



COURSE DESCRIPTION
Ecotourism and Rural Tourism
Academic year 2026-2027

1. Programme-related data

1.1. Higher Education Institution	Babeș-Bolyai University
1.2. Faculty	Faculty of Business
1.3. Department	Hospitality Services
1.4. Field	Business Administration
1.5. Level of study	Bachelor's degree
1.6. Degree programme / Qualification	Business Administration in Hospitality Services / Bachelor of Economic Sciences
1.7. Form of education	Full-time education (FT)

2. Course-related data

2.1. Course title	Ecotourism and Rural Tourism			Course code	ILE0055
2.2. Course coordinator	Assoc. Prof. Paul Sorin Lazăr, PhD				
2.3. Seminar coordinator	Assoc. Prof. Paul Sorin Lazăr, PhD				
2.4. Year of study	3	2.5. Semester	6	2.6. Type of assessment	Exam
2.7. Course status	Opțional		Optional		Specialisation subject (DS)

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

3.1. Number of hours per week	3	of which: 3.2. course	2	3.3. seminar/ laboratory/ project	1
3.4. Total hours in the curriculum	42	of which: 3.5. course	28	3.6. seminar/laboratory	14
Time allocation for individual study (IS) and self-taught activities (ST)					hours
Learning from textbooks, course materials, bibliography, and notes (ST)					18
Additional research in the library, on subject-specific electronic platforms, and on-site					18
Preparing seminars/laboratories/projects, assignments, reports, portfolios, and essays					18
Tutoring (professional guidance)					0
Examinations					4
Other activities					0
3.7. Total hours of individual study (IS) and self-taught activities (ST)			58		

3.8. Total hours per semester	100
3.9. Number of credits	4

4. Prerequisites (where applicable)

4.1. curriculum-related	Not applicable
4.2. skills-related	Not applicable

5. Specific conditions (where applicable)

5.1. course-related	Active participation in teaching activities; electronic devices may be used only for educational purposes, as instructed by the teaching staff.
5.2. seminar/laboratory-related	Active participation in seminars, preparation of case studies and projects; compliance with submission deadlines and academic ethics standards.

6.1. Competencies resulting from the completion of the degree programme

Professional competencies	
Competency code	Competency
CP1	Collection, processing and analysis of economic data required for business administration.
Transversal competencies	
Competency code	Competency
CT1	Application of the principles, norms and values of professional ethics within one's own rigorous, efficient and responsible work strategy.
CT2	Identification of roles and responsibilities within a multidisciplinary team and application of relationship-building and effective teamwork techniques.

6.2. Learning outcomes relevant to the degree programme

Learning outcomes targeted by the subject		
Competency code	Knowledge and comprehension	Specific academic skills
RDS2	The graduate has general knowledge in the fields of macroeconomics and microeconomics, with an impact on the life and activity of businesses in the hospitality and tourism sector.	The graduate demonstrates the ability to infer and understand the effects of macroeconomic policies and their implications at microeconomic level, taking into account the particularities of the hospitality and tourism industry.

7. Subject-specific learning outcomes

Knowledge and comprehension
1. Defines the fundamental concepts of ecotourism, rural tourism and agritourism and explains their relationship with sustainable development.

2. Identifies the natural, cultural and socio-economic resources underpinning the development of ecotourism and rural tourism.
3. Explains the principles of organisation, spatial planning and management of tourism activities in rural areas and ecotourism destinations.
4. Analyses the role of rural tourism and ecotourism in sustainable local development and adaptation to environmental and climate challenges.
Specific academic skills
1. Assesses the ecotourism and rural tourism potential of a destination using appropriate data, indicators and analytical tools.
2. Develops SWOT analyses, case studies and proposals for sustainable tourism products/projects adapted to local communities.
3. Argues for management solutions for the responsible development of ecotourism and rural tourism, individually and in teams.

