

CURRICULUM

Validity: starting with the 2022 - 2023 academic year  
Field of study: **Business Administration**  
Study programme: **Planning of New Tourism Products and Destination Management**  
Duration: **two years of full time- study**

Disciplina	Nr. credite	General competencies the MA graduates are expected to demonstrate							Professional competencies the MA graduates will be able to									
		GC1: A systematic understanding of knowledge and a critical awareness of the latest regulations in the socio-economic field	GC2: Originality in the application of knowledge, together with a practical understanding of how established techniques of research and enquiry are used to create and interpret knowledge in the discipline	GC3: A comprehensive understanding of various criteria, methods and techniques employed in tourism data collection and interpretation	GC4: The capacity of making sound judgments in the absence of complete data and of taking appropriate decisions	GC5: Team-work and collaboration skills in multicultural environments, basic leadership responsibilities of directing, coaching, supporting and delegating	GC6: Self-direction and originality in tackling and solving problems, and autonomy in planning and implementing tasks at a professional or equivalent level	GC7: A systematic application of scientific knowledge and principles in modeling and interpreting basic correlations and regularities in destination management and international tourism	PC1: Develop appropriate and innovative tourism products and services, devise new strategies to promote tourist destinations	PC2: Plan, design and implement business strategies based on new tourism products and/or the proper management of tourist destinations	PC3: Identify and establish training needs in tourism	PC4: Conduct effective job interviews and promotion interviews	PC5: Generate decision alternatives, evaluate them critically and eventually select the most appropriate decision	PC6: Carry out economic impact analyses in the field of travel and tourism	PC7: Set up regional strategic plans for tourism	PC8: Provide expert advice in business management, destination management and good governance	PC9: Deal with complex issues both systematically and creatively and treat consumer knowledge as human capital	PC10: Communicate facts, ideas and conclusions clearly to specialist and non-specialist audiences
Strategic Management in Tourism Organisations	7	1	1					1		1				1	2			
Consumer Markets Analysis	7			1				1		2		1					1	1
Planning New Tourism Products for Culinary Tourism	7				1	1	1		2							1		1
Communication in English	5						1	1				1	1					1
Communication in English	4						1	1				1						1
Planning New Tourism Products for Cultural Tourism	6				1		1		1,5	1					0,5	0,5		0,5
Financing in Tourism	5	2	2						1									
Human Resource Management in Tourism	6						2	2				2						
Communication in Spanish/ Communication in German	4								2									2
Planning New Tourism Products for Events/ Ecotourism	5				1	1		1					1				1	
Communication in Spanish/ Communication in German	4								2									2
Tourism Management and the Sustainable Development of Destinations	7						3	2	2									
Social Change, Consumption Trends and Consumer Behaviour in Tourism	4	2						1						1				
Planning in tourism. Public - Private Partnership	6									2			2		2			
Promotion and Commercialization of Destinations and New Tourism Products	7	3	2						2									
New Technologies for Promoting Tourist Destinations and Products	6				2				2	2								
Ethics and Academic Integrity	4					4												
Internship (4h/day x 4 days/week x 12 weeks=192h)	10	2			1		2	1			1				2			1
Planning, writing and revising the MA Thesis. (last 2 weeks: 4h / day x 5 days / week x 2 weeks = 40 h)	8	1	1	1				1	1	1				1	1			
Methods and Techniques of Research in Tourism: The Quantitative Approach/ Methods and Techniques of Research in Tourism: The Qualitative Approach	8															1		1
TOTAL	120	11	7	8	7	12	5	8	15,5	9	3	5	4	3	7,5	2,5	2	10,5

Rector,  
Prof. univ. dr. ing. Valentin POPA

Decan,  
Prof. univ. dr. Carmen Eugenia NASTASE

Director de departament,  
Conf. univ. dr. Angela ALBU

Responsabil program de studii,  
Conf. univ. dr. Angela ALBU