



## SYLLABUS

### Academic year 2023-2024

#### 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		Conf.dr. Cristina FLEȘERIU / Conf.dr. Valentin TOADER					
2.4. Seminar coordinator		Conf.dr. Cristina FLEȘERIU / Conf.dr. Valentin TOADER					
2.5. Year of study	2	2.6. Semester	2	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	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					34
Additional documentation (in libraries, on electronic platforms, field documentation)					30
Preparation for seminars/labs, homework, papers, portfolios and essays					30
Tutorship					2
Evaluations					4
Other activities:					1
3.7. Total individual study hours					51
3.8. Total hours per semester					125
3.9. Number of ECTS credits					5

#### 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>C2. Advanced knowledge of concepts, techniques, and methods used in the scientific and applied research specific to the hospitality and tourism sector</li> <li>C5. Drawing up various reports/ studies useful for the running of a hospitality/ tourism unit and the provision of consultancy in the field</li> </ul>
Transversal competencies	<ul style="list-style-type: none"> <li>CT2. Identification of roles and responsibilities in a team and their implementation within various hospitality and tourism-based businesses</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 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 the seasonality of tourism flows in urban areas and to be able to identify solutions for the urban areas sustainable development</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
Relationship between tourism and urban development	Lecture, debate	1 lecture
Motivations for urban tourism. Information needs of city travellers	Lecture, debate	1 lecture
Challenges in urban tourism development	Lecture, debate	1 lecture
Measuring the level of activity in urban tourism	Lecture, debate	1 lecture
Sharing economy and urban tourism	Lecture, debate	1 lecture
Bibliography	<ol style="list-style-type: none"> <li>Belini N., Pasquinelli C., Tourism in the City: Towards an Integrative Agenda on Urban Tourism, 1st ed., 2017 Edition</li> <li>Conrady R., Buck M., Trends and issues in global tourism, Springer, 2012</li> <li>Heeley J., Inside city tourism. A European perspective, Channel View Publications, 2011</li> <li>Mazanec J.A., Wober K.W., Analyzing international city tourism, Springer, 2010</li> <li>Maitland R., Brent W.R., City tourism. National capital perspectives, CABI, 2009</li> <li>Maciocco G., Serreli S., Enhancing the city. New perspectives for tourism and leisure, Springer, 2009</li> </ol>	

	<ol style="list-style-type: none"> <li>7. Hayllar B., Griffin T., Edwards D., City spaces – tourist places. Urban tourism precincts, Butterworth-Heinemann, 2008</li> <li>8. Kolb Bonita M., Tourism marketing for cities and towns: using branding and events to attract tourists. Burlington, Mass.; Oxford, UK: Butterworth-Heinemann, 2006.</li> <li>9. Lungu (Gârbea) Roxana Valentina, Turismul urban: stadiul actual și perspectivele de dezvoltare ale orașelor din Moldova Apuseană. Iași: [s.n.], 2014.</li> <li>10. Popescu Ruxandra Irina, Corboș Răzvan Andrei, Creșterea competitivității unei destinații prin strategii de branding. București: Editura A.S.E, 2013.</li> <li>11. Pușcaș Angelica, Coloane și vitralii: antichitate și ev mediu: incursiuni în istoria și cultura turismului urban premodern. Cluj-Napoca: Presa Universitară Clujeană, 2015.</li> <li>12. Stănciulescu Gabriela, Minciu Rodica, Pădurean Mihaela, Strategia dezvoltării zonelor metropolitane și amenajarea turistică. București: Editura A.S.E, 2009.</li> </ol>
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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
Challenges in urban tourism development	Case study, debate	1 seminar
Measuring the level of activity in urban tourism	Case study, debate	1 seminar
Sharing economy and urban tourism	Case study, debate	1 seminar

Bibliography	<ol style="list-style-type: none"> <li>1. Conrady R., Buck M., Trends and issues in global tourism, Springer, 2012</li> <li>2. Heeley J., Inside city tourism. A European perspective, Channel View Publications, 2011</li> <li>3. Mazanec J.A., Wober K.W., Analyzing international city tourism, Springer, 2010</li> <li>4. Maitland R., Brent W.R., City tourism. National capital perspectives, CABI, 2009</li> <li>5. Maciocco G., Serreli S., Enhancing the city. New perspectives for tourism and leisure, Springer, 2009</li> <li>6. Hayllar B., Griffin T., Edwards D., City spaces – tourist places. Urban tourism precincts, Butterworth-Heinemann, 2008</li> </ol>
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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"> <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>	Project content	40%
10.5. Seminar/lab activities	<ul style="list-style-type: none"> <li>• Ability to apply the learned concepts</li> </ul>	Project presentation	60%

**Remarks:**

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| <ul style="list-style-type: none"> <li>• the share of each evaluation criteria may change at the beginning of the semester as a result of the students' suggestions</li> </ul> |
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- during the resit session, the evaluation method is the same. Any student who would like to improve its grade has to perform the entire evaluation activity once again.
- To calculate the final grade, the result for project content should be at least 5.

#### 10.6. Minimum performance standards

- knowing the fundamental concepts who were taught;
- appropriate use and application of specialized concepts.

**Date**

**29.09.2023**

**Signature of course coordinator**

**Conf.dr. Cristina FLEȘERIU  
Conf.dr. Valentin TOADER**

**Signature of seminar coordinator**

**Conf.dr. Cristina FLEȘERIU  
Conf.dr. Valentin TOADER**

**Date of approval**

**11.10.2023**

**Signature of the Head of department**

**Conf.dr. Marius BOTA**