



SYLLABUS Academic year 2023-2024

1. Information regarding the program

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 program / 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

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

3.1. Hours per week	3	Of which: 3.2. lecture	2	3.3 seminar /laboratory	1
3.4. Total hours in the curriculum	42	Of which: 3.5. lecture	28	3.6. seminar /laboratory	14
Time allotment:					ore
Learning using manual, course support, bibliography, course notes					50
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					108
3.8. Total hours per semester					150
3.9. Number of ECTS credits					6

4. Prerequisites (if necessary)

4.1. curriculum	NA
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4.2. competencies	NA
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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"> C2. Advanced knowledge of concepts, techniques, and methods used in the scientific and applied research specific to the hospitality and tourism sector C3. Ability to identify and diagnose the influences of global economic, political, cultural, and environmental factors specific to the hospitality and tourism sector, both internationally and locally
Transversal competencies	<ul style="list-style-type: none"> CT3. Making effective use of various learning resources and techniques for personal development

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

7.1. General objective of the course	<ul style="list-style-type: none"> to understand the business environment of international tourism to promote the sustainable management and efficient use of natural resources
7.2. Specific objective of the course	<ul style="list-style-type: none"> to know the travel reasons of international travelers to be aware of the main trends/issues of the international tourism to be able to characterize the competitiveness of different tourism destinations to understand the role of sustainability in international tourism

8. Content

8.1. Course	Teaching method	Remarks
Introduction. Understanding international tourism	Lecture, debate	1 lecture
Globalization and tourism	Lecture, debate	1 lecture
International tourists' behavior and flows	Lecture, debate	1 lecture
Trends in international tourism demand	Lecture, debate	1 lecture
Forecasting international tourism demand	Lecture, debate	1 lecture
Sustainability of international tourism	Lecture, debate	1 lecture
Environmental and social issues in tourism sustainability	Lecture, debate	1 lecture
Competitiveness in Travel & Tourism sector	Lecture, debate	1 lecture
Transportation and tourism	Lecture, debate	2 lectures
Visa facilitation and regulation of international visitor flows	Lecture, debate	2 lectures
International trade of tourism and hospitality services	Lecture, debate	2 lectures
Bibliography	1. Dwyer L., Forsyth P., Dwyer W., Tourism Economics and Policy, Channel View Publications, Bristol, 2020	

	<ol style="list-style-type: none"> 2. Tribe John, The economics of recreation, leisure and tourism, Routledge, Oxford, 2020 3. UNWTO, Policy and practice for global tourism, 2011 4. Coles Tim, International business and tourism: global issues, contemporary interactions. London: Routledge, 2008. 5. Cooper C., Hall M.C., Contemporary tourism. An international approach, Butterworth-Heinemann, 2008 6. Dwyer L., Forsyth P., International handbook on the economics of tourism, Edward Elgar Publishing Limited, 2006 7. International Labour Organization, Economic crisis, international tourism decline and its impact on the poor, 2013 8. World Economic Forum, The Travel and Tourism Competitiveness Reports
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8.2. Seminar / laboratory	Teaching method	Remarks
Introduction. Understanding international tourism	Case study, debate	1 seminar
Globalization and tourism	Case study, debate	1 seminar
International tourists' behavior and flows	Case study, debate	1 seminar
Trends in international tourism demand	Case study, debate	1 seminar
Forecasting international tourism demand	Case study, debate	1 seminar
Sustainability of international tourism	Case study, debate	1 seminar
Environmental and social issues in tourism sustainability	Case study, debate	1 seminar
Competitiveness in Travel & Tourism sector	Case study, debate	1 seminar
Transportation and tourism	Case study, debate	2 seminars
Visa facilitation and regulation of international visitor flows	Case study, debate	2 seminars
International trade of tourism and hospitality services	Case study, debate	2 seminars

Bibliography	<ol style="list-style-type: none"> 1. Dwyer L., Forsyth P., Dwyer W., Tourism Economics and Policy, Channel View Publications, Bristol, 2020 2. Tribe John, The economics of recreation, leisure and tourism, Routledge, Oxford, 2020 3. UNWTO, Policy and practice for global tourism, 2011 4. Coles Tim, International business and tourism: global issues, contemporary interactions. London: Routledge, 2008. 5. Dwyer L., Forsyth P., International handbook on the economics of tourism, Edward Elgar Publishing Limited, 2006 6. World Economic Forum, The Travel and Tourism Competitiveness Reports 7. UNWTO Library
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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

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| <ul style="list-style-type: none"> • The subjects of this discipline were elaborated according to the recommendations received from the business units serving the international tourists. |
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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"> • Capacity to apply the learned concepts. • Explain the results logically and correctly 	Written exam	50%

10.5. Seminar/lab activities	<ul style="list-style-type: none"> Ability to apply the learned concepts 	Study cases / Essays	50% (3 or 4 tasks synchronous and asynchronous *10%)
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Remarks:

- during the resit session, the evaluation method is the same. Any student who would like to improve its grade has the possibility to attend once again ONLY the written exam.
- The final grade is calculated only if the grade on the writing exam (10.4) is at least 5.

10.6. Minimum performance standards

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| <ul style="list-style-type: none"> ➤ knowing the fundamental concepts who were taught. ➤ appropriate use and application of specialized concepts. |
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Date

Signature of course coordinator

Signature of seminar coordinator

29.09.2023

Valentin TOADER, assoc. prof.

Valentin TOADER, assoc. prof.

Date of approval

Signature of the Head of department

11.10.2023

Marius BOTA, assoc. prof.