



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	Principiile comportamentului consumatorului în ospitalitate și turism/Principles of consumer behavior in hospitality and tourism						
2.2. Code	IME0049						
2.3. Course coordinator	Conf.dr. Dacia Crina Petrescu						
2.4. Seminar coordinator	Conf.dr. Dacia Crina Petrescu						
2.5. Year of study	II	2.6. Semester	I	2.7. Type of evaluation	C	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	28	Of which: 3.5. lecture	14	3.6. seminar/laboratory	14
Time allotment:					ore
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: Study for final exam					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	Course classroom with videoprojector, computer
5.2. for the seminar /lab activities	Seminar classroom with videoprojector, computer

6. Specific competencies acquired

Professional competencies	<ul style="list-style-type: none"> gathering, processing, and analyzing data regarding the interaction between a company/ an organization and the external environment providing assistance for running a company/ an organization as a whole be able to understand the cross-cultural factors affecting the supply and demand in the international hospitality and tourism have the ability to draw up various studies concerning the impact of tourism activity, and manage developmental & territorial coordination projects, as well as tourism planning projects
Transversal competencies	<ul style="list-style-type: none"> implementing ethical principles, norms, and values within one's own rigorous, efficient, and responsible strategy of work identifying the roles and responsibilities in a multispecialty team and implementing various relational techniques and efficient teamwork have good communication and public speaking skills, leadership capabilities and professional behavior in to the work environment systematically use his/her specialist knowledge to model and interpret the correlations and basic trends in the international hospitality and tourism

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

7.1. General objective of the course	<ul style="list-style-type: none"> The course aims to provide students with the basic information on consumer behavior in hospitality and tourism: role and necessity of studying consumer behavior, factors that influence consumer behavior, analysis of decision making process, rights issues and consumer protection, and consumer behavior approach in the context of sustainable development
7.2. Specific objective of the course	<ul style="list-style-type: none"> Presentation and analysis of factors that influence consumer behaviour Presentation and analysis of consumer decision making process

8. Content

8.1. Course	Teaching method	Remarks
Consumer behavior within marketing field	Interactive presentation, video projector presentation	Basic concepts



Introduction to consumers behavior in hospitality and tourism	Interactive presentation, video projector presentation	The importance of consumer behavior Approaches to consumer behaviour The concept of consumer behavior in hospitality and tourism
Factors influencing consumer behavior (I)	Interactive presentation, video projector presentation	Categories of factors influencing consumer behavior: cultural, economic
Factors influencing consumer behavior (II)	Interactive presentation, video projector presentation	Categories of factors influencing consumer behavior: psychological, social
Decision making process (I)	Interactive presentation, video projector presentation	Buying decision Types of behaviour in developing purchasing decision
Decision making process (II)	Interactive presentation, video projector presentation	Stages of decision process
Needs, motivation and involvement of hospitality and tourism consumers	Interactive presentation, video projector presentation	Theories about the needs, motivation, involvement
Personality, personal values, lifestyles and consumer behavior in hospitality and tourism	Interactive presentation, video projector presentation	Lifestyles models
Consumers' knowledge, attitudes, resources and their use in hospitality and tourism	Interactive presentation, video projector presentation	Theories and models about attitude their use in hospitality and tourism
Psychological processes: information processing, learning, influencing attitudes and behavior	Interactive presentation, video projector presentation	Theories and models about learning and their use in hospitality and tourism
Organizational consumer behavior in hospitality and tourism	Interactive presentation, video projector presentation	Characteristics of organizational consumers
New issues in consumer behaviour for hospitality and tourism – consumerism, CSR	Interactive presentation, video projector presentation	Consumerism CSR
New issues in consumer behaviour for hospitality and tourism – environmental issues	Interactive presentation, video projector presentation	Adjusting hospitality and tourism to environmental challenges
Synthesis of presented notions	Interactive presentation, video projector presentation	Summary



Bibliography	<ol style="list-style-type: none"> 1. Blackwell, R., D., Miniard, P. W., Engel, J. F., 2005, Consumer Behavior (10th ed.), South-Western College Pub. 2. Blythe, J., 2013, Consumer Behaviour (2nd ed.), SAGE Publications Ltd. 3. Bowen, D., Clarke, J., 2009, Contemporary Tourist Behaviour: Yourself and Others as Tourists (CABI Tourism Texts), CABI. 4. Kotler, P., Kevin Lane Keller, K. L., 2011, Marketing Management (14th ed.), Prentice Hall. 5. Manente, M., Minghetti, V., Mingotto, E., 2014, Responsible Tourism and CSR: Assessment Systems for Sustainable Development of SMEs in Tourism (CSR, Sustainability, Ethics & Governance), Springer 6. Pearce, P. L., 2011, Tourist Behaviour and the Contemporary World (Aspects of Tourism), Channel View Publications. 7. Pizam A., Mansfeld Y. (Eds), 2000, Consumer Behavior in Travel and Tourism, Routledge. 8. Reisinger, Y., Turner, L., 2002, Cross-Cultural Behaviour in Tourism, Routledge. 9. Pearce, P., 2005, Tourist Behaviour: Themes and Conceptual Schemes (Aspects of Tourism), Channel View Publications. 10. Reisinger, Y., 2013, Transformational Tourism: Tourist Perspectives, CABI. 11. Solomon, M., Bamossy, G., Askegaard, S., Hogg, M. K., 1996, Consumer behaviour. A European Perspective, Pearson Education Limited.
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8.2. Seminar / laboratory	Teaching method	Remarks
Consumer behavior within marketing field	Exemplification, analysis, case studies for hospitality and tourism	Basic concepts
Introduction to consumers behavior in hospitality and tourism	Exemplification, analysis, case studies for hospitality and tourism	The importance of consumer behavior Approaches to consumer behaviour The concept of consumer behavior in hospitality and tourism
Factors influencing consumer behavior (I)	Exemplification, analysis, case studies for hospitality and tourism	Categories of factors influencing consumer behavior: cultural, economic
Factors influencing consumer behavior (II)	Exemplification, analysis, case studies for hospitality and tourism	Categories of factors influencing consumer behavior: psychological, social
Decision making process (I)	Exemplification, analysis, case studies for hospitality and tourism	Buying decision Types of behaviour in developing purchasing decision



