

COURSE OUTLINE

1. Data about the study programme

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

2. Data about the course

2.1 Name of course	Culturally Immersive Experiences							
2.2 Course convenor	Lecturer: Dr. Anamaria Lazăr							
2.3 Seminar/ laboratory/ project convenor	Lecturer: Dr. Anamaria Lazăr							
2.4 Study year	1	2.5 Semester	2	2.6 Evaluation type	C	2.7 Course status	Content ³⁾	PC
							Obligation ⁴⁾	EC

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

3.1 Number of hours per week	3	out of which: 3.2 lecture	2	3.3 seminar/ laboratory/ project	P2
3.4 Total hours of the curriculum	42	out of which: 3.5 lecture	28	3.6 seminar/ laboratory/ project	14
Time allocation					Hours
Study of textbooks, course support, bibliography and notes					10
Additional documentation in libraries, specialized electronic platforms, and field research					20
Preparation of seminars/ laboratories/ projects, homework, papers, portfolios, and essays					20
Tutorial					6
Examinations					2
Other activities.....					
3.7 Total number of hours of student activity	58				
3.8 Total number per semester	100				
3.9 Number of credits ⁵⁾	4				

4. Prerequisites (if applicable)

4.1 curriculum-related	• Not the case
4.2 competences-related	• Not the case

5. Conditions (if applicable)

5.1 for course development	• Not the case
5.2 for seminar/ laboratory/ project development	• Not the case

6. Specific competences and learning outcomes

Professional competences	<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. 7.2 Graduates will acquire the skills to integrate client preferences and expectations into the design and execution of luxury spaces, services, and experiences, ensuring optimal satisfaction.</p> <p>L.O. 7.3 Graduates will develop the capacity to represent and protect client interests throughout the lifecycle of hospitality projects, from concept design to completion, ensuring alignment with desired outcomes.</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>L.O. 7.5 Graduates will master the ability to negotiate and align client aspirations with technical, financial, and sustainability constraints, delivering solutions that meet or exceed client expectations in the luxury hospitality sector.</p>
Transversal competences	<p>Ct.5 Ensure customer orientation.</p> <p>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.</p> <p>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.</p> <p>L.O. 5.3 Graduates will be able to lead teams in adopting a customer-first mindset, ensuring that staff consistently deliver world-class service in luxury hotels, restaurants, and cafes.</p> <p>L.O. 5.4 Graduates will acquire the skills to create functional, aesthetically pleasing, and culturally immersive environments in luxury hotels, restaurants, and cafes that enhance the overall guest experience.</p> <p>L.O. 5.5 Graduates will develop the capacity to design luxury hospitality infrastructure that seamlessly integrates ergonomics and sustainability, ensuring guest comfort while meeting eco-friendly standards.</p>

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

7.1 General course objective	Provide students with an in-depth understanding of cultural diversity and its impact on the hospitality industry.
7.2 Specific objectives	<p>Develop intercultural communication, adaptation and problem-solving skills.</p> <p>Prepare students to provide authentic and memorable cultural experiences to customers.</p> <p>To cultivate an attitude of curiosity and openness towards other cultures.</p>

8. Content

8.1 Course	Teaching methods	Number of hours	Observations
<p>1. Introduction to Cultural Anthropology and Sociology</p> <p>Analysis of cultural differences and values, attitudes and behaviors specific to different cultures.</p> <p>Non-verbal communication skills, resolving intercultural conflicts,</p>	<p>Use PowerPoint presentations, videos, and other visual materials to make the course interactive and more engaging.</p> <p>Analysis of real cases to stimulate critical thinking and apply theoretical knowledge.</p>	6	

<p>adapting to different communication styles.</p> <p>Rules of etiquette in different cultures, protocol in interpersonal and business relationships.</p>			
<p>2. Cultural tourism and authentic experiences</p> <p>The impact of tourism on local communities, authenticity and marketing.</p> <p>Creating memorable and authentic experiences, engaging the local community.</p> <p>The role of cultural heritage in the development of tourism, its protection and capitalization.</p>	<p>Use PowerPoint presentations, videos, and other visual materials to make the course interactive and more engaging.</p> <p>Carrying out team projects to promote collaboration and experiential learning.</p>	6	
<p>3. Diversity Management in Luxury Hospitality</p> <p>Understanding the needs and expectations of a diverse clientele, customizing services.</p> <p>Building and managing multicultural teams, promoting inclusion.</p> <p>Adapting marketing strategies to different cultures and markets.</p>	<p>Use PowerPoint presentations, videos, and other visual materials to make the course interactive and more engaging.</p> <p>Carrying out team projects to promote collaboration and experiential learning.</p>	4	
<p>4. Personal development</p> <p>Identifying one's own prejudices and attitudes towards other cultures.</p> <p>Development of interpersonal skills, empathy, active listening, negotiation.</p> <p>Curiosity and openness to the new, cultivating an attitude of curiosity and openness towards other cultures.</p>	<p>Analysis of real cases to stimulate critical thinking and apply theoretical knowledge.</p> <p>Creating realistic scenarios to practice</p>	6	
<p>5. Theoretical modules with a focus on Romanian culture:</p> <p>Presenting a concise history of Romania, with a focus on the periods that marked Romanian culture and art.</p> <p>Detailed analysis of Romanian folk customs, costumes, dances and music, with a focus on regional diversity.</p> <p>Studying traditional Romanian cuisine, local ingredients and authentic recipes.</p> <p>Presentation of important Romanian authors and their contributions to universal literature.</p>	<p>Analysis of real cases to stimulate critical thinking and apply theoretical knowledge.</p> <p>Creating realistic scenarios to practice</p>	6	

