



SYLLABUS

Academic year 2022-2023

Str. Horea nr.7
Cluj-Napoca, 400174
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1. Information regarding the program

1.1. Higher education institution	Universitatea Babeş-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 program/ Qualification	Business Administration in Hospitality Services

2. Information regarding the course

2.1. Name of the course	Travel Agency Management		
2.2. Code	ILE0048		
2.3. Course coordinator	Assoc. Prof. Dr Monica Maria COROŞ		
2.4. Seminar coordinator	Assoc. Prof. Dr Monica Maria COROŞ		
2.5. Year of study	3	2.6. Semester	I
2.7. Type of evaluation	E	2.8. Type of course	Compulsory

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

3.1. Hours per week	4	Of which: 3.2. lecture	2	3.3 seminar/laboratory	2
3.4. Total hours in the curriculum	56	Of which: 3.5. lecture	28	3.6. seminar/laboratory	28
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					15
Tutorship					2
Evaluations					2
Other activities:					10
3.7. Total individual study hours					69
3.8. Total hours per semester					125
3.9. Number of ECTS credits					5

4. Prerequisites (if necessary)

4.1. curriculum	-
4.2. competencies	-

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;



6. Specific competencies acquired

Professional competencies	<ul style="list-style-type: none"> • C1.1. Descrierea conceptelor, teoriilor și metodologiilor de culegere, prelucrare și analiză a datelor provenite atât din interiorul cât și exteriorul • C1.2. Identificarea metodelor concrete de culegere a datelor, prelucrare și analiză a acestora în funcție de diferite situații specifice și condiții de desfășurare a activității firmei • C1.3. Culegerea datelor, pregătirea, gestiunea și utilizarea sistemelor informatice în prelucrarea și analiza datelor în scopul rezolvării unor probleme specifice ale firmei • C1.4. Analiza datelor empirice și a rezultatelor, evaluarea și validarea acestora în vederea evitării și eliminării erorilor de interpretare • C3.2. Identificarea particularităților relațiilor cu clienții și proceselor de negociere cu aceștia și selectarea metodelor adecvate de rezolvare a problemelor specifice acestor procese • C3.4. Evaluarea critică a activităților de gestionare a relațiilor cu fiecare client sau categorie de clienți și propunerea de soluții de îmbunătățire • C4.1. Descrierea, definirea și caracterizarea strategiilor ce pot fi implementate în activitatea organizațiilor din industria ospitalității • C4.2. Analiza situației actuale, selectarea și propunerea unor alternative strategice de dezvoltare a activității firmei • C4.5. Proiectarea și propunerea unor îmbunătățiri ale strategiilor de dezvoltare a afacerilor în organizațiile din industria ospitalității
Transversal competencies	<ul style="list-style-type: none"> • TC2. Identifying the roles and responsibilities in a multispecialty team and implementing various relational techniques and efficient work within a team

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 the activity of a travel agency can be managed and organized
7.2. Specific objective of the course	<ol style="list-style-type: none"> 1. to detail the specific structure of a travel agency and its relation with the tourist industry 2. to communicate the basic understanding of the comprising elements of a travel agency 3. to debate ticketing activities, procedures and the regulations in this field 4. to analyze the four functions of management within travel agencies: planning, organizing, motivating and controlling

8. Content



8.1. Course		Teaching Method	Remarks
1	<i>Introduction</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 	Tel.: 0264599170 Fax: 0264590110 E-mail: secretariat.tbs@ubbcluj.ro Site: tbs.ubbcluj.ro 1 lecture
2	<i>The tourist market and its intermediaries; Demand: The contents and the structure of the tourist services; The intermediaries' structure, behavior and performances; The appearance of tourist demand</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>Typology of travel agencies: The concepts of travel agent/ agency and tourist agency; Brick & mortar agencies and Online TAAs; The types of travel agencies and their development; Networks of travel agencies</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>Typology of travel agencies: The types of travel agencies and their development in Romania; online TAs</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 	1 lecture



