

FIȘA DISCIPLINEI

1. Date despre program

1.1 Instituția de învățământ superior	Universitatea de Vest din Timișoara
1.2 Facultatea / Departamentul	Facultatea de Chimie, Biologie, Geografie
1.3 Catedra	Departamentul de Geografie
1.4 Domeniul de studii	Geografie
1.5 Ciclul de studii	Licență
1.6 Programul de studii / Calificarea	Geografia turismului

2. Date despre disciplină

2.1 Denumirea disciplinei	<i>Promovare si interpretare turistica</i>						
2.2 Titularul activităților de curs	Lect.univ.Dr. Florentina POPESCU						
2.3 Titularul activităților de seminar	Lect.univ.Dr. Florentina POPESCU						
2.4 Anul de studiu	I	2.5 Semestrul	I	2.6 Tipul de evaluare	E	2.7 Regimul disciplinei	DS/ DFA

3. Timpul total estimat (ore pe semestru al activităților didactice)

3.1 Număr de ore pe săptămână	4	din care: 3.2 curs	2	3.3 seminar/laborator	2
3.4 Total ore din planul de învățământ	56	din care: 3.5 curs	28	3.6 seminar/laborator	28
Distribuția fondului de timp:					ore
Studiul după manual, suport de curs, bibliografie și notițe					4
Documentare suplimentară în bibliotecă, pe platformele electronice de specialitate / pe teren					5
Pregătire seminarii / laboratoare, teme, referate, portofolii și eseuri					4
Tutoriat					2
Examinări					2
Alte activități practice					2
3.7 Total ore studiu individual		19			
3.8 Total ore pe semestru		75			
3.9 Numărul de credite		3			

4. Precondiții (acolo unde este cazul)

4.1 de curriculum	• Nu este cazul
4.2 de competențe	• Abilități tehnico-informaționale de bază (atestate în cadrul examenului de bacalureat)

5. Condiții (acolo unde este cazul)

5.1 de desfășurare a cursului	- Sală de curs dotată cu videoproiector și tablă de scris. sau - Sistem audio/video și conexiune la internet, pentru participarea online la curs (pt profesor și pt studenți). Cursurile se vor desfășura pe platforma Google Meet, iar materialele prezentare la curs și parte a resurselor
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	bibliografice se vor găsi pe platforma Google Classroom. Alte resurse bibliografice pot fi accesate via BCUT (online, împrumut, la locație conform reglementărilor în vigoare)
5.2 de desfășurare a seminarului/laboratorului	- Sală de laborator dotată cu computere, softuri specifice, videopriector și tablă de scris. - sau - Calculator cu sistem audio/video și conexiune la internet, Microsoft Office, QGIS, Photoshop (pt profesor și pt studenți). Lucrările practice se vor desfășura pe platforma Google Meet.

6. Obiectivele disciplinei - rezultate așteptate ale învățării la formarea cărora contribuie parcurgerea și promovarea disciplinei

Cunoștințe	Cunoașterea și înțelegerea conceptului de OMD Cunoașterea metodologiei de elaborare a brandului turistic și derivarea identității vizuale ulterioare Cunoașterea importanței asumării brandului și a identității vizuale a acestuia de către întreaga comunitate Cunoașterea și înțelegerea pieței turistice, a mecanismelor de funcționare a acesteia și a factorilor ce o influențează Cunoașterea metodelor și tehnicilor de promovare a patrimoniului local/regional în diversele medii posibile Cunoașterea și înțelegerea conceptului de mix de marketing Cunoașterea importanței interpretării turistice în promovarea destinației
Abilități	Aplicarea metodelor și principiilor de definire a brandului local/regional Aplicarea metodelor și principiilor de segmentare a pieței Aplicarea mixului de marketing în vederea definirii produselor, prețului acestora având în vedere piața turistică la un anumit moment în timp și evoluțiile pe termen scurt de evoluție a acesteia, marketingul acestora și plasarea lor pe piață Interpretarea datelor empirice sau obținute în cadrul unor cercetări de teren Explicarea și argumentarea soluțiilor propuse pe baza rezultatelor analizei datelor culese de pe teren coroborate cu principiile și metodele de branding și promovarea acestuia
Responsabilitate și autonomie	Aplicarea strategiilor de muncă eficientă și responsabilă, pe baza principiilor, normelor și a valorilor codului de etică profesională. Aplicarea tehnicilor de muncă eficientă în echipă multidisciplinară, atitudine etică față de grup, respect față de diversitate și multiculturalitate; acceptarea diversității de opinie. Autoevaluarea nevoii de formare profesională continuă în scopul inserției și adaptabilității la cerințele pieței muncii.

7. Conținuturi

7.1 Curs	Metode de predare	Observații
Introducere în managementul destinației. Organizația de Management a Destinației	Prelegere, explicația, descrierea, conversația, problematizarea	2 ore
- Bowen, J.T., Makens, J.C., Kotler, P., 2013, Marketing for Hospitality and Tourism, Pearson Education - Briggs, Susan, 2000, Successful Tourism Marketing 2nd Edition, Kogan Page Ed		

