

# PENSIUNEA–HOTEL DÉJÀ VU – IMPACTUL TEHNICILOR COMUNICAȚIONALE ASUPRA DEZVOLTĂRII UNITĂȚII

## DÉJÀ VU PENSION–HOTEL – IMPACT OF COMMUNICATION TECHNIQUES ON UNIT’S DEVELOPMENT

**Asist.drd. Dan Cristian DABIJA**

**Asist.drd. Ioana Nicoleta ABRUDAN**  
Universitatea „Babeș-Bolyai” din Cluj-Napoca

**Abstract:** The present study case aims to emphasize how theoretical concepts regarding the communication policy can be consistently connected in a didactic paper. It is intended to ease students’ comprehension of the mentioned construct in order to bring “marketing” and especially one of the four “P’s” closer to their understanding. Therefore there are no theoretical approaches included in the present study case, but instead they are operationalized by means of examples. The case converges with questions that make the connection to the abstract theory.

**Keywords:** Déjà Vu, business hotel, communication policy