

Transilvania University of Braşov, Romania

Study program: Hospitality and Eco Agro-Tourism Management

Faculty: Food and Tourism

Study period: 2 years (master)

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Legislation in hospitality and tourism	IMOT1	6	2	1	-	-

Course description (Syllabus): Tourism Law, Control of the tourism activities in the hospitality industry, Protection of the tourist consumer, Specific legislation related to mountain, rural, seaside tourism, Concluding the contracts in tourism and the hospitality industry.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Developing entrepreneurial skills	IMOT 2	6	2	-	-	2

Course description (Syllabus): Companies' legal establishment, Entrepreneurial performance, Businesses project management, Businesses financial management, Investment management, Personnel relationship management, Business environmental relationship management.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Ethics and communication	IMOT3	6	1	2	-	-

Course description (Syllabus): Ethics, culture and communication; Tourist culture: communication approach; Cultural values: dimensions, theoretical and analytical frameworks; Cultural influences upon the communication process; Tourism, practice of making meaning – social and cultural significances; Cultural influences upon tourist behavior; Cultural influences upon rules of social interaction; Tourism and intercultural mediation; Strategies for intercultural communication. Managing crisis communications; Ethics and competence in tourist communication. Multicultural competence.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Software applications for hospitality and tourism	IMOT4	6	1	-	2	-

Course description (Syllabus): Basic principles in online marketing, Steps in designing and publishing of a webpage, Introduction in HTML code programming, Macromedia Dreamweaver. HTML Graphic editor, Case studies in web design. Font type, colors scheme, strategies for online communication, Front office software applications, FIDELIO. IT solution for hospitality industry.

Course title	Code	No. of credits	Number of hours per week			
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Marketing research and techniques	IMOT5	6	1	-	-	2

Course description (Syllabus): The course starts with a comprehensive classification of marketing research techniques. After a short presentation of quantitative research in tourism, the course focuses on qualitative marketing

research techniques, first on exploratory methods, than on descriptive and explanatory methods. Two distinct courses are related to correctly understanding and profiling the tourism consumer.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Technical and technological systems in accommodation and food	DAIO1	8	2	-	2	-

Course description (Syllabus): Terms and names in hospitality, Modern ventilation and air conditioning installations for hotel and restaurants; Heating systems for hotels and restaurants; Refrigerators for hotels and restaurants, Equipment for kitchens optimisation; Restaurant and bar equipment; Installations and equipment for the accommodation; Installations and equipment for cleaning maintenance.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Unconventional Energies in Agritourism	DDPT4	8	2	-	2	-

Course description (Syllabus): Introduction; Renewable energy sources; Solar energy; Conversion of solar energy into thermal energy; Conversion of solar energy into electricity; Wind energy; Principles of converting wind energy into electricity; Construction and operation of wind power generators; Computation of wind power generator systems; Hydropower; Construction and operation of micro hydroelectric power plant; Geothermal energy; Methods for the conversion and use of geothermal energy; Biomass - renewable energy source; Conversion of biomass energy.

Course title	Code	No. of credits	Number of hours per week			
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Presentation Techniques and Beverage Tasting	DAIO2	8	2	-	2	-

Course description (Syllabus): Presentation and wine tasting (Tasting process; Visual perception, colour, clarity); Olfactory system; Tasting and sense of touch; Qualitative tasting; Types of wine; Wine as food; Beer – taste and aroma; Sensory analysis; Distilled beverages; Short history of spirituous drinks - classification, characterization of the main types. Raw material - main fruits used as raw material. Fizzy and non-carbonated drinks.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Hotel Management	DPPT2	8	2	-	2	-

Course description (Syllabus): The structure of the hotel; The front-office department; The food department; Human resources in the hotel; The front-office activity; The record keeping in front-office; Yield hotel management; Hospitality management.

