

SYLLABUS

1. Information about the program

1.1 Institution of higher education	„Babeş-Bolyai” University, Cluj-Napoca
1.2 Faculty	Geography
1.3 Department	
1.4 Study area	Geography
1.5 Level of study	Masters
1.6 Program of study	

2. Information about the course

2.1 Title of the course		MANAGEMENT OF SPECIALISED TOURISM GUIDING ACTIVITIES (IN ENGLISH) /ORGANIZAREA ACTIVITĂȚILOR GHIDULUI DE TURISM SPECIALIYAT (ÎN LIMBA ENGLEZĂ)					
2.2 Course taught by:		Dr. Gabriela ILIES, Associate Professor					
2.3 Seminar by:		Dr. Gabriela ILIES, Associate Professor					
2.4 Year of study	I	2.5 Semester	2	2.6 Method of assessment	C	2.7 Type of course	OP

3. Time allocation (hours per semester of pedagogical activities)

3.1 Hours per week	3	of which: 3.2 course	2	3.3 seminar	1
3.4 Total hours – semester	42	of which: 3.5 course	28	3.6 seminar	14
Time allocation					hours
Study for exams					35
Additional documentation in the library, on the internet and in the field and working on the semester project and presentation					15
Reading for the seminar and writing the					25
Tutoring					4
Exam					4
Other activities					-
3.7 Total hours for individual study	83				
3.8 Total hours per semester	125				
3.9 Number of credits	5				

4. Prerequisites (if any)

4.1 curriculum-related	-
4.2 competence-related	-

5. Other requirements (if any)

5.1 for the course	<ul style="list-style-type: none"> Classroom with desktop/laptop, projector and power point software, access to internet.
5.2 for the seminar	<ul style="list-style-type: none"> Classroom with movable chairs/desks.

6. Competencies

	<ul style="list-style-type: none"> building the scientific content of visits and circuits acquiring knowledge on organising tour guiding activities developping the critical evaluation skills on guiding performances communication, conduct and group management skills driving through stages in research on tour guiding <p>CT 1 The student will be able to work with information resources in the area of specialised tour guiding</p> <p>CT 2 The student will be able to explain the key-concepts related to STG</p> <p>CT 3 The student will be able to apply the gained knowledge in practice.</p>
	<p>C1 Ability to analyze, synthesize, interpret and communicate information.</p> <p>C2 Ability to create new ideas</p> <p>C3 Ability to organize and plan ahead.</p> <p>C4 Ability to solve problems.</p>

7. Course objectives

7.1 General goals	<ul style="list-style-type: none"> The course is focused on the complex roles and functions of a specialized tour guide, according to the existing occupational standards. Tour guiding concepts such as experiential, sustainable, adaptive and intercultural will be tackled along with the specific activities. Main subjects are guiding for children, tourist animation, mountain guiding and other outdoor activities, docent guiding in heritage centers, museums etc. Sound conceptual elaboration and strong empirical underpinning of the key-concepts related to STG.
7.2 Specific objectives	<p>At the end of this course, the students will be able to:</p> <ul style="list-style-type: none"> demonstrate general knowledge of terminology, specific facts, specific ways of dealing with the key concepts, classification and categories related to STG; describe basic principles of STG management procedures and apply these for a given area; compare different perspectives on STG concepts; write a report on a STG related theme.

