




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 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"> C2. Advanced knowledge of concepts, techniques, and methods used in the scientific and applied research specific to the hospitality and tourism sector C5. Drawing up various reports/ studies useful for the running of a hospitality/ tourism unit and the provision of consultancy in the field
Transversal competencies	<ul style="list-style-type: none"> CT2. Identification of roles and responsibilities in a team and their implementation within various hospitality and tourism-based businesses

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 characteristics of urban tourism
7.2. Specific objective of the course	<ul style="list-style-type: none"> To know how to measure the tourism flows in urban areas To identify the motivations and forms of urban tourism To analyse the effects of urban tourism To understand the seasonality of tourism flows in urban areas and to be able to identify solutions for the urban areas sustainable development To understand how to develop a tourism strategy for urban areas

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"> Belini N., Pasquinelli C., Tourism in the City: Towards an Integrative Agenda on Urban Tourism, 1st ed., 2017 Edition Conrady R., Buck M., Trends and issues in global tourism, Springer, 2012 Heeley J., Inside city tourism. A European perspective, Channel View Publications, 2011 Mazanec J.A., Wober K.W., Analyzing international city tourism, Springer, 2010 Maitland R., Brent W.R., City tourism. National capital perspectives, CABI, 2009 Maciocco G., Serreli S., Enhancing the city. New perspectives for tourism and leisure, Springer, 2009 	

	<p>7. Hayllar B., Griffin T., Edwards D., City spaces – tourist places. Urban tourism precincts, Butterworth-Heinemann, 2008</p> <p>8. Kolb Bonita M., Tourism marketing for cities and towns: using branding and events to attract tourists. Burlington, Mass.; Oxford, UK: Butterworth-Heinemann, 2006.</p> <p>9. Lungu (Gârbea) Roxana Valentina, Turismul urban: stadiul actual și perspectivele de dezvoltare ale orașelor din Moldova Apuseană. Iași: [s.n.], 2014.</p> <p>10. Popescu Ruxandra Irina, Corboș Răzvan Andrei, Creșterea competitivității unei destinații prin strategii de branding. București: Editura A.S.E, 2013.</p> <p>11. Pușcaș Angelica, Coloane și vitralii: antichitate și ev mediu: incursiuni în istoria și cultura turismului urban premodern. Cluj-Napoca: Presa Universitară Clujeană, 2015.</p> <p>12. Stănciulescu Gabriela, Minciu Rodica, Pădurean Mihaela, Strategia dezvoltării zonelor metropolitane și amenajarea turistică. București: Editura A.S.E, 2009.</p>
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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	<p>1. Conrady R., Buck M., Trends and issues in global tourism, Springer, 2012</p> <p>2. Heeley J., Inside city tourism. A European perspective, Channel View Publications, 2011</p> <p>3. Mazanec J.A., Wober K.W., Analyzing international city tourism, Springer, 2010</p> <p>4. Maitland R., Brent W.R., City tourism. National capital perspectives, CABI, 2009</p> <p>5. Maciocco G., Serreli S., Enhancing the city. New perspectives for tourism and leisure, Springer, 2009</p> <p>6. Hayllar B., Griffin T., Edwards D., City spaces – tourist places. Urban tourism precincts, Butterworth-Heinemann, 2008</p>	

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

<ul style="list-style-type: none"> The subjects of this discipline was 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 	Project content	40%
10.5. Seminar/lab activities	<ul style="list-style-type: none"> Ability to apply the learned concepts 	Project presentation	60%

Remarks:

<ul style="list-style-type: none"> the share of each evaluation criteria may change at the beginning of the semester as a result of the students' suggestions
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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

24.04.2024

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

22.05.2024

Signature of the Head of department

Conf.dr. Marius BOTA