




SYLLABUS

Academic year 2023-2024

1. Information regarding the programme

1.1. Higher education institution	Universitatea Babeș-Bolyai
1.2. Faculty	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		Managementul resurselor turistice/Tourism Resources Management					
2.2. Code		ILE0098					
2.3. Course coordinator		Assoc. Prof. Monica Maria Coroș, PhD					
2.4. Seminar coordinator		Assoc. Prof. Monica Maria Coroș, PhD					
2.5. Year of study	3	2.6. Semester	I	2.7. Type of evaluation	C		2.8. Type of course

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					20
Additional documentation (in libraries, on electronic platforms, field documentation)					12
Preparation for seminars/labs, homework, papers, portfolios and essays					12
Tutorship					2
Evaluations					2
Other activities:		Preparation of the final exam			10
3.7. Total individual study hours					58
3.8. Total hours per semester					100
3.9. Number of ECTS credits					4

4. Prerequisites (if necessary)

4.1. curriculum	-
4.2. competencies	-



5. Conditions (if necessary)

5.1. for the course	Classroom equipped with projector, computer
5.2. for the seminar /lab activities	Classroom equipped with projector, Internet access; Laptops or Informatics lab

6. Specific competencies acquired

Professional competencies	<ul style="list-style-type: none">• C2.4. Analysis and assessment of business environment trends; proposal of strategic alternatives for business activity;• C2.5. Proposal of new methods of business environment research and active involvement in their development and implementation;• C4.1. Description, definition, and characterisation of strategies implementable in the activity of hospitality organisations;• C4.2. Analysis of the current situation; selection and proposal of several strategic alternatives for business development;• C4.5. Design and proposal of improvements to business development strategies in hospitality industry organisations;
Transversal competencies	<ul style="list-style-type: none">• CT3. Identifying various opportunities for continuing education and efficiently using learning resources and techniques for their development.

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

7.1. General objective of the course	<ul style="list-style-type: none">• Understanding of the manner how tourism resources can be used for the development of sustainable tourism products both nationally and internationally in the context of responsible consumption and production
7.2. Specific objective of the course	<ul style="list-style-type: none">• to identify, define, classify, and distinguish among the various types of tourism resources;• to identify to stakeholders involved in the management of tourism resources and, to understand their roles;• to be able to analyze destinations and to identify their heritage and the manners how this can be capitalized on sustainably.

8. Content

8.1. Course	Teaching Method	Remarks
1 <i>Introduction and subject presentation</i>	Interactive lecture	1 lecture



2	<i>Biodiversity – specific indicator of environmental quality</i>	<ul style="list-style-type: none">• the use of an interactive course, based on lecture and debates• discussions and debates during the lecture based on examples provided by the teacher and on the interventions of the students (who are required to make various presentations of topics independently studied and identified in the recommended readings)• the use of case studies	1 lecture
3	<i>Historic review of heritage protection and conservation issues</i>	<ul style="list-style-type: none">• the use of an interactive course, based on lecture and debates• discussions and debates during the lecture based on examples provided by the teacher and on the interventions of the students (who are required to make various presentations of topics independently studied and identified in the recommended readings)• the use of case studies	1 lecture
4	<i>Classification systems and types of protected areas</i>	<ul style="list-style-type: none">• the use of an interactive course, based on lecture and debates• discussions and debates during the lecture based on examples provided by the teacher and on the interventions of the students (who are required to make various presentations of topics independently studied and identified in the recommended readings)• the use of case studies	2 lectures



5	<i>Specific legislation related to heritage protection and protected areas in Romania</i>	<ul style="list-style-type: none">• the use of an interactive course, based on lecture and debates• discussions and debates during the lecture based on examples provided by the teacher and on the interventions of the students (who are required to make various presentations of topics independently studied and identified in the recommended readings)• the use of case studies	2 lectures
6	<i>Establishment, planning, and management issues related to protected areas and sites</i>	<ul style="list-style-type: none">• the use of an interactive course, based on lecture and debates• discussions and debates during the lecture based on examples provided by the teacher and on the interventions of the students (who are required to make various presentations of topics independently studied and identified in the recommended readings)• the use of case studies	2 lectures
7	<i>Visitors' management</i>	<ul style="list-style-type: none">• the use of an interactive course, based on lecture and debates• discussions and debates during the lecture based on examples provided by the teacher and on the interventions of the students (who are required to make various presentations of topics independently studied and identified in the recommended readings)• the use of case studies	2 lectures



