

# COURSE OUTLINE

## 1. Data about the study programme

1.1 Higher education institution	Transilvania University of Braşov
1.2 Faculty	Food and tourism
1.3 Department	Food and Tourism Engineering and Management
1.4 Field of study <sup>1)</sup>	Engineering and management
1.5 Study level <sup>2)</sup>	Master
1.6 Study programme/ Qualification	Engineering and management in luxury hospitality (in English)

## 2. Data about the course

2.1 Name of course			Trends in luxury hotels, resorts, and events					
2.2 Course convenor			Foris Diana					
2.3 Seminar/ laboratory/ project convenor			Foris Diana					
2.4 Study year	I	2.5 Semester	I	2.6 Evaluation type	E	2.7 Course status	Content <sup>3)</sup>	DA
							Attendance type <sup>4)</sup>	DI

## 3. Total estimated time (hours of teaching activities per semester)

3.1 Number of hours per week	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/ project	28
Time allocation					hours
Study of textbooks, course support, bibliography and notes					14
Additional documentation in libraries, specialized electronic platforms, and field research					14
Preparation of seminars/ laboratories/ projects, homework, papers, portfolios, and essays					14
Tutorial					
Examinations					2
Other activities.....					
3.7 Total number of hours of student activity					44
3.8 Total number per semester					100
3.9 Number of credits <sup>5)</sup>					5