- Camilieri, M.A (ed.) 2019, The Branding of tourist destinations, Theoretical and empirical Insights, Emerald publishing Ltd., Uk
- Cox, N., Gyrd-Jones, R., Gardiner S. 2014, Internal brand management of destination brands: Exploring the roles of destination management organisations and operators, Journal of Destination Marketing & Management, Volume 3, Issue 2, Pages 85-95
- Elbe, J., Hallen, L., Axelsson, B. 2008, The destination-management organisation and the integrative destination-marketing process, International Journal of Tourism Research, <https://doi.org/10.1002/jtr.695>
- Ghanem, J. (2017). Conceptualizing “the Tourist”: A critical review of UNWTO definition, Master Thesis. Màster en Direcció i Planificació del Turisme, Universitat de Girona, Faculty of Tourism
- Hristov, D., Ramkissoon H., Leadership in destination management organisations, Annals of Tourism Research, <https://doi.org/10.1016/j.annals.2016.08.005>
- Rodríguez-Díaz, M., Espino-Rodríguez, T. F. (eds.), 2019, Tourism Destination Management, MDPI
- Pender, L., 1999, Marketing management for travel and tourism, Cheltenham : Stanley Thornes (Publishers) Ltd
- Tsiotsou, R. H. (ed.). Goldsmith, R. E. (ed.), 2012, Strategic marketing in tourism services, Emerald Group Publishing Ltd.,
- VELLAS, F. (ed.). BÉCHEREL, L. (ed.), 1999, The international marketing of travel and tourism: a strategic approach, MacMillan International Higher Education
- ***Legea turismului: LEGE nr. 275 din 23 noiembrie 2018 (forma consolidată), Cap1: Organizația de management a destinației
- <https://www.checkfront.com/blog/branding-tour-activity-business>
- <https://turismtimis.ro/mic-dejun-la-marginaflustuc-la-margina/>
- <https://mytransylvania.ro/evenimente-alternative-transilvania-2020/>
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Definirea identității turistice a unei destinații.
Brandingul turistic

Prelegere, explicația,
descrierea, conversația,
problematizarea

4 ore

- Boniface, B. (2005). *Worldwide destinations casebook*, Ed. Elsevier
- Bowen, J.T., Makens, J.C., Kotler, P., 2013, Marketing for Hospitality and Tourism, Pearson Education
- Briggs, Susan, 2000, Successful Tourism Marketing 2nd Edition, Kogan Page Ed
- Bruce, P., 2009, Resort Destinations. Evolution, Management and Development, Science Direct
- Camilieri, M.A (ed.) 2019, The Branding of tourist destinations, Theoretical and empirical Insights, Emerald publishing Ltd., Uk
- Cooper, C., Fletcher, J., Fyall, A., Gilbert, D., Wanhill, S. (2005), *Tourism principles and practice*. Ed. Pearson Education, England
- Cox, N., Gyrd-Jones, R., Gardiner S. 2014, Internal brand management of destination brands: Exploring the roles of destination management organisations and operators, Journal of Destination Marketing & Management, Volume 3, Issue 2, Pages 85-95
- Elbe, J., Hallen, L., Axelsson, B. 2008, The destination-management organisation and the integrative destination-marketing process, International Journal of Tourism Research, <https://doi.org/10.1002/jtr.695>
- McCabe, S., Marketing Communications in Tourism and Hospitality, Taylor & Francis, 2011
- Rodríguez-Díaz, M., Espino-Rodríguez, T. F. (eds.), 2019, Tourism Destination Management, MDPI
- Pender, L., 1999, Marketing management for travel and tourism, Cheltenham : Stanley Thornes (Publishers) Ltd
- <https://www.checkfront.com/blog/branding-tour-activity-business>

• https://turismtimis.ro/mic-dejun-la-marginaflustuc-la-margina/ • https://mytransylvania.ro/evenimente-alternative-transilvania-2020/		
Metode de comunicare și asumare a identității și a brandului de către stakeholderii locali/regionali	Prelegere, explicația, descrierea, conversația, problematizarea	2 ore
• Bowen,J.T, Makens, J.C., Kotler,P., 2013, Marketing for Hospitality and Tourism, Pearson Education • Briggs, Susan, 2000, Successful Tourism Marketing 2nd Edition, Kogan Page Ed • Camilieri, M.A (ed.) 2019, The Branding of tourist destinations, Theoretical and empirical Insights, Emerald publishing Ltd., Uk • Cooper, C., Fletcher, J., Fyall, A., Gilbert, D., Wanhill, S. (2005), <i>Tourism principles and practice</i>. Ed. Pearson Education, England • Cox, N., Gyrd-Jones, R.,Gardiner S. 2014, Internal brand management of destination brands: Exploring the roles of destination management organisations and operators, Journal of Destination Marketing & Management, Volume 3, Issue 2, Pages 85-95 • Hristov,D., Ramkissoon H., Leadership in destination management organisations, Annals of Tourism Research, https://doi.org/10.1016/j.annals.2016.08.005 • McCabe, S., Marketing Communications in Tourism and Hospitality, Taylor & Francis, 2011 • Pender, L., 1999, Marketing management for travel and tourism, Cheltenham : Stanley Thornes (Publishers) Ltd • Tsiotsou, R. H. (ed.). Goldsmith, R. E. (ed.), 2012, Strategic marketing in tourism services, Emerald Group Publishing Ltd., • https://www.checkfront.com/blog/branding-tour-activity-business • https://turismtimis.ro/mic-dejun-la-marginaflustuc-la-margina/ • https://mytransylvania.ro/evenimente-alternative-transilvania-2020/		
Piața turistică internațională. Segmentarea pieței.	Prelegere, explicația, descrierea, conversația, problematizarea	4 ore
• Bruce,P., 2009, Resort Destinations. Evolution, Management and Development, Science Direct • Butler, R. (1980) ‘The concept of a tourist area cycle of evolution: implications for management of resources’, Canadian Geographer, Vol 24, No 1 • Cooper, C., Fletcher, J., Fyall, A., Gilbert, D., Wanhill, S. (2005), <i>Tourism principles and practice</i>. Ed. Pearson Education, England • Ghanem, J. (2017). Conceptualizing “the Tourist”: A critical review of UNWTO definition, Master Thesis. Màster en Direcció i lanificació del Turisme, Universitat de Girona, Faculty of Tourism • Håkansson, H. and Waluszewski, A. (2005), "Developing a new understanding of markets: reinterpreting the 4Ps", <i>Journal of Business & Industrial Marketing</i>, Vol. 20 No. 3, pp. 110-117. https://doi.org/10.1108/08858620510592722 • Mesplier, A., Bloc-Duraffour, P. (2009), <i>Le tourisme dans les monde</i>, 7e edition, Breal • Robinson, P., Lück, M., Stephen L. J. (eds.). (2013). Tourism, CABI International • Rodríguez-Díaz, M., Espino-Rodríguez, T. F. (eds.), 2019, Tourism Destination Management, MDPI • Pender, L., 1999, Marketing management for travel and tourism, Cheltenham : Stanley Thornes (Publishers) Ltd • Tsiotsou, R. H. (ed.). Goldsmith, R. E. (ed.), 2012, Strategic marketing in tourism services, Emerald Group Publishing Ltd., • VELLAS, F. (ed.). BÉCHEREL, L. (ed.), 1999, The international marketing of travel and tourism: a strategic approach, MacMillan International Higher Education • *** Handbook on Tourism Market Segmentation – Maximising Marketing Effectiveness, WTO,		

