

## PERSONAL INFORMATION



## DODU SILVIA PATRICIA

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Sex Female | Date of birth 15/06/1976 | Nationality Romanian

## WORK EXPERIENCE

2006 – present

**Lecturer**, School of Domestic and International Economy of Tourism,

Romanian American University Bucharest, [www.rau.ro](http://www.rau.ro)

- *Lecturer on* the following courses: "Management of Luxury Events", "Tourism Operations Technology", "Hospitality Technology", "Consumer Protection in Tourism", "Business Tourism and Events". Substitute for courses "Sustainable Development in Tourism" and "International Tourism" during the academic years 2009-2011, "Catering" in the academic year 2011-2012.

- *Speaker* "Hospitality International Summer School", 14-22 July 2013 at Cluj Napoca, with participation of students from three universities: Romanian American University (Bucharest), Babes Bolyai University (Cluj Napoca), Stefan cel Mare University (Suceava)

- *Organization and coordination of scientific and educational different academic activities and research*; Involvement in organizing of various scientific international conferences:

*Member of the organizing committee of Conferences:* Entrepreneurship in the Hospitality Industry", 3rd edition on Trends in Hospitality, Babes-Bolyai University, Cluj Napoca, 9-11 October, 2014, of „Entrepreneurship in the Hospitality Industry", 4rd edition on Sustainable Hospitality, 14-15 October 2016, and 5th EHI'18 International Conference, Generational impact in the Hospitality Industry, 5-6 October, 2018, Cluj-Napoca, Romania;

*Member of the organizing committee of* "International Conference on Management, Leadership and Innovation towards a Better Changing World", 2018, 8-9 November, Bucharest and "International Conference on Management, Leadership and Innovation towards a Better Changing World", 2017, 2-3 November, Bucharest;

*Event Coordinator of 6 editions of* RAU JOB FAIR (Romanian American University job and internship fair), 2014-2019;

- *Trainer of ANAT Training Center* for training of travel agents specializing in "Counter Sales Basic", "Value and Profit Adding Sales", "Off Counter Sales Functions", "Complaint and Reclamation Management", "Branch and Department Management";

*Member of the Bachelor and Masters Degree Committees at* School of Domestic and International Economy of Tourism;

*Member of the Admissions Commissions at* Romanian American University;

Erasmus + Program, Staff Mobility For Training, participant at 5th International Staff Week, at JOSIP JURAJ STROSSMAYER UNIVERSITY OF Osijek, 9-15 June 2019;

*Teaching Lecturer at* Terramo University, Italy, Teaching Programme in "Erasmus+HE Staff Mobility Agreement for Teaching, May, 2018, at Varna University, Bulgaria, Erasmus + Teaching Programme, October 2017, IPL Escola Superior Tecnologia do Mar, Peniche, Portugal, Instituto Politecnico de Leiria, Teaching Programme in Erasmus in May 2008;

*Trainer of Guide and Travel Agent Courses*, 2017-2018, Department of Continuous Education and Part-time Learning Romanian American University

*Target group expert*, Romanian American University :Entrepreneurial Start-up Project Management, POSDRU / 176 / 3.1 / S / 150369, 2015-2016.

*Associated Teacher at* Costin C Kiritescu Highschool and Dinicu Golescu Highschool on tourism economy and events courses, from 2018 till present.

Business or sector Higher education

2003 – 2006

**Assistant Professor,**

School of Domestic and International Economy of Tourism

Romanian American University Bucharest, [www.rau.ro](http://www.rau.ro)

Teaching and research

Business or sector Higher education

2002 – 2003

**Travel Agent**

Marshal Travel Agency

Incoming operations



2000 – 2002 Business or sector Tourism and travel  
**Junior Assistant**  
 School of Domestic and International Economy of Tourism  
 Romanian American University Bucharest, www.rau.ro

Teaching and research

Business or sector Higher education

## EDUCATION AND TRAINING

2003 - 2010

PhD in Economy  
 Romanian Academy, National Institute for Economic Research, Bucharest

Doctoral Thesis: „Tourism Industry and the Sustainable Economic Development. Strategies and Options”

2000 - 2002

Master's Degree  
 Marketing and Business Communication  
 Academy of Economic Studies Bucharest, Romania;

