



TEMATICĂ CONCURS ADMITERE MASTER
INGINERIE ȘI MANAGEMENT ÎN OSPITALITATEA DE LUX (în engleză)
SESIUNEA IULIE – SEPTEMBRIE 2026

1. Înțelegerea mediilor și experiențelor exclusive.
2. Tendințe de marketing, strategii și diferențierea mărcii pe piața în evoluție a ospitalității de lux.
3. Ingineria inovatoare și gestionarea culinară a cărnii și a produselor lactate premium.

Bibliografie

- Feng, R., Wang, Y. C., & Ryan, B. (2018). Service experiences at luxury hotels: Business tourists' perspectives. In *Quality services and experiences in hospitality and tourism* (pp. 181-193). Emerald Publishing Limited.
- Iloranta, R. (2022). Luxury tourism—a review of the literature. *European Journal of Tourism Research*, 30, 3007-3007.
- Saarinen, J., & Wall-Reinius, S. (2019). Enclaves in tourism: producing and governing exclusive spaces for tourism. *Tourism Geographies*, 21(5), 739-748.
- Nahas, N., Mendiola, J., Sinh, Y., & Cattouf, N. (2024). *The rise of luxury hospitality: Trends & differentiators for luxury hotel operators*. Arthur D. Little. <https://www.adlittle.com/en/insights/viewpoints/rise-luxury-hospitality>
- Sherpera Consulting. (2024). *Effective strategies for luxury hospitality marketing*. <https://www.sherpera.com/thinking/luxury-hospitality-marketing>
- EHL Faculty. (2023, September 8). *Luxury hospitality: Trends, challenges, and best practices*. Hospitality Insights by EHL. <https://hospitalityinsights.ehl.edu/luxury-hospitality-trends-challenges-best-practices>
- Myhrvold, N., Young, C., & Bilet, M. (2011). *Modernist Cuisine: The Art and Science of Cooking*. The Cooking Lab.
- This, H. (2009). *Building a Meal: From Molecular Gastronomy to Culinary Constructivism*. Columbia University Press.
- Spang, R. L. (2000). *The Invention of the Restaurant: Paris and Modern Gastronomic Culture*. Harvard University Press.
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**ADMISSION EXAM THEMES MASTER'S DEGREE IN
ENGINEERING AND MANAGEMENT IN LUXURY HOSPITALITY (in English)
SESSION JULY — SEPTEMBER 2026**

1. Understanding exclusive environments and experiences.
2. Marketing trends, strategies and brand differentiation in the evolving luxury hospitality market.
3. Innovative engineering and culinary management of premium meat and dairy products.

Bibliography

- Feng, R., Wang, Y. C., & Ryan, B. (2018). Service experiences at luxury hotels: Business tourists' perspectives. In *Quality services and experiences in hospitality and tourism* (pp. 181-193). Emerald Publishing Limited.
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