2008 *** UNWTO: Tourism Highlights, 2019 Edition (https://www.e-unwto.org/doi/pdf/10.18111/9789284421152)		
Mixul de marketing. Cei 4 P.	Prelegere, explicația, descrierea, conversația, problematizarea	4 ore
- Bowen,J.T, Makens, J.C., Kotler,P., 2013, Marketing for Hospitality and Tourism, Pearson Education - Briggs, Susan, 2000, Successful Tourism Marketing 2nd Edition, Kogan Page Ed - Butler, R. (1980) ‘The concept of a tourist area cycle of evolution: implications for management of resources’, Canadian Geographer, Vol 24, No 1 - Cooper, C., Fletcher, J., Fyall, A., Gilbert, D., Wanhill, S. (2005), <i>Tourism principles and practice</i>. Ed. Pearson Education, England - Goi, C.L. 2009, A Review of Marketing Mix: 4Ps or More?, International Journal of Marketing studies, Vol.1, Issue 1 - Lexa, F.J., Berlin, J. 2006, Strategic Marketing, Part 2: The 4 P’s of Marketing, Journal of the American College of Radiology, Volume 3, Issue 4, Pages 274-277 - McCabe, S., Marketing Communications in Tourism and Hospitality, Taylor & Francis, 2011		
Definirea de imagini și concepte în funcție de segmentele de piață, de tipuri și forme de turism. Importanța segmentelor de nișă.	Prelegere, explicația, descrierea, conversația, problematizarea	4 ore
- Bowen,J.T, Makens, J.C., Kotler,P., 2013, Marketing for Hospitality and Tourism, Pearson Education - Briggs, Susan, 2000, Successful Tourism Marketing 2nd Edition, Kogan Page Ed - Cooper, C., Fletcher, J., Fyall, A., Gilbert, D., Wanhill, S. (2005), <i>Tourism principles and practice</i>. Ed. Pearson Education, England - Cox, N., Gyrd-Jones, R.,Gardiner S. 2014, Internal brand management of destination brands: Exploring the roles of destination management organisations and operators, Journal of Destination Marketing & Management, Volume 3, Issue 2, Pages 85-95 - Elbe, J., Hallen, L., Axelsson, B. 2008, The destination-management organisation and the integrative destination-marketing process, International Journal of Tourism Research, https://doi.org/10.1002/jtr.695 - Lexa, F.J., Berlin, J. 2006, Strategic Marketing, Part 2: The 4 P’s of Marketing, Journal of the American College of Radiology, Volume 3, Issue 4, Pages 274-277 - McCabe, S., Marketing Communications in Tourism and Hospitality, Taylor & Francis, 2011 - Minazzi, R., Social Media Marketing in Tourism and Hospitality, Springer International Publishing Switzerland 2015 - Pender, L., 1999, Marketing management for travel and tourism, Cheltenham : Stanley Thornes (Publishers) Ltd - Tsiotsou, R. H. (ed.). Goldsmith, R. E. (ed.), 2012, Strategic marketing in tourism services, Emerald Group Publishing Ltd., - VELLAS, F. (ed.). BÉCHEREL, L. (ed.), 1999, The international marketing of travel and tourism: a strategic approach, MacMillan International Higher Education *** UNWTO: Tourism Highlights, 2019 Edition (https://www.e-unwto.org/doi/pdf/10.18111/9789284421152) ***Legea turismului: LEGE nr. 275 din 23 noiembrie 2018 (forma consolidată), Cap1: Organizația de management a destinației		
Strategia de marketing integrată:	Prelegere, explicația,	4 ore

