



SYLLABUS

Academic year 2024-2025

1. Information regarding the programme

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|--------------------------------------|---|
| 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

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|--------------------------|-------------------------------------|---------------|---|-------------------------|---|---------------------|----------|
| 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

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|---------------------------|--|
| 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)

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|---------------------------------------|--|
| 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 | Lecture, explanation, heuristic conversation, debate | Two lecture |



| | | |
|---|--|---------------|
| around the world | | |
| 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 |



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|--|---|--------------|
| 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 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.-Ecoturism 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. | |

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 synthesis capacity - focus on important items ability to argue and support ideas presented | Test | 50 % |
| 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

24.04.2024

**Lecturer Lazăr Paul Sorin,
PhD**

Lecturer Lazăr Paul Sorin, PhD

Date of approval

Head of department

22.05.2024

Assoc prof. Marius Bota, PhD