



SYLLABUS
Travel Agency 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		Travel Agency Management				Discipline code		ILE0104			
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		E	2.7. Discipline regime		mandatory

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

3.1. Hours per week	4	of which: 3.2 course	2	3.3 seminar/laboratory	2
3.4. Total hours in the curriculum	56	of which: 3.5 course	28	3.6 seminar/laboratory	28
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)					22
Preparation for seminars/labs, homework, papers, portfolios and essays					21
Tutorship					2
Evaluations					2
Other activities:					2
3.7. Total individual study hours					69
3.8. Total hours per semester					125
3.9. Number of ECTS credits					5

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	Lab equipped with PC type equipment (All-in-One); Internet access, online access to global distribution system simulation software (Amadeus platform), online access to business simulation software: Travel agency; access to software for automatic data collection; access to software for simulation and analysis; access to the event management module and the online booking engine.



6.1. Specific competencies acquired

Professional/ essential competencies	<ul style="list-style-type: none">• C1.1. Description of concepts, theories, and methodologies for collecting, processing, and analyzing data from both inside and outside the company;• C1.2. Identification of concrete methods of data collection, processing, and analysis according to various specific situations and operating conditions of the company;• C1.3. Data collection; preparation, management, and use of computer systems for data processing and analysis to solve business-specific problems;• C1.4. Analysis, assessment, and validation of empirical data and results to avoid and eliminate misinterpretation;• 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	<ul style="list-style-type: none">• TC2. Identification of roles and responsibilities within a multi-skilled team and use effective teamwork and interpersonal techniques.

6.2. Learning outcomes

Knowledge	<ul style="list-style-type: none">• 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 in the field of travel agency management.
Skills	<ul style="list-style-type: none">• 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 proves the capacity to plan, lead, manage, take effective and efficient decisions, to analyze their impact, and to control the agency's activity, while demonstrating a deep understanding of the travel agency business.
Responsibility and autonomy:	<ul style="list-style-type: none">• The student is able to make decisions according to position and to take responsibility towards higher hierarchical levels.• The student demonstrates the ability to identify opportunities and threats in the business environment, to analyze the competition and also the demand, and to take the appropriate decisions.

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

7.1 General objective of the discipline	<ul style="list-style-type: none">• To ensure the understanding of the manner how the activity of a travel agency can be managed and organized while contributing to the achievement of the responsible consumption and production sustainable development goal
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7.2 Specific objective of the discipline	<ul style="list-style-type: none">• to present in detail the specific structure of a travel agency and its relation with the tourist industry, and to the responsible consumption and production of tourist services;• to communicate the basic understanding of the comprising elements of a travel agency,• to carry out ticketing activities, to understand and describe the procedures and regulations in this field,• to analyze the four functions of management within travel agencies: planning, organizing, motivating, and controlling,• to collect and analyze data and information regarding the activity and performance of Romanian and/or European travel agencies.
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8. Content

8.1 Course	Teaching Methods	Remarks
Introduction and subject presentation	<ul style="list-style-type: none">• interactive lecture;	1 lecture
The tourist market and its intermediaries; Demand: The contents and the structure of the tourist services; The intermediaries' structure, behavior, and performance; The appearance of tourist demand	<ul style="list-style-type: none">• the use of an interactive course, based on lectures and debates;• discussions and debates during the lecture based on examples provided by the teacher and on the interventions of the students (who are required to make various presentations of topics independently studied and identified in the recommended readings);	1 lecture
Typology of travel agencies: The concepts of travel agent/ agency and tourist agency; Brick & mortar agencies and Online TAs; The types of travel agencies and their development; Networks of travel agencies	<ul style="list-style-type: none">• the use of an interactive course, based on lectures and debates;• discussions and debates during the lecture based on examples provided by the teacher and on the interventions of the students (who are required to make various presentations of topics independently studied and identified in the recommended readings);	1 lecture
Typology of travel agencies: The types of travel agencies and their development in Romania; online TAs	<ul style="list-style-type: none">• the use of an interactive course, based on lectures and debates;• discussions and debates during the lecture based on examples provided by the teacher and on the interventions of the students (who are required to make various presentations of topics independently studied and identified in the recommended readings);	1 lecture
The techniques of travel agency operations: The ticketing activity in tourism	<ul style="list-style-type: none">• the use of an interactive course, based on lectures and debates;• discussions and debates during the lecture based on examples provided by the teacher and on the interventions of the students (who are required to make various presentations of topics independently studied and identified in the recommended readings);	1 lecture
The techniques of travel agency operations: The sale of tourist services; The rights and obligations of the travel agency	<ul style="list-style-type: none">• the use of an interactive course, based on lectures and debates;• discussions and debates during the lecture based on examples provided by the teacher and on the interventions of the students (who are required to make various presentations of topics independently studied and identified in the recommended readings);	1 lecture
The organizing of the travel agency: The organizing of the travel agency's activity; The information system	<ul style="list-style-type: none">• the use of an interactive course, based on lectures and debates;• discussions and debates during the lecture based on examples provided by the teacher and on the interventions of the students (who are required to make various presentations of topics	1 lecture



