

University Of Oradea	PROCEDURE to initiate, approve, monitor and periodically evaluate of study programs	COD: SEAQ PE – U. 01						
			4	5	6	7	8	9
							Approved in Senate meeting on: -- 17.09.2012	

Annex 6

DISCIPLINE DESCRIPTION

1. Information on the study programme

1.1 Academic institution	UNIVERSITY OF ORADEA
1.2 Faculty	FACULTY OF ENVIRONMENTAL PROTECTION
1.3 Department	ZOOTECHNICS AND AGROTOURISM
1.4 Field of study	ENGINEERING AND MANAGEMENT IN AGRICULTURE AND RURAL DEVELOPMENT
1.5 Cycle of study	BACHELOR
1.6 Study programme/Qualification	IMAP / ENGINEER

2. Information on the discipline

2.1 Name of discipline	TOURISM ECONOMY						
2.2 Course holder	LECTURIER: GHERDAN ALINA EMILIA MARIA						
2.3 Seminar/Laboratory/Project holder	LECTURIER: GHERDAN ALINA EMILIA MARIA						
2.4 Year of study	I	2.5 Semester	I	2.6 Type of evaluation	Exam	2.7 Regime of discipline	I

(C)Compulsory; (O) Optional; (E) Elective

3. Total estimate time (hours per semester of didactic activities)

3.1 Number of hours per week	4	out of which: 3.2 course	2	3.3 seminar/laboratory/project	2
3.4 Total hours in the Education plan	56	out of which: 3.5 course	28	3.6 seminar/laboratory/project	28
Time allotment					ore
Study assisted by manual, course support, bibliography and notes					20
Additional documentation in the library/ on specialised electronic platforms and in the field					20
Preparation of seminars/laboratories/ topics/reports, portfolios and essays					12
Tutorship					2
Examinations					2
Other activities.....					
3.7 Total hours of individual study	56				
3.9 Total hours per semester	112				
3.10 Number of credits	4				

4. Prerequisites (where appropriate)

4.1 curriculum	(Conditioners) general economy
4.2 competences	

5. Conditions (where appropriate)

5.1. related to course	Classroom equipped according to requirements (laptop, video projector and appropriate software)
5.2. related to seminar/laboratory/project	Seminar room equipped as required (laptop, video projector and appropriate software, floorboards)

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6. Specific competences acquired	
Professional competences	<p>To know specialized terminology afferent to the tourism economy.</p> <p>To demonstrate the ability to properly use the notions of tourism economy.</p> <p>To acquire explanatory skills and application of specific concepts, methods, techniques and specific tools to provision of tourism benefits.</p> <p>Develop skills to identify, explain and use specific tools and techniques of analyze, assess and predict the qualitative and quantitative dimensions of supply and demand that are needed to effectively manage the relationship with customer and supplier, marketing of tourism services.</p> <p>To develop skills in terms of substantiation, offer design and tourist demand.</p>
Transversal competences	<p>To demonstrate concern for improving the results of professional activity by taking roles in a multidisciplinary team ofwork.</p> <p>To Assume the engagement in research activities, such as documenting, elaboration of some bibliographic syntheses, eventually of some specialized articles.</p> <p>To participate in projects with scientific and demonstrate the ability to identify opportunities for their own professional training in the future.</p>

7. Objectives of discipline (coming from the specific competences acquired)

7.1 General objective	Fundamental knowledge of economy materialized in the case of tourism
7.2 Specific objectives	<ul style="list-style-type: none"> • Familiarization with the basic concepts of the tourism economy • To interpret phenomenon and developments in the tourism economy Understanding the organization of tourist activity • Knowledge of the functioning of the tourism market • Knowing the typology and components of the tourist offer • Evaluation of tourism efficiency <p>Understand the role of tourism in the national economy integrated into the global economy, dominated by increased competition, especially on the tourist market.</p>

8. Content*

8.1 Course	Methods of teaching	No. of hours/Remarks
1. Tourism - economic and social activity 1.1. The concepts of "tourism" and "tourist" 1.1.1. Historic landmarks of tourism 1.1.2. Concept and basic notions of tourism 1.2. Tourism and		4

