



SYLLABUS

Academic Year 2023-2024

1. Information regarding the program

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

2.

2. Information regarding the course

2.1. Name of the course	Organizarea activităților de ghidaj turistic/Organizing guiding activities						
2.2. Code	ILE0094						
2.3. Course coordinator	Lect. PhD. Cristina BOLOG						
2.4. Seminar coordinator	Lect.PhD. Cristina BOLOG						
2.5. Year of study	2	2.6. Semester	II	2.7. Type of evaluation	C	2.8. Type of course	Elective

3.

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	42	Of which: 3.5. lecture	28	3.6. seminar/laboratory	14
Time allotment:					hours
Learning using manual, course support, bibliography, course notes					8
Additional documentation (in libraries, on electronic platforms, field documentation)					9
Preparation for seminars/labs, homework, papers, portfolios and essays					8
Tutorship					2



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Evaluations	2
Other activities:	4
3.7. Total individual study hours	29
3.8. Total hours per semester	75
3.9. Number of ECTS credits	3

4.

4. Prerequisites (if necessary)

4.1. curriculum	-
4.2. competencies	-

5.

5. Conditions (if necessary)

5.1. for the course	• Classroom with video projector
5.2. for the seminar /lab activities	• Classroom with video projector; Internet access; Laptops or Informatics lab

6. Specific competencies acquired

Professional competencies	<ul style="list-style-type: none">• C1.2. Explanation and interpretation of the economic influence of the external environment on companies/ organisations• C1.3. Use of appropriate tools to analyse the influence of the external environment on companies/ organisations• C1.4. Critical and constructive evaluation of how problems related to the economic influence of the external environment on companies/ organisations are explained and/ or solved• C1.5. Development of a research project dealing with the economic influence of the external environment on companies/ organisations• C3.1. Identification of economic implications of operating and running a division within companies/ organisations• C3.2. Explanation and interpretation of economic and social implications of operating and running a division within companies/ organisations• C3.3. Use of appropriate tools to analyse the influence of the external environment on companies/ organisations• C3.4. Critical and constructive evaluation of how problems related to the operation and administration of a division within companies/ organisations are explained and/ or solved• C3.5. Estimation of human resource needs in relation to the workload and effectiveness requirements of companies/organisations
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Transversal competencies	<ul style="list-style-type: none"> • CT1. Implementation of ethical principles, norms, and values within one's own rigorous, effective, and responsible working strategy • CT2. Identification of roles and responsibilities within a multi-skilled team and use effective teamwork and interpersonal techniques • CT3. Identification of various lifelong learning opportunities and effective use of learning resources and techniques for one's own development
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7.

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

7.1. General objective of the course	<ul style="list-style-type: none"> • Acquiring the necessary operational basis to use the methods and techniques specific to the activity of the tour guide, through all type of connections in the activity: the organization and coordination of activities and thematic tours, animating the group of tourists, adequately informing the tourists and stimulating the discovery of various visited places.
7.2. Specific objective of the course	<ol style="list-style-type: none"> 1. to know and describe the conceptual and legislative supports that govern the activity of the tourist guide 2. to know and detail the activity outline of the tour guide 3. to know and characterize the specific activities of the tour guide as a whole, as well as each individual activity 4. to know how to organize tourist routes 5. to know, describe and characterize the management of tourist groups 6. to analyze tourist destinations in order to create the tourist program 7. to know and detail how to provide adequate information to groups of tourists 8. to form effective communication skills with different types of tourists

8. Content

8.1. Course		Teaching Method	Remarks
1	<i>1. Introduction to the activity of the tourist guide</i> <i>1.1. Brief history of the activity of the tour guide</i> <i>1.2. Definition of concepts</i> <i>1.3. Associations of tour guides</i>	<ul style="list-style-type: none"> • exposure combined with active-participatory methods 	1 lecture
2	<i>2. The legal framework and the professional training of the tourist guide</i> <i>2.1. The travel guide in the world</i> <i>2.2. The travel guide in Romania</i> <i>2.3. Tour guide job description</i>	<ul style="list-style-type: none"> • active-participatory didactic methods • oral lecture with interactive sections 	1 lecture



