



## SYLLABUS Academic year 2024-2025

### 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		ADVANCED RESEARCH AND DATA ANALYSIS IN HOSPITALITY AND TOURISM					
2.2. Code		IME0042					
2.3. Course coordinator			Assoc. prof. dr. Marius BOTA				
2.4. Seminar coordinator			Assoc. prof. dr. Marius BOTA				
2.5. Year of study	2	2.6. Semester	1	2.7. Type of evaluation	E	2.8. Type of course	mandatory

### 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:					hours
Learning using manual, course support, bibliography, course notes					30
Additional documentation (in libraries, on electronic platforms, field documentation)					14
Preparation for seminars/labs, homework, papers, portfolios and essays					14
Tutorship					2
Evaluations					2
Other activities:					10
3.7. Total individual study hours		72			
3.8. Total hours per semester		100			
3.9. Number of ECTS credits		4			

### 4. Prerequisites (if necessary)

4.1. curriculum	
4.2. competencies	



## 5. Conditions (if necessary)

5.1. for the course	Classroom equipped with projector, computer
5.2. for the seminar /lab activities	Classroom equipped with projector, computer

## 6. Specific competencies acquired

Professional competencies	<ul style="list-style-type: none"><li>advanced knowledge of concepts, techniques, and methods used in the scientific and applied research specific to the hospitality and tourism sector (C2)</li></ul>
Transversal competencies	<ul style="list-style-type: none"><li>identification of roles and responsibilities in a team and their implementation within various hospitality and tourism-based businesses (CT2)</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>The objective of the course is to understand what marketing research means in tourism and hospitality context</li></ul>
7.2. Specific objective of the course	<ul style="list-style-type: none"><li>Understand the importance of marketing information in tourism and hospitality industry</li><li>Study the research methods and instruments commonly used in tourism</li><li>Learn the research category undertaken in this sector</li></ul>

## 8. Content

8.1. Course	Teaching method	Remarks
Assessing marketing information needs	Oral presentation, multimedia, exemplification	1 lecture (2 hours)
Research methods in tourism and hospitality	Oral presentation, multimedia, exemplification	1 lecture (2 hours)
Research instruments in tourism and hospitality	Oral presentation, multimedia, exemplification	1 lecture (2 hours)
Marketing environment research Qualitative research	Oral presentation, multimedia,	1 lecture (2 hours)



	exemplification	
Quantitative research Questionnaire	Oral presentation, multimedia, exemplification	1 lecture (2 hours)
Report preparation and presentation	Oral presentation, multimedia, exemplification	1 lecture (2 hours)
Project presentation	Oral presentation, multimedia	
Bibliography	<ol style="list-style-type: none"> <li>1. Kotler, P., Bowen, T.B., Makens J.C., Marketing for Hospitality and Tourism, 5th ed., Pearson Prentice Hall, New Jersey, 2010.</li> <li>2. Malhotra, N. K., <i>Marketing Research: An Applied Orientation, 7th edition, Global Edition</i>, Pearson, 2019, ISBN: 9781292265636</li> <li>3. Middleton, V.T.C, Fyall, A., Morgan, M., Ranchhod, A., Marketing in travel and tourism, 4<sup>th</sup> Edition, Butterworth-Heinemann, Elsevier, 2009.</li> <li>4. Nunan, D., Birks D. F. and Malhotra, N. K., <i>Marketing Research Applied Insight, 6th Edition</i>, Pearson Education Limited, 2020 ISBN: 9781292308722</li> <li>5. Reid, R.D., Bojanic, D.C., Hospitality Marketing Management, 5th ed., John Wiley&amp;Sons, New Jersey, 2010.</li> </ol>	

8.2. Seminar / laboratory	Teaching method	Remarks
Requirements for course and seminar activities	Oral presentation, multimedia	1 seminar (2 hours)
Assessing marketing information needs	Practical applications Exercises Case study	1 seminar (2 hours)
Research methods and instruments in tourism and hospitality	Practical applications Exercises Case study	1 seminar (2 hours)
Qualitative research Focus-group; projective research	Practical applications Exercises Case study	1 seminar (2 hours)
Quantitative research Questionnaire	Practical applications Exercises Case study	1 seminar (2 hours)
Report preparation and presentation	Practical applications Exercises	1 seminar (2 hours)



	Case study	
Project presentation	Oral presentation, multimedia	
Bibliography	<ol style="list-style-type: none"> <li>1. Kotler, P., Bowen, T.B., Makens J.C., Marketing for Hospitality and Tourism, 5th ed., Pearson Prentice Hall, New Jersey, 2010.</li> <li>2. Malhotra, N. K., <i>Marketing Research: An Applied Orientation, 7th edition, Global Edition</i>, Pearson, 2019, ISBN: 9781292265636</li> <li>3. Middleton, V.T.C, Fyall, A., Morgan, M., Ranchhod, A., Marketing in travel and tourism, 4<sup>th</sup> Edition, Butterworth-Heinemann, Elsevier, 2009.</li> <li>4. Nunan, D., Birks D. F. and Malhotra, N. K., <i>Marketing Research Applied Insight, 6th Edition</i>, Pearson Education Limited, 2020 ISBN: 9781292308722</li> <li>5. Reid, R.D., Bojanic, D.C., Hospitality Marketing Management, 5th ed., John Wiley&amp;Sons, New Jersey, 2010.</li> </ol>	

**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 topics covered are similar to those addressed in other prestigious universities at home and abroad. In order to adapt the content the discipline to the labor, meetings were held with representatives from the business community.

**10. Evaluation**

- The evaluation method is also maintained for the exams in the re-examination session.

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>• Logical application of the learned concepts</li> <li>• Explain the results logically and correctly</li> </ul>		
10.5. Seminar/lab activities	<ul style="list-style-type: none"> <li>• Ability to apply learned concepts</li> </ul>	Project presentation	100%

10.6 For the reexamination period the evaluation remains the same

10.7 Minimum performance standards

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

Date

Signature of course coordinator

Signature of seminar coordinator



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**23.04.2024**

Assoc. prof. dr. Marius BOTA

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**Date of approval**

**Signature of the Head of department**

Assoc. prof. dr. Marius BOTA

**22.05.2024**