Promovare, campanii de marketing, publicitate la târguri de turism, prin main-flow media sau de specialitate, blogging, social media	descrierea, conversația, problematizarea	
- Bowen,J.T, Makens, J.C., Kotler,P., 2013, Marketing for Hospitality and Tourism, Pearson Education - Briggs, Susan, 2000, Successful Tourism Marketing 2nd Edition, Kogan Page Ed - Cooper, C., Fletcher, J., Fyall, A., Gilbert, D., Wanhill, S. (2005), <i>Tourism principles and practice</i>. Ed. Pearson Education, England - Cox, N., Gyrd-Jones, R.,Gardiner S. 2014, Internal brand management of destination brands: Exploring the roles of destination management organisations and operators, Journal of Destination Marketing & Management, Volume 3, Issue 2, Pages 85-95 - Elbe, J., Hallen, L., Axelsson, B. 2008, The destination-management organisation and the integrative destination-marketing process, International Journal of Tourism Research, https://doi.org/10.1002/jtr.695 - Lexa, F.J., Berlin, J. 2006, Strategic Marketing, Part 2: The 4 P's of Marketing, Journal of the American College of Radiology, Volume 3, Issue 4, Pages 274-277 - McCabe, S., Marketing Communications in Tourism and Hospitality, Taylor & Francis, 2011 - Minazzi, R., Social Media Marketing in Tourism and Hospitality, Springer International Publishing Switzerland 2015 - Pender, L., 1999, Marketing management for travel and tourism, Cheltenham : Stanley Thornes (Publishers) Ltd - Tsiotsou, R. H. (ed.). Goldsmith, R. E. (ed.), 2012, Strategic marketing in tourism services, Emerald Group Publishing Ltd., - VELLAS, F. (ed.). BÉCHEREL, L. (ed.), 1999, The international marketing of travel and tourism: a strategic approach, MacMillan International Higher Education *** UNWTO: Tourism Highlights, 2019 Edition (https://www.e-unwto.org/doi/pdf/10.18111/9789284421152) ***Legea turismului: LEGE nr. 275 din 23 noiembrie 2018 (forma consolidată), Cap1: Organizația de management a destinației		
Interpretare turistică: principii și metode, actori	Prelegere, explicația, descrierea, conversația, problematizarea	4 ore
- Briggs, Susan, 2000, Successful Tourism Marketing 2nd Edition, Kogan Page Ed - Collins, V., R., 2000, <i>Becoming a Tour Guide. Principles of Tour guiding and Site Interpretation</i>, Continuum Publ., Padstow - Cooper, C., Fletcher, J., Fyall, A., Gilbert, D., Wanhill, S. (2005), <i>Tourism principles and practice</i>. Ed. Pearson Education, England - Ghanem, J. (2017). Conceptualizing “the Tourist”: A critical review of UNWTO definition, Master Thesis. Màster en Direcció i lanificació del Turisme, Universitat de Girona, Faculty of Tourism - Hristov,D., Ramkissoon H., Leadership in destination management organisations, Annals of Toursim Research, https://doi.org/10.1016/j.annals.2016.08.005 - McCabe, S., Marketing Communications in Tourism and Hospitality, Taylor & Francis, 2011 - Min, J.C.H. 2012. A short-form measure for assessment of emotional intelligence for tour guides: Development and evaluation, Tourism Management, 33, 155-167 - Scherle, N., Nonnenmann, A. 2008. Swimming in Cultural Flows: Conceptualising Tour Guides as Intercultural Mediators and Cosmopolitans, Journal of Tourism and Cultural Change, 6:2, 120-137 - Tan, C.C 2017. A Field Trip Approach to Studying the Role of Tour Guides in Shaping the Tourist Experience, Journal of Mekong Societies Vol.13 No.2 pp. 23-44		

- Weiler B., Ham S. H., *Tour Guides and Interpretation*, (chapter 35) In Weaver B. David (Ed.), 2001, Encyclopaedia of Ecotourism, School of Tourism and Hotel Management, Griffith University, Australia, CABI Publishing
- *** Handbook on Tourism Market Segmentation – Maximising Marketing Effectiveness, WTO, 2008
- *** UNWTO: Tourism Highlights, 2019 Edition (<https://www.e-unwto.org/doi/pdf/10.18111/9789284421152>)
- <https://turismtimis.ro/mic-dejun-la-marginaflustuc-la-margina/>
- <https://mytransylvania.ro/evenimente-alternative-transilvania-2020/>

Bibliografie

- Boniface, B. (2005). *Worldwide destinations casebook*, Ed. Elsevier
- Bowen, J.T., Makens, J.C., Kotler, P., 2013, *Marketing for Hospitality and Tourism*, Pearson Education
- Briggs, Susan, 2000, *Successful Tourism Marketing* 2nd Edition, Kogan Page Ed
- Bruce, P., 2009, *Resort Destinations. Evolution, Management and Development*, Science Direct
- Butler, R. (1980) 'The concept of a tourist area cycle of evolution: implications for management of resources', *Canadian Geographer*, Vol 24, No 1
- Camilieri, M.A (ed.) 2019, *The Branding of tourist destinations, Theoretical and empirical Insights*, Emerald publishing Ltd., Uk
- Collins, V., R., 2000, *Becoming a Tour Guide. Principles of Tour guiding and Site Interpretation*, Continuum Publ., Padstow
- Cooper, C., Fletcher, J., Fyall, A., Gilbert, D., Wanhill, S. (2005), *Tourism principles and practice*. Ed. Pearson Education, England
- Cox, N., Gyrd-Jones, R., Gardiner S. 2014, Internal brand management of destination brands: Exploring the roles of destination management organisations and operators, *Journal of Destination Marketing & Management*, Volume 3, Issue 2, Pages 85-95
- Elbe, J., Hallen, L., Axelsson, B. 2008, The destination-management organisation and the integrative destination-marketing process, *International Journal of Tourism Research*, <https://doi.org/10.1002/jtr.695>
- Ghanem, J. (2017). Conceptualizing "the Tourist": A critical review of UNWTO definition, Master Thesis. Màster en Direcció i lanificació del Turisme, Universitat de Girona, Faculty of Tourism
- Goi, C.L. 2009, A Review of Marketing Mix: 4Ps or More?, *International Journal of Marketing studies*, Vol.1, Issue 1
- Håkansson, H. and Waluszewski, A. (2005), "Developing a new understanding of markets: reinterpreting the 4Ps", *Journal of Business & Industrial Marketing*, Vol. 20 No. 3, pp. 110-117. <https://doi.org/10.1108/08858620510592722>
- Hristov, D., Ramkissoon H., Leadership in destination management organisations, *Annals of Tourism Research*, <https://doi.org/10.1016/j.annals.2016.08.005>
- Lexa, F.J., Berlin, J. 2006, Strategic Marketing, Part 2: The 4 P's of Marketing, *Journal of the American College of Radiology*, Volume 3, Issue 4, Pages 274-277
- McCabe, S., *Marketing Communications in Tourism and Hospitality*, Taylor & Francis, 2011
- Mesplier, A., Bloc-Duraffour, P. (2009), *Le tourisme dans les monde*, 7e edition, Breal
- Min, J.C.H. 2012. A short-form measure for assessment of emotional intelligence for tour guides: Development and evaluation, *Tourism Management*, 33, 155-167
- Minazzi, R., *Social Media Marketing in Tourism and Hospitality*, Springer International Publishing Switzerland 2015
- Robinson, P., Lück, M., Stephen L. J. (eds.). (2013). *Tourism*, CABI International
- Rodríguez-Díaz, M., Espino-Rodríguez, T. F. (eds.), 2019, *Tourism Destination Management*, MDPI

