

■ **MANAGING HOSPITALITY IN ROMANIA** by Mihai Tanase, Ana Nica

UNIT DESCRIPTION

Romanian Hospitality Market is one with the highest potential for growth in Europe. Knowing the present level of development and future trends is an important step for preparing strategic plans. By analyzing accommodation facilities, restaurants sector and other statistical information, students will have an image of Romania's hospitality market. The presence of international chains on accommodation market will be discussed in focus. Tour operators and their's incoming activity in Romania is another subject covered by this course. Relation between airline companies' future expansion plans, impact on occupancy and future development of new accommodation units represent another subject of study.

This course will create a holistic image on hospitality market in Romania by knowing the main actors, by understanding relations between them and by foreseeing accommodation evolution.

LEARNING OBJECTIVES

By the end of the Unit, participants will be able to:

Knowledge

- Explain the relationships between hospitality actors and influence on the hospitality business.
- Discuss hospitality in Romania.

Competencies

- Understand the stakeholders' point of view in order to develop long term partnerships.
- Develop a professional knowledge of hospitality in Romania.

Mindset

- Develop and improve decision-making skills.
- Participants will synthesize disparate pieces of information to develop a more complete picture of the present and future Romanian specific environment.

METHODOLOGY

- Interactive discussions starting from participants' personal experience.
- Mix of short lectures, exercises and short debates.