



COURSE DESCRIPTION
Tourism Resources 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	Tourism Resources Management			Discipline code	ILE0098
2.2. Course coordinator	Asst. Prof. Andreea-Angela Șeulean, PhD				
2.3. Seminar coordinator	Asst. Prof. Andreea-Angela Șeulean, PhD				
2.4. Year of study	III	2.5. Semester	6	2.6. Type of assessment	Viva voce
2.7. Course status	Elective			2.8. Course type	Core subject

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 of 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 (IS)					20
Additional research in the library, on subject-specific electronic platforms, and on-site					16
Preparing seminars/laboratories/projects, assignments, reports, portfolios, and essays					16
Tutoring (professional guidance)					2
Examinations					2
Other activities					2
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	–
4.2. skills-related	–

5. Specific conditions (where applicable)

5.1. course-related	Lecture room equipped with a computer and a video projector.
5.2. seminar/laboratory-related	Lecture room equipped with a computer and a video projector.

6.1. Competencies resulting from the completion of the degree programme

Professional competencies	
Competency code	Competency
PC2	Business environment research for substantiation of business decisions.
PC4	Implementing business development strategies in the hospitality industry.
Transversal competencies	
Competency code	Competency
TC3	Identifying various opportunities for continuing education and efficiently using learning resources and techniques for their development.

6.2. Learning outcomes relevant to the degree programme

Learning outcomes targeted by the subject		
Competency code	Knowledge and comprehension	Specific academic skills
PC1 PC2 TC1 TC3	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 regarding the nature, particularities, and challenges of tourism resources.
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 can assess resources and design frameworks and policies for the sustainable development and management of tourism resources.

8. Contents

8.1. Course	Teaching and learning 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	- 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

development; Protected areas and key sectors of public policy		
Final revision	• Interactive lecture	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.
- Borza, Alexandru (1989), „Perspective ale turismului în Parcul național Retezat”, *Actualități în turism*, nr. 4-5, republicat la Borza, Alexandru (2004), *Pledoarii vechi pentru un turism nou*, Editura Uranus, București, 200 de pagini.
- Coroș, Monica Maria (2015), *Managementul cererii și ofertei turistice*, C. H. Beck, București.
- Diaconovich, C. (1898, 1900, 1904), *Enciclopedia Română*, Publicată din însărcinarea și sub auspiciile Asociațiunii (Transilvane) pentru Literatura Română și Cultura Poporului Român, 3 volume, Editura și Tiparul lui W. Krafft, Sibiu.
- 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/laboratory	Teaching and learning 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 • 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 • 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 • 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 • Exemplification • Problem formulation • Solving of case studies	1 seminar
Case studies – national parks, natural parks or other natural sites of interest –	• Oral presentation • Interactive exposition	1 seminar

at international level; Romanian destinations; valorization of natural parks	• Exemplification • Problem formulation • Solving of case studies	
Presentation of students' final projects	• Oral presentation • Interactive exposition	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. Borza, Alexandru (1944), <i>Documente, referate și informații</i>, Monitorul Oficial și Imprimeriile Statului, București. Borza, Alexandru (1989), „Perspective ale turismului în Parcul național Retezat”, <i>Actualități în turism</i>, nr. 4-5, republicat la Borza, Alexandru (2004), <i>Pledoarii vechi pentru un turism nou</i>, Editura Uranus, București, 200 de pagini. Coroș, Monica Maria (2015), <i>Managementul cererii și ofertei turistice</i>, C. H. Beck, București. Diaconovich, C. (1898, 1900, 1904), <i>Enciclopedia Română</i>, Publicată din însărcinarea și sub auspiciile Asociațiunii (Transilvane) pentru Literatura Română și Cultura Poporului Român, 3 volume, Editura și Tiparul lui W. Krafft, Sibiu. Haret, Mihai (1923), "Turism, carpatism, parcuri naționale și monumente naturale", <i>Natura</i>, Vol. XII, No 5, pp. 15-20. Lupu, N. (2010), „În loc de postfață”, pp. 122-141, la Borza, Alexandru, <i>Pledoarii vechi pentru un turism nou</i>, Editura ASE, București. Lupu, N. (2013), „Contribuția la patrimoniul cultural național a profesorului Alexandru Borza – <<naturalist din Alba Iulia>>”, pp. 193-207, în <i>Rolul patrimoniului în contextul crizei valorilor</i> (editori Cristea, A.; Nicolae, J.; Floroian, Daniela), Editura Reîntregirea, Alba Iulia. Peteanu, Aurel E. (1940), <i>Banatul pitoresc – impresii și reflecții</i>, 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. *** <i>Explore the Carpathian Garden!</i>, 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). <i>Travel & Tourism Competitiveness Report & Development Index</i>. All Editions. www.weforum.org. *** <i>Romania Travel</i>, 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.		

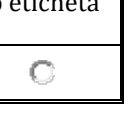
9. Evaluation

- 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).

Type of activity	9.1 Evaluation criteria	9.2 Evaluation methods	9.3 Percentage in the final grade
9.4. 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-ended 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)	Active participation – sharing ideas and news: integration of two newspaper articles related to resource management practices in international tourism (two international or two national	10%

	of interest from the national/international press)	ones, or one from the international media and one from the national press – the articles ought to be presented during class activities, over the semester)	
9.5. Seminar/laboratory	• Development of projects based on the stated themes	Elaboration and oral presentation of projects (projects realized individually or in pairs)	40%
9.6 Minimum standard for passing			
To obtain a grade of 5 (five), students must: • Know the fundamental concepts and their application on examples. • Interpret from an economic viewpoint the results obtained. • Possess the ability to identify challenges and solutions for the management of tourism resources.			

10. SDG labels (Sustainable Development Goals)¹

		Sustainable Development Generic Label						
								
								Nu se aplică nici o etichetă
								

Date of entry:

22.05.26

Signature of course coordinator

Asst. Prof. Andreea-Angela Șeulean, PhD

Signature of seminar coordinator

Asst. Prof. Andreea-Angela Șeulean, PhD

Date of approval in the department:

27.05.26

Signature of the head of department

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."