



SYLLABUS
Academic year 2018-2019

1. Information regarding the programme

1.1. Higher education institution	BABES-BOLYAI UNIVERSITY
1.2. Faculty	BUSINESS
1.3. Department	HOSPITALITY SERVICES
1.4. Field of study	BUSINESS ADMINISTRATION
1.5. Study cycle	MASTER
1.6. Study programme / Qualification	ADMINISTRAREA AFACERILOR ÎN OSPITALITATE ȘI TURISM INTERNATIONAL (cu predare în limba engleză)

2. Information regarding the course

2.1. Name of the course	Urban Tourism / Turism urban						
2.2. Code	IME0051						
2.3. Course coordinator	Lect.dr. Cristina FLEȘERIU / Conf.dr. Valentin TOADER						
2.4. Seminar coordinator	Lect.dr. Cristina FLEȘERIU / Conf.dr. Valentin TOADER						
2.5. Year of study	2	2.6. Semester	2	2.7. Type of evaluation	E	2.8. Type of course	elective

3. Total estimated time (hours/semester of didactic activities)

3.1. Hours per week	2	Of which: 3.2. lecture	1	3.3 seminar/laboratory	1
3.4. Total hours in the curriculum	24	Of which: 3.5. lecture	12	3.6. seminar/laboratory	12
Time allotment:					ore
Learning using manual, course support, bibliography, course notes					24
Additional documentation (in libraries, on electronic platforms, field documentation)					10
Preparation for seminars/labs, homework, papers, portfolios and essays					10
Tutorship					2
Evaluations					4
Other activities:					1
3.7. Total individual study hours	51				
3.8. Total hours per semester	75				
3.9. Number of ECTS credits	3				

4. Prerequisites (if necessary)

4.1. curriculum	NA
4.2. competencies	NA

5. Conditions (if necessary)

5.1. for the course	Classroom equipped with video projector and Internet access
5.2. for the seminar /lab activities	Classroom equipped with video projector and Internet access

6. Specific competencies acquired



Professional competencies	<ul style="list-style-type: none"> • capacity to conduct surveys, elaborate reports and summaries for the managers in units involved in international tourism • ability to advise managers regarding business environment evolutions • ability to provide consultancy for an understanding of the inner characteristics of the hospitality and tourism business environment
Transversal competencies	<ul style="list-style-type: none"> • implementing professional and ethical principles, norms, and values within one's own rigorous, efficient, and responsible strategy of work

7. Objectives of the course (outcome of the acquired competencies)

7.1. General objective of the course	<ul style="list-style-type: none"> • To understand the characteristics of urban tourism
7.2. Specific objective of the course	<ul style="list-style-type: none"> • To know how to measure the tourism flows in urban areas • To identify the motivations and forms of urban tourism • To analyse the effects of urban tourism • To understand how to develop a tourism strategy for urban areas

8. Content

8.1. Course	Teaching method	Remarks
Defining urban tourism and urban tourism organizations	Lecture, debate	1 lecture
Measuring urban tourism. Relationship between tourism and urban development	Lecture, debate	1 lecture
Motivations for urban tourism. Information needs of city travellers	Lecture, debate	1 lecture
Challenges in urban tourism development	Lecture, debate	1 lecture
Measuring the level of activity in urban tourism	Lecture, debate	1 lecture
Sharing economy and urban tourism	Lecture, debate	1 lecture
Bibliography	<ol style="list-style-type: none"> 1. Conrady R., Buck M., Trends and issues in global tourism, Springer, 2012 2. Heeley J., Inside city tourism. A European perspective, Channel View Publications, 2011 3. Mazanec J.A., Wober K.W., Analyzing international city tourism, Springer, 2010 4. Maitland R., Brent W.R., City tourism. National capital perspectives, CABI, 2009 5. Maciocco G., Serreli S., Enhancing the city. New perspectives for tourism and leisure, Springer, 2009 6. Hayllar B., Griffin T., Edwards D., City spaces – tourist places. Urban tourism precincts, Butterworth-Heinemann, 2008 7. Kolb Bonita M., Tourism marketing for cities and towns: using branding and events to attract tourists. Burlington, Mass.; Oxford, UK: Butterworth-Heinemann, 2006. 8. Law Christopher M., Urban tourism: the visitor economy and growth of the large cities. London; New York: Continuum, 2002. 9. Lungu (Gârbea) Roxana Valentina, Turismul urban: stadiul actual și perspectivele de dezvoltare ale orașelor din Moldova Apuseană. Iași: [s.n.], 2014. 10. Popescu Ruxandra Irina, Corboș Răzvan Andrei, Creșterea competitivității unei destinații prin strategii de branding. București: Editura A.S.E, 2013. 11. Pușcaș Angelica, Coloane și vitralii: antichitate și ev mediu: incursiuni în istoria și cultura turismului urban premodern. Cluj-Napoca: Presa Universitară Clujeană, 2015. 12. Stănciulescu Gabriela, Minciu Rodica, Pădurean Mihaela, Strategia dezvoltării zonelor metropolitane și amenajarea turistică. București: Editura A.S.E, 2009. 	

8.2. Seminar / laboratory	Teaching method	Remarks
Defining urban tourism and urban tourism organizations	Case study, debate	1 seminar
Measuring urban tourism. Relationship between tourism and urban development	Case study, debate	1 seminar
Motivations for urban tourism. Information needs of city travellers	Case study, debate	1 seminar
Challenges in urban tourism development	Case study, debate	1 seminar
Measuring the level of activity in urban tourism	Case study, debate	1 seminar
Sharing economy and urban tourism	Case study, debate	1 seminar
Bibliography	1. Conrady R., Buck M., Trends and issues in global tourism, Springer, 2012 2. Heeley J., Inside city tourism. A European perspective, Channel View Publications, 2011 3. Mazanec J.A., Wober K.W., Analyzing international city tourism, Springer, 2010 4. Maitland R., Brent W.R., City tourism. National capital perspectives, CABI, 2009 5. Maciocco G., Serreli S., Enhancing the city. New perspectives for tourism and leisure, Springer, 2009 6. Hayllar B., Griffin T., Edwards D., City spaces – tourist places. Urban tourism precincts, Butterworth-Heinemann, 2008	

9. Corroborating the content of the course with the expectations of the epistemic community, professional associations and representative employers within the field of the program

- The subjects of this discipline was elaborated according to the recommendations received from the business units serving the international tourists.

10. Evaluation

Type of activity	10.1 Evaluation criteria	10.2 Evaluation method	10.3 Share of final grade
10.4. Course	<ul style="list-style-type: none"> • Capacity to apply the learned concepts • Explain the results logically and correctly 	Project content	40%
10.5. Seminar/lab activities	<ul style="list-style-type: none"> • Ability to apply the learned concepts 	Project presentation	60%

10.6. Minimum performance standards

- knowing the fundamental concepts who were taught;
- appropriate use and application of specialized concepts.

Date

Signature of course coordinator

Signature of seminar coordinator

**Lect.dr. Cristina FLEŞERIU
Conf.dr. Valentin TOADER**

**Lect.dr. Cristina FLEŞERIU
Conf.dr. Valentin TOADER**

Date of approval

Signature of the Head of department

Conf.dr. Oana Gică