



No. _____ of _____

USAMV form 109010107

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 study ¹	Master
1.6. Specialization/ Study programme	Management of natural and agrotouristic resources
1.7. Form of education	Full time

2. Information on the discipline

2.1. Discipline name		Agritourism						
2.2. Course coordinator				Phd. Lecturer Adriana Morea				
2.3. Seminar/ laboratory/ project coordinator				Phd. Lecturer Adriana Morea				
2.4. Year of study	I	2.5. Semester	II	2.6. Evaluation type	continuous	2.7. Discipline status	Content ²	DS
							Compulsoriness ³	DO

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					30
3.4.2. Additional documentation in the library, electronic platforms and field experiences					20
3.4.3. Preparing seminars/ laboratories/ projects, subjects, reports, portfolios and essays					20
3.4.4. Tutorials					14
3.4.5. Examinations					10
3.4.6. Other activities					
3.7. Total hours of individual study	94				
3.8. Total hours per semester	150				
3.9. Number of credits ⁴	6				

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
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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.
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Note: In the case of online teaching, the teaching methods are adapted to the online conditions and platforms used.

6. Cumulated specific competences

Professional competences	The student must know the specific language for the discipline of Agrotourism To know the main types of tourism practiced in the country and abroad To acquire the concepts of natural and cultural heritage, rural tourism product and its components To know the current legislative and organizational framework
Transversal competences	To demonstrate the ability to draw up a project for setting up an agrotourism pension, to show how it works To be able to develop projects regarding the exploitation of the existing tourism potential To demonstrate concern regarding the development and extension of some activities in the agro-tourism field To participate in the research activities organized within the discipline

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

7.1. General objective	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		1 lecture = 2 hours
Introductory notions - the object and importance of the discipline	Lecture	1 lecture
Rural Tourism and Agrotourism - Concepts and definitions	Lecture	2lectures
Types and forms of tourism; Agrotourism - The French and Austrian model	Lecture	1 lecture
Agrotourism in Romania - Motivation, history, forms of manifestation, benefits, weaknesses	Lecture	2 lecture
The valorization of the natural and cultural heritage, the importance of the associations, the union and the co-ownership, the agrotourism and its integration in the local community	Lecture	1 lecture
The rural tourism product and its components	Lecture	2 lecture
Development of a tourist activity through internal attachments: ANTREC or international	Lecture	1 lecture
Presentation of the villages affiliated with ANTREC and of the pilot villages	Lecture	1 lecture
Attraction of foreign tourists in Romania; Attraction of Romanian tourists in the mountain areas	Lecture	1 lecture
Relationship with professional associations and travel agencies	Lecture	1 lecture
The current legislative and organizational framework	Lecture	1 lecture

8.2. PRACTICAL WORKS Number of hours -	Teaching methods	Observation
Number of hours - 28		1 lab work (2 hours/work)
Labor protection and norms P.S.I.	Theoretical presentation	1 lab work
Agrotourism - a form of rural tourism		1 lab work
Types and forms of tourism; Basics of rural tourism and its motivations		1 lab work
European agro-tourism models		1 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 Territorial diagnosis - the importance and the way of accomplishment The current mentality of the western tourist clientele Welcome to tourists Price calculation, profit, accounting records Advertising - the methodology of developing a promotional material The dissatisfied customer and the way of dealing with complaints Verification of knowledge		1 lab work 1 lab work 1 lab work 1 lab work 1 lab work 1 lab work 1 lab work
<i>Compulsory bibliography:</i> 1. <i>Suportul de curs</i> 2. <i>Stana Doina, 2003, Agroturism, Ed. Rustic, Cluj Napoca</i>		
<i>Optional bibliography: Monografie satelor</i>		

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

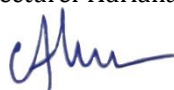
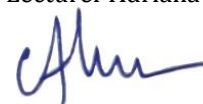
Type of activity	10.1. Evaluation criteria	10.2. Evaluation type	10.3. Percentage of the final grade
10.4. Course	Knowledge of the types and forms of tourism, as well as of the French and Austrian agro-tourism models Understanding the importance of natural and cultural heritage, associations, trade unions 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
05.092019

Head of the Department
Lecturer PhD. Cristina-Maria Moldovan

