



SYLLABUS

Tourism Resources Management Academic Year 2025-2026

1. Information regarding the program

1.1. Higher education institution	Universitatea Babeș-Bolyai
1.2. Faculty	Business
1.3. Department	of Hospitality Services
1.4. Field of study	Business Administration
1.5. Study cycle	Bachelor
1.6. Study programme/Qualification	Business Administration in Hospitality Services /Bachelor in Economic Studies
1.7. Form of education	Full time

2. Information regarding the discipline

2.1. Name of the discipline		Tourism Resources Management				Discipline code		ILE0098			
2.2. Course coordinator			Assoc. Prof. Monica Maria COROȘ, PhD								
2.3. Seminar coordinator			Assoc. Prof. Monica Maria COROȘ, PhD								
2.4. Year of study		3	2.5. Semester		I	2.6. Type of evaluation		C	2.7. Discipline regime		elective

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

3.1. Hours per week	3	of which: 3.2 course	2	3.3 seminar/laboratory	1
3.4. Total hours in the curriculum	42	of which: 3.5 course	28	3.6 seminar/laboratory	14
Time allotment for individual study (ID) and self-study activities (SA)					hours
Learning using manual, course support, bibliography, course notes (SA)					20
Additional documentation (in libraries, on electronic platforms, field documentation)					16
Preparation for seminars/labs, homework, papers, portfolios and essays					16
Tutorship					2
Evaluations					2
Other activities:					2
3.7. Total individual study hours					58
3.8. Total hours per semester					100
3.9. Number of ECTS credits					4

4. Prerequisites (if necessary)

4.1. curriculum	-
4.2. competencies	-

5. Conditions (if necessary)

5.1. for the course	Classroom equipped with videoconferencing system with interactive display, Internet access;
5.2. for the seminar activities	Classroom equipped with videoconferencing system with interactive display, Internet access;



6.1. Specific competencies acquired

Professional/ essential competencies	• C2.4. Analysis and assessment of business environment trends; proposal of strategic alternatives for business activity; • C2.5. Proposal of new methods of business environment research and active involvement in their development and implementation; • C4.1. Description, definition, and characterization of strategies implementable in the activity of hospitality organizations; • C4.2. Analysis of the current situation; selection and proposal of several strategic alternatives for business development; • C4.5. Design and proposal of improvements to business development strategies in hospitality industry organizations;
Transversal competencies	• TC3. Identifying various opportunities for continuing education and efficiently using learning resources and techniques for their development.

6.2. Learning outcomes

Knowledge	• The student demonstrates the possession of a set of general knowledge of how to manage human, material, and financial resources, as well as customer relations with companies operating in the hospitality industry. • The student has solid knowledge regarding the nature, particularities, and challenges of tourism resources.
Skills	• The student is able to analyze the organizational environment and apply specific methods and techniques for the management of human, material, and financial resources, as well as of customer relationships with companies operating in the hospitality industry. • The student can assess resources and design frameworks and policies for the sustainable development and management of tourism resources.
Responsibility and autonomy:	• The student is able to make decisions according to position and to take responsibility towards higher hierarchical levels. • The student demonstrates the ability to implement the designed solutions.

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

7.1 General objective of the discipline	• To ensure the understanding of the manner how tourism resources can be used for the development of sustainable tourism products both nationally and internationally in the context of responsible consumption and production
7.2 Specific objective of the discipline	• to identify, define, classify, and distinguish among the various types of tourism resources; • to identify to stakeholders involved in the management of tourism resources and, to understand their roles; • to be able to analyze destinations and to identify their heritage and the manners how this can be capitalized on sustainably.



