



## 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	Cercetare avansată și analiză în ospitalitate și turism/Advanced research and data analysis in hospitality and tourism						
2.2. Code	IME0042						
2.3. Course coordinator	Prof.dr. Smaranda COSMA						
2.4. Seminar coordinator	Assoc.prof. Marius BOTA						
2.5. Year of study	2	2.6. Semester	3	2.7. Type of evaluation	E	2.8. Type of course	mandatory

#### 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	28	Of which: 3.5. lecture	14	3.6. seminar/laboratory	14
Time allotment:					hours
Learning using manual, course support, bibliography, course notes					14
Additional documentation (in libraries, on electronic platforms, field documentation)					7
Preparation for seminars/labs, homework, papers, portfolios and essays					7
Tutorship					4
Evaluations					2
Other activities:					8
3.7. Total individual study hours	42				
3.8. Total hours per semester	70				
3.9. Number of ECTS credits	3				



#### 4. Prerequisites (if necessary)

4.1. curriculum	
4.2. competencies	

#### 5. Conditions (if necessary)

5.1. for the course	Classroom equipped with projector, computer
5.2. for the seminar /lab activities	Classroom equipped with projector, computer

#### 6. Specific competencies acquired

Professional competencies	<ul style="list-style-type: none"> <li>Ability to apply knowledge of research principles and tools to problem-solving related to marketing and consumption</li> <li>Ability to design and implementation of rigorous tourism research in regional, national and international contexts</li> </ul>
Transversal competencies	<ul style="list-style-type: none"> <li>Ability to work with data sources, methodologies and techniques of scientific research and the software tools used in marketing</li> <li>Ability to integrate and apply new trends in market research profitably and effectively in companies and other organizations</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>The objective of the course is to understand what marketing research means in tourism and hospitality context</li> </ul>
7.2. Specific objective of the course	<ul style="list-style-type: none"> <li>Understand the importance of marketing information in tourism and hospitality industry</li> <li>Study the research methods and instruments commonly used in tourism</li> <li>Learn the research category undertaken in this sector</li> </ul>

#### 8. Content

8.1. Course	Teaching method	Remarks
Assessing marketing information needs	Oral presentation, multimedia, exemplification	2 hours/week



Research methods in tourism and hospitality	Oral presentation, multimedia, exemplification	2 hours/week
Research instruments in tourism and hospitality	Oral presentation, multimedia, exemplification	2 hours/week
Marketing environment research	Oral presentation, multimedia, exemplification	2 hours/week
Market analysis and forecasting	Oral presentation, multimedia, exemplification	2 hours/week
Product and price research	Oral presentation, multimedia, exemplification	2 hours/week
Promotion and distribution research	Oral presentation, multimedia, exemplification	2 hours/week
Bibliography	<ol style="list-style-type: none"> <li>1. Bowie D., Buttle F., Hospitality Marketing. An introduction, Elsevier Butterworth-Heinemann, Oxford, 2004.</li> <li>2. Cosma S., <i>Cercetări de marketing</i>, Editura Presa Universitară Clujeană, Cluj-Napoca, 2008.</li> <li>3. Draica, C., Ghid practic de turism internațional și intern , Editura All Back, București, 1999.</li> <li>4. Kotler, P., Bowen, T.B., Makens J.C., Marketing for Hospitality and Tourism, 5th ed., Pearson Prentice Hall, New Jersey, 2010.</li> <li>5. Malhotra, N.K., <i>Basic Marketing Research – Applications to Contemporary Issues</i>, Prentice-Hall International, New Jersey, 2002.</li> <li>6. Middleton, V.T.C, Fyall, A., Morgan, M., Ranchhod, A., Marketing in travel and tourism, 4<sup>th</sup> Edition, Butterworth-Heinemann, Elsevier, 2009.</li> <li>7. Paina, N., Pop, M.D., <i>Cercetări de marketing</i>, Editura Presa Universitară Clujeană, Cluj-Napoca, 1997.</li> <li>8. Reid, R.D., Bojanic, D.C., Hospitality Marketing Management, 5th ed., John Wiley&amp;Sons, New Jersey, 2010.</li> </ol>	

8.2. Seminar / laboratory	Teaching method	Remarks
Requirements for course and seminar activities		Organizational tasks (2 hours/week)
Research methods and instruments in tourism and hospitality	Practical applications Exercises Case study	Group discussions (2 hours/week)



Marketing environment research	Practical applications Exercises Case study	Group discussions (2 hours/week)
Market analysis and forecasting	Practical applications Exercises Case study	Group discussions (2 hours/week)
Product and price research	Practical applications Exercises Case study	Group discussions (2 hours/week)
Promotion and distribution research	Practical applications Exercises Case study	Group discussions (2 hours/week)
Project presentation	Oral presentation, multimedia,	Group discussions (2 hours/week)
Bibliography	<p>9. Bowie D., Buttle F., Hospitality Marketing. An introduction, Elsevier Butterworth-Heinemann, Oxford, 2004.</p> <p>10. Cosma S., <i>Cercetări de marketing</i>, Editura Presa Universitară Clujeană, Cluj-Napoca, 2008.</p> <p>11. Draica, C., Ghid practic de turism internațional și intern , Editura All Back, București, 1999.</p> <p>12. Kotler, P., Bowen, T.B., Makens J.C., Marketing for Hospitality and Tourism, 5th ed., Pearson Prentice Hall, New Jersey, 2010.</p> <p>13. Malhotra, N.K., <i>Basic Marketing Research – Applications to Contemporary Issues</i>, Prentice-Hall International, New Jersey, 2002.</p> <p>14. Middleton, V.T.C, Fyall, A., Morgan, M., Ranchhod, A., Marketing in travel and tourism, 4<sup>th</sup> Edition, Butterworth-Heinemann, Elsevier, 2009.</p> <p>15. Paina, N., Pop, M.D., <i>Cercetări de marketing</i>, Editura Presa Universitară Clujeană, Cluj-Napoca, 1997.</p> <p>16. Reid, R.D., Bojanic, D.C., Hospitality Marketing Management, 5th ed., John Wiley&amp;Sons, New Jersey, 2010.</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**

- The topics covered are similar to those addressed in other prestigious universities at home and abroad. In order to adapt the content the discipline to the labor, meetings were held with representatives from the business community.

**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>• Logical application of 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 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

Prof.dr. Smaranda Cosma

Conf.dr. Marius Bota

Date of approval

Signature of the Head of department

Conf.dr. Adina Negrușă