



## SYLLABUS

### Academic year 2022-2023

#### 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	3	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	
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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> <li>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 (C3)</li> <li>drawing up decision-based strategies/ alternatives specific to hospitality/ tourism units by means of modern information technology tools (C4)</li> </ul>
Transversal competencies	<ul style="list-style-type: none"> <li>Identifying the roles and responsibilities in a multispecialty team and implementing various relational techniques and efficient work within a team (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,	1 lecture (2 hours)



	exemplification	
Research instruments in tourism and hospitality	Oral presentation, multimedia, exemplification	1 lecture (2 hours)
Marketing environment research Qualitative research	Oral presentation, multimedia, exemplification	1 lecture (2 hours)
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. Bowie D., Buttle F., Hospitality Marketing. An introduction, Elsevier Butterworth-Heinemann, Oxford, 2004.</li> <li>2. Cosma S., <i>Cercetări de marketing</i>, Editura Presa Universitară Clujeană, Cluj-Napoca, 2008.</li> <li>3. Draica, C., Ghid practic de turism internațional și intern , Editura All Back, București, 1999.</li> <li>4. Kotler, P., Bowen, T.B., Makens J.C., Marketing for Hospitality and Tourism, 5th ed., Pearson Prentice Hall, New Jersey, 2010.</li> <li>5. Malhotra, N.K., <i>Basic Marketing Research – Applications to Contemporary Issues</i>, Prentice-Hall International, New Jersey, 2002.</li> <li>6. 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>7. Paina, N., Pop, M.D., <i>Cercetări de marketing</i>, Editura Presa Universitară Clujeană, Cluj-Napoca, 1997.</li> <li>8. 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	1 seminar (2 hours)



	Case study	
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 Case study	1 seminar (2 hours)
Project presentation	Oral presentation, multimedia	

Bibliography	<ol style="list-style-type: none"> <li>1. Bowie D., Buttle F., Hospitality Marketing. An introduction, Elsevier Butterworth-Heinemann, Oxford, 2004.</li> <li>2. Cosma S., <i>Cercetări de marketing</i>, Editura Presa Universitară Clujeană, Cluj-Napoca, 2008.</li> <li>3. Draica, C., Ghid practic de turism internațional și intern , Editura All Back, București, 1999.</li> <li>4. Kotler, P., Bowen, T.B., Makens J.C., Marketing for Hospitality and Tourism, 5th ed., Pearson Prentice Hall, New Jersey, 2010.</li> <li>5. Malhotra, N.K., <i>Basic Marketing Research – Applications to Contemporary Issues</i>, Prentice-Hall International, New Jersey, 2002.</li> <li>6. 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>7. Paina, N., Pop, M.D., <i>Cercetări de marketing</i>, Editura Presa Universitară Clujeană, Cluj-Napoca, 1997.</li> <li>8. Reid, R.D., Bojanic, D.C., Hospitality Marketing Management, 5th ed., John Wiley&amp;Sons, New Jersey, 2010.</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 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.</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
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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**  
Assoc. prof. dr. Marius BOTA

**Signature of seminar coordinator**  
Assoc. prof. dr. Marius BOTA

**Date of approval**

**Signature of the Head of department**