973), <i>Why destination areas rise and fall in popularity</i>, The Cornell Hotel and Restaurant Administration Quarterly, Vol.14, n°4, pp. 13-16</p> <p>Roy T. Matthews & F. DeWitt Platt (1991), <i>The Western Humanities</i>, Ed. Mayfield Publishing Company, California, London, Toronto</p> <p>*** (2007), <i>Le petit Larousse</i></p> <p>*** (2008 - 2009), <i>Le Guide du Routard: Roumanie, Paris, Bretagne, Italie, Grece, Tunisie, Athenes et le Iles Greques, Turquie</i></p> <p>*** (2014), <i>UNWTO Tourism Highlights</i>, 2014 Edition</p> | |

8. Corroborating the content of the course with the expectations of the epistemic community, professional associations and representative employers within the field of the program

- Course content is consistent with what is done in other universities in the country and abroad.
- Analyzing the opinions of employers on attributes preferential formation of specialists resulted in a high degree of appreciation of their professionalism, which confirms that the structure and content of educational curricula built for this study program is accurate, comprehensive and effective.

9. Evaluation

| Type of activity | 10.1 Evaluation criteria | 10.2 Evaluation method | 10.3 Share of final grade |
|------------------|--|--|---------------------------|
| 10.4. Course | <ul style="list-style-type: none"> • check the degree of systematization and use of concepts learned • logical consistency | Sequential Assessment (oral) during the semester: -Free exposure -Evaluation conversation -Oral questioning | 10% |



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|------------------------------|---|---|-----|
| | and argumentative force <ul style="list-style-type: none"> the degree of assimilation of specialized terminology attitudinal aspects: self-study interest | Review written (final) exam session: - Summative testing | 40% |
| | | Active participation in courses | 5% |
| 10.5. Seminar/lab activities | <ul style="list-style-type: none"> ability to apply in practice ability to work with their knowledge attitudinal criteria aimed issues: conscientiousness, self-study interest | Presentation seminar topic, develop and implement seminar portfolio | 30% |
| | | Final written evaluation (during examination): - Solving of test items | 10% |
| | | Active participation in seminars | 5% |

10.6. Minimum performance standards

➤ Knowledge of basic theoretical and methodological aspects of Regional planning in tourism (concepts, principles, methods, means, process, indicators, data and information, evaluation) in order to understand them, deepen them and apply them in tourism destination management and marketing.

Date

Signature of course coordinator

Signature of seminar coordinator

04.02.2015

Lect.dr. Cristina Bolog

Lect.dr. Cristina Bolog

Date of approval

Signature of the Head of department

Conf.dr. Adina Negrușă