## 4. Prerequisites (if applicable)

4.1 curriculum-related	•
4.2 competences-related	•

## 5. Conditions (if applicable)

5.1 for course development	•
5.2 for seminar/ laboratory/ project development	•

## 6. Specific competences and learning outcomes

Professional competences	<p>Cp.1 Manage and plan the various resources, such as human resources, budget, timeline, deliverables and quality required for a specific project, and monitor the progress of the project to achieve a specific objective within a given timeframe and budget.</p> <p>L.O. 1.1 Graduates will be able to identify and allocate human, financial, and material resources efficiently to execute complex luxury hospitality projects, ensuring alignment with premium quality standards and client expectations.</p> <p>L.O. 1.2 Graduates will demonstrate the ability to develop detailed project schedules for luxury hospitality units, including resorts, hotels, fine dining establishments, and artisan production units, while ensuring timely delivery of key milestones.</p> <p>L.O. 1.11 Graduates will gain the ability to curate and manage guest experiences that reflect the cultural identity and traditions of the local region, such as thematic events, festivals, or art showcases.</p> <p>L.O. 1.12 Graduates will demonstrate the ability to integrate local heritage, storytelling, and crafts into personalized experiences, ensuring meaningful connections between guests and their destinations.</p> <p>Cp.2 Provides advice to the industrial units visited on how to better supervise production to ensure correct diagnosis and resolution of manufacturing problems.</p> <p>L.O. 2.1 Graduates will be able to develop and implement supervisory frameworks for managing production processes in luxury hospitality units, ensuring alignment with high-end quality standards and guest expectations.</p> <p>L.O. 2.3 Graduates will acquire the skills to propose and implement innovative solutions to resolve operational bottlenecks and enhance efficiency in high-end hospitality production systems.</p> <p>L.O. 2.5 Graduates will be able to recommend and integrate eco-friendly practices, such as circular economy principles and waste minimization strategies, into luxury manufacturing and production processes.</p> <p>Cp.5 Conduct inspections and tests of services, processes or products to assess quality.</p> <p>L.O. 5.1 Graduates will demonstrate the ability to evaluate the quality of high-end products, such as artisan baked goods, fine dining dishes, and luxury beverages, through systematic testing and analysis.</p> <p>L.O. 5.3 Graduates will be able to assess the quality of personalized guest services, ensuring that they meet or exceed the expectations of discerning luxury clientele through continuous testing and feedback mechanisms.</p> <p>L.O. 5.6 Graduates will demonstrate expertise in analyzing and validating the execution of personalized activities, such as curated excursions or immersive cultural events, to ensure an exceptional and memorable guest experience.</p> <p>L.O. 5.7 Graduates will be able to assess resort infrastructures and designs, focusing on sustainability features, biophilic integration, and their impact on guest well-being and satisfaction.</p> <p>Cp.7 Protect a client's interests and needs by taking the necessary steps and investigating all possibilities to ensure that the client achieves the preferred outcome.</p> <p>L.O. 7.1 Graduates will demonstrate the ability to analyze client requirements and proactively identify innovative solutions to ensure the realization of their vision in luxury hospitality operations and design.</p> <p>L.O. 7.4 Graduates will demonstrate expertise in researching and evaluating all available options, such as design alternatives, operational models, and service enhancements, to achieve the most favorable results for clients.</p> <p>Cp.8 Builds and maintains strong internal and external relationships with stakeholders at the operational level, based on mutual trust and credibility, in order to achieve organizational objectives. Ensures that organizational strategies include sound stakeholder management and identifies and prioritizes strategic stakeholder relationships.</p> <p>L.O. 8.1 Graduates will demonstrate the ability to build and sustain strong relationships with internal teams, clients, suppliers, and external partners in luxury hospitality, fostering mutual trust and collaboration.</p>
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Transversal competences	Ct.1 Organize the team. L.O. 1.1 Graduates will demonstrate the ability to foster a positive and inclusive work environment, promoting teamwork and collaboration among diverse staff in luxury hotels, restaurants, and cafes. L.O. 1.3 Graduates will be capable of supervising and motivating teams in demanding luxury environments, such as fine-dining restaurants or event venues, ensuring professionalism and service excellence.
	Ct.3 Manage material and financial resources L.O. 5.3 Graduates will be able to integrate sustainability principles into the management of financial and material resources, promoting eco-friendly practices and long-term cost savings in high-end hospitality operations.
	Ct.4 Manage quality related aspects L.O. 6.1 Graduates will demonstrate the ability to design and implement comprehensive quality assurance frameworks tailored to the high standards expected in luxury hotels, restaurants, and cafes. L.O. 6.4 Graduates will develop expertise in analyzing guest feedback and operational data to implement ongoing improvements in service excellence and personalized experiences in luxury properties. L.O. 6.5 Graduates will demonstrate the ability to integrate sustainable practices into quality management processes, ensuring that eco-friendly initiatives enhance, rather than compromise, the high standards of luxury hospitality.
	Ct.5 Ensure customer orientation. L.O. 5.1 Graduates will demonstrate the ability to design and implement guest-focused services and experiences, ensuring that every touchpoint exceeds the expectations of high-end clientele. L.O. 5.2 Graduates will acquire the skills to craft tailored interactions and personalized solutions for luxury guests, enhancing satisfaction and building long-term loyalty

## 7. Course objectives (resulting from the specific competences to be acquired)

7.1 General course objective	<ul style="list-style-type: none"> <li>Knowledge and understanding of trends in luxury hotels, resorts and events.</li> </ul>
7.2 Specific objectives	<ul style="list-style-type: none"> <li>Knowing, understanding and using the specific specialized language in the field of hospitality;</li> <li>Knowledge and understanding of the concepts regarding luxury hotels and resorts, organizing events, new technologies in hospitality, smart tourist destinations;</li> <li>Knowledge and understanding of the concepts regarding the organization of events;</li> <li>Knowledge and understanding of concepts regarding new technologies in hospitality;</li> <li>Knowing and understanding the concepts regarding smart tourist destinations;</li> <li>Knowledge and understanding of concepts regarding sustainable practices in hospitality.</li> </ul>

## 8. Content

8.1 Course	Teaching methods	Number of hours	Remarks
Luxury hotels	Exposure	2	video projector
Luxury resorts	Exposure	2	video projector
New trends in hospitality	Exposure, interactive course	4	video projector
New trends in HR in hospitality	Exposure, interactive course	2	video projector