- Pender, L., 1999, Marketing management for travel and tourism, Cheltenham : Stanley Thornes (Publishers) Ltd
- Scherle, N., Nonnenmann, A. 2008. Swimming in Cultural Flows: Conceptualising Tour Guides as Intercultural Mediators and Cosmopolitans, Journal of Tourism and Cultural Change, 6:2, 120-137
- Tan, C.C 2017. A Field Trip Approach to Studying the Role of Tour Guides in Shaping the Tourist Experience, Journal of Mekong Societies Vol.13 No.2 pp. 23-44
- Tsiotsou, R. H. (ed.). Goldsmith, R. E. (ed.), 2012, Strategic marketing in tourism services, Emerald Group Publishing Ltd.,
- VELLAS, F. (ed.). BÉCHEREL, L. (ed.), 1999, The international marketing of travel and tourism: a strategic approach, MacMillan International Higher Education
- Weiler B., Ham S. H., *Tour Guides and Interpretation*, (chapter 35) In Weaver B. David (Ed.), 2001, Encyclopaedia of Ecotourism, School of Tourism and Hotel Management, Griffith University, Australia, CABI Publishing
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- *** UNWTO: Tourism Highlights, 2019 Edition (<https://www.e-unwto.org/doi/pdf/10.18111/9789284421152>)
- *** Legea turismului: LEGE nr. 275 din 23 noiembrie 2018 (forma consolidată), Cap1: Organizația de management a destinației
- <https://www.checkfront.com/blog/branding-tour-activity-business>
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- <https://mytransylvania.ro/evenimente-alternative-transilvania-2020/>

7.2 Seminar / laborator	Metode de predare	Observații
Branding. Importanța stakeholderilor/OMD-urilor în branding	Conversație euristică, demonstrație/brainstorming, hands-on	2 ore

- Bowen, J.T, Makens, J.C., Kotler, P., 2013, Marketing for Hospitality and Tourism, Pearson Education
- Briggs, Susan, 2000, Successful Tourism Marketing 2nd Edition, Kogan Page Ed
- Camilieri, M.A (ed.) 2019, The Branding of tourist destinations, Theoretical and empirical Insights, Emerald publishing Ltd., Uk
- Cox, N., Gyrd-Jones, R., Gardiner S. 2014, Internal brand management of destination brands: Exploring the roles of destination management organisations and operators, Journal of Destination Marketing & Management, Volume 3, Issue 2, Pages 85-95
- Elbe, J., Hallen, L., Axelsson, B. 2008, The destination-management organisation and the integrative destination-marketing process, International Journal of Tourism Research, <https://doi.org/10.1002/jtr.695>
- Ghanem, J. (2017). Conceptualizing “the Tourist”: A critical review of UNWTO definition, Master Thesis. Màster en Direcció i lanificació del Turisme, Universitat de Girona, Faculty of Tourism
- Hristov, D., Ramkissoon H., Leadership in destination management organisations, Annals of Tourism Research, <https://doi.org/10.1016/j.annals.2016.08.005>
- Rodríguez-Díaz, M., Espino-Rodríguez, T. F. (eds.), 2019, Tourism Destination Management, MDPI
- Pender, L., 1999, Marketing management for travel and tourism, Cheltenham : Stanley Thornes (Publishers) Ltd
- Tsiotsou, R. H. (ed.). Goldsmith, R. E. (ed.), 2012, Strategic marketing in tourism services, Emerald Group Publishing Ltd.,
- VELLAS, F. (ed.). BÉCHEREL, L. (ed.), 1999, The international marketing of travel and tourism: a strategic approach, MacMillan International Higher Education
- *** Legea turismului: LEGE nr. 275 din 23 noiembrie 2018 (forma consolidată), Cap1: Organizația

