

UNIVERSITY: BUCHAREST UNIVERSITY OF ECONOMIC STUDIES

FACULTY: **BUSINESS AND TOURISM**

Post-graduate program for training and continuous professional development: **DESTINATION MANAGER**

Type of programme: FULL TIME

Bachelor's field of studies fundamenting the program: BUSINESS ADMINISTRATION

Academic qualification fundamenting the program: BUSINESS ADMINISTRATION

Professional competencies: **C1.5** Doing professional projects using concepts, principles and methods specific to the field of commerce, tourism, services; **C2.2** Explanation and interpretation of flows and trading techniques in a differentiated manner according to the nature of the products and services; **C3.4** Substantiation of studies and analyzes, regarding the organization and efficiency for the activities of companies in order to provide counseling and assistance; **C4.3** Develop calculations for various alternative situations (decision alternatives) in the allocation of resources; **C4.4** Establishing the necessary material and financial resources in relation to the requirements of volume and efficiency of organizations of commerce, tourism, services; **C5.4** Analysis and evaluation of performance of processes based on quality indicators, identifying the causes of nonconformities and proposing actions for improvement; **C7.4** Substantiation of studies and organizational and efficiency analysis of services, tourism, hotel and restaurant businesses in order to provide counseling and assistance.

Curriculum

Starting with the academic year: 2022-2023

No.	Course	Teaching activities					Number of credits	Evaluation form
		C	S	L	P	AP		
1.	Current trends in the travel sector and tourist behavior. Digitization in tourism	10	10	-	-	5	2	V
2.	Destination management organizations: concept, typology, attributions, tourism legislation and public administration	10	10	-	-	5	3	V
3.	Tourism offer in destinations and sustainable development (general infrastructure, tourist heritage, tourist products and services, human resources)	20	10	-	5	5	4	V
4.	Public finances	5	5	-	-	-	1	V
4.	Statistical analysis and market research	10	10	-	5	5	3	V
5.	Marketing strategies in tourism	15	10	-	-	5	3	V
6.	Integrated marketing communication	10	5	-	-	5	2	V
Total		180 hours					18 credits	
Final exam							5 credits	E

Rector,
Prof. univ.dr. Nicolae ISTUDOR

Decan,
Prof. univ. dr. Gabriela ȚIGU

Director de program,
Prof. univ. dr. Gabriela ȚIGU