3	<p>3. Stages in the preparation, completion and conclusion of the action of the tourist guide</p> <p>3.1. Preparation of the tourist action</p> <p>3.2. Going on a trip</p> <p>3.3. The beginning of the journey</p> <p>3.4. Presentation of the tour</p> <p>3.5. Stages during the tourist activity</p> <p>3.6. Adaptation of the tourist program to the group</p> <p>3.7. Completion of the tourist action</p>	<ul style="list-style-type: none"> • heuristic conversation • explication • oral lecture with interactive sections 	1 lecture
4	<p>4. Drawing up the primary sketch/outline of a guided tour</p> <p>4.1. Structure of the guided tour</p> <p>4.2. The role of geography in designing the guided tour</p> <p>4.3. The timing</p>	<ul style="list-style-type: none"> • active-participatory didactic methods • benchmarking • modeling • exemplifying 	1 lecture
5	<p>5. Tourist group management</p> <p>5.1. General notions of group management</p> <p>5.2. Sequences in the activity of the tour guide</p> <p>5.2.1. First meet</p> <p>5.2.2. Interior presentation of tourist attractions</p> <p>5.2.3. Exterior presentation of touristic objectives</p> <p>5.2.4. Presentation of details</p> <p>5.2.5. The panoramic tour</p> <p>5.2.6. Group accommodation</p> <p>5.3. Group safety</p>	<ul style="list-style-type: none"> • active-participatory didactic methods • benchmarking • modeling exemplification 	1 lecture
6	<p>6. Tourist information activity</p> <p>6.1. Presentation techniques in front of groups of tourists</p> <p>6.2. Types of information</p> <p>6.2.1. Urban tourism guide activity</p> <p>6.2.2. Tour guide activity in a museum</p>	<ul style="list-style-type: none"> • oral lecture with interactive sections (case study) • documentation on the web • the use of online tools • explication • organized group work • the use of case studies 	2 lectures



	<p>6.2.3. <i>Tour guide activity in protected sites and natural areas</i></p> <p>6.2.4. <i>Adaptive tourism guide activity</i></p>		
7	<p>7. <i>Communication and behavior of the tour guide</i></p> <p>7.1. <i>Tour guide skills, qualities and competencies</i></p> <p>7.2. <i>Responsibilities of the tour guide</i></p> <p>7.3. <i>Group psychology</i></p> <p>7.4. <i>Dress code and behavior of the tour guide</i></p> <p>7.5. <i>Interpersonal communication</i></p> <p>7.6. <i>The attitude towards notifications, complaints or complaints of tourists. Problem management</i></p> <p>7.7. <i>The code and ethics of the tour guide</i></p>	<ul style="list-style-type: none"> • heuristic conversation • explication • using specialized software applications • scheduled training • selection of materials from the web • the use of case studies 	1 lecture
8	<p>8. <i>Accompanying Romanian tourists abroad (outgoing/outbound)</i></p> <p>8.1. <i>Types of tourist heritage exploited for the outgoing (outbound) tourist market</i></p> <p>8.2. <i>The typology of tour guides in outgoing (outbound) tourism: transfer guide, tourist assistance, tour leader</i></p> <p>8.3. <i>National tourism fairs</i></p>	<ul style="list-style-type: none"> • oral lecture with interactive sections • heuristic conversation • explication 	1 lecture



9	<p>9. <i>Accompanying foreign tourists in Romania (incoming/inbound). Accompanying domestic tourists</i></p> <p>9.1. <i>Classification of the national tourism heritage capitalized</i></p> <p>9.2. <i>Adaptation to the group's place of origin and its style</i></p> <p>9.2. <i>Quantitative and qualitative evaluation of the activity of tourist guides in Romania</i></p> <p>9.3. <i>The perspectives of activities of the accredited tourist guide in Romania</i></p> <p>9.4. <i>International tourism fairs</i></p>	<ul style="list-style-type: none"> • oral lecture with interactive sections • debate • heuristic conversation • the use of case studies 	1 lecture
10	<p>10. <i>The activity of the specialized tourist guide</i></p> <p>10.1. <i>Types of specialization</i></p> <p>10.2. <i>The role of specialization</i></p>	<ul style="list-style-type: none"> • active-participatory didactic methods (interactive discussions, joint investigations) 	1 lecture
11	<p>11. <i>Tourist animation</i></p> <p>11.1. <i>The role of the tourist entertainer as the main element for satisfying the motivation of leisure tourism</i></p> <p>11.2. <i>The objectives of tourist animation</i></p> <p>11.3. <i>Typology of tourist animation activities</i></p>	<ul style="list-style-type: none"> • active-participatory didactic methods • group work 	1 lecture
12	<p>12. <i>The concept of Free Guided Tour</i></p> <p>12.1 <i>Brief history</i></p> <p>12.2 <i>Operation and organization of the free tour</i></p> <p>12.3. <i>European models of Free Tour</i></p> <p>12.4. <i>Forms of organization or association</i></p>	<ul style="list-style-type: none"> • active-participatory didactic methods • comparative analysis • heuristic conversation 	1 lecture
13	<p><i>Colloquia</i></p>	<ul style="list-style-type: none"> • final quiz, written test – grid-type questions with multiple correct answers 	1 lecture



