



## 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 ŞI TURISM INTERNATIONAL (cu predare în limba engleză) |

### 2. Information regarding the course

|                          |  |               |   |                         |   |                     |            |
|--------------------------|--|---------------|---|-------------------------|---|---------------------|------------|
| 2.1. Name of the course  | Economie şi politici în turismul internaţional/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                     |    |                        |    |                         | 30  |
| Additional documentation (in libraries, on electronic platforms, field documentation) |    |                        |    |                         | 20  |
| Preparation for seminars/labs, homework, papers, portfolios and essays                |    |                        |    |                         | 20  |
| Tutorship   |    |                        |    |                         | 4   |
| Evaluations   |    |                        |    |                         | 10  |
| Other activities:   |    |                        |    |                         | 10  |
| 3.7. Total individual study hours   |    |                        |    |                         | 94  |
| 3.8. Total hours per semester   |    |                        |    |                         | 56  |
| 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>• have in-depth knowledge of theoretical, methodological &amp; practical development specific to the international hospitality and tourism;</li> <li>• have the ability to appropriately and competently use criteria and methods for gathering, processing, analyzing and interpreting tourism business data &amp; information in order to take efficient and argument-based decisions;</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> <li>• to know the travel reasons of international travelers</li> <li>• to be aware of the main trends/issues of the international tourism</li> </ul>    |
| 7.2. Specific objective of the course | <ul style="list-style-type: none"> <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  | <ol style="list-style-type: none"> <li>1. World Economic Forum, The Travel and Tourism Competitiveness Report 2013, 2011</li> <li>2. International Labour 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> |            |

| 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.

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Date of approval

Signature of the Head of department

Adina Negrușă, assoc. prof.