Bibliography			
<p>Hall, E. T. (1976). <i>Beyond culture</i>. A classic book that explores cultural differences in communication and relationships.</p> <p>Hofstede, G. (2001). <i>Cultures and Organizations: The Software of the Mind</i>. A comparative analysis of national cultures and their implications in the business environment.</p> <p>Pine, B. J., & Gilmore, J. H. (1999). <i>The Experience Economy: Work is Theatre & Every Business a Stage</i>. A book that explores the concept of the experience economy and how companies can create memorable customer experiences.</p> <p>MacCannell, D. (1976). <i>The Tourist: A New Theory of the Leisure Class</i>. A sociological analysis of tourism and how it shapes cultural experiences.</p> <p>Cohen, E. (1979). <i>A phenomenology of tourist experiences</i>. A phenomenological approach to tourist experiences, emphasizing the importance of subjectivity and personal meanings.</p>			
8.2 Seminar/ laboratory/ project	Teaching-learning methods	Number of hours	Observations
Studying real cases from the luxury hospitality industry, identifying best practices.	Creating realistic scenarios to practice cross-cultural communication and conflict resolution skills.	2	
Conducting research projects in the field of cultural experiences, data collection and analysis.	Carrying out team projects to promote collaboration and experiential learning.	2	
Organizing visits to companies that offer unique cultural experiences.	Organizing visits to companies and tourist destinations to discover best practices.	2	
Creating Romanian-themed tourist itineraries.	Students will develop tourist itineraries that include both classic sights and authentic experiences, such as visits to traditional craft workshops or participation in local cultural events.	2	
Development of immersive tourism products with reference to the Romanian cultural space.	Students will create tourism products based on Romanian culture, such as thematic packages, special events or personalized experiences.	2	
Organization of cultural events:	Students will organize cultural events within the university or the local community, thus promoting Romanian culture.	2	
Special guests: Researchers in the field of Romanian culture. Artists and craftsmen. Local tour guides	Inviting researchers to give lectures on different aspects of Romanian culture. Inviting artists and craftsmen to demonstrate their techniques and share their experiences.	2	

	Inviting local tour guides to present the most interesting places and activities in the area.		
<p>Bibliography</p> <p>Hall, E. T. (1976). <i>Beyond culture</i>. A classic book that explores cultural differences in communication and relationships.</p> <p>Hofstede, G. (2001). <i>Cultures and Organizations: The Software of the Mind</i>. A comparative analysis of national cultures and their implications in the business environment.</p> <p>Pine, B. J., & Gilmore, J. H. (1999). <i>The Experience Economy: Work is Theatre & Every Business a Stage</i>. A book that explores the concept of the experience economy and how companies can create memorable customer experiences.</p> <p>MacCannell, D. (1976). <i>The Tourist: A New Theory of the Leisure Class</i>. A sociological analysis of tourism and how it shapes cultural experiences.</p> <p>Cohen, E. (1979). <i>A phenomenology of tourist experiences</i>. A phenomenological approach to tourist experiences, emphasizing the importance of subjectivity and personal meanings.</p>			

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

The "Culturally Immersive Experiences" course provides luxury hospitality engineering and management students with a holistic perspective of the industry. By developing a deep understanding of different cultures, students are able to create unique and memorable customer experiences that contribute to the long-term success of the companies in which they work.

10. Evaluation

Activity type	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percentage of the final grade
10.4 Course	Evaluation of theoretical knowledge.	Written exam with open or multiple choice questions.	50%
10.5 Seminar / laboratory / project	Assessment of practical skills.	Projects involving the creation of tourist itineraries, tourist products or cultural events.	25%
		Evaluation of the student's progress throughout the semester through a portfolio that includes all the work carried out.	25%
10.6 Minimum performance standard			
<ul style="list-style-type: none"> The students' assessment will be multidimensional and reflect both the theoretical knowledge acquired and the practical skills. <p>Assessing understanding of core concepts related to cultural experiences, such as authenticity, personalization, and community engagement. Assessment of the student's ability to analyze information from various sources (books, articles, case studies) and to formulate pertinent conclusions.</p> <p>Evaluation of the student's ability to conceive original and innovative ideas for the creation of cultural experiences.</p>			

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

Note:

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