

MANAGEMENT IN TOURISM (Master, 2nd year MAPA)

Credit value (ECTS) 6

Course category

Domain (Imposed)

Course holder:

Ph. D. Prof. Stejărel BREZULEANU

Discipline objectives (course and practical works)

- Transmission of economic knowledge on the implementation of a formalized process of management in tourism;
- Understanding the specifics of trade and tourism in terms of activity organization and sale of tourist products and services;
- Identification of differences between tourism, rural tourism and agri-tourism.
- Design of strategic guidelines and economic policies to promote agri-tourism and rural tourism

Contents (syllabus)

Course (chapters/subchapters)
TOURISM, RURAL TOURISM, AGRI-TOURISM: CONCEPT, CONTENT
ESTABLISHMENT AND CLASSIFICATION OF TOURIST GUESTHOUSES
ORGANIZATION AND PLANNING OF ACCOMMODATION AND ANNEXES OF THE GUESTHOUSE
RISK MANAGEMENT IN AGRI-TOURISM
ORGANIZATION OF OPTIONAL TOURS
PROMOTING RURAL TOURISM AND AGRI-TOURISM
DESIGN AND MANAGEMENT OF FACILITIES WITHIN A GUESTHOUSE

Seminar
Case study on sustainable development strategies through rural tourism and agri-tourism of the locality ...
Exploratory study on the natural, economic and social frame of the locality
Designing strategic guidelines and economic policies to promote tourism and rural tourism in the area
SWOT analysis of the influence components and of the tourism process
Strategies of rural development of agri-tourism in town.....
Establish an information, promotion and logistics insurance centre in agri-tourism
Factors influencing tourism activity

Bibliography

1. Ciurea Ion Valeriu, Chiran Aurel, Brezuleanu Stejarel, Ungureanu George, Mihalache Roxana, Airinei Ramona, Paveliuc Olariu Codrin, 2011, „Strategii de dezvoltare rurală durabilă prin agroturism-microzonele Oituz, Slănic Moldova, Cașin” ,Editura Terra Nostra, Iași

2. Minciu Rodica, *Economia turismului*, Ediția a III-a, Editura Uranus, București, 2005
3. Naghi Mihai, Stegorean Roxana, *Managementul unităților din turism și comerț*, Editura George Barițiu, Cluj-Napoca, 2001
4. Stănciulescu, Gabriela, Micu Cristina, *Managementul operațiunilor în hotelărie și restaurație*, Editura C.H.Beck, 2012
5. Stegorean Roxana, *Management în comerț și turism*, Editura Risoprint, Cluj-Napoca, 2006
6. Ungureanu George, Brezuleanu Stejarel, Ciurea Ion Valeriu, Chiran Aurel, Mihalache Roxana, Paveliuc Olariu Codrin, 2011, *Ghid pentru promovarea afacerilor în turism*, Editura Terra Nostra, Iași.

Evaluation

Evaluation form	Evaluation Methods	Percentage of the final grade
Exam	Oral examination	60%
Appreciation of the activity during the semester	Oral assessment during the semester, verification tests; colloquium.	40%

Contact

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