		<p>studied and identified in the recommended readings)</p> <ul style="list-style-type: none"> the use of case studies 	<p>Str. Horea nr.7 Cluj-Napoca, 400174 Tel.: 0264599170 Fax: 0264590110 E-mail: secretariat.tbs@ubbcluj.ro Site: tbs.ubbcluj.ro</p>
5	<p><i>The techniques of travel agency operations: The ticketing activity in tourism</i></p>	<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
6	<p><i>The techniques of travel agency operations: The sale of tourist services; The rights and obligations of the travel agency</i></p>	<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
7	<p><i>The organizing of the travel agency: The organizing of the travel agency's activity; The information system</i></p>	<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
8	<p><i>The organizing of the travel agency: The structure of the agency and the tasks of the personnel</i></p>	<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 	1 lecture



		interventions of the students (who are required to make various presentations of topics independently studied and identified in the recommended readings) <ul style="list-style-type: none">the use of case studies	Str. Horea nr.7 Cluj-Napoca, 400174 Tel.: 0264599170 Fax: 0264590110 E-mail: secretariat.tbs@ubbcluj.ro Site: tbs.ubbcluj.ro
9	<i>The products and the supply of the travel agency: The typology of tourist products; The insurance of tourist services</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	1 lecture
10	<i>The products and the supply of the travel agency: Tourist programs and arrangements offered by the travel agency</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	1 lecture
11	<i>The functions of tour-operators: Organizing models of tour-operators</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	1 lecture
12	<i>The functions of tour-operators: Tour-operators at national and international level</i>	<ul style="list-style-type: none">the use of an interactive course, based on lecture and debates	1 lecture



		<ul style="list-style-type: none"> 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 	Str. Horea nr.7 Cluj-Napoca, 400174 Tel.: 0264599170 Fax: 0264590110 E-mail: secretariat.tbs@ubbcluj.ro Site: tbs.ubbcluj.ro
13	<i>The evaluation of the travel agency's efficiency:</i> The evaluation of the financial results of the commercial activity of a travel agency (the sale of tourist products); The financial profitability rate; Indexes of the efficiency of the human resources; The income and expenditure statement of the a travel agency	<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
14	<i>Final remarks</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
Bibliography		1. Compulsory references: <ol style="list-style-type: none"> Buhalis D., Laws E., <i>Tourism Distribution Channels</i>, Editura Continuum, 2001. Luca, C.; Hurmuzescu, D., <i>Manualul practic al agentului de turism</i>, THR, București, 2004. Luca, C.; Chiriac, A. C.; Hurmuzescu, D.; Cojocariu, S.; Gheorghîță, D. R.; Lăscuț, R. T., <i>Manualul directorului agenției de turism</i>, THR, București, 2004. Luca, C.; Chiriac, A. C., <i>Manualul practic al ghidului de turism</i>, THR, București, 2004. Stănciulescu, G., <i>Managementul agenției de turism</i>, Editura ASE, 2013. Stănciulescu, G., <i>Managementul operațiunilor din turism</i>, Editura AllBeck, București, 2002. Stănciulescu, G., <i>Managementul agenției de turism</i>, Editura ASE, 2000. 	



8. Syrratt, G., *Manual of Travel Agency Practice*, Butterworth Heinemann, 1992.
- 2. Optional references:**
9. Bălăsoiu, V., Dobândă, E., Snak, O., *Managementul calității produselor și serviciilor în turism*, Editura Orizonturi Universitare, Timișoara, 2003.
10. Borchgrevink, C. P., *Perspective on the Hospitality Industry: An Introduction to Hospitality Management*, Kendall-Hunt, 1998.
11. Botezat, Elena, *Strategii manageriale în turism*, Editura Economică, București, 2003.
12. Chuck, Y. Gee, *Professional Travel Agency Management*, Editura Prentice Hall, 1st edition, 1997.
13. Curta, N. C., *Management strategic pentru firmele de turism – Studii de caz*, Editura Casa Cărții de Știință, Cluj-Napoca, 2005.
14. Ford, R. and Cherrill, P. H., *Managing the Guest Experience in Hospitality*, Albany, NY: Delmar/Thomson Learning, 2000.
15. Horner P., *Travel Agency Practice*, Editura Longman, 1996.
16. Laws E., *Managing Packaged Tourism*, Editura Thomson Press, 1997.
17. Tinard, Yves, *Le Tourisme: Économie et Management*, McGraw Hill, Paris, 1992.
18. Vellas, F., *Économie et Politique du Tourisme International*, Ed. Économica, Paris, 2002.
19. Yale P., *The Business of Tour Operations*, Editura Longman, 1995.
20. *** *Anuarul Statistic al României*, Institutul Național de Statistică, București, 2002-2016.