8. Outline

8.1 Course	Teaching method(s)	Observations
The tour guide. The complex roles and functions of a tour guide.	• lecturing	2 hours
Tour guiding categories	• lecturing	2 hours
Urban guiding	• lecturing	2 hours
Museum guiding	• lecturing	2 hours
Mountain guiding	• lecturing	2 hours
Adaptive guiding for children	• lecturing	2 hours
Adaptive guiding for seniors and impaired persons	• class discussions	2 hours
Tour guiding concepts	• lecturing	2 hours
Information for tourists	• lecturing	2 hours
Desktop research for optimising the features of oral presentations	• debriefing	2 hours
Technology and the tour guiding	• class discussions	2 hours
Tourist group management	• class discussions	2 hours
Time management	• debriefing	2 hours
Image and bussiness security while guiding	• lecturing	2 hours
Bibliography <ol style="list-style-type: none"> Briere-Cuzin Florence (1994) <i>Methodologie touristique. Les techniques d'organisation de visites en france et a l'etranger</i>, Ed. Breal, Rosny, France Frazzei, F. (2004) <i>Manual pentru turismul de munte</i>, Ed. Cartea universitară, București; Gregory, Anne (2005) <i>Realațiile publice în practică</i>, Ed. All Beck, București; Lugosi Peter, Bray Jeff (2008) <i>Tour guiding, organisational culture and learning: lessons from an entrepreneurial company</i>, <i>International Journal of Tourism Research</i>, 10 (5), pp. 467-479. Mancini, Marc (2012) <i>Conducting tours: a practical guide</i>, Cengage Learning Rotaru Gabriela, Eugenia-Câmpeanu-Sonea, M. Ilieș, Ilieș Gabriela (2006) <i>Comunicare în turism</i>, Ed. Presa Universitară Clujeană, Cluj-Napoca. Rozakis, Laurie (2007) <i>Cum vorbim în public</i>, Ed. Curtea veche, București; Schafer-Mehdi, S. (2008) <i>Organizarea evenimentelor</i>, Ed. ALL, București; Séraphin H. (2013) <i>The contribution of tour guides to destination understanding and image. The case of Haiti via an analysis of: 'Bonjour blanc, a journey through Haiti'</i> in IRFGT 2013 Digital Conference Proceedings, Breda, p.42-53. Simmonds, D. (2008) <i>Proiectarea și livrarea programelor de training</i>, Ed Codecs, București; Țigu, Gabriela (2003) <i>Etica afacerilor în turism</i>, Ed. Uranus, București; Weiler Betty, Black Rosemary (2004) <i>Tour guiding research. Insights, Issues and Implications</i>, Channel view. xxx (2001) <i>Hotararea Guvernului nr. 305 din 8 martie 2001 privind atestarea și utilizarea ghizilor de turism în: MONITORUL OFICIAL nr. 140 din 21 martie 2001</i> xxx (2004) <i>Ordinului Ministrului Turismului Nr. 637 / 2004 pentru aprobarea Normelor metodologice privind condițiile și criteriile pentru selecționarea, școlarizarea, atestarea și utilizarea ghizilor de turism în MONITORUL OFICIAL nr. 534 din 15 iunie 2004.</i> INNOGUIDE 2.0 http://www.innoguidetourism.eu/ 		
On-line ressources		

E-LEARNING PLATFORM for specialized tour guides
<http://learning.viaviatourismacademy.com/innoguide/>

8.2 Seminar	Teaching method(s)	Observations
1. Critical analysis on the guides' domain	• Instructor-mediated discussions/debates	1 h
2. Presentation on a city (bigger than 50000 inhabitants)	• Instructor-mediated discussions/debates	1 h
3. Self-guiding model for a museum in Romania (at choice)	• Tutorial	1 h
4. Presentation on a day tour by bus, for K12 children, including the age constraints	• Instructor-mediated individual work	1 h
5. Audio presentation on a rural traditional monument (at choice)	• Instructor-mediated individual work	1 h
6. Objectives of personal excellence in group management	• Instructor-mediated discussions/debates	1 h
7. The tour guiding concept (Substantiating)	• Instructor-mediated discussions/debates	1 h
8. Planning a guided tour -preliminary preparation	• Instructor-mediated individual work	1h
9. Timing and accuracy check-ups for the planned stages	• Instructor-mediated field work	2h
10. Implementation	• Field trip	2h
11. Simulation and Feedback	• Instructor-mediated discussions/debates	1 h

9. Corroboration of contents to the expectations of the epistemic community, professional associations and representative employers in the field related to the program

The content of the discipline is consistent with what is done in other universities in the country and abroad. In order to better adapt the content of the discipline to the requirements of the labor market, there were meetings with representatives of the business environment and with academics from other similar faculties.

10. Assessment and evaluation


Type of activity	Criteria for assessment	Method of assessment	Percent of final grade
10.1 Course	<ul style="list-style-type: none"> • Development of critical thinking applied to FURs • The level of specific problem solving 	Final exam	50%
10.2 Seminar	<ul style="list-style-type: none"> • The ability to manage practical aspects of STG 	Practical	50%
10.3 Minimum performance standard			

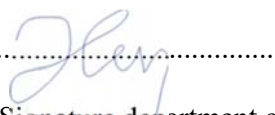
General knowledge of terminology, specific facts, specific ways of dealing with the key concepts, classification and categories related to STG;

Date
04.05.2020

Signature course lecturer
Conf.dr Gabriela ILIES

Signature seminar instructor
Conf.dr Gabriela ILIES

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Date departmental approval

Signature department chair

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