



SYLLABUS Academic year 2024-2025

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 ȘI TURISM INTERNATIONAL (cu predare în limba engleză)

2. Information regarding the course

2.1. Name of the course	Regional Planning in Tourism / Planificare regionala in turism						
2.2. Code	IME0037						
2.3. Course coordinator	Sef lucr.dr. Cristina BOLOG						
2.4. Seminar coordinator	Sef lucr.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.

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	24	Of which: 3.5. lecture	12	3.6. seminar /laboratory	12
Time allotment:					ore
Learning using manual, course support, bibliography, course notes					34
Additional documentation (in libraries, on electronic platforms, field documentation)					30
Preparation for seminars/labs, homework, papers, portfolios and essays					30



Tutorship		2
Evaluations		4
Other activities:		1
3.7. Total individual study hours	51	
3.8. Total hours per semester	125	
3.9. Number of ECTS credits	5	

4.

4. Prerequisites (if necessary)

4.1. curriculum	NA
4.2. competencies	NA

5. Conditions (if necessary)

5.1. for the course	Classroom equipped with video projector and Internet access
5.2. for the seminar /lab activities	Classroom equipped with video projector and Internet access

6.

6. Specific competencies acquired

Professional competencies	<ul style="list-style-type: none">• C2. Advanced knowledge of concepts, techniques, and methods used in the scientific and applied research specific to the hospitality and tourism sector• C5. Drawing up various reports/ studies useful for the running of a hospitality/ tourism unit and the provision of consultancy in the field
Transversal competencies	<ul style="list-style-type: none">• CT2. Identification of roles and responsibilities in a team and their implementation within various hospitality and tourism-based businesses

7.

7.



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

7.1. General objective of the course	<ul style="list-style-type: none"> To understand the concepts and methodology of regional planning in tourism and to provide the framework in order to create a sustainable tourism development strategy for a specific destination and its community
7.2. Specific objective of the course	<ul style="list-style-type: none"> To understand and to use the specialised terminology in the field To understand how destination tourism develops To identify the process, with its stages, to develop a regional tourism strategy To understand how to create the necessary partnerships in order to develop the strategy for a destination To analyse the existing situation before implementing the strategy To use the specific methodology and to work with different options in order to create the most appropriate tourism development strategy To prioritise, to transform problems in solutions and to identify how to use opportunities to tourism development To establish a tourism development vision and to draw the way to achieve it

8. Content

8.1. Course	Teaching method	Remarks
Theoretical and methodological approach in regional planning in tourism	Lecture, debate	1 lecture
The importance of regional tourism planning. Approaches in the tourism development of destinations	Lecture, debate	1 lecture
The Regional Tourism Planning Process	Lecture, debate	1 lecture
Tourism policies and regional tourism planning	Lecture, debate	1 lecture
The role of revitalisation and regenerative tourism	Lecture, debate	1 lecture
Sustainability from theory to practice. Current context and trends in the development of tourist destinations	Lecture, debate	2 lectures



References	<p>Benedek, J., (2004), <i>Amenajarea teritoriului și dezvoltarea regională</i>, Ed. Presa Universitară Clujeană, Cluj-Napoca;</p> <p>Bramwell, B., Lane, B. (2000), <i>Collaboration and Partnerships in Tourism Planning</i>, in Bramwell, B.</p> <p>Capone, E. (2004), <i>Regional Competitiveness in Tourism local Systems</i>, Paper presented at 44th European Congress of the European Regional Science Association, Regions and Fiscal Federalism, University of Oporto;</p> <p>Ciangă, N., Dezsi, Ș. (2007), <i>Amenajare turistică</i>, Ed. Presa Universitară Clujeană, Cluj-Napoca;</p> <p>Decrop, A. (2010), <i>Contemporary tourist behaviour: yourself and others as tourists</i>, Annals of Tourism Research, Vol. 37(2);</p> <p>Faludi, A., Waterhout, B. (2002), <i>The making of the European Spatial Development Perspective: no masterplan</i>, Psychology Press, Vol. 2, London;</p> <p>Franch, M., Martini, U., Buffa, F., Parisi, G. (2008), <i>4L tourism (landscape, leisure, learning, limit): responding to new motivations and expectations if tourists to improve the competitiveness of Alpine destinations in a sustainable way</i>, Tourism Review, Vol. 64;</p> <p>Gottlieb Duttweiler Institute (2006), <i>Future of Leisure Travel- Trend Study</i>, Ed. Koni, Zurich;</p> <p>Gretzel, U., Fesenmaier, D.R. Formica, O'Leary, J.T (2006), <i>Searching for the Future: Challenges Faced by Destination Marketing Organizations</i>, Journal of Travel Research, Vol. 45;</p> <p>Ielenicz, M., Matei Elena, Ciangă, N., Iau, C., Vert C. – editorii, (2009), <i>Resorts of National Interest in the Romanian Carpathians</i> , Edit. Universitară, București.</p> <p>Jackson, J., Murphy, P. (2002), <i>Tourism Destinations as Clusters: Analytical Experiences From The New Word</i>, Tourism and Hospitality Research, Vol. 4(1), pg. 36-52;</p> <p>Jamal, T., Getz, D. (1995), <i>Collaboration Theory and Community Tourism Planning</i>, Annals of Tourism Research, Vol. 22(1), pg. 186-204;</p> <p>Katarzyna, Klimek (2013), <i>Destination Management Organisations and their shift to sustainable tourism development</i>, European Journal of Tourism, Hospitality and Recreation, Vol. 4(2);</p> <p>Mac, I. (1992), <i>Geografie Turistică Generală</i>, Universitatea Dimitrie Cantemir, Facultatea de Geografia Turismului, Sibiu;</p> <p>Notarstefano, C. (2008), <i>European sustainable tourism: context, concepts and guidelines for action</i>, International Journal of Sustainable Economy, Vol. 1(1), pg. 44-59;</p> <p>Padurean, L. (2010), <i>Looking at Destination Governance Through Three Lenses</i>, BEST EN, Vienna;</p> <p>Prezenza, A. (2005), <i>The performance of a tourist destination. Who manages the destination? Who plays the audit role?</i> Campobasso, University of Molise, Italy;</p> <p>Prideaux, B. (2009), <i>Resort Destinations Evolution</i>, Management and Development, Elsevier, Sydney;</p> <p>Rocha, H. (2004), <i>Entrepreneurship and Development: the Role of Clusters</i>, Small Business Economics, Vol. 23, pg. 363-400;</p> <p>Selin, S. (1999), <i>Developing a Typology of Sustainable Tourism Partnerships</i>, Journal of Sustainable Tourism, Vol. 7(3/4), pg. 260-273;</p>
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	Zins, M. (1987). <i>Successful Tourism Projects Through Cooperative Strategic Marketing Planning in Travel and Tourism: Thrive or Survive?</i> , paper presented at Travel and Tourism Research Association 18th Annual Conference, pg. 151-156
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8.2. Seminar / laboratory	Teaching method	Remarks
Ways to clarify the vision	Case study, brainstorming, debate	1 seminar
Problem/Solution Tree Analysis and The Multi Criteria Matrix. Defining options in regional tourism planning	Case study, brainstorming, debate	1 seminar
GOST or the goal-objectives-strategy-activity differences	Case study, brainstorming, debate	1 seminar
SWOT Analysis & TOWS Matrix	Case study, brainstorming, debate	1 seminar
Study cases	Case study, brainstorming, debate	2 seminars