Bibliography	<p style="text-align: center;">1. Compulsory references:</p> <p>Oprisan, Mariana (2006), <i>Cartea ghidului din turism</i>, Ed. Artpress, Timișoara</p> <p>Quaranta, M. (2009), <i>Animarea grupurilor</i>, Ed. Polirom, București</p> <p>Stănciulescu, Gabriela (2005), <i>Managementul agenției de turism</i>, Ed. ASE, București</p> <p>Stănciulescu, Gabriela (2006), <i>Animația și animatorul în turism</i>, Ed. Uranus, București</p> <p>Syratt, Gwenda (1992), <i>Manual of Travel Agency Practice</i>, Ed. Butterworth-Heinemann Ltd., Oxford</p> <p>Tudose, C. (2003), <i>Managementul resurselor umane în turism</i>, Institutul IRECSO, Școala de Turism</p> <p>*** (2008, 2009), <i>Le Guide du Routard: Roumanie, Paris, Bretagne, Italie, Grece, Tunisie, Istanbul, etc.</i> Ed. Hachette, Paris</p> <p>*** <i>Hotararea Guvernului nr. 305 din 8 martie 2001</i> privind atestarea și utilizarea ghizilor de turism, în: MONITORUL OFICIAL nr. 140 din 21 martie 2001</p> <p>*** <i>Ordinul nr. 263 din 20 iunie 2001</i> pentru aprobarea Normelor metodologice privind condițiile și criteriile pentru selecționarea, școlarizarea, atestarea și utilizarea ghizilor de turism, precum și atribuțiile acestora, în MONITORUL OFICIAL nr. 437 din 6 august 2001.</p> <p>***www.wftga.org.</p> <p style="text-align: center;">1. Optional references:</p> <p>Boyer, M., Viallon, P. (1994), <i>La communication touristique</i>, Ed. Presses Universitaires de France, Paris</p> <p>Canargie, D, Crom, J.O, Crom, M.A. (2003), <i>Tehnici de a vinde</i>, Ed. Curtea Veche, București</p> <p>Davidson, R. (1992), <i>Tourism in Europe</i>, Ed. Pitman, London</p> <p>Grant-Williams, R (2002), <i>Voice Power: Using Your Voice to Captivate, Persuade and Command Attention</i>, AMACOM, American Management Association, New York</p> <p>Hofstede, G. (2001), <i>Culture's Consequences: Comparing Values, Behaviors, Institutions and Organizations Across Nations</i>, Sage Publications, London</p> <p>Hofstede, J. G., Pedersen, P.B., Hofstede, G. (2002), <i>Exploring Culture: Exercises, Stories and Synthetic Cultures</i>, Intercultural Press Inc., Maine</p> <p>Lukacs, J. (2005), <i>Povestea „orașului - comoară“</i>, Ed. Biblioteca Apostrof, Cluj-Napoca</p>
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8.2. Seminar/laboratory		Teaching Method	Remarks
1	1. Presentation of the discipline, objectives, programming and organization of activities and presentation of final evaluation methods during the semester. Case studies: the tourist guide from Cluj-Napoca	<ul style="list-style-type: none"> • oral presentation, interactive exposition, exemplification, problematization • solving applications • the case study • organized group work • participation in the guided tour on the field 	1 seminar



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2	2. Using presentation techniques in front of groups of tourists	<ul style="list-style-type: none">• oral presentation, interactive exposition, exemplification, problematization• solving applications• the case study• organized group work	2 seminars
3	3. The construction of the itinerary in the activity of the tourist guide	<ul style="list-style-type: none">• oral presentation, interactive exposition, exemplification, problematization• solving applications• the case study• organized group work	2 seminars
4	4. The local guide and the national guide: individual activity in the field - student presentations	<ul style="list-style-type: none">• the case study• brainstorming• directed observation• project presentations: debates/ thematic analyses• support guided tour in the field	2 seminars
5	5. The specialized guide and tourist animation: individual activity in the field – student presentations	<ul style="list-style-type: none">• teamwork• the case study• brainstorming• project presentations: debates/ thematic analyses• support guided tour in the field.	1 seminar



