



Ellective Disciplines
Academic year 2016-2017
Specialization Business Administration in Hospitality and
International Tourism – line of study English
2nd Year
FULL-TIME

1st Semester

Studentii vor alege 2 din cele 3 discipline prezentate

Nr. crt	Disciplina	Titular	credite	Forma de verificare	Ore curs	Ore seminar	Ore laborator
1.	Supply Chain Management	Ioan Pop	3	C	1	1	-
2.	Principles of Consumer Behavior in Hospitality and Tourism	Crina Petrescu	3	C	1	1	-
3.	Service Quality Management	Adina Negrușă	3	C	1	1	-

2nd Semester

Studentii vor alege 2 din cele 4 discipline prezentate

Nr. crt	Disciplina	Titular	credite	Forma de verificare	Ore curs	Ore seminar	Ore laborator
1.	Urban Tourism	Valentin Toader	3	C	1	1	-
2.	Cultural Tourism	Monica Maria Coroș	3	C	1	1	-
3.	Foreign Language	Dulău Alexandra	3	C	1	1	-
4.	Organizing Guiding	Cristina Bolog	3	C	1	1	-

Principles of Consumer Behavior in Hospitality and Tourism

Course objectives:

To help students understand the way consumers believe, feel, act, and react in the market place, what are the influencing factors, and answer questions such as: Why do they buy? Why do they have certain preferences and not others? How are they formed? Where to they buy? Where do they consume? How often do they buy? Under what conditions do they buy? Under what circumstances do they consume? What are they doing with the product after use?, from the perspective of the hospitality and tourism field.

Course structure:

1. Consumer behavior - definition, its role and importance
2. Factors influencing consumer behavior: cultural, economic, personal and demographic (age and stage of life cycle, lifestyle, etc.), social (social groups, roles, social status, etc.), psychological (perception, motivation, learning, attitudes, beliefs), situational and their characteristics for hospitality and tourism field.
3. Purchase decision: What is buying decision?, Participants in decision, Behavior and purchasing decisions patterns, Buying decision process
4. We are all consumers: Consumers in the European Union, Consumer Protection in Romania, Unfair trade practices, Alternative methods of conflict resolution - ADR
5. Consumer behavior between profit, society and the natural environment: Consumer behavior and ethics, consumer behavior and sustainable development in hospitality and tourism field.

Assoc. Prof. PhD. Dacia Crina Petrescu

Cultural Tourism

Elective discipline

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