



ACADEMIA DE STUDII ECONOMICE DIN BUCUREȘTI
FACULTATEA DE BUSINESS ȘI TURISM
DEPARTAMENTUL DE TURISM ȘI GEOGRAFIE
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TEME PENTRU LUCRAREA DE LICENȚĂ 2026-2027
ENGLEZĂ

Nr. crt.	Teme/profesori coordonatori
Prof.univ.dr. HORNOIU REMUS-ION	
1	Consumer behavior in tourism and hospitality settings
2	Hospitality and tourism product development (Case studies at your choice)
Prof.univ.dr. ȘCHIOPU ANDREEA-FORTUNA	
1	Consumer behavior in tourism and hospitality settings
2	Hospitality and tourism product development (Case studies at your choice)
3	The development and promotion of youth tourism
4	Research and quality improvement of tourism services in the case of a hotel
5	Leadership Styles and Worker's Performance
6	Management and Organisational Performance
7	Organisational Agility in Turbulent Times
8	An Examination of Leadership Decisions
9	Global Teams in Multinational Corporations
10	Leadership and Management
11	Leadership and Performance
12	Leader – Follower Relationships and Attitudes
13	Leader – Follower Relationships and Performance
14	Leadership Styles within an Organisation
15	An Examination of Employee Perception of Leadership Styles
16	Business and Personal Relationships
17	An Exploratory Study of Emotional Labor

18	Management and Decision Making
19	Business Administration and Innovation
20	Business and Sustainable Practices
21	Management and Feedback
22	Operations Management and Customer Experience in the Hospitality Industry
23	Developing and Pricing Goods and Services
24	Branding and Brand Equity in the Hospitality Industry
25	Work Attitudes and Behaviours
26	Using Technology to Manage Business
27	Development of CSR Activities in Businesses Today
28	Effectiveness of Team Meetings in the Hospitality Industry
29	Human Resource Management in the Service Sector
30	Negotiation Styles in the Hospitality Industry
31	Behavioral Communication in Business
32	Non-verbal Communication within the Working Environment
33	Non-verbal Communication in Negotiations
34	Role of Communication in Management
35	Functions and Forms of Managerial Communication
36	The Importance of Communication Planning in Business
37	Understanding the Communication Process within.....
38	Role of Body Language in Business
39	The Importance of Teamwork in Business Today
40	Communication and Personality

Conf.univ.dr. GRĂDINARU-NICA ANA-MARIA

1	Consumer behavior in tourism and hospitality settings
2	Future trends in tourism and hospitality
3	Health, medical, spa, and wellness tourism
5	Hospitality and tourism product development
7	Innovation and product development in tourism and hospitality
8	Niche forms of tourism

9	Comparative study of tourism supply: Romania and.....
10	Perspectives of Romanian mountain, spa and wellness, beach, cultural, business (etc) tourism
11	The development and promotion of new tourism forms
12	Diversification of tourism forms (ecotourism, adventure tourism, etc) in the area/resort
Conf.univ.dr. MARIN-PANTELESCU ANDREEA	
1	Diversifying the forms of tourism in the resort.....
2	Comparative analysis between the touristic resort.....and the touristic resort
3	Market trends in the Air transportation services
4	The evolution of the travel agencies on the nationally and internationally market
5	Development perspectives of a tourist program in the resort
6	The analysis and the forecasting of theservices
Lect.univ.dr. GAVRIȘ ALEXANDRU	
1	Comparative study of tourism supply: Romania and.....
2	Perspectives of Romanian mountain, spa and wellness, beach, cultural, business (etc) tourism
3	The development and promotion of new tourism forms (whole Romania or certain regions)
4	Diversification of tourism forms (ecotourism, adventure tourism, etc) in the area/resort
5	The role of tourism to economic development of a region (various case studies)
6	Tourism analysis of a themed circuit (Salt Road, Wine Road, Monasteries Road)
7	Romanian heritage into UNESCO
8	New tourist paradise (China, Chile, Malaysia etc.)
9	Place branding
10	Tourist image of a city, region etc.
11	Tourism – regional development instrument
Lect.univ.dr. IORGULESCU MARIA-CRISTINA	
1	Program for the Organization and Marketing of a Tourism Product with the Theme of...
2	Analysis of the Influence of the External Environment on a Travel Agency
3	The Influence of Travel Agency Staff on Its Performance
4	Corporate Social Responsibility in Tourism/Service Companies
5	Workgroup Management as a Source of Increased Labor Productivity in Tourism and Service Organizations

6	The Impact of Digitalization on Travel Agency Operations
7	The Role of Online Platforms in Organizing Tourism Services
8	The Impact of Internal Communication on Employee Satisfaction
9	Effective Communication with Customers and Its Impact on Their Satisfaction
Lect.univ.dr. GHEORGHE GEORGICĂ	
1	The impact of ecotourism on sustainable development in mountain regions of Romania
2	Strategies for promoting ecotourism through digital platforms and social media
3	The implementation of artificial intelligence in the hospitality Industry: A Case Study on Smart Technologies in Hotels
4	Adventure tourism: current trends and marketing strategies for attracting young tourists
5	The role of eco-certifications in attracting tourists interested in ecotourism
Asist.univ.dr. POENARU LUCIANA-FLORIANA	
1	Business administration and innovation
2	Business and sustainable practices
3	Consumer behavior in services (including tourism and hospitality)
4	Innovation and product development in services (including tourism and hospitality)
Asist.univ.dr. VLAD-ŞANDRU MARIA-IOANA	
1	Comparative study of tourism supply: Romania and.....
2	Perspectives of Romanian mountain, spa and wellness, beach, cultural, business (etc) tourism
3	The development and promotion of new tourism forms (whole Romania or certain regions)
Asist.univ.dr. ȚICĂU IULIA-RUXANDRA	
1	Persuasive communication techniques in tourism sales. Case Study: Travel Agency...
2	Analysis of commercial communication strategies in the enterprise...
3	Omnichannel communication in customer relations - Trends and case studies in tourism and services
4	The role of digital communication in building brand image for service enterprises
5	The impact of artificial intelligence on the operations of tourism enterprises. A case study of...
6	The impact of customer experience on the decision to return to hospitality units
7	Professional Burnout - Causes, effects and prevention strategies in organizations
8	Sustainability as a source of competitive advantage in modern business models. A case study of...
9	The role of dynamic capabilities in adapting enterprises to changes in the business environment. A case study of..

Notă:

1. În funcție de aria de interes, studenții pot propune teme de cercetare noi, care nu sunt

prevăzute sau sugerate în această listă.

2. *Temele pot fi abordate și în limba română*
3. *Toate temele vor fi abordate prin prisma Specializării Administrarea Afacerilor în Comerț, Turism, Servicii, Merceologie și Managementul Calității*