8	<i>Projection of heritage sites and areas based on the concept of durability. Protected areas as key sector of public policies</i>	<ul style="list-style-type: none">the use of an interactive course, based on lecture and debatesdiscussions and debates during the lecture based on examples provided by the teacher and on the interventions of the students (who are required to make various presentations of topics independently studied and identified in the recommended readings)the use of case studies	2 lectures
9	<i>Colloquy</i>	<ul style="list-style-type: none">Written test – multiple choice quiz with a single correct answer, true/false statements, and open-end questions	1 lecture
Bibliography		1. References: <ol style="list-style-type: none">Borza, Alexandru (1924), "Protecțiunea naturii în România (cu o hartă)", extras din <i>Buletinul de informații al Grădinii Botanice și al Muzeului Botanic dela Universitatea din Cluj</i>, Vol. IV, No 1, Institutul de Arte Grafice "Ardealul", Cluj, 28 de pagini.Borza, Alexandru (1944), <i>Documente, referate și informații</i>, Monitorul Oficial și Imprimeriile Statului, București.Borza, Alexandru (1989), „Perspective ale turismului în Parcul național Retezat”, <i>Actualități în turism</i>, nr. 4-5, republicat la Borza, Alexandru (2004), <i>Pledoarii vechi pentru un turism nou</i>, Editura Uranus, București, 200 de pagini.Buia, Al.; Ghișa, E. (1945), "Profesorul Dr. Al. Borza. Date bibliografice și biografice. Publicate la împlinirea unui sfert de veac în funcția de Director al Institutului, Muzeului și Grădinii Botanice dela Universitatea «Regele Ferdinand I» din Cluj", Sep. ex: <i>Buletinul Grădinii Botanice și al Muzeului Botanic dela Universitatea din Cluj la Timișoara</i>, Vol. XXV, Appendix I, Tipografia Zaharia Pop, Timișoara, 36 de pagini.Cristea, Vasile; Pedrotti, Franco (editors) (2005), "Protecțiunea naturii: pagini alese (Nature Protection: Selected Papers). Alexandru Borza", <i>L'Uomo e L'Ambiente</i>, 45, Camerino, Università degli Studi.Coroș, Monica Maria (2015), <i>Managementul cererii și ofertei turistice</i>, C. H. Beck, București.Diaconovich, C. (1898, 1900, 1904), <i>Enciclopedia Română</i>, Publicată din însărcinarea și sub auspiciile Asociațiunii (Transilvane) pentru Literatura Română și Cultura Poporului Român, 3 volume, Editura și Tiparul lui W. Krafft, Sibiu.Ghișa, E. (1967), "Profesorul Univ. Al. Borza la capătul a opt decenii de viață" pp. 9-21 și "Scrierile botanice ale Profesorului Dr. Alexandru Borza (II)", pp. 23-28, in <i>Omagiu octogenarului profesor Dr. docent Alexandru Borza, om de știință emerit al Republicii Socialiste România, în Universitatea Babeș-Bolyai din Cluj. Grădina Botanică</i>.	