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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; solving of practical applications	1 seminar
2	Types of travel agencies in Romania and their developments	Oral presentation; interactive exposition; multimedia (video or retro projector); exemplification; problem formulation; solving of case studies; solving of practical applications	1 seminar
3	The analysis of the tourist intermediation activities in Romania	Oral presentation; interactive exposition; multimedia (video or retro projector); exemplification; problem formulation; solving of case studies; solving of practical applications	1 seminar
4	Practical applications – transportation order; booking	Oral presentation; interactive exposition; multimedia (video or	1 seminar



	systems; package development	retro projector); exemplification; problem formulation; solving of case studies; solving of practical applications	Str. Horea nr.7 Cluj-Napoca, 400174 Tel.: 0264599170 Fax: 0264590110 E-mail: secretariat.tbs@ubbcluj.ro Site: tbs.ubbcluj.ro
5	Practical applications – tourist service orders; international contracts for tourist services	Oral presentation; interactive exposition; multimedia (video or retro projector); exemplification; problem formulation; solving of case studies; solving of practical applications	1 seminar
6	Case studies – the organization and development of travel agencies	Oral presentation; interactive exposition; multimedia (video or retro projector); exemplification; problem formulation; solving of case studies; solving of practical applications	1 seminar
7	Case studies – motivation of tourist service providers	Oral presentation; interactive exposition; multimedia (video or retro projector); exemplification; problem formulation; solving of case studies; solving of practical applications	1 seminar
8	Practical applications and case studies – the analysis and the pricing of tourist products and packages	Oral presentation; interactive exposition; multimedia (video or retro projector); exemplification; problem formulation; solving of case studies; solving of practical applications	1 seminar
9	Case studies – tourist programs and arrangements provided in Romania; Practical Applications – the elaboration of tourist programs and arrangements	Oral presentation; interactive exposition; multimedia (video or retro projector); exemplification; problem formulation; solving of case studies; solving of practical applications	1 seminar
10	Case studies – development strategies of tour-operators	Oral presentation; interactive exposition; multimedia (video or retro projector); exemplification; problem formulation; solving of case studies; solving of practical applications	1 seminar
11	Case studies – the analysis of the evolution and development of tour-operators at national and international levels and the	Oral presentation; interactive exposition; multimedia (video or retro projector); exemplification; problem formulation; solving of	1 seminar