1995 - 1999

Bachelor Degree  
 School of Domestic and International Economy of Tourism  
 Romanian American University, Bucharest, Romania

Mother tongue(s)

Romanian

Other language(s)

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C1	C1	B2	B2	B2
French	A2	A2	A2	A2	B2

Levels: A1/2: Basic user - B1/2: Independent user - C1/2 Proficient user  
 Common European Framework of Reference for Languages

Communication skills

Good communication skills gained through my experience in teaching for 12 years;  
 Excellent inter-personal skills, frequently take over additional responsibilities in order to help achieve the team's goals and objectives;  
 Dynamic, reliable, conscientious, self-determined, self-starter;

Organisational / managerial skills

Organized and supervised extra curricular activities (such as study field trips) for large groups of undergraduate students;  
 Acted as the team leader for the committee in charge with the university's presence at specialized travel fairs;  
 Judgement and decision making: Experience as focal point for implementation, organization and problem solution;  
 Vision, flexibility in dealing with new situations and challenges

Job-related skills

Good organizer, involved in coordinate the numerous events that took place in Romanian American University, School of Domestic and International Economy of Tourism, or as a partner for different travel operators and hotels.  
 Using teaching equipment

Computer skills

Good command of Microsoft Office™ tools

Driving licence

B





Publications  
Presentations  
Projects  
Conferences  
Seminars  
Honours and awards  
Memberships  
References

## Publications

Patricia, Dodu (co-author)- "The impact of tourism on the environment. Indicators and measures" Universitara Publishing House, Bucharest (2005), ISBN 973-7787-44-7;  
Patricia, Dodu (co-author)-, "Travel and tourism industry ", Universul Juridic Publishing House, Bucharest, 2006, ISBN (10) 973-8994-21-7, ISBN (13) 978-973-8894-21-8;  
Patricia, Dodu (co-author)-, "Case studies in travel and tourism industry ", Universul Juridic Publishing House, Bucharest 2006, ISBN (10) 973-8994-22-5, ISBN (13) 978-973-8994-22-5.  
Patricia, Dodu- "Operational techniques in travel agency ", PRO Universitaria Publishing House, Bucharest, 2007, ISBN- 978-973-129-179-6.  
Patricia, Dodu- "Operational Techniques in Travel Agency ", PRO Universitaria Publishing House, second edition, Bucharest 2008, ISBN- 978-973-129-278-6.253 p.  
Patricia Dodu (co-author) – "Sustainable development", PRO Universitaria Publishing House, Bucharest 2010, ISBN- 978-973-129-733-0.  
Patricia Dodu (co-author) „Sustainable Hospitality", chapter „Ecotourism and the development of the rural communities. Case Study of Bradet-Corbii de Piatra- Nucsoara (Arges)", Editura: RISOPRINT, 2016, ISBN: 978-973-53-1854-3, 10 p, Cluj-Napoca, <http://tbs.ubbcluj.ro/ehi16/>