9. Haret, Mihai (1923), "Turism, carpatism, parcuri naționale și monumente naturale", *Natura*, Vol. XII, No 5, pp. 15-20.
10. Ionescu-Dunăreanu, I. (1957), *În Munții Retezatului*, Editura Tineretului, Cultură Fizică și Sport, București.
11. Lupu, N. (2010), „În loc de postfață”, pp. 122-141, la Borza, Alexandru, *Pledoarii vechi pentru un turism nou*, Editura ASE, București.
12. Lupu, N. (2013), „Contribuția la patrimoniul cultural național a profesorului Alexandru Borza – <<naturalist din Alba Iulia>>”, pp. 193-207, în *Rolul patrimoniului în contextul crizei valorilor* (editori Cristea, A.; Nicolae, J.; Floroian, Daniela), Editura Reîntregirea, Alba Iulia.
13. Moș, Alin (2014), *Parcul Natural Apuseni – Prezentare generală*, R.N.P. Romsilva, Administrația Parcului Natural Apuseni R.A., <http://www.usab-tm.ro/utilizatori/universitate/file/2014/events/apuseni.pdf>. [last accessed: July 28, 2016]
14. Oană, Laura (2012), "Alexandru Borza, părintele Parcului Retezat", *Replica Hunedoara*, June, 14, <http://www.replicahd.ro/?p=4923>. [last accessed: March 18, 2016]
15. Peteanu, Aurel E. (1940), *Banatul pitoresc – impresii și reflecții*, 1 februarie 1940, vol. I, Editura autorului, Tipografia Corvin, Lugoj.
16. Resmeriță, I.; Tarnavski, I. T. (1976), *Alexandru Borza*, Editura Litera, București.
17. Stroia, Mircea (1994), "Alexandru Borza", in *Cultura creștină*, Număr jubiliar dedicat aniversării a 240 de ani de la înființarea Școlilor din Blaj (1754-1994), coord. P.S.S. Virgil Bercea, Casa de editură Viața Creștină, Blaj, pp. 98-99.
18. *** Agenția Națională pentru Protecția Mediului (ANPM) subordonată Ministerului Mediului, Apelor și Pădurilor, <http://www.anpm.ro/arii-naturale-protejate-de-interes-national>. [last accessed: September 15, 2016]
19. *** *Explore the Carpathian Garden!*, Manual de brand (2011), http://turism.gov.ro/wp-content/uploads/2013/05/brosura_manual_brand.pdf. [last accessed: September 15, 2016]
20. *** Ministerul Dezvoltării Regionale și Administrației Publice (MDRAP) (2016), "Studii de fundamentare privind Planul de Amenajare a Teritoriului Național (PATN) – secțiunea a VI-a *Zone cu resurse turistice*", <http://www.mdr.ro/studii-de-fundamentare-privind-patn-sectiunea-a-vi-a-zone-cu-resurse-turistice>. [last accessed: September 20, 2016]
21. *** World Economic Forum (WEF) (2007-2015). *Travel & Tourism Competitiveness Report*. Editions 1-6 (2007, 2008, 2009, 2011, 2013 and 2015). www.weforum.org/ttr. [last accessed: September 15, 2016]
22. *** *Romania Travel*, portalul oficial al României ca destinație turistică internațională, <http://www.romania.travel/>. [last accessed: September 25, 2016]
23. *** Parcul Natural Apuseni, <http://www.parcapuseni.ro/>. [last accessed: September 15, 2016]
24. *** Parcul național Retezat, <http://www.retezat.ro/>. [last accessed: September 22, 2016]
25. *** European Geoparks Network, <http://www.europeangeoparks.org/>. [last accessed: September 22, 2016]
26. *** Global Geoparks Network, <http://www.globalgeopark.org/>. [last accessed: September 22, 2016]
27. *** RAMSAR, <http://www.ramsar.org/wetland/romania>. [last accessed: September 22, 2016]

8.2. Seminar/laboratory

Teaching Method

Remarks



1	Presentation of the discipline, of the requirements and objectives, respectively the planning and organizing of the activities; the presentation of the semester and final evaluation methods;	Oral presentation; interactive exposition; multimedia (video or retro projector); exemplification; problem formulation; solving of case studies	1 seminar
2	Case studies – national parks, natural parks or other natural sites of interest – at international level; European destinations; organization of natural parks	Oral presentation; interactive exposition; multimedia (video or retro projector); exemplification; problem formulation; solving of case studies	1 seminar
3	Case studies – national parks, natural parks or other natural sites of interest – at international level; Romanian destinations; organization of natural parks	Oral presentation; interactive exposition; multimedia (video or retro projector); exemplification; problem formulation; solving of case studies	1 seminar
4	Case studies – national parks, natural parks or other natural sites of interest – at international level; European destinations; valorization of natural parks	Oral presentation; interactive exposition; multimedia (video or retro projector); exemplification; problem formulation; solving of case studies	1 seminar
5	Case studies – national parks, natural parks or other natural sites of interest – at international level; Romanian destinations; valorization of natural parks	Oral presentation; interactive exposition; multimedia (video or retro projector); exemplification; problem formulation; solving of case studies	1 seminar
6	Students' final project presentations	Oral presentation; interactive exposition; multimedia (videoprojector)	2 seminars
Bibliography	1. References: <ol style="list-style-type: none">1. Borza, Alexandru (1924), "Protecțiunea naturii în România (cu o hartă)", extras din <i>Buletinul de informații al Grădinii Botanice și al Muzeului Botanic dela Universitatea din Cluj</i>, Vol. IV, No 1, Institutul de Arte Grafice "Ardealul", Cluj, 28 de pagini.2. Borza, Alexandru (1944), <i>Documente, referate și informații</i>, Monitorul Oficial și Imprimeriile Statului, București.		



