



SYLLABUS
Academic year 2022-2023

1. Information regarding the program

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	Competențe interculturale în ospitalitatea și turismul internațional/ Cross-cultural competencies in international hospitality and tourism						
2.2. Code	IME0069						
2.3. Course coordinator	Prof. univ.dr.Adina Negrușă						
2.4. Seminar coordinator	Prof.univ.dr. Adina Negrușă						
2.5. Year of study	II	2.6. Semester	3	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	2	Of which: 3.2. lecture	1	3.3 seminar/laboratory	1
3.4. Total hours in the curriculum	56	Of which: 3.5. lecture	28	3.6. seminar/laboratory	28
Time allotment:					ore
Learning using manual, course support, bibliography, course notes					12
Additional documentation (in libraries, on electronic platforms, field documentation)					10
Preparation for seminars/labs, homework, papers, portfolios and essays					12
Tutorship					2
Evaluations					8
Other activities:					0
3.7. Total individual study hours					44
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	Course room with computer and beamer
5.2. for the seminar /lab activities	Course room with computer and beamer

6. Specific competencies acquired

Professional competencies	<p>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</p> <p>C1. Running a business division/ subdivision in the hospitality and tourism sector.</p> <ul style="list-style-type: none"> • Sensitivity to cultural differences in tourism demand • Use a repertoire of behavioural skills appropriate for different intercultural situations
Transversal competencies	<p>CT2. identifying the roles and responsibilities in a multispecialty team and implementing various relational techniques and efficient teamwork</p> <ul style="list-style-type: none"> • Project an ethical and professional behavior in to the work environment

7. Objectives of the course (outcome of the acquired competencies)

7.1. General objective of the course	<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. Students use both formal presentations and informal discussions to engage each other in learning about different cultural expectations.</p> <ul style="list-style-type: none"> • To understand the definition of culture and how it applies to international tourism issues. • To review the concepts and issues surrounding international culture and business management. • To identify new directions of critical interest for the organizational behaviour topic at all the organizational levels, and to facilitate the rapid changes that take place in the organizations.
7.2. Specific objective of the course	<ul style="list-style-type: none"> • Knowledge about the models and methods of analysing intercultural differences in tourists behaviour • To become more aware of the student's own culture as a starting point for understanding other cultures • To learn specific skills that will increase the student's ability to integrate with, live within and enjoy a foreign culture. • To enhance the critical analysis skills in order to understand multiple dimensions of the organizational reality. • To generate interest for a series of topics that are not necessarily mainstream

8. Content

8.1. Course	Teaching method	Remarks
1. Globalization and tourism industry. Cultural diversity	interactive discussion, questioning, heuristic conversation	2 lecture

2. Cultural theories and practices • Communication resourcefulness theory • Anxiety/uncertainty management theory	interactive discussion, questioning, heuristic conversation	2 lecture
3. Cultural variability. • Hofstede's cultural dimensions	interactive discussion, questioning, heuristic conversation	2 lecture
4. Cultural influences on services	interactive discussion, questioning, heuristic conversation	2 lecture
5. Cultural influences on buyer's personal characteristics	interactive discussion, questioning, heuristic conversation	2 lecture
6. Cultural influences on buyer's decision process	interactive discussion, questioning, heuristic conversation	2 lecture
7. Cultural characteristics for European, Asian and North American tourists	interactive discussion, questioning, heuristic conversation	2 lecture
Bibliography	<ol style="list-style-type: none"> Brotherton B., The International Hospitality Industry, BH Elsevier, 2003 Mead, Richard - International management - Cross Cultural Dimensions, Blackwell Publishing, International, 2005 Hall, E., & Hall, M. Understanding cultural differences, Intercultural Press, Yarmouth, ME 1990. Reisinger Y., International Tourism. Cultures and behaviours, BH Elsevier, 2009 Reisinger Y., Turner L., Cross-cultural behaviour in tourism, BH Elsevier, 2004. Wagner, J.A. și Hollenbeck, J.R. (2010). Organizational Behavior, Routledge, Taylor Francis Group Slocum, W. și Hellriegel, D. (2009). Principles of Organizational Behavior, 12thEd. South-Western Chengage Learning. 	

8.2. Seminar / laboratory	Teaching method	Remarks
1. Introduction and overview – expectations, course goals, syllabus. Project Teams set up and topics.	Exercise and case study analysis	2 seminar
2. Individual exercises. The Fundamentals of Culture. Essay evaluation.	Exercise and case study analysis	2 seminar
3. Individual exercises. Drivers and consequences of globalization.	Exercise and case study analysis	2 seminar
4. Concept of "National Culture". Typologies of Hofstede. Essay evaluation	Exercise and case study analysis	2 seminar
5. Cultural influences on buyer's personal characteristics	Exercise and case study analysis	2 seminar
6. Types of culture in tourism.	Project activity	2 seminar
7. Cultural influences on buyer's decision process	Project presentation	2 seminar
Bibliography	See titles from above.	

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 course is useful for all professions from hospitality and tourism sector or related to them, as follows:

- Hotel general manager, Attraction manager, Local authority tourism manager



- Hotel clerk, Front office manager, Events manager, room manager
- Meeting and convention planner
- Reservation ticket agent, reservation analyst, head concierge, F&B manager

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"> • correctly applying the learnt notions; • identifying the correct solutions 	Final exam	40%
10.5. Seminar/lab activities	<ul style="list-style-type: none"> • correctly applying the learnt notions • practical utilization of learnt notions 	Assignments (2 minimum)	30%
	<ul style="list-style-type: none"> • applying the methods and research tools • applying the specific theoretical notions • practical skills in the field 	Project	30%

10.6. Minimum performance standards

- knowledge of basic notions and their application to practical situations;
- interpretation of obtained results.

Content	Competencies acquired	Competencies evaluation method
Chap. I-VII	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	50% Project (Grade for content) + 50% grade for final test
Chap. I-VII	C1. Running a business division/ subdivision in the hospitality and tourism sector.	50% grade for final test + 50% Assignments grade
	CT2. identifying the roles and responsibilities in a multispecialty team and implementing various relational techniques and efficient teamwork	50% Project (Grade for oral presentation) + 50% Assignments grade

Date

Course coordinator

Seminar coordinator

Prof. Dr Adina Negrușă

Prof. Dr Adina Negrușă

Date of approval

Head of department

Assoc. Prof. Dr Oana Adriana Gică