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economic and social development. 1.2.1. Macroeconomic Tourism Connections. 1.2.2 Socio-economic implications of tourism	Powerpoint exposition, description, participatory lectures		
2. Tourist Circulation 2.1. Forms of tourism: structure, characteristics, interactions. 2.1.1. Typology of trips. 2.1.2. Characteristics of the main forms of tourism. 2.2. Measuring tourist traffic and the difficulties of knowing the tourist phenomenon. 2.2.1. Methods of registration of tourist traffic. 2.2.2. Indicators of quantification of tourist traffic.		4	
3. Organization of tourist activity 3.1. Coordinates of the tourism organization. 3.1.1. Organizational structures in tourism. 3.1.2. Forms of integration of tourism activity. 3.2. The role of the state in tourism. 3.3. Travel agencies and tourism co-operation. 3.4. Organization of tourism 3.4.1. Short history of tourism in Romania 3.4.2. The current institutional structure of tourism 3.4.3. Tourism Development Strategy		4	
4. Tourist market 4.1 Classification of tourist markets 4.2 Capacity and potential of the tourism market 4.3 Segmentation of the tourist market 4.4 Methods of segmentation of the tourist market		2	
5. Tourist offer 5.1 Particularities and characteristics. 5.2 Relation between tourist offer - tourist production.. 5.3 Factors determining the tourist offer. 5.4 Tourist resources - natural and anthropic. Employment in tourism. 5.5 Basis Material in Tourism: Characteristics and Structure.		4	
6. Tourist demand 6.1. The content, peculiarities and determinants of tourism demand 6.2 Seasonality of demand 6.3 Tourist motivation 6.4 Quantification of tourism demand and consumption		4	
7. The tourist product 7.1 Conceiving and capitalizing 7.2 Types of products		2	
8. Labor force in tourism 8.1 The specificities of tourism work 8.2 Evolution and structure of tourism staff 8.3 Productivity of Workers in Tourism		2	
9. Economic efficiency and social tourism 9.1 Economic efficiency of tourism activity 9.2 The system of indicators of efficiency in tourism 9.3 Social efficiency of tourism		2	
Bibliography			

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- [2] Goga, Andrei (2001): *Economia turismului*. Universitatea Creștină „Dimitrie Cantemir“, Fac. de Științe Economice, Cluj-Napoca
- [3] Lupu, Nicolae (2005): *Hotelul. Economie și management*. Editura All-Beck, București (ed. a V-a)
- [4] Minciu, Rodica (2000): *Economia turismului*. Ed. Uranus, București
- [5] Neașu, Nicolae – Băltărețu, Andreea (2005): *Economia turismului. Lucrări practice, statistici, reglementări*. Ed. Uranus, București
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- [7] Șuta, Octavia-Violeta (2000): *Economia turismului. Caiet de lucrări practice*. Universitatea Creștină „Dimitrie Cantemir“, Fac. de Științe Economice, Cluj-Napoca
- [8] WTTC (2006): *România. Impactul Turismului și Călătoriilor asupra locurilor de muncă și economiei*. London
- [9] WTO (2006): *Master Planul pentru Dezvoltarea Turismului Național al României 2007-2026, București*

8.2 Seminar	Methods of teaching	No. of hours/Remarks
Tourism, economic and social phenomenon; forms of tourism and determinants factors of tourism development	Lecture, debate	2
Issues and debates regarding of tourism circulation indicators: Density of circulation tourist	Problem solving, deduction application	4
Issues and debates on tourism circulation indicators: Relative preference	Lecture, debate	4
Contribution of tourism to economic growth	Lecture, debate	4
How to determine the potential tourist market	Problem solving, deduction application	2
Issues and debates regarding to elasticity of tourism demand	Problem solving, deduction application	2
Segmentation of the tourist market.	Problem solving, deduction application	2
Elasticity of demand of tourist services in function of price	Problem solving, deduction application	2
Elasticity of demand tourist services in function revenue	Problem solving, deduction application	4
Quantification of demand and tourism consumption	Problem solving, deduction application	2
8.4 Project		
Bibliography		
<ul style="list-style-type: none"> • Neașu, Nicolae – Băltărețu, Andreea (2005): <i>Economia turismului. Lucrări practice, statistici, reglementări</i>. Ed. Uranus, București • Șuta, Octavia-Violeta (2000): <i>Economia turismului. Caiet de lucrări practice</i>. Universitatea Creștină „Dimitrie Cantemir“, Fac. de Științe Economice, Cluj-Napoca 		

* The content, respectively the number of hours allocated to each course / seminar / laboratory / project will be detailed during the 14 weeks of each semester of the academic year.

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9. Corroboration of discipline content with the expectations of the epistemic community, professional associations and representative employers from the field corresponding to the study programme

<ul style="list-style-type: none"> Content of the Sheet of discipline Tourism Economy fall with that of other university centers that have this subject in the education plan.

10. Evaluation

Type of activity	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Share in the final grade
10.4 Course	Logical coherence of expression; the degree of assimilation of specialized language; the correctness of assimilation of accumulated knowledge;	Final evaluation (written exam at the end of the semester)	60 %
10.5 Seminar	Implementation of theoretical knowledge.	Final evaluation: Oral presentation of a case study	40 %
10.8 Minimum performance standard: knowing basic theoretical elements and solving a simple case study.			

Date of completion
03.10.2023

Signature of course holder**
Şef lucrări dr. ec. Gherdan Alina,
(gherdanalina7@gmail.com)

Signature of laboratory holder
Şef lucrări dr. ec. Gherdan Alina,
(gherdanalina7@gmail.com)

Date of approval in the department
05.10.2023

Signature of the Head of Department
Şef lucr. dr. Dodu Monica

Doyen signature
Conf. Dr. Ing. Maerescu Cristina