3. Borza, Alexandru (1989), „Perspective ale turismului în Parcul național Retezat”, *Actualități în turism*, nr. 4-5, republicat la Borza, Alexandru (2004), *Pledoarii vechi pentru un turism nou*, Editura Uranus, București, 200 de pagini.
4. Buia, Al.; Ghișa, E. (1945), “Profesorul Dr. Al. Borza. Date bibliografice și biografice. Publicate la împlinirea unui sfert de veac în funcția de Director al Institutului, Muzeului și Grădinii Botanice dela Universitatea «Regele Ferdinand I» din Cluj”, Sep. ex: *Buletinul Grădinii Botanice și al Muzeului Botanic dela Universitatea din Cluj la Timișoara*, Vol. XXV, Appendix I, Tipografia Zaharia Pop, Timișoara, 36 de pagini.
5. Cristea, Vasile; Pedrotti, Franco (editors) (2005), “Protecțiunea naturii: pagini alese (Nature Protection: Selected Papers). Alexandru Borza”, *L’Uomo e L’Ambiente*, 45, Camerino, Università degli Studi.
6. Coroș, Monica Maria (2015), *Managementul cererii și ofertei turistice*, C. H. Beck, București.
7. Diaconovich, C. (1898, 1900, 1904), *Enciclopedia Română*, Publicată din însărcinarea și sub auspiciile Asociațiunii (Transilvane) pentru Literatura Română și Cultura Poporului Român, 3 volume, Editura și Tiparul lui W. Krafft, Sibiu.
8. Ghișa, E. (1967), “Profesorul Univ. Al. Borza la capătul a opt decenii de viață” pp. 9-21 și “Scrierile botanice ale Profesorului Dr. Alexandru Borza (II)”, pp. 23-28, în *Omagiu octogenarului profesor Dr. docent Alexandru Borza, om de știință emerit al Republicii Socialiste România*, în *Universitatea Babeș-Bolyai din Cluj. Grădina Botanică*.
9. Haret, Mihai (1923), “Turism, carpatism, parcuri naționale și monumente naturale”, *Natura*, Vol. XII, No 5, pp. 15-20.
10. Ionescu-Dunăreanu, I. (1957), *În Munții Retezatului*, Editura Tineretului, Cultură Fizică și Sport, București.
11. Lupu, N. (2010), „În loc de postfață”, pp. 122-141, la Borza, Alexandru, *Pledoarii vechi pentru un turism nou*, Editura ASE, București.
12. Lupu, N. (2013), „Contribuția la patrimoniul cultural național a profesorului Alexandru Borza – <<naturalist din Alba Iulia>>”, pp. 193-207, în *Rolul patrimoniului în contextul crizei valorilor* (editori Cristea, A.; Nicolae, J.; Floroian, Daniela), Editura Reîntregirea, Alba Iulia.
13. Moș, Alin (2014), *Parcul Natural Apuseni – Prezentare generală*, R.N.P. Romsilva, Administrația Parcului Natural Apuseni R.A., <http://www.usab-tm.ro/utilizatori/universitate/file/2014/events/apuseni.pdf>. [last accessed: July 28, 2016]
14. Oană, Laura (2012), “Alexandru Borza, părintele Parcului Retezat”, *Replica Hunedoara*, June, 14, <http://www.replicahd.ro/?p=4923>. [last accessed: March 18, 2016]
15. Peteanu, Aurel E. (1940), *Banatul pitoresc – impresii și reflecții*, 1 februarie 1940, vol. I, Editura autorului, Tipografia Corvin, Lugoj.
16. Resmeriță, I.; Tarnavschi, I. T. (1976), *Alexandru Borza*, Editura Litera, București.
17. Stroia, Mircea (1994), “Alexandru Borza”, în *Cultura creștină*, Număr jubiliar dedicat aniversării a 240 de ani de la înființarea Școlilor din Blaj (1754-1994), coord. P.S.S. Virgil Bercea, Casa de editură Viața Creștină, Blaj, pp. 98-99.
18. *** Agenția Națională pentru Protecția Mediului (ANPM) subordonată Ministerului Mediului, Apelor și Pădurilor, <http://www.anpm.ro/arii-naturale-protejate-de-interes-national>. [last accessed: September 15, 2016]
19. *** *Explore the Carpathian Garden!*, Manual de brand (2011), http://turism.gov.ro/wp-content/uploads/2013/05/brosura_manual_brand.pdf. [last accessed: September 15, 2016]
20. *** Ministerul Dezvoltării Regionale și Administrației Publice (MDRAP) (2016), “Studii de fundamentare privind Planul de Amenajare a Teritoriului Național (PATN) – secțiunea



