



## SYLLABUS Academic year 2024-2025

### 1. Information regarding the programme

1.1 Higher education institution	Universitatea Babeş-Bolyai
1.2 Faculty	Business
1.3 Department	Hospitality Services
1.4 Field of study	Business Administration
1.5 Study cycle	Bachelor
1.6 Study programme / Qualification	Business Administration in Hospitality Services

### 2. Information regarding the discipline

2.1 Name of the discipline	<b>Intercultural behaviour in Hospitality Industry</b>						
2.2. Discipline cod	ILE0062						
2.3 Course coordinator	Prof. Adina NEGRUŞA, PhD						
2.4 Seminar coordinator	Prof. Adina NEGRUŞA, PhD						
2.5. Year of study	3	2.6 Semester	I	2.7. Type of evaluation	C	2.8 Type of discipline	Elective

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

3.1 Hours per week	3	Of which: 3.2 course	2	3.3 seminar/laboratory	1
3.4 Total hours in the curriculum	42	Of which: 3.5 course	28	3.6 seminar/laboratory	14
Time allotment:					hours
Learning using manual, course support, bibliography, course notes					8
Additional documentation (in libraries, on electronic platforms, field documentation)					8
Preparation for seminars/labs, homework, papers, portfolios and essays					6
Tutorship					2
Evaluations					4
Other activities: Preparation for the Final Examination					5
3.7 Total individual study hours					33
3.8 Total hours per semester					75
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	<ul style="list-style-type: none"> <li>Classroom with video projector</li> </ul>
5.2. for the seminar /lab activities	<ul style="list-style-type: none"> <li>Classroom with video projector</li> </ul>

## 6. Specific competencies acquired

<b>Professional competencies</b>	<ul style="list-style-type: none"> <li><b>C3. Negotiation of contract terms and customer and supplier relationship management (C3.5. Development of new ways of working with customers and improvement of customer communication and negotiation)</b></li> <li><b>C4. implementing business development strategies in the hospitality industry (C4.5. Design and proposal of improvements to business development strategies in hospitality industry organisations)</b></li> </ul>
<b>Transversal competencies</b>	<ul style="list-style-type: none"> <li><b>CT2. Identification of roles and responsibilities within a multi-skilled team and use effective teamwork and interpersonal techniques</b></li> </ul>

## 7. Objectives of the discipline (outcome of the acquired competencies)

7.1 General objective of the discipline	In order to be successful, tourism marketers should have cultural knowledge of their target markets. They must know and understand the major value orientations of their customers, and be aware of and sensitive to cultural differences among international tourist markets and local hosts. Tourism marketers and managers should learn, understand, and respect the influence of national culture on human behaviour.
7.2 Specific objective of the discipline	<p>This course is collaborative because the students are expected to provide some of the content. The weekly readings target particular aspects of cultural differentiation. Working within those topics, teams of students are asked to describe aspects of tourism behaviour in particular cultures based on their research and/or personal experiences.</p> <ul style="list-style-type: none"> <li>To understand how culture influences international tourism issues.</li> <li>To understand tourist behaviour from the cultural point of view</li> <li>To identify how national cultures influence tourists' purchases, choices, and experiences</li> <li>To identify the reasons for specific tourist reactions to the external environment</li> </ul>



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|  | <ul style="list-style-type: none"><li>To understand the relation between strategic decisions and cultural approach of tourists behaviour</li></ul> |
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## 8. Content

8.1 Course	Teaching methods	Remarks
1. <i>Globalization, tourism and culture</i>	<ul style="list-style-type: none"><li>interactive course, based on lecture and debates</li><li>discussions and debates during the lecture based on examples and case studies provided by the teacher</li></ul>	1 lecture
2. <i>Cultural concept and diversity</i>	<ul style="list-style-type: none"><li>interactive course, based on lecture and debates</li><li>discussions and debates during the lecture based on examples and case studies provided by the teacher</li></ul>	2 lectures
3. <i>Cultural concept in tourism and hospitality.</i>	<ul style="list-style-type: none"><li>interactive course, based on lecture and debates</li><li>discussions and debates during the lecture based on examples and case studies provided by the teacher</li></ul>	2 lectures
4. <i>Culture's dimensions</i>	<ul style="list-style-type: none"><li>interactive course, based on lecture and debates</li><li>discussions and debates during the lecture based on examples and case studies provided by the teacher</li></ul>	2 lectures
5. <i>Influence of culture on communication process and tourism</i>	<ul style="list-style-type: none"><li>interactive course, based on lecture and debates</li><li>discussions and debates during the lecture based on examples and case studies provided by the teacher</li></ul>	2 lectures
6. <i>Influence of culture on hospitality services</i>	<ul style="list-style-type: none"><li>interactive course, based on lecture and debates</li><li>discussions and debates during the lecture based on examples and case studies provided by the teacher</li></ul>	2lectures