de management a destinației • https://www.checkfront.com/blog/branding-tour-activity-business • https://turismtimis.ro/mic-dejun-la-marginaflustuc-la-margina/ • https://mytransylvania.ro/evenimente-alternative-transilvania-2020/		
Principii de baza în crearea unei identități vizuale a brandului: logo-ul	Conversație euristică, asalt de idei/brainstorming, elaborarea de „time line”	2 ore
• Boniface, B. (2005). <i>Worldwide destinations casebook</i> , Ed. Elsevier • Bowen, J.T., Makens, J.C., Kotler, P., 2013, <i>Marketing for Hospitality and Tourism</i> , Pearson Education • Briggs, Susan, 2000, <i>Successful Tourism Marketing 2nd Edition</i> , Kogan Page Ed • Bruce, P., 2009, <i>Resort Destinations. Evolution, Management and Development</i> , Science Direct • Camilieri, M.A (ed.) 2019, <i>The Branding of tourist destinations, Theoretical and empirical Insights</i> , Emerald publishing Ltd., Uk • Cooper, C., Fletcher, J., Fyall, A., Gilbert, D., Wanhill, S. (2005), <i>Tourism principles and practice</i> . Ed. Pearson Education, England • Cox, N., Gyrd-Jones, R., Gardiner S. 2014, <i>Internal brand management of destination brands: Exploring the roles of destination management organisations and operators</i> , <i>Journal of Destination Marketing & Management</i> , Volume 3, Issue 2, Pages 85-95 • Elbe, J., Hallen, L., Axelsson, B. 2008, <i>The destination-management organisation and the integrative destination-marketing process</i> , <i>International Journal of Tourism Research</i> , https://doi.org/10.1002/jtr.695 • McCabe, S., <i>Marketing Communications in Tourism and Hospitality</i> , Taylor & Francis, 2011 • Rodríguez-Díaz, M., Espino-Rodríguez, T. F. (eds.), 2019, <i>Tourism Destination Management</i> , MDPI • Pender, L., 1999, <i>Marketing management for travel and tourism</i> , Cheltenham : Stanley Thornes (Publishers) Ltd • https://www.checkfront.com/blog/branding-tour-activity-business • https://turismtimis.ro/mic-dejun-la-marginaflustuc-la-margina/ • https://mytransylvania.ro/evenimente-alternative-transilvania-2020/		
Metode de comunicare și asumare a identității locale, a brandului și a logoului de către stakeholderii din turism, de către administrația locală și de populația locală	Conversație euristică, asalt de idei/brainstorming, dezbateri, identificarea la nivel mondial a principalelor resurse și modalitatea de a fi introduse în circuitul turistic	2 ore
• Bowen, J.T., Makens, J.C., Kotler, P., 2013, <i>Marketing for Hospitality and Tourism</i> , Pearson Education • Briggs, Susan, 2000, <i>Successful Tourism Marketing 2nd Edition</i> , Kogan Page Ed • Camilieri, M.A (ed.) 2019, <i>The Branding of tourist destinations, Theoretical and empirical Insights</i> , Emerald publishing Ltd., Uk • Cooper, C., Fletcher, J., Fyall, A., Gilbert, D., Wanhill, S. (2005), <i>Tourism principles and practice</i> . Ed. Pearson Education, England • Cox, N., Gyrd-Jones, R., Gardiner S. 2014, <i>Internal brand management of destination brands: Exploring the roles of destination management organisations and operators</i> , <i>Journal of Destination Marketing & Management</i> , Volume 3, Issue 2, Pages 85-95 • Hristov, D., Ramkissoon H., <i>Leadership in destination management organisations</i> , <i>Annals of Tourism Research</i> , https://doi.org/10.1016/j.annals.2016.08.005		

• McCabe, S., Marketing Communications in Tourism and Hospitality, Taylor & Francis, 2011 • Pender, L., 1999, Marketing management for travel and tourism, Cheltenham : Stanley Thornes (Publishers) Ltd • Tsiotsou, R. H. (ed.). Goldsmith, R. E. (ed.), 2012, Strategic marketing in tourism services, Emerald Group Publishing Ltd., • https://www.checkfront.com/blog/branding-tour-activity-business • https://turismtimis.ro/mic-dejun-la-marginaflustuc-la-margina/ • https://mytransylvania.ro/evenimente-alternative-transilvania-2020/		
Mixul de marketig	Conversație euristică, calcularea idicelui pentru diverse areale pe baza datelor climatice din anuare	2 ore
• Bowen,J.T, Makens, J.C., Kotler,P., 2013, Marketing for Hospitality and Tourism, Pearson Education • Briggs, Susan, 2000, Successful Tourism Marketing 2nd Edition, Kogan Page Ed • Butler, R. (1980) ‘The concept of a tourist area cycle of evolution: implications for management of resources’, Canadian Geographer, Vol 24, No 1 • Cooper, C., Fletcher, J., Fyall, A., Gilbert, D., Wanhill, S. (2005), <i>Tourism principles and practice</i>. Ed. Pearson Education, England • Goi, C.L. 2009, A Review of Marketing Mix: 4Ps or More?, International Journal of Marketing studies, Vol.1, Issue 1 • Lexa, F.J., Berlin, J. 2006, Strategic Marketing, Part 2: The 4 P’s of Marketing, Journal of the American College of Radiology, Volume 3, Issue 4, Pages 274-277 • McCabe, S., Marketing Communications in Tourism and Hospitality, Taylor & Francis, 2011		
Segmentarea pieței, identificarea piețelor țintă, formularea „mesajelor” pentru fiecare segment de piață.	Conversație euristică, asalt de idei/brainstorming, dezbatare, identificarea la nivel mondial a principalelor resurse și modalitatea de a fi introduse în circuitul turistic	4 ore
• Bruce,P., 2009, Resort Destinations. Evolution, Management and Development, Science Direct • Butler, R. (1980) ‘The concept of a tourist area cycle of evolution: implications for management of resources’, Canadian Geographer, Vol 24, No 1 • Cooper, C., Fletcher, J., Fyall, A., Gilbert, D., Wanhill, S. (2005), <i>Tourism principles and practice</i>. Ed. Pearson Education, England • Ghanem, J. (2017). Conceptualizing “the Tourist”: A critical review of UNWTO definition, Master Thesis. Màster en Direcció i lanificació del Turisme, Universitat de Girona, Faculty of Tourism • Håkansson, H. and Waluszewski, A. (2005), "Developing a new understanding of markets: reinterpreting the 4Ps", <i>Journal of Business & Industrial Marketing</i>, Vol. 20 No. 3, pp. 110-117. https://doi.org/10.1108/08858620510592722 • Mesplier, A., Bloc-Duraffour, P. (2009), <i>Le tourisme dans les monde</i>, 7e edition, Breal • Robinson, P., Lück, M., Stephen L. J. (eds.). (2013). Tourism, CABI International • Rodríguez-Díaz, M., Espino-Rodríguez, T. F. (eds.), 2019, Tourism Destination Management, MDPI • Pender, L., 1999, Marketing management for travel and tourism, Cheltenham : Stanley Thornes (Publishers) Ltd • Tsiotsou, R. H. (ed.). Goldsmith, R. E. (ed.), 2012, Strategic marketing in tourism services, Emerald Group Publishing Ltd.,		