## Conferences

"Marketing Strategies in Tourism", 2002 Scientific Session, Vol. 2, Romanian-American University, Bucharest, Sylvi Publishing House „ISBN 973-628-034-2;  
„ Specific elements of sustainable development in tourism activity " Scientific Session, Vol. 2, Romanian-American University, Universul Juridic Publishing House, Bucharest, ISBN 973-7643-71-2,  
"Holiday packages designed by tour operators", 2005 Scientific Session, Vol. 3, Romanian-American University, Universul Juridic Publishing House, Bucharest, ISBN 973-8446-93-7;  
„ Tourism Events in the hospitality industry " 2005 Scientific Session, Vol. 3 Romanian-American University, Universul Juridic Publishing House, Bucharest, ISBN 973-8446-93-7;  
(Co-author), „ Strategic management of tourism. The impact of tourism on the environment: indicators and measurements ", 2005 Scientific Session, Vol. 3, Romanian-American University, Universul Juridic Publishing House, Bucharest ISBN 973-8446-93-7;  
"Trends in the international hotel market. Strategies and new hotel concepts ", 2006 Scientific Session, Romanian-American University, Universul Juridic Publishing House, Bucharest, ISBN (10)- 973-7854-46-2, (13)- 978-973-7854-46-9;  
„The role of tour operators in sustainable tourism development ", 2006 International Symposium "Sustainable Tourism in the Romanian context of European economic integration" Romanian-American University, Bucharest, ISBN 10973-8994-67-5, ISBN 13978-973-8994-67-6;  
(Co-author)-, "Crises and their impact on tourism destinations", 2006 International Symposium "Sustainable Tourism in the Romanian context of European economic integration" Romanian-American University, Bucharest, ISBN 10973-8994-67-5, ISBN 13978-973-8994-67-6;  
"Characteristics of sustainable development in the travel industry ", 3rd International Scientific Conference ECO-TREND 2006 " Economics and Globalization ", University Constantin Brancusi, Targu Jiu. „  
(Co-author), „Brand segmentation in hospitality industry", The Annals of Oradea University, SE tom XVI Section, ISSN -1582-5450;  
(Co-author), „Role of ecolabels in european tourism industry", The Annals of Oradea University, SE tom XVI Section, ISSN -1582-5450;  
(Co-author), „Principles of sustainable development in hospitality industry"- The Annals of the University Constantin Brancusi of Targu Jiu, No. 2/ 2007 Volume 1, ISSN 1842-4856;  
„Romanian privatization and investment in tourism ", Scientific Session, Romanian-American University, Bucharest, (2007), ISBN 978-973-129-095-9.;  
„Role of hotel brands in the hospitality industry ", Scientific Session, Romanian-American University, Bucharest, (2007), ISBN 978-973-129-095-9.;  
(Co-author), "Trends and implications of MICE in the travel and tourism industry ", International Symposium "Globalization and performance in European tourism industry", Romanian-American University, 2007, ISSN 1843-1763  
"Trends and dynamic strategies of the tour operators and travel agencies to adapt to the changes in the tourism market", International Symposium "Globalization and performance in European tourism industry", Romanian-American University, 2007, ISSN 1843-1763;  
„Role of and recent trends in the meetings, incentives, conventions and exhibitions (MICE) industry", International Symposium "Globalization and performance in European tourism industry", Romanian-American University, 2007, ISSN 1843-1763;  
(Co-author) „The Internet, Threat Or Tool For Travel Agencies?" The Annals of Oradea University, Tom XVII Section, ISSN-1582-5450, VOL. II – Economy and Business administration;  
(Co-author) "Application Of Sustainable Development Practices In The Hospitality Industry", The 7th International Symposium, Economy& Business 2008, Economic Development And Growth, Sunny Beach Resort, Bulgaria, ISSN: 1313-2555;  
(Co-author) „The Internet And The Hospitality And Tourism Industry", "Conference On Computers In Education" (Ce), Mipro, Croatia, ISBN 978-953-233-039-7, 2008;  
„Operations of designing charter packages by tour operators, "Performance ,Trends and Risks in International Tourism", Romanian-American University, November 2008 Bucharest, Pro Universitaria, ISBN 978-973-129-326-4..





(Co-author) „The Competitiveness of the Romanian Tourism within the European Market”, Universitatea OVIDIUS, Ovidius University Annals Economic Sciences, Volum 10, Issue 2, 2010, p.623-627, ISSN 1582-9383, Constanta.

(Co-author) „European tourism and product innovation”, Romanian Economic and Business Review, summer 2010, vol 5, nr 2, ISSN 1842-2497

(Co-author) „Meetings, Incentives, Conventions And Exhibitions (MICE) Industry in the global context”, Ovidius University Annals Economic Sciences, Vol. XI, nr. 2/2011, p. 437-443, Constanta.

(Co-author), "Tourism- a promoter of human development", Romanian Economic and Business Review Vol 6, Nr. 4, winter 2011, p.26-37, ISSN 1842-2497.

(Co-author), „Romanian health tourism – Where to?”, Romanian Economic and Business Review, Romanian American University, REBE, Edit. ProUniversitaria, Vol.8, No.3, p.53-60, ISSN 1842-2497, 2013.

(Co-author), - *Sustainable development - a new approach to socio-economic environment*, Annals of the „Constantin Brâncuși” University of Târgu Jiu, Economy Series, Special Issue 2/2014- Information society and sustainable development, Rating CNCIS Type B+, code 652, p. 9-12, ISSN 2344 -3685/ISSN-L 1844 -7007 (REPEC, IDEAS, EconPapers).

