



## SYLLABUS Academic year 2024-2025

### 1. Information regarding the program

1.1. Higher education institution	BABEȘ-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	compulsory

### 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"> <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>• 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</li> </ul>
Transversal competencies	<ul style="list-style-type: none"> <li>• CT3. Making effective use of various learning resources and techniques for personal development</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 business environment of international tourism</li> <li>• to promote the sustainable management and efficient use of natural resources</li> </ul>
7.2. Specific objective of the course	<ul style="list-style-type: none"> <li>• to know the travel reasons of international travelers</li> <li>• to be aware of the main trends/issues of the international tourism</li> <li>• to be able to characterize the competitiveness of different tourism destinations</li> <li>• to understand the role of sustainability in international tourism</li> </ul>

### 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"> <li>2. Tribe John, The economics of recreation, leisure and tourism, Routledge, Oxford, 2020</li> <li>3. UNWTO, Policy and practice for global tourism, 2011</li> <li>4. Coles Tim, International business and tourism: global issues, contemporary interactions. London: Routledge, 2008.</li> <li>5. Cooper C., Hall M.C., Contemporary tourism. An international approach, Butterworth-Heinemann, 2008</li> <li>6. Dwyer L., Forsyth P., International handbook on the economics of tourism, Edward Elgar Publishing Limited, 2006</li> <li>7. International Labour Organization, Economic crisis, international tourism decline and its impact on the poor, 2013</li> <li>8. World Economic Forum, The Travel and Tourism Competitiveness Reports</li> </ol>
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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"> <li>1. Dwyer L., Forsyth P., Dwyer W., Tourism Economics and Policy, Channel View Publications, Bristol, 2020</li> <li>2. Tribe John, The economics of recreation, leisure and tourism, Routledge, Oxford, 2020</li> <li>3. UNWTO, Policy and practice for global tourism, 2011</li> <li>4. Coles Tim, International business and tourism: global issues, contemporary interactions. London: Routledge, 2008.</li> <li>5. Dwyer L., Forsyth P., International handbook on the economics of tourism, Edward Elgar Publishing Limited, 2006</li> <li>6. World Economic Forum, The Travel and Tourism Competitiveness Reports</li> <li>7. UNWTO Library</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 were 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>	Written exam	50%

10.5. Seminar/lab activities	<ul style="list-style-type: none"> <li>Ability to apply the learned concepts</li> </ul>	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"> <li>➤ knowing the fundamental concepts who were taught.</li> <li>➤ appropriate use and application of specialized concepts.</li> </ul> |
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**Date**

**Signature of course coordinator**

**Signature of seminar coordinator**

24.04.2024

Valentin TOADER, assoc. prof.

Valentin TOADER, assoc. prof.

**Date of approval**

**Signature of the Head of department**

22.05.2024

Marius BOTA, assoc. prof.