Bibliography	<p>Bramwell, B., Lane, B. (2000), Collaboration and Partnerships in Tourism Planning, in Bramwell, B.</p> <p>Capone, E. (2004), Regional Competitiveness in Tourism local Systems, Paper presented at 44th European Congress of the European Regional Science Association, Regions and Fiscal Federalism, University of Oporto;</p> <p>Cocean R., Moisescu, O., Toader, V. – Economie și planificare strategică în turism, Ed. Risoprint, 2014</p> <p>Decrop, A. (2010), Contemporary tourist behaviour: yourself and others as tourists, Annals of Tourism Research, Vol. 37(2);</p> <p>Franch, M., Martini, U., Buffa, F., Parisi, G. (2008), 4L tourism (landscape, leisure, learning, limit): responding to new motivations and expectations if tourists to improve the competitiveness of Alpine destinations in a sustainable way, Tourism Review, Vol. 64;</p> <p>Jamal, T., Getz, D. (1995), Collaboration Theory and Community Tourism Planning, Annals of Tourism Research, Vol. 22(1), pg. 186-204;</p> <p>Katarzyna, Klimek (2013), Destination Management Organisations and their shift to sustainable tourism development, European Journal of Tourism, Hospitality and Recreation, Vol. 4(2);</p> <p>Padurean, L. (2010), Looking at Destination Governance Through Three Lenses, BEST EN, Vienna;</p> <p>Prezenza, A. (2005), The performance of a tourist destination. Who manages the destination? Who plays the audit role? Campobasso, University of Molise, Italy;</p> <p>Rocha, H. (2004), Entrepreneurship and Development: the Role of Clusters, Small Business Economics, Vol. 23, pg. 363-400;</p> <p>Zins, M. (1987). Successful Tourism Projects Through Cooperative Strategic Marketing Planning in Travel and Tourism: Thrive or Survive?, paper presented at Travel and Tourism Research Association 18th Annual Conference, pg. 151-156</p>
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9. Corroborating the content of the course with the expectations of the epistemic community, professional associations and representative employers within the field of the program

- The subjects of this discipline was elaborated according to the recommendations received from the business units serving the international tourists.

10. 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"> • Capacity to apply the learned concepts • Explain the results logically and correctly 	Quiz test (multiple-choice questions) on the MS Teams platform in the exam session	40%



10.5. Seminar/lab activities	<ul style="list-style-type: none"> Capacity to apply the learned concepts Explain the results logically and correctly 	Project preparation & presentation	60%
Remarks: <ul style="list-style-type: none"> the share of each evaluation criteria may change at the beginning of the semester as a result of the students' suggestions during the resit session, the evaluation method is the same. Any student who would like to improve its grade has to perform the entire evaluation activity once again. 			
10.6. Minimum performance standards			
<ul style="list-style-type: none"> knowing the fundamental concepts who were taught; appropriate use and application of specialized concepts. 			

Date

Signature of course coordinator

Signature of seminar coordinator

19.04.2024

Assistant Professor, Ph.D.
Cristina Bolog

Assistant Professor, Ph.D. **Cristina Bolog**

Date of approval

Signature of the Head of department

22.05.2024

Conf.dr. Marius BOTA