	discussion of the determining factors of these developments	case studies; solving of practical applications	Str. Horea nr.7 Cluj-Napoca, 400174 Tel.: 0264599170 Fax: 0264590110 E-mail: secretariat.tbs@ubbcluj.ro Site: tbs.ubbcluj.ro
12	Case studies and practical applications – profitability, cash-flows, income and expenditure statements	Oral presentation; interactive exposition; multimedia (video or retro projector); exemplification; problem formulation; solving of case studies; solving of practical applications	1 seminar
13	Project presentations	Oral presentation; interactive exposition; multimedia (video or retro projector); exemplification; problem formulation; solving of case studies; solving of practical applications	1 seminar
14	Project presentations	Oral presentation; interactive exposition; multimedia (video or retro projector); exemplification; problem formulation; solving of case studies; solving of practical applications	1 seminar
Bibliography		<p>Compulsory references:</p> <ol style="list-style-type: none"> 1. Buhalis D., Laws E., <i>Tourism Distribution Channels</i>, Editura Continuum, 2001. 2. Holland, J., Leslie, D., <i>Tour Operators and Operations. Development, Management and Responsibility</i>, CABI, 2018 (BCU Library – Faculty of Business branch). 3. Luca, C.; Hurmuzescu, D., <i>Manualul practic al agentului de turism</i>, THR, București, 2004. 4. Luca, C.; Chiriac, A. C.; Hurmuzescu, D.; Cojocariu, S.; Gheorghită, D. R.; Lăscuț, R. T., <i>Manualul directorului agenției de turism</i>, THR, București, 2004 (BCU Library – Faculty of Business branch). 5. Luca, C.; Chiriac, A. C., <i>Manualul practic al ghidului de turism</i>, THR, București, 2004 (BCU Library – Faculty of Business branch). 6. Stănciulescu, G., <i>Managementul agenției de turism</i>, Editura ASE, 2013. 7. Stănciulescu, G., <i>Managementul operațiunilor din turism</i>, Editura AllBeck, București, 2002. (BCU Library – Faculty of Business branch). 8. Stănciulescu, G., <i>Managementul agenției de turism</i>, Editura ASE, 2000. 9. Syrratt, G., <i>Manual of Travel Agency Practice</i>, Butterworth Heinemann, 1992 (BCU Library – Faculty of Business branch). 10. *** United Nations Environment Programme (UNEP), <i>Sustainable Tourism: the Tour Operators' Contribution</i>, Division of Technology, Industry and Economics, http://www.toinitiative.org, 2003. 11. *** Institutul Național de Statistică, <i>TempoOnline</i>, București, 2002-2016, http://statistici.insse.ro:8077/tempo-online/. <p>Optional references:</p> <ol style="list-style-type: none"> 1. Bălășoiu, V., Dobândă, E., Snak, O., <i>Managementul calității produselor și</i> 	



	<p><i>serviciilor în turism</i>, Editura Orizonturi Universitare, Timișoara, 2003.</p> <p>2. Borchgrevink, C. P., <i>Perspective on the Hospitality Industry: An Introduction to Hospitality Management</i>, Kendall-Hunt, 1998.</p> <p>3. Botezat, Elena, <i>Strategii manageriale în turism</i>, Editura Economică, București, 2003.</p> <p>4. Chuck, Y. Gee, <i>Professional Travel Agency Management</i>, Editura Prentice Hall, 1st edition, 1997.</p> <p>5. Curta, N. C., <i>Management strategic pentru firmele de turism – Studii de caz</i>, Editura Casa Cărții de Știință, Cluj-Napoca, 2005.</p> <p>6. Ford, R. and Cherrill, P. H., <i>Managing the Guest Experience in Hospitality</i>, Albany, NY: Delmar/Thomson Learning, 2000.</p> <p>7. Horner P., <i>Travel Agency Practice</i>, Editura Longman, 1996.</p> <p>8. Laws E., <i>Managing Packaged Tourism</i>, Editura Thomson Press, 1997.</p> <p>9. Tinard, Yves, <i>Le Tourisme: Économie et Management</i>, McGraw Hill, Paris, 1992.</p> <p>10. Vellas, F., <i>Économie et Politique du Tourisme International</i>, Ed. Économica, Paris, 2002.</p> <p>11. Yale P., <i>The Business of Tour Operations</i>, Editura Longman, 1995.</p> <p>12. *** <i>Anuarul Statistic al României</i>, Institutul Național de Statistică, București, 2002-2016.</p>	<p>Str. Horea nr.7 Cluj-Napoca, 400174 Romania Tel: 0264590170 Fax: 0264590110 E-mail: secretariat.tbs@ubbcluj.ro Site: tbs.ubbcluj.ro</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

A general view regarding the role of travel agencies within the international tourist activity is compulsory for any graduate. Moreover, the graduates must understand how travel agencies are organized and function; they must comprehend their particularities and specific activities. Finally, it is important to know the methods practiced and applicable in this field in order to be able to properly fulfill specific tasks.