7. <i>Influence of culture on motivational process</i>	<ul style="list-style-type: none"> <li>• interactive course, based on lecture and debates</li> <li>• discussions and debates during the lecture based on examples and case studies provided by the teacher</li> </ul>	2 lectures
8. Comparison across cultures	<ul style="list-style-type: none"> <li>• interactive course, based on lecture and debates</li> <li>• discussions and debates during the lecture based on examples and case studies provided by the teacher</li> </ul>	1 lecture
<b>Bibliography</b> Compulsory references: 1. Istocescu, A.: Management comparat internațional, Editura Ase, București, 2005. 2. Ionescu, Gh.; Cazan, Emil; Negrușă, A.: Management organizațional, Editura Tribuna Economică, bucurești 2001 - Biblioteca Catedrei de Business Cluj-Napoca. 3. Mead, Richard – International management – Cross Cultural Dimensions, Blackwell Publishing, International, 2005 4. Mendenhall, M.; Punnett, B.J.; Ricks, D.: Global Management, Blackwell Publishers International 1995. 5. Mintzberg, Henry: The Nature of Managerial Work, Prentice-Hall, Englewood Cliffs. H.S. 1980 - Biblioteca Centrală a Universității.		
<b>8.2 Seminar / laboratory</b>	<b>Teaching methods</b>	<b>Remarks</b>
1. Globalization, tourism and intercultural management. <i>Case study Cultural diversity in tourism</i>	Case study analysis, short presentation, exercises and games	2 seminars
2. Elements for defining culture. <i>Exercises Culture's dimensions</i>	Case study analysis, short presentation, exercises and games	2 seminars
3. <i>Practical exercise</i> - Influence of culture on communication process. Case study <i>Cultural influence in communication process in tourism</i>	Case study analysis, short presentation, exercises and games	2 seminars
4. Cultural values in tourism and hospitality. <i>Essay</i> – Tourist cultural behavior.	Case study analysis, short presentation, exercises and games	2 seminars
5. Exercises Influence of culture on motivation process. <i>Essay</i> - Influence of culture on motivation process.	Case study analysis, short presentation, exercises and games	2 seminars



6. Study tourist behaviour across cultures. <i>Case study Tourists' behavior</i>	Case study analysis, short presentation, exercises and games	2 seminars
<b>Bibliography</b> Compulsory references: 1. Istocescu, A.: Management comparat internațional, Editura Ase, București, 2005. 2. Ionescu, Gh.; Cazan, Emil; Negrușă, A.: Management organizațional, Editura Tribuna Economică, bucurești 2001 - Biblioteca Catedrei de Business Cluj-Napoca. 3. Mead, Richard – International management – Cross Cultural Dimensions, Blackwell Publishing, International, 2005 4. Mendenhall, M.; Punnett, B.J.; Ricks, D.: Global Management, Blackwell Publishers International 1995. 5. Mintzberg, Henry: The Nature of Managerial Work, Prentice-Hall, Englewood Cliffs. H.S. 1980 - Biblioteca Centrală a Universității.		

**9. Corroborating the content of the discipline with the expectations of the epistemic community, professional associations and representative employers within the field of the program**

**The course and seminar content is in accordance with the content of other courses from correspondent national and international faculties.**  
**Also, several meetings were held with leaders from business environment in order to match the curricula with the labour market requests.**

**10. Evaluation**

Type of activity	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Share in the grade (%)
10.4 Course	<ul style="list-style-type: none"> <li>• <b>Correctness and amplitude of theoretic knowledge</b></li> <li>• <b>Logic coherence</b></li> <li>• <b>Specialized terminology</b></li> <li>• <b>Understanding of basic concepts in study cross-cultural behavior trough the lenses of various theories</b></li> </ul>	Final test	40 %
10.5 Seminar/lab activities	<ul style="list-style-type: none"> <li>• <b>Ability to apply learned concepts</b></li> </ul>	Seminar attendance and activity	10 %
	<ul style="list-style-type: none"> <li>• <b>Study work elaborated on announced topics</b></li> </ul>	Elaboration and oral presentation of a project	50 %
10.6 Minimum performance standards <ul style="list-style-type: none"> <li>• comprehension of basic notions and their usage</li> </ul>			



- interpretations of the obtained results
- The evaluation mode is also maintained for the re-exam's session;
- In order to calculate the final mark summing up the points obtained during the semester, it is necessary to obtain at least 50% of the score related to the written exam.

Content	Competencies acquired	Competencies evaluation method
Chap. I-VIII	<b>C3.5. Development of new ways of working with customers and improvement of customer communication and negotiation</b>	50% Project (Grade for content) + 50% grade for final test
Chap. I-VII	<b>C4.5. Design and proposal of improvements to business development strategies in hospitality industry organisations.</b>	50% grade for final test + 50% Assignments grade
	CT2. Identification of roles and responsibilities within a multi-skilled team and use effective teamwork and interpersonal techniques	Project (Grade for work organization and presentation)

**Date**

**Signature of course coordinator**

**Signature of seminar coordinator**

**23.04.2024**

Prof.univ.dr. Adina Negrușă

Prof.univ.dr. Adina Negrușă

**Date of approval**

**Signature of the Head of department**

**22.05.2024**

Conf.univ.dr. Marius Bota