• VELLAS, F. (ed.). BÉCHEREL, L. (ed.), 1999, The international marketing of travel and tourism: a strategic approach, MacMillan International Higher Education • *** Handbook on Tourism Market Segmentation – Maximising Marketing Effectiveness, WTO, 2008 • *** UNWTO: Tourism Highlights, 2019 Edition (https://www.e-unwto.org/doi/pdf/10.18111/9789284421152)		
Metode de plasare pe piață a imaginii, brandului și a ofertelor. Importanța participării la târgurile de turism, presa turistică, blogging, soocial media. Bugetarea activităților	Conversație euristică, asalt de idei/brainstorming, dezbatare, identificarea e produse turistice de nișă contemporane	2 ore
• Bowen,J.T, Makens, J.C., Kotler,P., 2013, Marketing for Hospitality and Tourism, Pearson Education • Briggs, Susan, 2000, Successful Tourism Marketing 2nd Edition, Kogan Page Ed • Cooper, C., Fletcher, J., Fyall, A., Gilbert, D., Wanhill, S. (2005), <i>Tourism principles and practice</i>. Ed. Pearson Education, England • Cox, N., Gyrd-Jones, R.,Gardiner S. 2014, Internal brand management of destination brands: Exploring the roles of destination management organisations and operators, Journal of Destination Marketing & Management, Volume 3, Issue 2, Pages 85-95 • Elbe, J., Hallen, L., Axelsson, B. 2008, The destination-management organisation and the integrative destination-marketing process, International Journal of Tourism Research, https://doi.org/10.1002/jtr.695 • Lexa, F.J., Berlin, J. 2006, Strategic Marketing, Part 2: The 4 P's of Marketing, Journal of the American College of Radiology, Volume 3, Issue 4, Pages 274-277 • McCabe, S., Marketing Communications in Tourism and Hospitality, Taylor & Francis, 2011 • Minazzi, R., Social Media Marketing in Tourism and Hospitality, Springer International Publishing Switzerland 2015 • Pender, L., 1999, Marketing management for travel and tourism, Cheltenham : Stanley Thornes (Publishers) Ltd • Tsiotsou, R. H. (ed.). Goldsmith, R. E. (ed.), 2012, Strategic marketing in tourism services, Emerald Group Publishing Ltd., • VELLAS, F. (ed.). BÉCHEREL, L. (ed.), 1999, The international marketing of travel and tourism: a strategic approach, MacMillan International Higher Education • *** UNWTO: Tourism Highlights, 2019 Edition (https://www.e-unwto.org/doi/pdf/10.18111/9789284421152) • ***Legea turismului: LEGE nr. 275 din 23 noiembrie 2018 (forma consolidată), Cap1: Organizația de management a destinației		
Etapa de teren – anchete și interviuri cu stakeholderi din turism în vederea identificării „discursului turistic” local. Prezentarea rezultatelor și propunerea unei strategii de comunicae în vederea uniformizării discursului la nivel local/regional	Conversație euristică	4 ore
• Cooper, C., Fletcher, J., Fyall, A., Gilbert, D., Wanhill, S. (2005), <i>Tourism principles and practice</i>. Ed. Pearson Education, England • Hristov,D., Ramkissoon H., Leadership in destination management organisations, Annals of		

