

BACHELOR 'S PROGRAMME  
1<sup>ST</sup> YEAR OF STUDY, 2<sup>ND</sup> SEMESTER

COURSE TITLE	<b>GEOGRAPHY OF TOURISM</b>
COURSE CODE	JT1210
COURSE TYPE	full attendance/ tutorial
COURSE LEVEL	1 <sup>st</sup> cycle (bachelor's degree)
YEAR OF STUDY, SEMESTER	1 <sup>st</sup> year of study, 2 <sup>nd</sup> semester
NUMBER OF ECTS CREDITS	6
NUMBER OF HOURS PER WEEK	4 (2 lecture hours + 2 seminar hours)
NAME OF LECTURE HOLDER	Lecturer Oana Mihaela STOLERIU
NAME OF SEMINAR HOLDER	Assistant Prof. Mihail EVA
PREREQUISITES	Advanced level of English
<b>A</b>	<b>GENERAL AND COURSE-SPECIFIC COMPETENCES</b>
	<p><b>General competences:</b></p> <p>→ Acquiring the adequate professional and transversal competencies, according to the specific requirements of the subject and the qualifications listed in the National Index of Higher Education Qualifications (RNCIS) for Geography of Tourism</p> <p><b>Course-specific competences:</b></p> <p>→ Describe: the components of tourism potential, the main forms of tourism, types of tourists</p> <p>→ Use: specialty concepts from the tourism field, sources of statistical data</p> <p>→ Explain: the spatial distribution of tourism services and flows</p>
<b>B</b>	<b>LEARNING OUTCOMES</b>
	<p>→ Calculate : basic tourism indicators</p> <p>→ Explain: the spatial distribution of tourism services and flows</p> <p>→ Design: tourism products and tourism promotion materials</p> <p>→ Lay out: a tourism exhibition stand for a locality/region</p>
<b>C</b>	<b>LECTURE CONTENT</b>
	<p>Introduction in the geography of tourism services. Tourism services: features, importance, delineation of goods and services.</p> <p>The evolution of the tertiary sector and the role of services in the territorial organization</p> <p>The evolution of tourism</p> <p>Tourism potential: definition, components. Tourism resources</p> <p>The technical-material basis of tourism activities. Accommodation services and infrastructure: typology, features, classification</p> <p>Food and leisure infrastructures and services. Transportation and urban infrastructures and services</p> <p>Tourism product. Tourism destination</p> <p>Tourism market</p> <p>Tourism promotion: forms and instruments</p> <p>Tourism image, tourism brand</p> <p>Tourism promotion events: organization of a tourism fair. Authenticity and sense of place</p> <p>Tourism forms</p> <p>Types of tourists and tourist behaviours. Special forms of tourism</p> <p>Tourism flows: classification, features, spatial distribution</p>
<b>D</b>	<b>RECOMMENDED READING FOR LECTURES</b>
	<ol style="list-style-type: none"> <li>Muntele I., Iatu C. (2006). <i>Geografia turismului. Concepte, metode si forme de manifestare spatio-temporala</i>, Sedcom Libris, Iasi, 2003</li> <li>Merenne-Schoumaker, B. (2004). <i>Geographie des services et des commerces</i>, Paris.</li> <li>ORDINUL nr. 65 din 10 iunie 2013 pentru aprobarea Normelor metodologice privind eliberarea certificatelor de clasificare a structurilor de primire turistice cu funcțiuni de cazare și alimentație publică, a licențelor și brevetelor de turism, MONITORUL OFICIAL nr. 353 /14 iunie 2013, online <a href="http://www.lege-online.ro/lr-ORDIN-65%20-2013-%28148944%29.html">http://www.lege-online.ro/lr-ORDIN-65%20-2013-%28148944%29.html</a>.</li> <li>World Tourism Organization (UNWTO) official website, <a href="http://www2.unwto.org/">http://www2.unwto.org/</a>.</li> <li>Hall, C., &amp; Page, S. (2006). <i>The Geography of Tourism and Recreation. Environment, place and space</i>. Third edition. London and New York: Routledge.</li> </ol>
<b>E</b>	<b>SEMINAR CONTENT</b>
	<p>Introduction. Acknowledgment of the students' competences and needs. Organization of the seminars activity.</p>

	<p>Analysis methods in the geography of tourism services. Information sources and database.</p> <p>Analysis of tourism services. Case study - Iasi.</p> <p>Analysis of spatial and temporal variations of tourist services.</p> <p>Evaluation of tourism potential for the students' locality/region of origin (1/2): natural and cultural tourist resources .</p> <p>Evaluation of tourism potential for the students' locality/region of origin (2/2): infrastructure and tourist services.</p> <p>The tourist offer. Case study - the students' locality/region of origin</p> <p>Designing 2 tourist products for the students' locality/region of origin.</p> <p>Elaboration of promotion materials: flyers, posters, tourist maps</p> <p>Preparation and organization of the " Fair of Moldavian traditions and tourism".</p> <p>Tourism discourses and hospitality</p> <p>Attending the " Fair of Moldavian traditions and tourism".</p> <p>Analysis of the territorial impact of various tourism forms</p> <p>Mapping tourism flows</p>
F	RECOMMENDED READING FOR SEMINARS
	<ol style="list-style-type: none"> <li>1. ANT (2013). Ordinul nr. 65 din 10 iunie 2013 pentru aprobarea Normelor metodologice privind eliberarea certificatelor de clasificare a structurilor de primire turistice cu funcțiuni de cazare și alimentație publică, a licențelor și brevetelor de turism, Monitorul Oficial nr. 353 /14 iunie 2013.</li> <li>2. World Bank (2018). World Bank Open Data. Free and open access to global development data. <a href="http://data.worldbank.org/">http://data.worldbank.org/</a></li> <li>3. INS (2018). TEMPO-Online Database, National Institute of Statistics. Section B16 – Tourism.</li> <li>4. Muntele, I., &amp; Iașu, C. (2006). <i>Geografia Turismului - Concepte, Metode și Forme de Manifestare Spațială</i>. Iași: Sedcom Libris.</li> <li>5. UNWTO (2016). Tourism Highlights, 2016 Edition, <a href="http://www.e-unwto.org/doi/book/10.18111/9789284418145">http://www.e-unwto.org/doi/book/10.18111/9789284418145</a></li> </ol>
G	EDUCATION STYLE
LEARNING AND TEACHING METHODS	Lecture, explanation, heuristic conversation, problematization, case study
ASSESSMENT METHODS	Examination + Seminar Grades
LANGUAGE OF INSTRUCTION	English