



## SYLLABUS

### Academic year 2016-2017

#### 1. Information regarding the programme

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

2.1. Name of the course	Organizarea activităților de ghidaj turistic/Organizing guiding activities						
2.2. Code	IME0054						
2.3. Course coordinator	Lect.dr. Cristina Bolog						
2.4. Seminar coordinator	Lect.dr. Cristina Bolog						
2.5. Year of study	2	2.6. Semester	2	2.7. Type of evaluation	E	2.8. Type of course	Elective

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

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					17
Additional documentation (in libraries, on electronic platforms, field documentation)					16
Preparation for seminars/labs, homework, papers, portfolios and essays					10
Tutorship					4
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)

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)

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

Professional competencies	<ul style="list-style-type: none"> <li>• The design of guided and walking tours</li> <li>• Appropriate use of databases and booking platforms</li> <li>• Understanding the functional relationship between the tourist guide and his collaborators</li> <li>• Using geographical study in producing tourist guide documents</li> <li>• Acquiring communication skills necessary before, during and after providing travel services</li> </ul>
Transversal competencies	<ul style="list-style-type: none"> <li>• Acquiring the ability to relate in different contexts of communication in the activity of the travel guide</li> <li>• Skills training to use ICT</li> <li>• Developing social skills by understanding the behaviour and good manners codes specific for different environments</li> </ul>

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

7.1. General objective of the course	<ul style="list-style-type: none"> <li>• Acquiring the necessary operational base in the methods and techniques in tourist activity guide, through the connections between them: the organization and coordination of activities and tourist visits, animating a group of tourists, tourist information suitable for tourists and dynamic discovery of various visited places.</li> </ul>
7.2. Specific objective of the course	<ul style="list-style-type: none"> <li>• Initiate students in understanding the activity of tourist guide; creating sketch in activity tourist guide</li> <li>• Generate knowledge and understanding of the types of specific tourist guide as a whole, as well as each activity: organizing the route and the group of tourists, timing coordination of the route and properly informed group of tourists</li> </ul>



	<ul style="list-style-type: none"> <li>Applying modern methods in the activities of the reservation, confirmation, pricing and tracking tourism activities</li> <li>Formarea abilităților de comunicare și coaching prin elaborarea și susținerea de proiecte axate pe studii de caz prezentate în tematica aferentă cursului.</li> </ul>
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## 8. Content

8.1. Course	Teaching method	Remarks
<b>1. Introduction to the Travel Guide Activity</b> 1.1. Brief History of the Travel Guide Activity 1.2. Travel Guide and Associated Activities: Defining Concepts and Terminology 1.3. Travel Guiding Associations Worldwide	<ul style="list-style-type: none"> <li>exposure combined with active and participative methods</li> </ul>	1 hour
<b>2. The General Legal Framework of the Travel Guide</b> 2.1. Legal Framework of Travel Guide in European Union 2.2. Legal Framework of Travel Guide in Romania 2.3. The Travel Guide Job Description	<ul style="list-style-type: none"> <li>active and participative teaching methods</li> <li>oral lecture with interactive sections</li> </ul>	1 hour
<b>3. The Steps Required in the Preparation &amp; Completion of Travel Guide Activity</b> 3.1. Preparing for Travel 3.2. The Departure & The Beginning of the Trip 3.3. The Trip Presentation 3.4. Steps During the Trip 3.5. Adaptation of the Travel Guide 3.6. The Completion of the Trip	<ul style="list-style-type: none"> <li>heuristic conversation</li> <li>explanation</li> <li>oral lecture with interactive sections</li> </ul>	1 hour
<b>4. The Trip Sketch Drawing</b> 4.1. The Structure of the Tour 4.2. The Role of Geography in the Trip Sketch Drawing 4.3. The Timing of the Tour	<ul style="list-style-type: none"> <li>exposure combined with active and participative methods</li> <li>benchmarking</li> <li>modeling</li> <li>exemplification</li> <li>web documentation</li> <li>use specialized software applications</li> </ul>	2 hour
<b>5. Managing Groups of Tourists</b> 5.1. Group Management 5.2. Sequences in the Travel Guide Activity 5.2.1. First Meeting 5.2.2. Indoor Presentation 5.2.3. Outdoor Presentation 5.2.4. Details Presentation 5.2.5. Panoramic Tour	<ul style="list-style-type: none"> <li>exposure combined with active and participative methods</li> <li>benchmarking</li> <li>modeling</li> <li>exemplification</li> </ul>	1 hour