	independently studied and identified in the recommended readings);	
The organizing of the travel agency: The structure of the agency and the tasks of the personnel	<ul style="list-style-type: none"> the use of an interactive course, based on lectures and debates; discussions and debates during the lecture based on examples provided by the teacher and on the interventions of the students (who are required to make various presentations of topics independently studied and identified in the recommended readings); 	1 lecture
The products and the supply of the travel agency: The typology of tourist products; The insurance of tourist services	<ul style="list-style-type: none"> the use of an interactive course, based on lectures and debates; discussions and debates during the lecture based on examples provided by the teacher and on the interventions of the students (who are required to make various presentations of topics independently studied and identified in the recommended readings); 	1 lecture
The products and the supply of the travel agency: Tourist programs and arrangements offered by the travel agency	<ul style="list-style-type: none"> the use of an interactive course, based on lectures and debates; discussions and debates during the lecture based on examples provided by the teacher and on the interventions of the students (who are required to make various presentations of topics independently studied and identified in the recommended readings); 	1 lecture
The functions of tour-operators: Organizing models of tour-operators	<ul style="list-style-type: none"> the use of an interactive course, based on lectures and debates; discussions and debates during the lecture based on examples provided by the teacher and on the interventions of the students (who are required to make various presentations of topics independently studied and identified in the recommended readings); 	1 lecture
The functions of tour-operators: Tour-operators at national and international level	<ul style="list-style-type: none"> the use of an interactive course, based on lectures and debates; discussions and debates during the lecture based on examples provided by the teacher and on the interventions of the students (who are required to make various presentations of topics independently studied and identified in the recommended readings); 	1 lecture
The evaluation of the travel agency's efficiency: The evaluation of the financial results of the commercial activity of a travel agency (the sale of tourist products); The financial profitability rate; Indices of the efficiency of the human resources; The income and expenditure statement of the a travel agency	<ul style="list-style-type: none"> the use of an interactive course, based on lectures and debates; discussions and debates during the lecture based on examples provided by the teacher and on the interventions of the students (who are required to make various presentations of topics independently studied and identified in the recommended readings); 	1 lecture
Final remarks	<ul style="list-style-type: none"> interactive course; 	1 lecture
<p>Bibliography Bălășoiu, V., Dobândă, E., Snak, O., <i>Managementul calității produselor și serviciilor în turism</i>, Editura Orizonturi Universitare, Timișoara, 2003. Borchgrevink, C. P., <i>Perspective on the Hospitality Industry: An Introduction to Hospitality Management</i>, Kendall-Hunt, 1998. Botezat, Elena, <i>Strategii manageriale în turism</i>, Editura Economică, București, 2003. Buhalis D., Laws E., <i>Tourism Distribution Channels</i>, Editura Continuum, 2001. Chuck, Y. Gee, <i>Professional Travel Agency Management</i>, Editura Prentice Hall, 1st edition, 1997. Curta, N. C., <i>Management strategic pentru firmele de turism – Studii de caz</i>, Editura Casa Cărții de Știință, Cluj-Napoca, 2005.</p>		



Ford, R. and Cherrill, P. H., *Managing the Guest Experience in Hospitality*, Albany, NY: Delmar/Thomson Learning, 2000.