Toursim Research, https://doi.org/10.1016/j.annals.2016.08.005 • McCabe, S., Marketing Communications in Tourism and Hospitality, Taylor & Francis, 2011 • Tsiotsou, R. H. (ed.). Goldsmith, R. E. (ed.), 2012, Strategic marketing in tourism services, Emerald Group Publishing Ltd.,		
Interpretare turistică: principii, metode		4 ore
• Briggs, Susan, 2000, Successful Tourism Marketing 2nd Edition, Kogan Page Ed • Collins, V., R., 2000, <i>Becoming a Tour Guide. Principles of Tour guiding and Site Interpretation</i>, Continuum Publ., Padstow • Cooper, C., Fletcher, J., Fyall, A., Gilbert, D., Wanhill, S. (2005), <i>Tourism principles and practice</i>. Ed. Pearson Education, England • Ghanem, J. (2017). Conceptualizing “the Tourist”: A critical review of UNWTO definition, Master Thesis. Màster en Direcció i lanificació del Turisme, Universitat de Girona, Faculty of Tourism • Hristov, D., Ramkissoon H., Leadership in destination management organisations, Annals of Toursim Research, https://doi.org/10.1016/j.annals.2016.08.005 • McCabe, S., Marketing Communications in Tourism and Hospitality, Taylor & Francis, 2011 • Min, J.C.H. 2012. A short-form measure for assessment of emotional intelligence for tour guides: Development and evaluation, Tourism Management, 33, 155-167 • Scherle, N., Nonnenmann, A. 2008. Swimming in Cultural Flows: Conceptualising Tour Guides as Intercultural Mediators and Cosmopolitans, Journal of Tourism and Cultural Change, 6:2, 120-137 • Tan, C.C 2017. A Field Trip Approach to Studying the Role of Tour Guides in Shaping the Tourist Experience, Journal of Mekong Societies Vol.13 No.2 pp. 23-44 • Weiler B., Ham S. H., <i>Tour Guides and Interpretation</i>, (chapter 35) In Weaver B. David (Ed.), 2001, Encyclopaedia of Ecotourism, School of Tourism and Hotel Management, Griffith University, Australia, CABI Publishing • *** Handbook on Tourism Market Segmentation – Maximising Marketing Effectiveness, WTO, 2008 • *** UNWTO: Tourism Highlights, 2019 Edition (https://www.e-unwto.org/doi/pdf/10.18111/9789284421152) • https://turismtimis.ro/mic-dejun-la-marginaflustuc-la-margina/ • https://mytransylvania.ro/evenimente-alternative-transilvania-2020/		
Importanța actorilor locali în interpretarea turistică: ghizi, autorități locale (infocentre, departamentele de resort), segmentul HORECA, actorii din turismul rural	Elaborarea de modele cartografice	4 ore
• Briggs, Susan, 2000, Successful Tourism Marketing 2nd Edition, Kogan Page Ed • Collins, V., R., 2000, <i>Becoming a Tour Guide. Principles of Tour guiding and Site Interpretation</i>, Continuum Publ., Padstow • Cooper, C., Fletcher, J., Fyall, A., Gilbert, D., Wanhill, S. (2005), <i>Tourism principles and practice</i>. Ed. Pearson Education, England • Ghanem, J. (2017). Conceptualizing “the Tourist”: A critical review of UNWTO definition, Master Thesis. Màster en Direcció i lanificació del Turisme, Universitat de Girona, Faculty of Tourism • Hristov, D., Ramkissoon H., Leadership in destination management organisations, Annals of Toursim Research, https://doi.org/10.1016/j.annals.2016.08.005 • McCabe, S., Marketing Communications in Tourism and Hospitality, Taylor & Francis, 2011 • Min, J.C.H. 2012. A short-form measure for assessment of emotional intelligence for tour guides: Development and evaluation, Tourism Management, 33, 155-167		

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- Weiler B., Ham S. H., *Tour Guides and Interpretation*, (chapter 35) In Weaver B. David (Ed.), 2001, *Encyclopaedia of Ecotourism*, School of Tourism and Hotel Management, Griffith University, Australia, CABI Publishing
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- <https://mytransylvania.ro/evenimente-alternative-transilvania-2020/>

8. Coroborarea conținuturilor disciplinei cu așteptările reprezentanților comunității epistemice, asociațiilor profesionale și angajatori reprezentativi din domeniul aferent programului

Disciplina este elaborată pe baza unor manuale din domeniu recunoscute internațional, pe baza articolelor de specialitate și a referințelor web în ceea ce privește activitatea de promovare și marketing turistic

- o parte din elementele prezentate în cadrul cursului și seminarului au fost dezbătute în cadrul unor conferințe și prelegeri naționale și internaționale;
- realizarea unei politici de produs poate fi realizată cu ajutorul colaboratorilor externi
- definirea unui concept de brand este una dintre cerințele stakeholderilor locali cu care au avut loc consultări în vederea îmbunătățirii programei, dar mai ales a competențelor viitorilor absolvenți

9. Evaluare

Tip activitate	10.1 Criterii de evaluare	10.2 Metode de evaluare	10.3 Pondere din nota finală
9.1 Curs	Gradul de însușiere a tematicilor acoperite la curs	Test(e) anunțate pe parcursul semestrului din tematica prezentată la curs. Testul/testele se desfășoară online, pe platforma Google classroom	30%
		Examen scris (grilă, itemi lacunari și subiecte „clasice”) din tematica prezentată la curs. Examenul se desfășoară online, pe platforma Google classroom sau față în față în funcție de contextul pandemic	40%
9.2 Seminar	Abilitățile de prezentare	Evaluare continuă pe parcursul semestrului prin	30%

/ laborator	a unei tematici cu conținut turistic	prezentarea unui proiect (referat + powerpoint). Realizarea unei hărți pe echipe într-un areal dat care să conțină elementele turistice de bază (resurse turistice, infrastructură) clasificate pe categorii Studentii vor obține 4 note: referat, prezentare, harta – material finit și harta – prezentare orală. Media aritmetică a celor patru evaluări reprezintă nota la lucrările practice. Fiecare din cele 4 obligatii trebuie finalizate cu nota minim 5. Prezentarea proiectului și a hărții se realizează online, pe platforma Google Meet.	
	Abilitățile de recunoaștere în teren a diverselor tipuri de obiective turistice.		
	Abilitățile de poziționare și relationare în spațiu a obiectivelor		
9.3 Standard minim de performanță			
• Studentii pot obține nota 5, dacă îndeplinesc 50% din cerințele la examen și din cerințele minimale la activitățile de lucrări practice, la care prezența este obligatorie (realizarea etapei de teren, exploatarea rezultatelor care vor fi incluse în dosarul de lucrări practice al studentului, prezentarea unei tematici alese, realizarea referatului pe tematica aleasă). Studentii vor intra la susținerea examenului teoretic (scris), doar după finalizarea obligațiilor de laborator, promovându-le cu minim nota 5. • Prezența (online) la LP este obligatorie (70%) și la curs (50%) pentru a putea avea acces la susținerea examenului final (cu excepția perioadelor în care regulamentul general al UVT specifică alte măsuri) • Conform regulamentelor în vigoare, aceleasi criterii se aplică si în sesiunile de restanță și măriri.			

Data completării

16.09.2025

Semnătura titularului de disciplină

Data avizării în departament

Director de departament
Lector dr. Sebastian JUCU