8. Content

8.1 Course	Teaching Methods	Remarks
Introduction and subject presentation	interactive lecture;	1 lecture
Biodiversity – specific indicator of environmental quality: the significance of the biotic component in the environment; defining biodiversity, spatial distribution and temporal evolution and causes of biodiversity change;	- the use of an interactive course, based on lectures and debates; - discussions within the course based on examples and student interventions based on the independently studied bibliography;	1 lecture
Historical approach to the issue of protection and conservation: assessment of environmental quality in relation to protection and conservation; history of protection and conservation activities worldwide and in Romania;	- the use of an interactive course, based on lectures and debates; - discussions within the course based on examples and student interventions based on the independently studied bibliography;	1 lecture
Classification systems and categories of protected areas: history of classification of protected areas; IUCN classification system; analysis of categories through the lens of management objectives;	- the use of an interactive course, based on lectures and debates; - discussions within the course based on examples and student interventions based on the independently studied bibliography;	2 lectures
Specific legislation on protected areas in Romania: Law no. 137/1995 – “Environmental Protection Law”; Law no. 5/2000 - “National Territory Development Plan, Protected Area Section”; GD no. 230/2003 – on the delimitation of biosphere reserves, national parks and natural parks and the establishment of their administrations; GEO no. 236/2000 on the regime of protected natural areas, the conservation of natural habitats, flora and fauna;	- the use of an interactive course, based on lectures and debates; - discussions within the course based on examples and student interventions based on the independently studied bibliography;	2 lectures
Establishment, planning and management of a protected area: Stages of establishment/establishment and operation of a PA; Studies on PA and hearings of the parties involved;	- the use of an interactive course, based on lectures and debates; - discussions within the course based on examples and student interventions based on the independently studied bibliography;	2 lectures
Visitor management: Recreational opportunity spectrum: Limits of acceptable change; Visitor management techniques; Direct techniques: Limiting the number of tourists; Dispersion/concentration of tourists; Seasonal limitation/zoning; Indirect techniques: education, information;	- the use of an interactive course, based on lectures and debates; - discussions within the course based on examples and student interventions based on the independently studied bibliography;	2 lectures
Designing protected areas according to the concept of sustainability. Protected areas and key sectors of public policy: Traditional development versus sustainable development of areas intended for infrastructure in protected areas; Protected areas and sustainable development; Protected areas and key sectors of public policy;	- the use of an interactive course, based on lectures and debates; - discussions within the course based on examples and student interventions based on the independently studied bibliography;	2 lectures
Colloquy	Written test – multiple choice quiz with a single correct answer, true/false statements, and open-end questions	1 lecture
Bibliography		



Borza, Alexandru (1924), "Protecțiunea naturii în România (cu o hartă)", extras din *Buletinul de informații al Grădinii Botanice și al Muzeului Botanic dela Universitatea din Cluj*, Vol. IV, No 1, Institutul de Arte Grafice "Ardealul", Cluj, 28 de pagini.

Borza, Alexandru (1944), *Documente, referate și informații*, Monitorul Oficial și Imprimeriile Statului, București.

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la Borza, Alexandru (2004), *Pledoarii vechi pentru un turism nou*, Editura Uranus, București, 200 de pagini.

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Haret, Mihai (1923), "Turism, carpatism, parcuri naționale și monumente naturale", *Natura*, Vol. XII, No 5, pp. 15-20.

Lupu, N. (2010), „În loc de postfață”, pp. 122-141, la Borza, Alexandru, *Pledoarii vechi pentru un turism nou*, Editura ASE, București.

Lupu, N. (2013), „Contribuția la patrimoniul cultural național a profesorului Alexandru Borza – <<naturalist din Alba Iulia>>”, pp. 193-207, în *Rolul patrimoniului în contextul crizei valorilor* (editori Cristea, A.; Nicolae, J.; Floroian, Daniela), Editura Reîntregirea, Alba Iulia.

Peteanu, Aurel E. (1940), *Banatul pitoresc – impresii și reflecții*, 1 februarie 1940, vol. I, Editura autorului, Tipografia Corvin, Lugoj.

*** Agenția Națională pentru Protecția Mediului (ANPM) subordonată Ministerului Mediului, Apelor și Pădurilor, <http://www.anpm.ro/arii-naturale-protejate-de-interes-national>.

*** *Explore the Carpathian Garden!*, Manual de brand (2011), http://turism.gov.ro/wp-content/uploads/2013/05/brosura_manual_brand.pdf.

*** Ministerul Dezvoltării Regionale și Administrației Publice (MDRAP) (2016), "Studii de fundamentare privind Planul de Amenajare a Teritoriului Național (PATN) – secțiunea a VI-a *Zone cu resurse turistice*", <http://www.mdrt.ro/studii-de-fundamentare-privind-patn-sectiunea-a-vi-a-zone-cu-resurse-turistice>.

*** World Economic Forum (WEF) (2007-2025). *Travel & Tourism Competitiveness Report & Development Index*. All Editions. www.weforum.org.

