



No. _____ of _____

USAMV form 0102030214

SUBJECT OUTLINE**1. Information on the programme**

1.1. Higher education institution	University of Agricultural Sciences and Veterinary Medicine of Cluj-Napoca
1.2. Faculty	Agriculture
1.3. Department	II Plant culture
1.4. Field of study	Agronomy
1.5. Cycle of study¹	Bachelor
1.6. Specialization/ Study programme	Montanology
1.7. Form of education	Full time

2. Information on the discipline

2.1. Discipline name		Economy of agro-tourism resources						
2.2. Course coordinator				Phd. Lecturer Adriana Morea				
2.3. Seminar/ laboratory/ project coordinator				Phd. Lecturer Adriana Morea				
2.4. Year of study	III	2.5. Semester	I	2.6. Evaluation type	continuous	2.7. Discipline status	Content ²	DS
							Compulsoriness ³	DI

3. Total estimated time (teaching hours per semester)

3.1. Hours per week - full time programme	4	out of which: 3.2. lecture	2	3.3. seminar/ laboratory/ project	2
3.4. Total number of hours in the curriculum	56	out of which: 3.5. lecture	28	3.6. seminar/laboratory	28
Distribution of the time allotted					hours
3.4.1. Study based on books, textbooks, bibliography and notes					20
3.4.2. Additional documentation in the library, electronic platforms and field experiences					10
3.4.3. Preparing seminars/ laboratories/ projects, subjects, reports, portfolios and essays					14
3.4.4. Tutorials					10
3.4.5. Examinations					10
3.4.6. Other activities					
3.7. Total hours of individual study	64				
3.8. Total hours per semester	120				
3.9. Number of credits⁴	4				

4. Prerequisites (if applicable)

4.1. curriculum-related	Rural tourism, Human resources management
4.2. skills-related	The student must have knowledge about the existing types of tourism and the natural and cultural heritage

5. Conditions (if applicable)

5.1. for the course	The course is interactive, students can ask questions about the content of the exhibition. The university discipline requires the observance of the start and end time of the course. No other activities are tolerated during the lecture, mobile phones must be switched off
5.2. for the seminar/ laboratory/ project	In practical works it is compulsory to consult the available laboratory materials, the existing specialized bibliography and each student will draw up a project regarding the establishment and functioning of an agrotourism pension. The academic discipline is required throughout the duration of the works.

6. Cumulated specific competences

Professional competences	<p>The student must know the specific language for the discipline of Economics of agrotourism resources</p> <p>To acquire the concepts of natural and cultural heritage, rural tourism product and its components</p> <p>To know the current legislative and organizational framework</p>
Transversal competences	<p>To demonstrate the ability to draw up a project</p> <p>To be able to develop projects regarding the use of tourism resources</p> <p>To show concern about the development and expansion of some activities in the field of agrotourism</p> <p>To participate in the research activities organized within the discipline</p>

7. Discipline objectives (based on the cumulated specific competences)

7.1. General objective	To know the specific language for the discipline of Economics of agrotourism resources. Harnessing the natural potential through agro-tourism that offers a future solution for rural households, being able to capitalize on the surplus of accommodation in the rural household, specially prepared and arranged for the reception of guests
7.2. Specific objectives	To know the existing types of tourism, to make a correct diagnosis of an area with agrotourism potential, to be able to elaborate a promotional material, to be able to prepare an economic calculation regarding the efficiency of an agrotourism pension

8. Content

8.1. COURSE Number of hours -	Teaching methods	Observation
Number of hours - 28		2 lecture
Work protection and footprints P.S.I.	Lecture	2 lecture
Evaluation of tourist resources, of tourism potential - natural resources, anthropogenic resources	Lecture	4lecture
Evaluation of the tourism potential of a territory	Lecture	3 lecture
Types and forms of tourism; Basics of rural tourism and its motivations	Lecture	3 lecture
Agrotourism - a form of rural tourism	Lecture	2 lecture
The rural tourism product - examples	Lecture	3 lecture
The mountain product - examples	Lecture	3 lecture
Identification and description of representative tourist regions	Lecture	2 lecture
Tourism infrastructure - description	Lecture	2 lecture
Identification of traditional villages	Lecture	2 lecture
The impact of rural tourism on the environment	Lecture	
Verification of knowledge	Lecture	

8.2. PRACTICAL WORKS Number of hours -	Teaching methods	Observation
Number of hours - 28		
Labor protection and norms P.S.I.	Theoretical presentation	2 lab work
Agrotourism - a form of rural tourism		3 lab work
Types and forms of tourism; Basics of rural tourism and its motivations		3 lab work
European agro-tourism models		2 lab work
The components of the rural tourism offer and its characteristic elements		2 lab work
Evaluation of tourist resources, tourism potential and infrastructure - natural resources, ethnographic resources, evaluation of the tourism potential of a territory		2 lab work
Territorial diagnosis - the importance and the way of accomplishment		2 lab work
The current mentality of the western tourist clientele		2 lab work
Welcome to tourists		2 lab work
Price calculation, profit, accounting records		2 lab work
Advertising - the methodology of developing a promotional material		4 lab work
The dissatisfied customer and the way of dealing with complaints		
Verification of knowledge		

Compulsory bibliography:

1. *Suportul de curs*
2. *Stana Doina, 2003, Agroturism, Ed. Rustic, Cluj Napoca*

Optional bibliography: *Monografie satelor*

9. Corroborating the discipline content with the expectations of the epistemic community representatives, of the professional associations and of the relevant employers in the corresponding field

In order to identify ways of modernizing and continuously improving the teaching and the content of the courses, with the most current topics and practical problems, the teachers participate in symposiums and conferences in the field, at rural tourism fairs, make visits to representative units.

10. Evaluation

Type of activity	10.1. Evaluation criteria	10.2. Evaluation type	10.3. Percentage of the final grade
10.4. Course	Knowledge of the types and forms of tourism, as well as of the French and Austrian agro-tourism models Understanding the importance of natural and cultural heritage, associations, trade unions and co-ownership Knowledge of the object and activities undertaken by ANTREC Knowledge of the legislation in the field	continuous	70%
10.5. Seminar/Laboratory	Accurate diagnosis by case differentiation for each student. Knowledge of the methodology needed to produce a promotional document drawing up a leaflet for a tourist route through agrotourism stations	project	30%
10.6. Minimum performance standards			

- 1 Cycle of studies - choose one of the three options: Bachelor/Master/Ph.D.
- 2 according to the educational plan
- 3 Discipline status (compulsoriness) - choose one of the options - DI (compulsory discipline) DO (optional discipline) DFac (facultative discipline).
- 4 One credit is equivalent to 25-30 hours of study (teaching activities and individual study).

Filled in on
04.09.2019

Course coordinator
Phd. Lecturer Adriana Morea

Laboratory work/seminar coordinator
Phd. Lecturer Adriana Morea

Approved by the
department on
05.09.2019

Head of the Department
Prof.dr. Marcel M. DUDA