

Products of public alimentation and agritourism (Master in *Management in public alimentation and agritourism*: **First Year of study, first Semester**)

Credit value (ECTS):7

Course category

deepening discipline (imposed)

Course holder:

Lecturer Ph.D. **Radu-Adrian MORARU**

Discipline objectives (course and practical works)

- provide students with the theoretical and practical knowledge in the field of agritourism and public alimentation.
- presentation and analysis of agritourism product and achieve a rigorous inventory of the problems of agritourism, analyzing its overall features (concepts, definitions, forms and specific activities, their socio-economic implications, possibilities of implementation and development etc.).
- knowledge and understanding of the importance of public alimentation and agritourism for local and national economy;
- familiarize students with policies, strategies and methods of promotion, distribution and sale of the agritourism and public alimentation products
- students will also study aspects about management and efficiency of agritourism and public alimentation activity.

Contents (syllabus)

Course (chapters/subchapters)
I. Agritourism-general considerations: 1.1. The concept of agritourism and its forms; 1.2. Functions and contents of agritourism activities; 1.3. Favorable factors and motivations in agritourism consumption; 1.4. Benefits and negative effects of agritourism; 1.5. The classification of agritourism establishments
II Agritourism product: 2.1. Romanian village-tourism product; 2.2. The structure of agritourism product; 2.3. Consumers of agritourism products; 2.4 Types of agritourism products used by European tourists; 2.5. Launching stages of a new agritourism product
III. Public Alimentation: Definition, importance, functions, features; 3.2. Public alimentation - component of tourism services; 3.3. Typology and classification of public alimentation units; 3.4. Customers of public alimentation units; 3.5. Human resources in Public Alimentation; 3.6. Peculiarities of public alimentation in agritourism; 3.7. Internal organization of public alimentation units; 3.8. Organizing workflow and service systems; 3.9. Provision of furniture and equipment of public alimentation unit; 3.10. Promoting and selling of food preparations and drinks
IV. Catering : 4.1 Definition, classification, features; 4.2 Elements for success in catering business; 4.3 Communication skills with customers and staff; 4.4 External Catering Management; 4.5 Organising events in catering.

V Marketing in agritourism: 5.1. Agritourism market structure and features; 5.2. Agritourism supply and demand; 5.3. Promotion, distribution and commercialization of agritourism product
VI Supplies of services in public alimenation and agritourism: 6.1. Classification of services; 6.2. Basic services; 6.3. Complementary services; 6.4. Peculiarities of public alimenation in agritourism; 6.5. Development and modernization of services in public alimenation
VII. Management and efficiency of agritourism and public alimenation activity: 7.1. Economic and financial analysis of business in agritourism and public alimenation; 7.2. Ways of maximizing income of agritourim establishments; 7.3. Local branding

Practical works
1. The creation process of agritourism product
2. Agritourism product policies and strategies
3. Methods of analysis and estimation of demand and supply in public alimenation and agritourism
4. Indicators of demand and supply in public alimenation and agritourism
5. Promotion, distribution and sale of the agritourism and public alimenation products
6. Indicators of economic efficiency in public alimenation and agritourism
7. Project theme: Promoting agritourism product or public alimenation product

Bibliography

- 1) Alecu I. N., Constantin M. – 2006 - *Agroturism și marketing agroturistic*, Editura Ceres, București;
- 2) Banu, C., Preda, N.- 1982- *Produsele alimentare și inocuitatea lor*, Editura Tehnică, București;
- 3) Crăciun Șt. – 1997 – *Agroturism, organizare-eficiență*, Ed. Mirton, Timișoara;
- 4) Dobrescu, E. și colecti – 2000 - *Tehnica servirii consumatorilor*, E.D.P. R.A., București;
- 5) Mitrache Șt. și colab. – 1996 – *Agroturism și turism rural*, Ed. Fax Press, București;
- 6) Moraru Radu-Adrian – 2014 – *Produse de alimentatie publica si agroturism*, Suport de curs, USAMV, Iasi;
- 7) Stavrositu, S. -1998 - *Ghid profesional în alimentația publică*, Editura Tehnică, București;

Final Evaluation

Evaluation form	Evaluation Methods	Percentage of the final grade
Exam	Written examination	70%
Appreciation of the activity during the semester	Oral assessment during the semester, verification test and project	30%

Contact

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