*** *Romania Travel*, portalul oficial al României ca destinație turistică internațională, <http://www.romania.travel/>.

*** Parcul Natural Apuseni, <http://www.parcapuseni.ro/>.

*** Parcul Național Retezat, <http://www.retezat.ro/>.

*** European Geoparks Network, <http://www.europeangeoparks.org/>.

*** Global Geoparks Network, <http://www.globalgeopark.org/>.

*** RAMSAR, <http://www.ramsar.org/wetland/romania>.

8.2 Seminar	Teaching Methods	Remarks
Presentation of the subject, objectives, scheduling and organization of activities, and presentation of final and semester evaluation methods; Types of tourism resources	Oral presentation; interactive exposition; multimedia; exemplification; problem formulation; solving of case studies;	1 seminar
Case studies – national parks, natural parks or other natural sites of interest – at international level; European destinations; organization of natural parks	Oral presentation; interactive exposition; multimedia; exemplification; problem formulation; solving of case studies;	1 seminar
Case studies – national parks, natural parks or other natural sites of interest – at international level; Romanian destinations; organization of natural parks	Oral presentation; interactive exposition; multimedia; exemplification; problem formulation; solving of case studies;	1 seminar
Case studies – national parks, natural parks or other natural sites of interest – at international level; European destinations; valorization of natural parks	Oral presentation; interactive exposition; multimedia; exemplification; problem formulation; solving of case studies;	1 seminar
Case studies – national parks, natural parks or other natural sites of interest – at international level; Romanian destinations; valorization of natural parks	Oral presentation; interactive exposition; multimedia; exemplification; problem formulation; solving of case studies;	1 seminar
Presentation of students' final projects	Oral presentation, interactive exposition, multimedia	1 seminar
Bibliography Borza, Alexandru (1924), "Protecțiunea naturii în România (cu o hartă)", extras din <i>Buletinul de informații al Grădinii Botanice și al Muzeului Botanic dela Universitatea din Cluj</i> , Vol. IV, No 1, Institutul de Arte Grafice "Ardealul", Cluj, 28 de pagini.		



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*** *Explore the Carpathian Garden!*, Manual de brand (2011), http://turism.gov.ro/wp-content/uploads/2013/05/brosura_manual_brand.pdf.

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*** RAMSAR, <http://www.ramsar.org/wetland/romania>.

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

- The content of the subject is consistent with what is studied in other university centers in the country and abroad. In establishing the content of the discipline, various international study programs were consulted and current topics of discussion on topics associated with the discipline were considered.

10. Evaluation

- The same evaluation criteria are maintained for all exams sessions. The components of the evaluation process carried out during the semester cannot be recovered/redone in the examination sessions.
- To be able to accumulate the points obtained during the semester, it is mandatory to obtain a minimum of 5 (five) in the final exam (written/oral).
- For an optimum organization of the final exam, the students are requested to announce their participation by registering for the 1st/2nd date of examination in the appropriate Assignment created with this purpose.

Activity type	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percentage of final grade
10.4 Course	• Correctness and amplitude of theoretic knowledge • Logic coherence • Specialized terminology • Understanding of basic concepts	Final Colloquy: Final test (multiple choice test with one correct answer +/- open-end questions +/- true or false statements)	50%



	- Ability to apply the concepts learned; - Interest in the study (proposing topics for debate based on additional bibliography or topics of interest from the national/international press)	Integration of two newspaper articles related to international tourism (one from the international media and one from the national press – the articles in the final project; the articles must be highlighted as such – the articles ought to be presented during class activities, over the semester)	10%
10.5 Seminar	Development of projects based on the stated themes	Elaboration and oral presentation of projects (projects realized individually or in pairs)	40%
10.6 Minimum standard of performance			
- knowledge of fundamental concepts and their application on examples; - economic interpretation of the results obtained; - ability to identify challenges and solutions for the management of tourism resources.			

11. Labels ODD (Sustainable Development Goals)

	General label for Sustainable Development							
								

Date:
04.04.2025

Signature of course coordinator
Assoc. Prof. Monica Maria Coroș, PhD

Signature of seminar coordinator
Assoc. Prof. Monica Maria Coroș, PhD

Date of approval:
10.04.2025

Signature of the head of department
Assoc. Prof. Marius Bota, PhD