



**SYLLABUS**  
**Academic year 2017-2018**

**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) / BUSINESS ADMINISTRATION IN INTERNATIONAL HOSPITALITY AND TOURISM (taught in English)

**2. Information regarding the course**

2.1. Name of the course	Economie și politici în turismul internațional/Economics and politics of international tourism						
2.2. Code	IME0027						
2.3. Course coordinator	Conf.dr. Valentin Toader						
2.4. Seminar coordinator	Conf.dr. Valentin Toader						
2.5. Year of study	1	2.6. Semester	1	2.7. Type of evaluation	E	2.8. Type of course	compulsory

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

3.1. Hours per week	4	Of which: 3.2. lecture	2	3.3 seminar/laboratory	2
3.4. Total hours in the curriculum	56	Of which: 3.5. lecture	28	3.6. seminar/laboratory	28
Time allotment:					ore
Learning using manual, course support, bibliography, course notes					36
Additional documentation (in libraries, on electronic platforms, field documentation)					20
Preparation for seminars/labs, homework, papers, portfolios and essays					28
Tutorship					2
Evaluations					2
Other activities:					6
3.7. Total individual study hours					94
3.8. Total hours per semester					150
3.9. Number of ECTS credits					6

**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"> <li>• have an advanced ability to model economic phenomena and processes, and draw up analysis &amp; synthesis works about running a business in international hospitality and tourism</li> <li>• have the ability to draw up various studies concerning the impact of tourism activity, and manage developmental &amp; territorial coordination projects, as well as tourism planning projects</li> <li>• be able to provide consultancy for an understanding of the inner characteristics of the hospitality and tourism business environment</li> </ul>
Transversal competencies	<ul style="list-style-type: none"> <li>• identifying various opportunities for continuing education and efficiently using learning resources and techniques for their development</li> </ul>

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

7.1. General objective of the course	<ul style="list-style-type: none"> <li>• to understand the business environment of international tourism</li> </ul>
7.2. Specific objective of the course	<ul style="list-style-type: none"> <li>• to know the travel reasons of international travelers</li> <li>• to be aware of the main trends/issues of the international tourism</li> <li>• to know the pillars of EU tourism policy</li> <li>• to be able to characterize the competitiveness of different tourism destinations</li> <li>• to understand the role of sustainability in international tourism</li> </ul>

## 8. Content

8.1. Course	Teaching method	Remarks
Tourism systems and tourism markets	Lecture, debate	1 lecture
Tourist behavior and international flows	Lecture, debate	2 lectures
Contemporary issues of tourism industry	Lecture, debate	1 lecture
The economic significance of international tourism	Lecture, debate	1 lecture
Impact of the Global Economic Crisis on International tourism and policy responses	Lecture, debate	2 lectures
Governing the tourism product. EU tourism policy pillars	Lecture, debate	2 lectures
Competitiveness in Travel & Tourism sector	Lecture, debate	1 lecture
Sustainable development of international tourism	Lecture, debate	2 lectures
Aviation and tourism	Lecture, debate	1 lecture
Visa facilitation and regulation of international visitor flows	Lecture, debate	1 lecture
Bibliography	1. World Economic Forum, The Travel and Tourism Competitiveness Report 2013, 2011 2. International Labour Organization, Economic crisis, international tourism decline and its impact on the poor, 2013 3. UNWTO, Policy and practice for global tourism, 2011 4. Cooper C., Hall M.C., Contemporary tourism. An international approach, Butterworth-Heinemann, 2008 5. Coles T., Hall C.M., International business and tourism. Global issues, contemporary interactions, Routledge International Series, 2008 6. Mansfeld Y., Pizam A., Tourism, security and safety from theory to practice, Butterworth-Heinemann, 2006 7. Dwyer L., Forsyth P., International handbook on the economics of tourism, Edward Elgar Publishing Limited, 2006	

8.2. Seminar / laboratory	Teaching method	Remarks
Tourism systems and tourism markets	Case study, debate	1 seminar



Tourist behavior and international flows	Case study, debate	2 seminars
Contemporary issues of tourism industry	Case study, debate	1 seminar
The economic significance of international tourism	Case study, debate	1 seminar
Impact of the Global Economic Crisis on International tourism and policy responses	Case study, debate	2 seminars
Governing the tourism product. EU tourism policy pillars	Case study, debate	2 seminars
Competitiveness in Travel & Tourism sector	Case study, debate	1 seminar
Sustainable development of international tourism	Case study, debate	2 seminars
Aviation and tourism	Case study, debate	1 seminar
Visa facilitation and regulation of international visitor flows	Case study, debate	1 seminar
Bibliography	<ol style="list-style-type: none"> <li>1. World Economic Forum, The Travel and Tourism Competitiveness Report 2013, 2011</li> <li>2. International Labor Organization, Economic crisis, international tourism decline and its impact on the poor, 2013</li> <li>3. UNWTO, Policy and practice for global tourism, 2011</li> <li>4. Cooper C., Hall M.C., Contemporary tourism. An international approach, Butterworth-Heinemann, 2008</li> <li>5. Coles T., Hall C.M., International business and tourism. Global issues, contemporary interactions, Routledge International Series, 2008</li> <li>6. Mansfeld Y., Pizam A., Tourism, security and safety from theory to practice, Butterworth-Heinemann, 2006</li> <li>7. Dwyer L., Forsyth P., International handbook on the economics of tourism, Edward Elgar Publishing Limited, 2006</li> </ol>	

**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"> <li>• Capacity to apply the learned concepts</li> <li>• Explain the results logically and correctly</li> </ul>	Exam	60%
10.5. Seminar/lab activities	<ul style="list-style-type: none"> <li>• Ability to apply the learned concepts</li> </ul>	Project presentation	40%

**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

Valentin Toader, assoc. prof.

Valentin Toader, assoc. prof.

Date of approval

Signature of the Head of department

Oana Adriana GICĂ, assoc. prof.





UNIVERSITATEA  
BABEŞ-BOLYAI

FACULTATEA DE  
**BUSINESS**  
IN PARTNERSHIP



Str. Horea nr. 7  
Cluj-Napoca, RO-400174  
Tel: 0264-599170  
tbs@tbs.ubbcluj.ro  
www.tbs.ubbcluj.ro