Decision making process (I)	Exemplification, analysis, case studies for hospitality and tourism	Stages of decision process
Needs, motivation and involvement of hospitality and tourism consumers	Exemplification, analysis, case studies for hospitality and tourism	Theories about the needs, motivation, involvement
Personality, personal values, lifestyles and consumer behavior in hospitality and tourism	Exemplification, analysis, case studies for hospitality and tourism	Lifestyles models
Consumers' knowledge, attitudes, resources and their use in hospitality and tourism	Exemplification, analysis, case studies for hospitality and tourism	Theories and models about attitude their use in hospitality and tourism
Psychological processes: information processing, learning, influencing attitudes and behavior	Exemplification, analysis, case studies for hospitality and tourism	Theories and models about learning and their use in hospitality and tourism
Organizational consumer behavior in hospitality and tourism	Exemplification, analysis, case studies for hospitality and tourism	Characteristics of organizational consumers
New issues in consumer behaviour for hospitality and tourism – consumerism, CSR	Exemplification, analysis, case studies for hospitality and tourism	Consumerism CSR
New issues in consumer behaviour for hospitality and tourism – environmental issues	Exemplification, analysis, case studies for hospitality and tourism	Adjusting hospitality and tourism to environmental challenges
Synthesis of presented notions	Exemplification, analysis, case studies	Summary

Bibliography	<ol style="list-style-type: none"> 1. Blackwell, R., D., Miniard, P. W., Engel, J. F., 2005, Consumer Behavior (10th ed.), South-Western College Pub. 2. Blythe, J., 2013, Consumer Behaviour (2nd ed.), SAGE Publications Ltd. 3. Bowen, D., Clarke, J., 2009, Contemporary Tourist Behaviour: Yourself and Others as Tourists (CABI Tourism Texts), CABI. 4. Kotler, P., Kevin Lane Keller, K. L., 2011, Marketing Management (14th ed.), Prentice Hall. 5. Manente, M., Minghetti, V., Mingotto, E., 2014, Responsible Tourism and CSR: Assessment Systems for Sustainable Development of SMEs in Tourism (CSR, Sustainability, Ethics & Governance), Springer 6. Pearce, P. L., 2011, Tourist Behaviour and the Contemporary World (Aspects of Tourism), Channel View Publications. 7. Pizam A., Mansfeld Y. (Eds), 2000, Consumer Behavior in Travel and Tourism, Routledge. 8. Reisinger, Y., Turner, L., 2002, Cross-Cultural Behaviour in Tourism, Routledge. 9. Pearce, P., 2005, Tourist Behaviour: Themes and Conceptual Schemes (Aspects of Tourism), Channel View Publications. 10. Reisinger, Y., 2013, Transformational Tourism: Tourist Perspectives, CABI.
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11. Solomon, M., Bamossy, G., Askegaard, S., Hogg, M. K., 2996, Consumer behaviour. A European Perspective, Pearson Education Limited.

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 discipline content is consistent with what is being taught in other universities at home and abroad. In order to adapt it to the labour market requirements, there were held meetings with business representatives.

10. Evaluation

Type of activity	10.1 Evaluation criteria	10.2 Evaluation method	10.3 Share of final grade
10.4. Course	Knowledge of the presented theoretical concepts Correct application of theory to practice	Final examination	60%
10.5. Seminar/lab activities	Correct resolutions of exercises, case studies	Tests during the semester	30%
	Interest in individual preparation, seriousness in addressing seminar work	Points for active participation in seminars	10%

10.6. Minimum performance standards

- Knowledge of the presented theoretical concepts
- Correct application of theory to practice through simple exercises/case studies.
- Understanding of economical meaning of results obtained

Date

Signature of course coordinator

Signature of seminar coordinator

Conf.dr. Dacia Crina Petrescu

Conf.dr. Dacia Crina Petrescu

Date of approval

Signature of the Head of department

Conf.dr. Adina Negruşa