10. Evaluation

Type of activity	10.1 Evaluation criteria	10.2 Evaluation method	10.3 Quota in the final grade (%)
Lecture	<ul style="list-style-type: none"> Correctness and amplitude of theoretic knowledge Logic coherence Specialized terminology Understanding of basic concepts 	<p>Final test (multiple choice test with one correct answer +/- open-end questions +/- true or false statements) – in order to pass the discipline, all students must receive a grade of minimum 5 (five) in the written exam, only then will all other points be added in order to establish the final grade</p> <p>!!! In order to attend the final exam, students must register for the exam,</p>	30 %



		picking the first or the second date (through the Assignment created in this respect).	Str. Horea nr.7 Cluj-Napoca, 400174 Tel.: 0264599170 Fax: 0264590110 E-mail: secretariat.tbs@ubbcluj.ro Site: tbs.ubbcluj.ro
	<ul style="list-style-type: none"> Students' interventions during the lectures 	Two interventions based on topics announced by the students (themes covered by the syllabus or by the optional references)	20 %
Seminar	<ul style="list-style-type: none"> Capacity to use the acquired knowledge Interest toward study (proposal of discussion topics based on the optional references) 	Presentation of two newspaper articles related to travel agencies (one from the international media and one from the national press) – articles can be presented during seminar activities (linked to discussed topics) or they may be integrated into the final project	10 %
	<ul style="list-style-type: none"> Projects elaborated on announced topics 	Elaboration and oral presentation of projects (individually) – topics are discussed during the first seminar	40 %
Bonus	Students can gain a bonus worth 1 point if they take part in lecture and seminar activities actively .		
Competency-acquisition-based Evaluation of the Students	Gained Competency		Evaluation Method of the Competency (applicable to each competency)
	<ul style="list-style-type: none"> C1.1. Descrierea conceptelor, teoriilor și metodologiilor de culegere, prelucrare și analiză a datelor provenite atât din interiorul cât și exteriorul C3.2. Identificarea particularităților relațiilor cu clienții și proceselor de negociere cu aceștia și selectarea metodelor adecvate de rezolvare a problemelor specifice acestor procese C4.1. Descrierea, definirea și caracterizarea strategiilor ce pot fi implementate în activitatea organizațiilor din industria ospitalității 		100% written exam
	<ul style="list-style-type: none"> C1.2. Identificarea metodelor concrete de culegere a datelor, prelucrare și analiză a acestora în funcție de diferite situații specifice 		50% grade in the final exam +



	<p>și condiții de desfășurare a activității firmei</p> <ul style="list-style-type: none"> • C1.3. Culegerea datelor, pregătirea, gestiunea și utilizarea sistemelor informatice în prelucrarea și analiza datelor în scopul rezolvării unor probleme specifice ale firmei • C1.4. Analiza datelor empirice și a rezultatelor, evaluarea și validarea acestora în vederea evitării și eliminării erorilor de interpretare • C3.4. Evaluarea critică a activităților de gestionare a relațiilor cu fiecare client sau categorie de clienți și propunerea de soluții de îmbunătățire • C4.2. Analiza situației actuale, selectarea și propunerea unor alternative strategice de dezvoltare a activității firmei • C4.5. Proiectarea și propunerea unor îmbunătățiri ale strategiilor de dezvoltare a afacerilor în organizațiile din industria ospitalității 	<p>50% project grade for project content</p> <p>Str. Horea nr. / Cluj-Napoca, 400174 Tel: 0264599170 Fax: 0264590110 E-mail: secretariat.tbs@ubbcluj.ro Site: tbs.ubbcluj.ro</p>
	<ul style="list-style-type: none"> • CT2. Identificarea rolurilor si responsabilitatilor într-o echipa plurispecializata si aplicarea de tehnici de relationare si munca eficienta în cadrul echipei 	<p>100% Project (grade for project elaboration and presentation)</p>

10.6. Minimum performance standards

- comprehension of basic notions and their usage
- interpretations of the obtained results.

Date

Course coordinator

Seminar coordinator

Assoc. Prof. Dr Monica Maria Coroș

Assoc. Prof. Dr Monica Maria Coroș

Date of approval

Head of department

Assoc. Prof. Dr Oana Adriana Gică