5.2.6. The Accommodation		
5.3. The Tourist Safety		
<b>6. How to Inform Tourists</b> 6.1. Presentation Techniques for Group of Tourists 6.2. Types of informations in travel guiding 6.2.1. Urban Tourism Guide 6.2.2. Guiding in a Museum 6.2.3. Guiding in Natural & Protected Areas 6.3. Apatative Tourism	<ul style="list-style-type: none"> <li>• oral lecture with interactive sections (case study)</li> <li>• Web documentation</li> <li>• Training on ICT</li> <li>• questioning</li> <li>• explanation</li> <li>• organized group work</li> </ul>	1 hour
<b>7. Communication and Behaviour of the Travel Guide Activity</b> 7.1. Travel Guide Skills 7.2. Travel Guide Responsibilities 7.3. The Psychology of the Group 7.4. Attitude and Behaviour of the Travel Guide 7.5. Interpersonal Communication Skills 7.6. Travel Guide Attitude towards Problems, Complaints. Claims Management 7.7. The Code of Guiding Practice	<ul style="list-style-type: none"> <li>• heuristic conversation</li> <li>• explanation</li> <li>• scheduled training</li> <li>• web documentation</li> </ul>	1 hour
<b>8. Escorting Tourists Abroad (outgoing)</b> 8.1. Tourism Patromony Types for Outgoing 8.2. Types of guiding in Outgoing Tourism 8.3. The Tour Leader 8.4. National Tourism Fairs	<ul style="list-style-type: none"> <li>• oral lecture with interactive sections</li> <li>• debate</li> <li>• explanation</li> <li>• heuristic conversation</li> </ul>	1 hour
<b>9. Escorting Tourists in Romania (incoming)</b> 9.1. National Heritage for Incoming Tourism 9.2. Quantitative and Qualitative Assessment of Travel Guide Activity in Romania 9.3. The Outlook of the Travel Guide in Romania 9.4. International Tourism Fairs	<ul style="list-style-type: none"> <li>• oral lecture with interactive sections</li> <li>• debate</li> <li>• explanation</li> <li>• heuristic conversation</li> </ul>	1 hour
<b>10. Specialized Travel Guide</b> 10.1. Types of Specialization 10.2. The Role of Specialization	<ul style="list-style-type: none"> <li>• active and participative teaching methods (interactive discussions, joint investigations)</li> </ul>	1 hour
<b>11. Tourist Assistance</b> 11.1. Related Travel Reservations 11.2. "Time-share" Activities 11.3. Travel Assistance for Visitors 11.4. Travel Information for Visitors 11.5. Optional Trips Selling	<ul style="list-style-type: none"> <li>• interactive exposure</li> <li>• documentation on the web</li> <li>• active and participative teaching methods</li> <li>• benchmarking</li> </ul>	1 hour
<b>12. Tourism Animation</b> 12.1. The Entertainment 12.2. The Role and Goals of Tourism Animation	<ul style="list-style-type: none"> <li>• active and participative teaching methods</li> <li>• benchmarking</li> </ul>	1 hour



12.3. Forms and Types of Tourism Animation	• heuristic conversation	
<b>13. The Free Tour Concept</b>	• active and participative teaching methods (interactive discussions, joint investigations)	1 hour
Bibliography	<p>Boyer, M., Viallon, P. (1994), <i>La communication touristique</i>, Ed. Presses Universitaires de France, Paris</p> <p>Canargie, D, Crom, J.O, Crom, M.A. (2003), <i>Tehnici de a vinde</i>, Ed. Curtea Veche, București</p> <p>Davidson, R. (1992), <i>Tourism in Europe</i>, Ed. Pitman, London</p> <p>Grant-Williams, R (2002), <i>Voice Power: Using Your Voice to Captivate, Persuade and Command Attention</i>, AMACOM, American Management Association, New York</p> <p>Hofstede, G. (2001), <i>Culture's Consequences: Comparing Values, Behaviors, Institutions and Organizations Across Nations</i>, Sage Publications, London</p> <p>Hofstede, J. G., Pedersen, P.B., Hofstede, G. (2002), <i>Exploring Culture: Exercises, Stories and Synthetic Cultures</i>, Intercultural Press Inc., Maine</p> <p>Lukacs, J. (2005), <i>Povestea „orașului - comoară”</i>, Ed. Biblioteca Apostrof, Cluj-Napoca</p> <p>Quaranta, M. (2009), <i>Animarea grupurilor</i>, Ed. Polirom, București</p> <p>Stănciulescu, Gabriela (2005), <i>Managementul agenției de turism</i>, Ed. ASE, București</p> <p>Stănciulescu, Gabriela (2006), <i>Animația și animatorul în turism</i>, Ed. Uranus, București</p> <p>Syratt, Gwenda (1992), <i>Manual of Travel Agency Practice</i>, Ed. Butterworth-Heinemann Ltd., Oxford</p> <p>Tudose, C. (2003), <i>Managementul resurselor umane în turism</i>, Institutul IRECSON, Școala de Turism</p> <p>*** (2008, 2009), <i>Le Guide du Routard: Roumanie, Paris, Bretagne, Italie, Grece, Tunisie, Istanbul, etc.</i> Ed. Hachette, Paris</p> <p>*** <i>Hotararea Guvernului nr. 305 din 8 martie 2001</i> privind atestarea și utilizarea ghizilor de turism, în: MONITORUL OFICIAL nr. 140 din 21 martie 2001</p> <p>*** <i>Ordinul nr. 263 din 20 iunie 2001</i> pentru aprobarea Normelor metodologice privind condițiile și criteriile pentru selecționarea, școlarizarea, atestarea și utilizarea ghizilor de turism, precum și atribuțiile acestora, în MONITORUL OFICIAL nr. 437 din 6 august 2001.</p> <p>***www.wftga.org.</p>	