Bibliography	<p style="text-align: center;">1. Compulsory references:</p> <p>Oprisan, Mariana (2006), <i>Cartea ghidului din turism</i>, Ed. Artpress, Timișoara Quaranta, M. (2009), <i>Animarea grupurilor</i>, Ed. Polirom, București Stănciulescu, Gabriela (2005), <i>Managementul agenției de turism</i>, Ed. ASE, București Stănciulescu, Gabriela (2006), <i>Animația și animatorul în turism</i>, Ed. Uranus, București Syratt, Gwenda (1992), <i>Manual of Travel Agency Practice</i>, Ed. Butterworth-Heinemann Ltd., Oxford Tudose, C. (2003), <i>Managementul resurselor umane în turism</i>, Institutul IRECSO, Școala de Turism *** (2008, 2009), <i>Le Guide du Routard: Roumanie, Paris, Bretagne, Italie, Grece, Tunisie, Istanbul, etc.</i> Ed. Hachette, Paris *** <i>Hotararea Guvernului nr. 305 din 8 martie 2001</i> privind atestarea și utilizarea ghizilor de turism, în: MONITORUL OFICIAL nr. 140 din 21 martie 2001 *** <i>Ordinul nr. 263 din 20 iunie 2001</i> pentru aprobarea Normelor metodologice privind condițiile și criteriile pentru selecționarea, școlarizarea, atestarea și utilizarea ghizilor de turism, precum și atribuțiile acestora, în MONITORUL OFICIAL nr. 437 din 6 august 2001. ***www.wftga.org.</p> <p>1. Optional references:</p> <p>Boyer, M., Viallon, P. (1994), <i>La communication touristique</i>, Ed. Presses Universitaires de France, Paris Canargie, D, Crom, J.O, Crom, M.A. (2003), <i>Tehnici de a vinde</i>, Ed. Curtea Veche, București Davidson, R. (1992), <i>Tourism in Europe</i>, Ed. Pitman, London Grant-Williams, R (2002), <i>Voice Power: Using Your Voice to Captivate, Persuade and Command Attention</i>, AMACOM, American Management Association, New York Hofstede, G. (2001), <i>Culture's Consequences: Comparing Values, Behaviors, Institutions and Organizations Across Nations</i>, Sage Publications, London Hofstede, J. G., Pedersen, P.B., Hofstede, G. (2002), <i>Exploring Culture: Exercises, Stories and Synthetic Cultures</i>, Intercultural Press Inc., Maine Lukacs, J. (2005), <i>Povestea „orașului - comoară”</i>, Ed. Biblioteca Apostrof, Cluj-Napoca</p>
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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

In order to establish the contents of the subject, documentary research was carried out regarding the contents of similar subjects taught in other universities abroad. In order to adapt the content of the discipline to the requirements of the labor market, meetings were held with representatives of the business environment.

10.

10. Evaluation

Type of activity	10.1 Evaluation criteria	10.2 Evaluation method	10.3 Quota in the final grade (%)
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Lecture	<ul style="list-style-type: none">checking the level of systematization and use of acquired notionslogical coherence and argumentative forcedegree of assimilation of specialized terminologyattitudinal aspects: interest in individual study	Written assessment (final) in the exam session: Quiz summative testing (multiple-choice questions) on the MS Teams platform	40 %
Seminar	<ul style="list-style-type: none">ability to apply in practicethe ability to operate with assimilated knowledgecriteria aimed at attitudinal aspects: conscientiousness, interest in individual study	Active participation in seminars (solving tasks - 4 tasks)	10 %
		Oral evaluation along the way (2 presentations of tourist attractions on the ground)	30 %
		Solving homework/assignment on time along the way	20%

The final grade calculation formula is the same during all examination sessions.

10.6. Minimum performance standard

- Knowledge of the basic theoretical and methodological aspects of the activity of the tourist guide (concepts, principles, methods, means, indicators, data and information on destinations) with the aim of understanding them, deepening them and applying them in the creation, management and marketing of tours, in opening new destinations and in collaboration with partners, as well as in communication and management of individual tourists and groups of tourists.

Date,
29.09.2023

Course coordinator,

Seminar coordinator,

Lect.PhD Cristina Bolog

Lect.PhD Cristina Bolog



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Date of approval

Head of department

11.10.2023

Assoc. Prof. Dr Marius Bota