



COURSE DESCRIPTION

Travel Agency Management

Academic year 2026-2027

1. Programme-related data

1.1. Higher Education Institution	Babeș-Bolyai University
1.2. Faculty	Business
1.3. Department	Hospitality Services
1.4. Field	Business Administration
1.5. Level of study	Bachelor
1.6. Degree 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	ILE0048
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 assessment	Exam
2.7. Course status	Compulsory			2.8. Course type	Specialisation subject (DS)

3. Total estimated time (hours per semester of teaching activities)

3.1. Number of hours per week	4	of which: 3.2. course	2	3.3. seminar/ laboratory/ project	2
3.4. Total of hours in the curriculum	56	of which: 3.5. course	28	3.6. seminar/ laboratory	28
Time allocation for individual study (IS) and self-taught activities (ST)					hours
Learning from textbooks, course materials, bibliography, and notes (IS)					28
Additional research in the library, on subject-specific electronic platforms, and on-site					31
Preparing seminars/ laboratories/ projects, assignments, reports, portfolios, and essays					29
Tutoring (professional guidance)					2
Examinations					2
Other activities					2
3.7. Total hours of individual study (IS) and self-taught activities (ST)					94
3.8. Total hours per semester					150
3.9. Number of credits					6

4. Prerequisites (where applicable)

4.1. curriculum-related	-
4.2. skills-related	-

5. Specific conditions (where applicable)

5.1. course-related	Classroom equipped with videoconferencing system with interactive display, Internet access;
5.2. seminar/laboratory-related	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.
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6.1. Competencies resulting from the completion of the degree programme

Professional competencies	
Competency code	Competency
CP1	Gathering, processing, and analysing economic data for business management.
CP4	Implementing business development strategies in the hospitality industry.
Transversal competencies	
Competency code	Competency
CT2	Identifying the roles and responsibilities in a multispecialty team and implementing various relational techniques and efficient work within a team.

6.2. Learning outcomes relevant to the degree programme

Learning outcomes targeted by the subject		
Competency code	Knowledge and comprehension	Specific academic skills
RDS1	The graduate 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 graduate is able to analyse the organisational 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.

7. Subject-specific learning outcomes

Knowledge and understanding
1. 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.
2. The student has solid knowledge in the field of travel agency management.
Specific academic skills
1. 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.
2. 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.

8. Contents

8.1 Course	Teaching Methods	Remarks
Introduction and subject presentation	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	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;	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	1 lecture

Brick & mortar agencies and Online TAs; The types of travel agencies and their development; Networks of travel agencies	(who are required to make various presentations of topics independently studied and identified in the recommended readings);	
Typology of travel agencies: The types of travel agencies and their development in Romania; online TAs	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	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	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	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 structure of the agency and the tasks of the personnel	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	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	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	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	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	the use of an interactive course, based on lectures and debates;	1 lecture

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	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);	
Final remarks	interactive course;	1 lecture
Bibliography Bălăsoiu, 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. Ford, R. and Cherrill, P. H., <i>Managing the Guest Experience in Hospitality</i>, Albany, NY: Delmar/Thomson Learning, 2000. Holland, J., Leslie, D., <i>Tour Operators and Operations. Development, Management and Responsibility</i>, CABI, 2018 (BCU – Filiala Facultății de Business). Horner P., <i>Travel Agency Practice</i>, Editura Longman, 1996. Laws E., <i>Managing Packaged Tourism</i>, Editura Thomson Press, 1997. Luca, C.; Hurmuzescu, D., <i>Manualul practic al agentului de turism</i>, THR, București, 2004 (BCU – Filiala Facultății de Business). 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). Luca, C.; Chiriac, A. C., <i>Manualul practic al ghidului de turism</i>, THR, București, 2004. (BCU – Filiala Facultății de Business). Stănciulescu, G., <i>Managementul agenției de turism</i>, Editura ASE, 2013. Stănciulescu, G., <i>Managementul operațiunilor din turism</i>, Editura AllBeck, București, 2002 (BCU – Filiala Facultății de Business). Stănciulescu, G., <i>Managementul agenției de turism</i>, Editura ASE, 2000. Syratt, G., <i>Manual of Travel Agency Practice</i>, Butterworth Heinemann, 1992 (BCU – Filiala Facultății de Business). Tinard, Yves, <i>Le Tourisme: Économie et Management</i>, McGraw Hill, Paris, 1992. Vellas, F., <i>Économie et Politique du Tourisme International</i>, Ed. Économica, Paris, 2002. Yale P., <i>The Business of Tour Operations</i>, Editura Longman, 1995. *** United Nations Environment Programme (UNEP), <i>Sustainable Tourism: the Tour Operators' Contribution</i>, Division of Technology, Industry and Economics, http://www.toinitiative.org, 2003. *** Institutul Național de Statistică, <i>TempoOnline</i>, 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;	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