Holland, J., Leslie, D., *Tour Operators and Operations. Development, Management and Responsibility*, CABI, 2018 (BCU – Filiala Facultății de Business).

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Luca, C.; Chiriac, A. C.; Hurmuzescu, D.; Cojocariu, S.; Gheorghiuță, D. R.; Lăscuț, R. T., *Manualul directorului agenției de turism*, THR, București, 2004 (BCU – Filiala Facultății de Business).

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Syratt, G., *Manual of Travel Agency Practice*, Butterworth Heinemann, 1992 (BCU – Filiala Facultății de Business).

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*** United Nations Environment Programme (UNEP), *Sustainable Tourism: the Tour Operators' Contribution*, Division of Technology, Industry and Economics, <http://www.toinitiative.org>, 2003.

*** Institutul Național de Statistică, *TempoOnline*, București, la zi, <http://statistici.insse.ro:8077/tempo-online/>.

8.2 Seminar	Teaching Methods	Remarks
Presentation of the subject, objectives, scheduling and organization of activities, and presentation of final and semester evaluation methods	Oral presentation, interactive exposition, multimedia, exemplification, presentation of digital resources used: – global distribution system simulation software (Amadeus platform – online access), – business simulation software: Travel Agency (online access), – software for automatic data collection (online access), – software for simulation and analysis; – event management module and online booking engine;	1 seminar
Types of travel agencies and their development in Romania	Oral presentation, interactive exposition, multimedia, exemplification, problematization, data collection using specialized software and analysis of the collected data;	1 seminar
Analysis of the development of the tourist services intermediation activity in Romania	Oral presentation, interactive exposition, multimedia, exemplification, problematization, data collection using specialized software and analysis of the collected data;	1 seminar
Practical applications – transport ordering; reservation systems; development of tourist packages	Oral presentation, interactive exposition, multimedia, use of the event management module and online booking engine; software for business simulations: Travel agency (online access);	1 seminar
Practical applications – ordering tourist services; international tourism contract	Oral presentation, interactive exposition, multimedia, use of the event management module and online booking engine; software for business simulations: Travel agency (online access);	1 seminar
Case studies – organization and development of travel agencies	Oral presentation, interactive exposition, multimedia, exemplification, problematization, solving case studies, data collection using specialized software and analysis of the collected data;	1 seminar
Case studies – motivating staff in the provision of tourism services	Oral presentation, interactive exposition, multimedia, exemplification, problematization, solving case studies;	1 seminar



