

BACHELOR 'S PROGRAMME 2 ND YEAR OF STUDY, 2 ND SEMESTER	
COURSE TITLE	MANAGEMENT OF TOURISM ACTIVITIES
COURSE CODE	JT2407
COURSE TYPE	full attendance/ tutorial
COURSE LEVEL	1 st cycle (bachelor's degree)
YEAR OF STUDY, SEMESTER	2 nd year of study, 2 nd semester
NUMBER OF ECTS CREDITS	6
NUMBER OF HOURS PER WEEK	4 (2 lecture hours + 2 seminar hours)
NAME OF LECTURE HOLDER	Associate Professor Gina Ionela BUTNARU
NAME OF SEMINAR HOLDER	Assistant Professor Gina Ionela BUTNARU
PREREQUISITES	Advanced level of English
A	GENERAL AND COURSE-SPECIFIC COMPETENCES
	<p>General competences:</p> <ul style="list-style-type: none"> → 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>Course-specific competences:</p> <ul style="list-style-type: none"> → Explain concepts specific to business management in tourism
B	LEARNING OUTCOMES
	<ul style="list-style-type: none"> → Describe the creation and marketing of tourism products → Properly use the specific elements of legislation in the field of business management in tourism
C	LECTURE CONTENT
	<p>BASIC CONCEPTS IN TOURISM - tourism, tourism, tourist circulation, tourist services ABOUT OSPITALITY AND INDUSTRY OF OSPITALITY ADMINISTRATION OF HOTELS; F & B; TOURISM OPERATORS TOURIST TRANSPORT ABOUT ANIMATION AND ANIMATORS CREATION, MARKETING, STRATEGIES AND TYPES OF TOURISM, PRICE POLICY AND TARIFF TOURIST ATTRACTIONS, TOURIST DESTINATION AND TOURISM DESTINATION MANAGEMENT HUMAN RESOURCES, SATISFACTION AND EMPLOYMENT IN TOURISM MAJOR EVENTS - THEIR IMPACT ON TOURISM ABOUT THE QUALITY OF TOURIST SERVICES PERFORMANCE AND MANAGEMENT PERFORMANCE IN TOURISM SAFETY AND SECURITY - IMPACT OF NATURAL CALAMITIS ON TOURISM, ENVIRONMENT AND BUSINESS ADMINISTRATION IN TOURISM INTERCULTURALITY - examples of good practices used by various international tourism companies that are successful</p>
D	RECOMMENDED READING FOR LECTURES
	<p>Butnaru, G., I., Managementul activităților de turism, Ed.Tehnopress, Iași, 2012 Dragan, Lorin, Managementul turismului. Introducere în operațiuni, http://books.google.ro/</p>
E	SEMINAR CONTENT
	<p>PROJECT - CREATING AND TRADING A TOURIST PRODUCT TYPOLOGY OF TOURIST PRODUCTS INDICATORS OF MEASURING THE EFFICIENCY OF TOURISM ACTIVITY PRESENTATION OF ESSAY TO APPLY QUESTIONNAIRE FOR THE ASSESSMENT OF QUALITY OF SERVICES IN AN ACCOMMODATION AND QUESTIONNAIRE FOR THE ASSESSMENT OF TOURISM SATISFACTION</p>
F	RECOMMENDED READING FOR SEMINARS
	<p>Butnaru, G., I., Managementul activităților de turism, Ed.Tehnopress, Iași, 2012 Dragan, Lorin, Managementul turismului. Introducere în operațiuni, http://books.google.ro/</p>

G	EDUCATION STYLE
LEARNING AND TEACHING METHODS	Lecture, interactive course, thematic debate, explanation, problem solving method
ASSESSMENT METHODS	Examination
LANGUAGE OF INSTRUCTION	English