New trends in hotel booking	Exposure, interactive course	4	video projector
New Technologies in hospitality: Tourism 4.0, Internet of Things (IoT), Robotics, AI and other innovative technological solutions in hospitality	Exposure, interactive course	4	video projector
Trends in events	Exposure	2	video projector
Smart Tourism Destination	Exposure, interactive course	4	video projector
Sustainable practices in hospitality	Exposure, interactive course	4	video projector
Bibliography			
<ol style="list-style-type: none"> <li>Foris, D., Crihalmean, N., Panoiu T.M., (2020), The New Technologies and Sustainable Practices in Hospitality, Buletin of the Transilvania University of Brasov, Series V: Economic Sciences, Vol. 13(62) No. 2 – 2020, pp. 65-74</li> <li>Rondelli, V., Cojocariu, S., <i>Managementul calității serviciilor din turism și industria ospitalității</i>, Editura THR-CG, București, 2008</li> <li>Diana Foris , Alina Simona Tecau , Madalina Hartescu , Tiberiu Foris Relevance of the features regarding the performance of booking websites, Tourism Economics, Volume 26, Issue 6, pp. 1021-1041</li> <li>Tecau, Alina Simona; Constantin, Cristinel; Tescasiu, Bianca; Chitu, Ioana; Bratucu, Gabriel ; Foris, Diana, Responsible Tourism - Integrating Families with Disabled Children in Tourist Destinations, Sustainability 2019, 11(16), 4420</li> <li>Foris, D.; Florescu, A.; Foris, T.; Barabas, S. Improving the Management of Tourist Destinations: A New Approach to Strategic Management at the DMO Level by Integrating Lean Techniques. Sustainability 2020, 12 (23), 10201.</li> <li>Foris, D.; Crihalmean, N.; Foris, T. Exploring the Environmental Practices in Hospitality through Booking Websites and Online Tourist Reviews. Sustainability 2020, 12(24), 10282.</li> <li>Foris, D., Matei C.A., Foris. T. (2021), Exploring Solutions and the Role of GDS Technology in Crossing the Current Pandemic Context in Tourism, European Journal of Tourism, Hospitality and Recreation (EJTHR), 11 (1), pp. 91-101.</li> <li>Foris, D., Bâra, GR., Mălăescu, S. (2022). Tourism Professionals' Awareness of the New Technologies: A Premise of the Destinations' Modernization and Development. In: Reis, J.L., López, E.P., Moutinho, L., Santos, J.P.M.d. (eds) Marketing and Smart Technologies. Smart Innovation, Systems and Technologies, vol 279. Springer, Singapore. <a href="https://doi.org/10.1007/978-981-16-9268-0_44">https://doi.org/10.1007/978-981-16-9268-0_44</a></li> <li>Foris, D., Popescu, M. and Foris, T. (2018), "A Comprehensive Review of the Quality Approach in Tourism" in Butowski, L. (Ed.), <i>Mobilities, Tourism and Travel Behavior - Contexts and Boundaries</i>, InTech, London, pp. 159-188. <a href="https://www.intechopen.com/books/mobilities-tourism-and-travel-behavior-contexts-and-boundaries/a-comprehensive-review-of-the-quality-approach-in-tourism">https://www.intechopen.com/books/mobilities-tourism-and-travel-behavior-contexts-and-boundaries/a-comprehensive-review-of-the-quality-approach-in-tourism</a></li> <li>Hotărârea Guvernului nr. 1267/2010 privind eliberarea certificatelor de clasificare, a licențelor și brevetelor de turism</li> <li>Ordinul ministrului dezvoltării regionale și turism Quality characteristics and criteria for evaluating services ului nr. 65 din 10 iunie 2013 pentru aprobarea Normelor metodologice privind eliberarea certificatelor de clasificare, a licențelor și brevetelor de turism</li> </ol>			
8.2 Seminar/ laboratory/ project	Teaching-learning methods	Number of hours	Remarks
Luxury hotels - case study	Case analysis, learning by example	4	video projector