	<p>a VI-a <i>Zone cu resurse turistice</i>”, http://www.mdr.ro/studii-de-fundamentare-privind-patn-sectiunea-a-vi-a-zone-cu-resurse-turistice. [last accessed: September 20, 2016]</p> <p>21. *** World Economic Forum (WEF) (2007-2015). <i>Travel & Tourism Competitiveness Report</i>. Editions 1-6 (2007, 2008, 2009, 2011, 2013 and 2015). www.weforum.org/ttcr. [last accessed: September 15, 2016]</p> <p>22. *** <i>Romania Travel</i>, portalul oficial al României ca destinație turistică internațională, http://www.romania.travel/. [last accessed: September 25, 2016]</p> <p>23. *** Parcul Natural Apuseni, http://www.parcapuseni.ro/. [last accessed: September 15, 2016]</p> <p>24. *** Parcul național Retezat, http://www.retezat.ro/. [last accessed: September 22, 2016]</p> <p>25. *** European Geoparks Network, http://www.europeangeoparks.org/. [last accessed: September 22, 2016]</p> <p>26. *** Global Geoparks Network, http://www.globalgeopark.org/. [last accessed: September 22, 2016]</p> <p>27. *** RAMSAR, http://www.ramsar.org/wetland/romania. [last accessed: September 22, 2016]</p>
--	---

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

Course content is consistent with what is covered by the syllabi of other universities at home and abroad.

10. Evaluation

Type of activity	10.1 Evaluation criteria	10.2 Evaluation method	10.3 Share in the final grade (%)
10.4. Course	<ul style="list-style-type: none"> • Correctness and amplitude of theoretic knowledge • Logic coherence • Specialized terminology • Understanding of basic concepts • Students’ interventions during the lectures 	<p>Written final test (multiple-choice quiz with a single correct answer, true/false statements, and open-end questions)</p> <p>- in order for the acquired points to be considered and added to the final grade, the test must be passed by obtaining a minimum grade of 5 (five)</p> <p>!!! In order to attend the final exam, students must register for the exam, picking the first or the second date (through the</p>	40%



		Assignment created in this respect). Throughout the entire exam meeting, the students must keep both their camera and microphone open. All the conditions are valid for the re-sit exam, too.	
	<ul style="list-style-type: none"> Capacity to use the acquired knowledge Interest towards study (proposal of discussion topics based on the optional references) 	Integration of two newspaper articles related to international tourism (one from the international media and one from the national press – the articles in the final project; the articles must be highlighted)	10%
10.5. Seminar	<ul style="list-style-type: none"> Individual projects elaborated on announced topics 	Elaboration and submission of a project (elaborated individually)	50%
10.6. Minimum performance standards – In order for the points acquired over the semester, all students MUST pass the final quiz, receiving a grade of minimum 5 (five).			
<ul style="list-style-type: none"> comprehension of basic notions and their usage interpretations of the obtained results. 			

Date

Course coordinator

Seminar coordinator

**Assoc. Prof. Monica Maria
 Coroș, PhD**

**Assoc. Prof. Monica Maria
 Coroș, PhD**

29.09.2023

Date of approval

Head of department



UNIVERSITATEA BABEȘ-BOLYAI
BABEȘ-BOLYAI TUDOMÁNYEGYETEM
BABEȘ-BOLYAI UNIVERSITÄT
BABEȘ-BOLYAI UNIVERSITY
TRADITIO ET EXCELLENTIA

FACULTATEA DE
BUSINESS
IN PARTNERSHIP
Facultatea de Business

Str. Horea nr.7
Cluj-Napoca, 400174
Tel.: 0264599170
Fax: 0264590110
E-mail: secretariat.tbs@ubbcluj.ro
Site: tbs.ubbcluj.ro

11.10.2023

Assoc. Prof. Marius BOTA, PhD