

SYLLABUS
Academic year 2023-2024

1. Information regarding the programme

1.1. Higher education institution	Universitatea Babeş-Bolyai
1.2. Faculty	Faculty of Business
1.3. Department	Hospitality services
1.4. Field of study	Business Administration
1.5. Study cycle	Bachelor
1.6. Study programme / Qualification	Business Administration in Hospitality Services

2. Information regarding the course

2.1. Name of the course	Ecotourism and Rural Tourism						
2.2. Code	ILE0063						
2.3. Course coordinator	Lecturer Lazăr Paul Sorin, PhD						
2.4. Seminar coordinator	Lecturer Lazăr Paul Sorin, PhD						
2.5. Year of study	2	2.6. Semester	2	2.7. Type of evaluation	C	2.8. Type of course	optional

3. Total estimated time (hours/semester of didactic activities)

3.1. Hours per week	3	Of which: 3.2. lecture	2	3.3 seminar/laboratory	1
3.4. Total hours in the curriculum	36	Of which: 3.5. lecture	24	3.6. seminar/laboratory	12
Time allotment:					hours
Learning using manual, course support, bibliography, course notes					20
Additional documentation (in libraries, on electronic platforms, field documentation)					20
Preparation for seminars/labs, homework, papers, portfolios and essays					22
Tutorship					0
Evaluations					2
Other activities:					0
3.7. Total individual study hours					64
3.8. Total hours per semester					106
3.9. Number of ECTS credits					3

4. Prerequisites (if necessary)

4.1. curriculum	Not the case
4.2. competencies	Not the case

5. Conditions (if necessary)

5.1. for the course	Lecture Hall equipped with video-projector, computer
5.2. for the seminar /lab activities	Lecture Hall equipped with video-projector, computer

6. Specific competencies acquired

Professional competencies	<p>C1.1-Description of concepts, theories and methodologies for collecting, processing and analyzing data from both inside and outside the company</p> <p>C1.2-Identification of the concrete methods of data collection, processing and analysis of them depending on different specific situations and conditions of the company's activity.</p>
Transversal competencies	<p>CT 1-Application of the principles, norms and values of professional ethics in the framework of one's own rigorous, efficient and responsible work strategy</p> <p>CT 2 Identifying roles and responsibilities in a multispecialized team and applying communication techniques and effective work within the team</p>

7. Objectives of the course (outcome of the acquired competencies)

7.1. General objective of the course	Acquisition and adoption by students of specific concepts
7.2. Specific objective of the course	<ul style="list-style-type: none"> • Knowing the characteristics, particularities of ecotourism. • Presentation of the factors conditioning the development of rural tourism. • Understanding the principles of sustainable rural development and the role of tourism in this equation.

8. Content

8.1. Course	Teaching method	Remarks
Considerations regarding the organization of rural and ecological tourism.	Lecture, explanation, heuristic conversation, debate	One lecture
Objectives of ecotourism and rural tourism.	Lecture, explanation, heuristic conversation, debate	One lecture
Comparative analysis of the development of ecotourism, rural tourism in Romania and around the world	Lecture, explanation, heuristic conversation, debate	Two lecture
Ecotourism and sustainable development	Lecture, explanation, heuristic conversation, debate	One lecture

The rural and ecological potential of tourism	Lecture, explanation, heuristic conversation, debate	Two lecture
Tourism planning in rural areas	Lecture, explanation, heuristic conversation, debate	One lecture
Prospects for the development of ecotourism and rural tourism	Lecture, explanation, heuristic conversation, debate	One lecture
Project management in tourism	Lecture, explanation, heuristic conversation, debate	Three lecture
Bibliography	<ol style="list-style-type: none"> 1. BARKER M. – STRATEGIC TOURISM PLANNING AND LIMITS TO GROW IN THE ALPS – TOURISM RECREATION RESEARCH NR. 19, 1994 2. BRAN Florina.,s.a. –Ecoturism,Ed. Economica ,Bucuresti,2000. 3. BRAN Florina.,s.a – Turism rural , Ed. Economica,Bucuresti ,1997. 4. BUCIUMAN E. – ECONOMIA TURISMULUI RURAL ȘI A AGROTURISMULUI, EDITURA PRO TRANSILVANIA, ALBA IULIA 1999. 5. Băltărețu, A. M., Ecoturism si dezvoltare durabilă, Editura Prouniversitaria, Bucuresti, 2007 6. CÂNDEA Melinda, s.a.-Potențialul turistic al României și amenajarea turistica a spațiului, Editura Universitara București,2003. 7. Dumitriu, Camelia- Management și Marketing Ecologic, o Abordare Strategică, Editura Tehnopress, Iași, 2004 8. GHEREȘ, Marinela, - Agroturism, Editura Risoprint,Cluj Napoca, 2007. 9. Matei Elena, 2004, Ecoturism, Editura Top Form, București. 10. MITRACHE St.,s.a. - Agroturism si turism rural,Editura Fax Press,Bucuresti,1996. 11. Miu Florentina, Simoni Smaranda-Ecoturism și turism rural, Editura Universității din Pitești, 2010. 12. NISTOREANU P.-Ecotursim si turism rural ,Editura ASE , Bucuresti,2006. 13. WEAVER D –The Encyclopedia of ecotourism, CABI Publishing,2003. 14. Wood, M., UNEP, Ecotourism: principles, practices & policies for sustainability, Paris-France, 2002. 	