8. Contents

8.1. Course	Teaching and learning methods	Remarks
Concepts, objectives and principles of ecotourism and rural tourism	Interactive lecture; heuristic conversation	2 hours
Organisation of rural and ecological tourism. Stakeholders, structures and organisational models	Interactive lecture; applied examples	2 hours
Development of ecotourism and rural tourism in Romania and internationally. Comparative analysis	Lecture; comparative analysis; case studies	4 hours
Ecotourism, rural tourism and sustainable development. Economic, social and environmental impact	Interactive lecture; debate	2 hours
Rural and ecological tourism potential: resources, assessment and responsible valorisation	Lecture; data analysis and examples	4 hours
Tourism planning in rural areas and management of ecotourism destinations	Lecture; case studies	4 hours
Trends and perspectives: digitalisation, climate change, circular economy and authentic tourism experiences	Interactive lecture; case studies	4 hours
Project management and funding sources for ecotourism and rural tourism	Lecture; problem-based learning; project examples	6 hours
Bibliography		
1. Nistoreanu, P. – Ecoturism și turism rural, Editura ASE, București, 2006. 2. Miu, F.; Simoni, S. – Ecoturism și turism rural, Editura Universității din Pitești, 2010. 3. Weaver, D. – The Encyclopedia of Ecotourism, CABI Publishing, 2001/2003. 4. Wood, M. – Ecotourism: Principles, Practices & Policies for Sustainability, UNEP, 2002. 5. Băltărețu, A.M. – Ecoturism și dezvoltare durabilă, Pro Universitaria, București, 2007. 6. Ghereș, M. – Agroturism, Editura Risoprint, Cluj-Napoca, 2007.		

8.2. Seminar / laboratory	Teaching and learning methods	Remarks
Ecotourism as a model for the sustainable valorisation of tourism resources	Debate; case study	2 hours
SWOT analysis of ecotourism in Romania	Teamwork; debate	2 hours
Ecotourism resources and rural tourism programmes in Romania	Case study; presentations	2 hours
Assessment of the ecotourism and rural tourism potential of a destination	Practical application; multi-criteria analysis	6 hours
Bibliography		
1. Nistoreanu, P. – Ecoturism și turism rural, Editura ASE, București, 2006. 2. Miu, F.; Simoni, S. – Ecoturism și turism rural, Editura Universității din Pitești, 2010. 3. Weaver, D. – The Encyclopedia of Ecotourism, CABI Publishing, 2001/2003. 4. Wood, M. – Ecotourism: Principles, Practices & Policies for Sustainability, UNEP, 2002. 5. Băltărețu, A.M. – Ecoturism și dezvoltare durabilă, Pro Universitaria, București, 2007. 6. Ghereș, M. – Agroturism, Editura Risoprint, Cluj-Napoca, 2007.		

9. Evaluation

The evaluation method is maintained for resit examination sessions. Components of the evaluation process completed during the semester cannot be recovered or repeated during examination sessions. In order to cumulate the points obtained during the semester, a minimum grade of 5 (five) must be obtained in the final examination (written/oral).

Type of activity	9.1 Evaluation criteria	9.2 Evaluation methods	9.3 Percentage in the final grade
9.4 Course	Knowledge and understanding of concepts; capacity for analysis and argumentation; application of concepts to situations and case studies in ecotourism and rural tourism.	Final written examination	50%
9.5 Seminar/laboratory	Active participation, quality of contributions and ability to relate theoretical aspects to practical situations.	Participation in debates and solving case studies	25%
	Quality of research, correct use of concepts, feasibility and sustainability of the proposed solutions.	Project / presentation	25%
9.6 Minimum standard for passing			
Achieving a minimum grade of 5 on the final examination and demonstrating knowledge of the key concepts related to ecotourism, rural tourism, sustainable development, tourism potential assessment, and project management.			

10. SDG labels (Sustainable Development Goals)

								
								
								
			X					

Date of entry:

22.05.2026

Signature of course coordinator

Assoc. Prof. Paul Sorin Lazăr, PhD

Signature of seminar coordinator

Assoc. Prof. Paul Sorin Lazăr, PhD

Date of approval in the department:

27.05.2026

Signature of the head of department

Assoc. Prof. Marius BOTA, PhD