Luxury resorts - case study	Case analysis, learning by example	4	video projector
Hotel chains	Group work	2	video projector
HR management in hotel chains	Case analysis, learning by example	2	video projector
Experience Local—Accommodation	Group work	2	video projector
Booking platforms	Case analysis, learning by example	2	video projector
Innovative technological solutions in hospitality - case study	Group work	4	video projector
Luxury events - case study	Case analysis, learning by example	2	video projector
Smart Tourism Destination - case study	Case analysis, learning by example	2	video projector
Analysis of sustainable practices in hospitality - case studies	Case analysis, learning by example	4	video projector

#### Bibliography

- Foris, D., Crihalmean, N., Panoiu T.M., (2020), The New Technologies and Sustainable Practices in Hospitality, Buletin of the Transilvania University of Brasov, Series V: Economic Sciences, Vol. 13(62) No. 2 – 2020, pp. 65-74
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- Diana Foris , Alina Simona Tecau , Madalina Hartescu , Tiberiu Foris Relevance of the features regarding the performance of booking websites, Tourism Economics, Volume 26, Issue 6, pp. 1021-1041
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- Foris, D.; Florescu, A.; Foris, T.; Barabas, S. Improving the Management of Tourist Destinations: A New Approach to Strategic Management at the DMO Level by Integrating Lean Techniques. Sustainability 2020, 12 (23), 10201.
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- Foris, D., Bâra, GR., Mălăescu, S. (2022). Tourism Professionals' Awareness of the New Technologies: A Premise of the Destinations' Modernization and Development. In: Reis, J.L., López, E.P., Moutinho, L., Santos, J.P.M.d. (eds) Marketing and Smart Technologies. Smart Innovation, Systems and Technologies, vol 279. Springer, Singapore. [https://doi.org/10.1007/978-981-16-9268-0\\_44](https://doi.org/10.1007/978-981-16-9268-0_44)
- Foris, D., Popescu, M. and Foris, T. (2018), "A Comprehensive Review of the Quality Approach in Tourism" in Butowski, L. (Ed.), *Mobilities, Tourism and Travel Behavior - Contexts and Boundaries*, InTech, London, pp. 159-188. <https://www.intechopen.com/books/mobilities-tourism-and-travel-behavior-contexts-and-boundaries/a-comprehensive-review-of-the-quality-approach-in-tourism>
- Hotărârea Guvernului nr. 1267/2010 privind eliberarea certificatelor de clasificare, a licențelor și brevetelor de

turism

11. Ordinul ministrului dezvoltării regionale și turism Quality characteristics and criteria for evaluating services ului nr. 65 din 10 iunie 2013 pentru aprobarea Normelor metodologice privind eliberarea certificatelor de clasificare, a licențelor și brevetelor de turism

**9. Correlation of course content with the demands of the labour market (epistemic communities, professional associations, potential employers in the field of study)**

The content of the discipline is appropriate to the expectations and requirements of representative employers in the field of tourism.

**10. Evaluation**

Activity type	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percentage of the final grade
10.4 Course	Learning specific terms, theoretical bases and their use in addressing specialized issues	Written assessment	60%
10.5 Seminar/ laboratory/ project	Use of specific terms and theoretical bases. Preparation and presentation refereed	Written assessment	40%
10.6 Minimal performance standard			
<ul style="list-style-type: none"> <li>The correct learning of specific terms</li> <li>the correct use of theoretical bases in the approach of specialized issues</li> </ul>			

This course outline was certified in the Department Board meeting on 12/09/2024 and approved in the Faculty Board meeting on 12/09/2024

- 1) Field of study – select one of the following options: Bachelor / Master / Doctorat (to be filled in according to the forceful classification list for study programmes);
- 2) Study level – choose from among: Bachelor / Master / Doctorat;
- 3) Course status (content) – for the Bachelor level, select one of the following options: FC (fundamental course) / DC (course in the study domain)/ SC (speciality course)/ CC (complementary course); for the Master level, select one of the following options: PC (proficiency course)/ SC (synthesis course)/ AC (advanced course);

- <sup>4)</sup> Course status (attendance type) – select one of the following options: **CPC** (compulsory course)/ **EC** (elective course)/ **NCPC** (non-compulsory course);
- <sup>5)</sup> One credit is the equivalent of 25 study hours (teaching activities and individual study).