Course title	Code	No. of credits	Number of hours per week			
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Architectural Space and Urban/Rural Culture	DAIO3	7	2	2	-	-

Course description (Syllabus): Familiarized with the main architectural styles, with the main architectural currents; Main and/or specific architectural realities and influences crystallizing the urban/rural identity; Architectural and urban/rural language; The relation between building materials/structure–function–form in the history of architecture and urban planning; Fundamental elements of the color theory within the context of the architectural and urban/rural space; Significant urban archetypes (the labyrinth - the tower - the arch) and the architectural/urban/rural space; Urban/rural culture and/versus architectural "genetic" degradation; Architecture and the urban/rural space between reality, image, imaginary and ideal.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Models and Methods of Rural Development	DAIO4	7	2	2	-	-

Course description (Syllabus): Rural Development, Sustainable Development, Agrotourism, Ecotourism, Common Agricultural Policy, Rural Economy, Agricultural Holding, Land Improvement, European Union.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
The control of management process and activities in hospitality industry	DDPT3	7	1	3	-	-

Course description (Syllabus): The purpose of the course is to train the future managers and obtain skills in management practice, outlines and know-how, necessary for managing the entire company and every department in the functional and operative structures. The specificity of the hospitality management is revealed through a structural approach of the control activity on each organizational level, according to the specific organizational structure, depending on the type of touristic activities: accommodation, food, balnear treatment and so on.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Environmental protection and ecotourism	DDPT1	7	1	3	-	-

Course description (Syllabus): The decision - making processes within the environmental protection policies, at both national and European Union; Trends in environmental protection activities and main concepts with which they are currently operating (sustainable development/ sustainability, horizontal/ vertical integration of environmental policies, governance, impact assessment, etc.). The principles of the environmental management according to ISO 14001:2005, Design, implement and auditing a EMS that could be certified; Ecotourism, the main form of sustainable tourism; Ecotourism in protected areas.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Leisure and events management	DAIO6	8	2	1	-	1

Course description (Syllabus): The course starts with the presentation of the event product, its specific life-cycle, the branding of this type of product, the main phases of a tourism event and the team management of an event. The course also addresses the specific risks related to tourism events and to other leisure activities.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Quality management and certification systems	DAIO7	8	2	2	-	-

Course description (Syllabus): Quality management, TQM, Quality label in tourism, International Standards for Quality Management – ISO, Quality management system - resources, processes, implementation, Certification of the quality management system - Quality Audit, Certification in hospitality and tourism.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Culinary Art & International Gastronomy	DAIO5	7	2	-	2	-

Course description (Syllabus): Principles of engineering and management on Culinary Art, The specific and innovative features in North American Cuisine, The specific and innovative features in South American Cuisine, The specific and

innovative features in Asian Cuisine, The specific and innovative features in Japanese Cuisine, The specific and innovative features in African Cuisine, The specific and innovative features in Australian Cuisine, The specific and innovative features in European Cuisine, The specific and innovative features in Romanian Cuisine.

Course title	Code	No. of credits	Number of hours per week			
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Techniques and technologies for organic nutrition in restaurants	DAIO8	7	2	-	2	-

Course description (Syllabus): The aim of the discipline "Techniques and technologies for organic nutrition in restaurants" is to introduce students the notions concerning organic nutrition facts and technology. History and concepts of food quality; quality assurance, inspection and certification of organic food; consumers of food and farming; concept of organic food chain: raw materials, processing, trade, and ensure the quality of the final consumer; Slow Food concept; concept and movement of "Città del Bio"; the technology of organic food in restaurants; tools and equipment; Technological planning of the laboratory, the technique of organic food serving.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Development and trade of tourism products	DDPT6	7	1	2	-	1

Course description (Syllabus): The typology of travel agencies, structure of travel agency suppliers and partners, offering and selling services within the travel agency, conceiving tourism products in the travel agency, marketing of tourist services packages, marketing strategies for tourism products.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
International Tourism	DDPT8	7	1	2	-	1

Course description (Syllabus): Defining international tourism; Setting targets for the development of tourism in Romania; Political and economic situation of current international tourism; Mountain tourism operators and major countries; Cultural, ecological, adventure and other new forms of tourism.