development of tourist packages		
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
Bibliography Bălăşoiu, V., Dobândă, E., Snak, O., <i>Managementul calităţii produselor şi serviciilor în turism</i>, Editura Orizonturi Universitare, Timişoara, 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, Bucureşti, 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 Cărţii de Ştiinţă, Cluj-Napoca, 2005. Ford, R. and Cherrill, P. H., <i>Managing the Guest Experience in Hospitality</i>, Albany, NY: Delmar/Thomson Learning, 2000. Holland, J., Leslie, D., <i>Tour Operators and Operations. Development, Management and Responsibility</i>, CABI, 2018 (BCU – Filiala Facultăţii de Business). Horner P., <i>Travel Agency Practice</i>, Editura Longman, 1996. Laws E., <i>Managing Packaged Tourism</i>, Editura Thomson Press, 1997.		

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

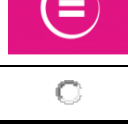
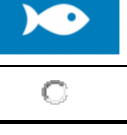
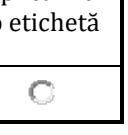
9. Evaluation

- The same evaluation criteria are maintained for all examination sessions. The components of the evaluation process carried out during the semester cannot be recovered/redone during examination sessions.
- For the final grade to be calculated by adding the points obtained during the semester, it is necessary to obtain at least 50% of the points allocated to the written exam.

Activity type	9.1 Evaluation criteria	9.2 Evaluation methods	9.3 Percentage of final grade
9.4 Course	• Correctness and amplitude of theoretical knowledge • Logic coherence • Specialized terminology • Understanding of basic concepts	Final exam: Final test (multiple choice test with one correct answer +/- open-end questions +/- true or false statements)	40%
		Active participation during teaching activities (students are expected to ask questions or discuss the presented lecture topics – at least 5 interventions)	10%
		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)	20%
		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%
		Active participation during teaching activities (students are expected to ask questions or discuss the presented lecture topics – at least 5 interventions)	10%
9.5 Seminar	1. Acquisition and understanding of the issues covered in the course and seminar; 2. Interest in individual training, seriousness in approaching problems 3. Correct 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) – topics are discussed during the first seminar	25%
Bonus	Students can gain a bonus worth 1 point if they solve the supplementary tasks provided by the professor.		
9.6 Minimum standard of performance			

1. comprehension of basic notions and their usage
2. interpretations of the results obtained.

10. SDG labels (Sustainable Development Goals)¹

		Sustainable Development Generic Label						
								
								Nu se aplică nici o etichetă
								

Date of entry:

Signature of course coordinator

Signature of seminar coordinator

May 22nd, 2026

Assoc. Prof. Monica Maria COROȘ, PhD

Assoc. Prof. Monica Maria COROȘ, PhD

Date of approval in the department:

Signature of the head of department

May 27th, 2026

Assoc. Prof. Marius BOTA, PhD

¹ Select a single label which, according to the [Implementation of SDG labels in the academic process](#), best matches the subject. If the subject addresses sustainable development in a generic manner (i.e. by presenting/introducing the general framework of sustainable development, etc.), then the Sustainable Development generic label may be applied. If none of the labels describe the subject, select the last option: "No label applies."