8.2. Seminar / laboratory	Teaching method	Remarks
Model ecotourism for the sustainable use of tourism resources	Case study	Two seminar
SWOT analysis of ecotourism in Romania	Case study	Two seminar
Ecotourism resources in Romania. Ecotourism programs.	Case study	Two seminar
Assessment of ecotourism potential and rural tourism	Case study	Two seminar

European funds with implications for the development of ecotourism	Case study	Four seminar
Bibliography	<ol style="list-style-type: none"> 1. BARKER M. – STRATEGIC TOURISM PLANNING AND LIMITS TO GROW IN THE ALPS – TOURISM RECREATION RESEARCH NR. 19, 1994 2. BRAN Florina.,s.a. –Ecoturism,Ed. Economica ,Bucuresti,2000. 3. BRAN Florina.,s.a – Turism rural , Ed. Economica,Bucuresti ,1997. 4. BUCIUMAN E. – ECONOMIA TURISMULUI RURAL ȘI A AGROTURISMULUI, EDITURA PRO TRANSILVANIA, ALBA IULIA 1999. 5. Băltărețu, A. M., Ecoturism și dezvoltare durabilă, Editura Prouniversitaria, Bucuresti, 2007 6. CÂNDEA Melinda, s.a.-Potențialul turistic al României și amenajarea turistica a spațiului, Editura Universitara București,2003. 7. Dumitriu, Camelia- Management și Marketing Ecologic, o Abordare Strategică, Editura Tehnopress, Iași, 2004 8. GHEREȘ, Marinela, - Agroturism, Editura Risoprint,Cluj Napoca, 2007. 9. Matei Elena, 2004, Ecoturism, Editura Top Form, București. 10. MITRACHE St.,s.a. - Agroturism și turism rural,Editura Fax Press,Bucuresti,1996. 11. Miu Florentina, Simoni Smaranda-Ecoturism și turism rural, Editura Universității din Pitești, 2010. 12. NISTOREANU P.-Ecoturism și turism rural ,Editura ASE , Bucuresti,2006. 13. WEAVER D –The Encyclopedia of ecotourism, CABI Publishing,2003. 14. Wood, M., UNEP, Ecotourism: principles, practices & policies for sustainability, Paris-France, 2002. 	

9. Corroborating the content of the course with the expectations of the epistemic community, professional associations and representative employers within the field of the program

The content of Ecotourism and rural tourism is conceived taking into account the themes proposed by other universities in Romania, as well as the syllabuses of some of the courses in the field conducted in Europe's universities. The proposed theme both at the course and at the seminar is to meet the requirements and expectations of the professional associations and employers in the field of ecological tourism, thus there is a close relationship between the academic environment and the economic and social environment through the organization of debates or sustained civic actions by recognized specialists who share students in social and economic life.

10. Evaluation

Type of activity	10.1 Evaluation criteria	10.2 Evaluation method	10.3 Share of final grade
10.4. Course	<ul style="list-style-type: none"> • the originality of the subject approach and the attractiveness of the presentation • the coherence of the subject presentation - to be easy to follow and understand 	Test	50 %

	<ul style="list-style-type: none"> • synthesis capacity - focus on important items • ability to argue and support ideas presented 		
10.5. Seminar/lab activities	Elaboration of case studies, to apply the theoretical notions acquired at the course	Project	50%
OBS	For the arrears session, the score remains unchanged.		
10.6. Minimum performance standards			
Knowledge and understanding of the key concepts of tourism and ecotourism			

Date	Course coordinator	Seminar coordinator
29.09.2023	Lecturer Lazăr Paul Sorin, PhD	Lecturer Lazăr Paul Sorin, PhD
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11.10.2023	Date of approval	Head of department Assoc prof. Marius Bota, PhD
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