



**SYLLABUS**  
**Academic year 2016-2017**

**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	Prof.dr. Smaranda Adina Cosma						
2.4. Seminar coordinator	Conf.dr. Valentin Toader						
2.5. Year of study	II	2.6. Semester	II	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					2
Other activities:					3
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"> <li>• capacity to conduct surveys, elaborate reports and summaries for the tourism managers</li> <li>• ability to advise managers regarding tourism environment evolutions</li> <li>• ability to provide consultancy for an understanding of the inner characteristics of the hospitality and tourism environment</li> <li>• capacity to elaborate strategies for urban tourism development</li> </ul>
Transversal competencies	<p>CT1 Applying the principles, norms and values of professional ethics into the rigorous, efficient and accountable work strategies</p> <p>CT 2 Identifying the roles and responsibilities in a multispecialty team and implementing various relational techniques and efficient teamwork</p>

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

### 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
Demand and seasonality of urban tourism. Managing the flows of urban tourism	Lecture, debate	1 lecture
Impacts of urban tourism	Lecture, debate	1 lecture
Developing urban tourism strategy. Typology of urban tourism products	Lecture, debate	1 lecture
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	





	<p>4. Maitland R., Brent W.R., City tourism. National capital perspectives, CABI, 2009</p> <p>5. Maciocco G., Serreli S., Enhancing the city. New perspectives for tourism and leisure, Springer, 2009</p> <p>6. Hayllar B., Griffin T., Edwards D., City spaces – tourist places. Urban tourism precincts, Butterworth-Heinemann, 2008</p>
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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
Demand and seasonality of urban tourism. Managing the flows of urban tourism	Case study, debate	1 seminar
Developing urban tourism strategy. Typology of urban tourism products	Case study, debate	1 seminar
Team project	Presentation and discussions	1 seminar
<b>Bibliography</b>	<p>1. Conrady R., Buck M., Trends and issues in global tourism, Springer, 2012</p> <p>2. Heeley J., Inside city tourism. A European perspective, Channel View Publications, 2011</p> <p>3. Mazanec J.A., Wober K.W., Analyzing international city tourism, Springer, 2010</p> <p>4. Maitland R., Brent W.R., City tourism. National capital perspectives, CABI, 2009</p> <p>5. Maciocco G., Serreli S., Enhancing the city. New perspectives for tourism and leisure, Springer, 2009</p> <p>6. Hayllar B., Griffin T., Edwards D., City spaces – tourist places. Urban tourism precincts, Butterworth-Heinemann, 2008</p>	

**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**

<ul style="list-style-type: none"> <li>The subjects of this discipline was elaborated according to the recommendations received from the business units serving the international tourists.</li> </ul>
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**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	50%





10.5. Seminar/lab activities	<ul style="list-style-type: none"> <li>Ability to apply the learned concepts</li> </ul>	Team project presentation	50%
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10.6. Minimum performance standards
<ul style="list-style-type: none"> <li>knowing the fundamental concepts who were taught;</li> <li>appropriate use and application of specialized concepts.</li> </ul>

Date

Signature of course coordinator

Signature of seminar coordinator

14.04.2017

Prof.dr. Smaranda Adina Cosma

Conf.dr. Valentin Toader

Date of approval

Signature of the Head of department

Conf.dr. Oana Adriana Gică