(Co-author), -*Medical tourism – a business or a necessity?*, Proceedings of the International Conference *Entrepreneurship in the hospitality industry*, third edition, *Trends in Hospitality*, Cluj Napoca, 2014, p.31-37, ISBN 978-973-53-1395-1.

(Co-author), -*Bucharest hotel market in the european context*, Proceedings of the International Conference *Entrepreneurship in the hospitality industry*, third edition, *Trends in Hospitality*, Cluj Napoca, 2014, p.127-135, ISBN 978-973-53-1395-1.

Patricia, Dodu „A conceptual approach of the tour operators and travel agencies”, REBE, Special Issue, Romanian American University, 2016, ISSN 1842-2497 (Repec, Econpaper).

Patricia, Dodu „International tourism from a globalization perspective”, REBE, Special Issue, Romanian American University, winter 2016, p 44-53, ISSN 1842 – 2497, (Repec, Econpaper).

(Co-author), „Globalization in the tourism industry and its impact on travel destinations. Case study of undeveloped beaches on the Romanian Black Sea coast”, *STRATEGICA International Academic Conference* – Fourth Edition – Bucharest, Romania, October 20-21, 2016 Opportunities and Risks in the Contemporary Business Environment, Edition Proceedings, p. 96-109, ISBN: 2392-702X/978-606-749-181-4.

(Co-author), “The impact of technology on promoting travel and leisure services in the 21st century”, REBE, Spring 2017, Volume 12, Number 1, Editura Pro Universitaria, p. 28-34, ISSN 1842 – 2497, (Repec, Econpaper).

(Co-author), „Developing Romanian cruise tourism by including port of Constanța as main hub. Marketing research approach” 5 th edition, Generational impact in the Hospitality Industry October 5 th-6 th, Romania, RISOPRINT, Cluj-Napoca 2018; ISBN: 978-973-53-1395-2

(Co-author), “The development of ecotourism in protected areas”, Romanian Economic and Business Review – Summer 2019, Vol. 14, number 2 ISSN1842-2497, pp 74-85

#### Member of Research Contracts Awarded by Competition

“Performance, Trends and Risks in World Tourism”, funded by the National Authority for Scientific Research, Funding Contract - No. 292/17.10.2008, conducted within the Romanian-American University;

“Globalization and Performance in the Tourism Industry”, funded by the National Authority for Scientific Research, Funding Contract - No. 335/19.10.2007;

“Romanian Sustainable Tourism in European Integration”, funded by the National Authority for Scientific Research, Funding Contract - No. 136/31.05.2006 ;

“Travel management of protected natural areas in the county of Brasov, as a support sustainable development of rural settlements in the neighborhood”, CNCIS project no. 799, 2004-2006.

#### International programs

Teramo University, Italy, Erasmus + Teaching Programme, may 2018

Varna University of Management, Erasmus + Teaching Programme, 9-13 october 2017;

Instituto Politecnico de Leiria, Portugal, Erasmus Teaching Programme, May 2008;

Member in Leonardo da Vinci project, RO/2003/91127/EX, entitled “Strategic management of tourism. The impact of tourism on the environment: indicators and measurements”, completed with two weeks of internship period 05.02.2005 - 19.02.2005, the CERAM Sophia Antipolis, France.

#### Member in Research Contracts with the Business Environment

“Project Management and Implementation Strategies in Travel Agencies”, in benefit of Prestige Tour, No. 110/31.01.2008;

“Superlatives of the Romanian Tourism – Promoting Ways and Techniques”, in benefit of SC GROUP MANAGEMENT SRL - Agency Point Ro, No. 147/02.03.2007;

“Project Development and Operating Modes of Travel Agents as Virtual Enterprises in the Internationalization of Tourism Services”, in benefit of Prestige Tour, No. 2477 / 11.12.2006 .

#### Certificates

- Certificate as a trainer for travel agents by the National Association of Travel Agency

- Certificate in pedagogical education by the Bucharest University
- Certificate "Manager in tourism activity".

ANNEXES

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