

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 |
| Ethics and academic integrity II | EAI II | 6 | 1 | 2 | 0 | 0 |

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 | SAHT | 6 | 1 | 0 | 2 | 0 |

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 | | | |
|-----------------------------------|------|----------------|--------------------------|---------|------------|---------|
| | | | course | seminar | laboratory | project |
| Marketing research and techniques | MRT | 6 | 1 | 0 | 0 | 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 |
| Developing entrepreneurial skills | DAS | 6 | 2 | 0 | 0 | 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 |
| Authorization and control in public food and agritourism | ACPA | 6 | 2 | 1 | 0 | 0 |

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 |
| Presentation techniques and beverage tasting | PTBT | 7 | 2 | 0 | 2 | 0 |

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.

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|-----------------------------|------|----------------|--------------------------|---------|------------|---------|
| | | | course | seminar | laboratory | project |
| Hotel management activities | HMA | 5 | 1 | 1 | 0 | 0 |

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 | | | |
|---|-------|----------------|--------------------------|---------|------------|---------|
| | | | course | seminar | laboratory | project |
| Architectural space and urban-rural Culture | SACUR | 6 | 2 | 2 | 0 | 0 |

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. 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 | EPE | 6 | 1 | 0 | 2 | 0 |

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 |
| Unconventional Energies in Agritourism | UEA | 6 | 1 | 0 | 2 | 0 |

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 | | | |
|---|------|----------------|--------------------------|---------|------------|---------|
| | | | course | seminar | laboratory | project |
| Models and methods of rural development | MMDR | 6 | 1 | 2 | 0 | 0 |

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 |
| Leisure and events management | LEM | 8 | 2 | 1 | 0 | 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.

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|--|------|----------------|--------------------------|---------|------------|---------|
| | | | course | seminar | laboratory | project |
| Resources management and of local products | RMLP | 8 | 2 | 2 | 0 | 0 |

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 management of local products and resources.

| Course title | Code | No. of credits | Number of hours per week | | | |
|---|------|----------------|--------------------------|---------|------------|---------|
| | | | course | seminar | laboratory | project |
| Culinary Art & International Gastronomy | ACGI | 7 | 2 | 0 | 2 | 0 |

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 | | | |
|-----------------------|------|----------------|--------------------------|---------|------------|---------|
| | | | course | seminar | laboratory | project |
| International tourism | IT | 7 | 1 | 2 | 0 | 0 |

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.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.