8.2. Seminar / laboratory	Teaching method	Remarks
1. The steps required for preparing, attending and completing the guided tours	<ul style="list-style-type: none"> <li>• heuristic conversation</li> <li>• explanation</li> <li>• questioning</li> <li>• independent monitoring</li> <li>• joint investigation</li> </ul>	2 hours
2. The design of the tour guide itinerary	<ul style="list-style-type: none"> <li>• modelling</li> <li>• organized group work</li> </ul>	2 hours
3. Using the techniques of presentation to groups of tourists	<ul style="list-style-type: none"> <li>• case study</li> <li>• organized group work</li> </ul>	4 hours
4. Local guide and national guide: field work	<ul style="list-style-type: none"> <li>• heuristic conversation</li> </ul>	4 hours



	<ul style="list-style-type: none"> <li>• case study</li> <li>• brainstorming</li> <li>• directed observation</li> <li>• project presentations: discussion / thematic analysis</li> </ul>	
5. Specialized guide and tourist animation: field work	<ul style="list-style-type: none"> <li>• teamwork</li> <li>• case study</li> <li>• brainstorming</li> <li>• project presentations: discussion / thematic analysis</li> </ul>	2 hours
Bibliography	<p>Canargie, D, Crom, J.O, Crom, M.A. (2003), <i>Tehnici de a vinde</i>, Ed. Curtea Veche, București</p> <p>Grant-Williams, R (2002), <i>Voice Power: Using Your Voice to Captivate, Persuade and Command Attention</i>, AMACOM, American Management Association, New York</p> <p>Lukacs, J. (2005), <i>Povestea „orașului - comoară”</i>, Ed. Biblioteca Apostrof, Cluj-Napoca</p> <p>Stănculescu, Gabriela (2006), <i>Animația și animatorul în turism</i>, Ed. Uranus, București</p> <p>Syratt, Gwenda (1992), <i>Manual of Travel Agency Practice</i>, Ed. Butterworth-Heinemann Ltd., Oxford</p> <p>*** (2008 - 2009), <i>Le Guide du Routard: Roumanie, Paris, Bretagne, Italie, Grece, Tunisie, Istanbul</i>, Ed. Hachette (2008, 2009)</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"> <li>• check the degree of systematization and use of concepts learned</li> <li>• logical consistency and argumentative force</li> <li>• the degree of assimilation of specialized terminology</li> </ul>	Sequential Assessment (oral) during the semester: -Free exposure -Evaluation conversation -Oral questioning	10%
		Review written (final) exam session: - Summative testing	40%



	<ul style="list-style-type: none"><li>attitudinal aspects: self-study interest</li></ul>	Active participation in courses	5%
10.5. Seminar/lab activities	<ul style="list-style-type: none"><li>ability to apply in practice</li><li>ability to work with their knowledge</li><li>attitudinal criteria aimed issues: conscientiousness, self-study interest</li></ul>	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 Tourist Guides (concepts, principles, methods, means, indicators, data and information) in order to understand them, deepen them and apply them in creating, managing and selling tourism products in collaboration with partners, as well as communication and negotiation with the customer and the travel agency.

Date

Signature of course coordinator

Signature of seminar coordinator

Lect.dr. Cristina Bolog

Lect.dr. Cristina Bolog

Date of approval

Signature of the Head of department

Conf.dr. Adina Negruşa