Practical applications and case studies – analysis and pricing of tourism products and packages	Oral presentation, interactive exposition, multimedia, exemplification, problematization, use of the event management module and the online booking engine; software for business simulations: Travel agency (online access);	1 seminar
Case studies – tourist programs and arrangements offered in Romania; Practical applications – development of tourist programs and arrangements	Oral presentation, interactive exposition, multimedia, exemplification, problematization, use of the event management module and the online booking engine; software for business simulations: Travel agency (online access);	1 seminar
Case studies – development strategies for tour operator companies	Oral presentation, interactive exposition, multimedia, exemplification, problem solving, case study solving, use of the event management module and online booking engine; software for business simulations: Travel agency (online access);	1 seminar
Case studies – analysis of the evolution and development of tour operator companies on a global and national level and discussion of the determining factors in the development of these businesses	Oral presentation, interactive exposition, multimedia, exemplification, problematization, use of the event management module and the online booking engine; software for business simulations: Travel agency (online access);	1 seminar
Case study and practical applications – Calculation of the rate and threshold of profitability of the tourist services intermediation activity; economic profitability of the tourist services intermediation activity; income and expense budget and cash flow statement	Oral presentation, interactive exposition, multimedia, exemplification, problem solving, solving case studies, solving applications; use of the event management module and the online booking engine; software for business simulations: Travel agency (online access);	1 seminar
Presentation of students' final projects	Oral presentation, interactive exposition, multimedia, exemplification, problematization.	2 seminars
<p>Bibliography</p> <p>Bălășoiu, V., Dobândă, E., Snak, O., <i>Managementul calității produselor și serviciilor în turism</i>, Editura Orizonturi Universitare, Timișoara, 2003.</p> <p>Borchgrevink, C. P., <i>Perspective on the Hospitality Industry: An Introduction to Hospitality Management</i>, Kendall-Hunt, 1998.</p> <p>Botezat, Elena, <i>Strategii manageriale în turism</i>, Editura Economică, București, 2003.</p> <p>Buhalis D., Laws E., <i>Tourism Distribution Channels</i>, Editura Continuum, 2001.</p> <p>Chuck, Y. Gee, <i>Professional Travel Agency Management</i>, Editura Prentice Hall, 1st edition, 1997.</p> <p>Curta, N. C., <i>Management strategic pentru firmele de turism – Studii de caz</i>, Editura Casa Cărții de Știință, Cluj-Napoca, 2005.</p> <p>Ford, R. and Cherrill, P. H., <i>Managing the Guest Experience in Hospitality</i>, Albany, NY: Delmar/Thomson Learning, 2000.</p> <p>Holland, J., Leslie, D., <i>Tour Operators and Operations. Development, Management and Responsibility</i>, CABI, 2018 (BCU – Filiala Facultății de Business).</p> <p>Horner P., <i>Travel Agency Practice</i>, Editura Longman, 1996.</p> <p>Laws E., <i>Managing Packaged Tourism</i>, Editura Thomson Press, 1997.</p> <p>Luca, C.; Hurmuzescu, D., <i>Manualul practic al agentului de turism</i>, THR, București, 2004 (BCU – Filiala Facultății de Business).</p> <p>Luca, C.; Chiriac, A. C.; Hurmuzescu, D.; Cojocariu, S.; Gheorghită, D. R.; Lăscuț, R. T., <i>Manualul directorului agenției de turism</i>, THR, București, 2004 (BCU – Filiala Facultății de Business).</p>		



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*** United Nations Environment Programme (UNEP), *Sustainable Tourism: the Tour Operators' Contribution*, Division of Technology, Industry and Economics, <http://www.toinitiative.org>, 2003.

*** Institutul Național de Statistică, *TempoOnline*, București, la zi, <http://statistici.INSSE.ro:8077/tempo-online/>.

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

- A general view regarding the role of travel agencies within the international tourist activity is compulsory for any graduate. Moreover, the graduates must understand how travel agencies are organized and function; they must comprehend their particularities and specific activities. Finally, it is important to know the methods practiced and applicable in this field in order to be able to properly fulfill specific tasks.

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	<ul style="list-style-type: none">Correctness and amplitude of theoretic knowledgeLogic coherenceSpecialized terminologyUnderstanding of basic concepts	Final exam: Final test (multiple choice test with one correct answer +/- open-end questions +/- true or false statements)	50%
		OR (the student shall pick the preferred evaluation method)	
		Final exam: Final test (multiple choice test with one correct answer +/- open-end questions +/- true or false statements)	30%
		Two interventions based on topics announced by the professor and selected by the students (themes covered by the syllabus or by the optional references)	20%
10.5 Seminar	<ul style="list-style-type: none">Acquisition and understanding of the issues covered in the course and seminar;Interest in individual training, seriousness in approaching problemsCorrect use of learned concepts	Activity over the semester: simulation of travel agency activities, carried out in teams of 2 to 3 students (teams are established at the beginning of the semester and maintained until the end)	25%
	Development of projects based on the stated themes	Elaboration and oral presentation of projects (projects realized individually and presented in teams of 2 to 3 students) –	25%



		topics are discussed during the first seminar	
Bonus	Students can gain a bonus worth 1 point if they take part in lecture and seminar activities actively.		
10.6 Minimum standard of performance			
<ul style="list-style-type: none">• comprehension of basic notions and their usage• interpretations of the results obtained.			

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. Marius Bota, PhD