



# SYLLABUS

Academic year 2022-2023

## 1. Information regarding the programme

1.1. Higher education institution	<b>Universitatea Babeș-Bolyai</b>
1.2. Faculty	<b>Business</b>
1.3. Department	<b>Hospitality Services</b>
1.4. Field of study	<b>Business Administration</b>
1.5. Study cycle	<b>Bachelor</b>
1.6. Study programme / Qualification	<b>Administrarea Afacerilor în Servicii de Ospitalitate în limba engleză</b>

## 2. Information regarding the course

2.1. Name of the course	<b>Destination Marketing</b>		
2.2. Code	<b>ILE0101</b>		
2.3. Course coordinator	<b>Prof.dr. Smaranda Adina Cosma</b>		
2.4. Seminar coordinator	<b>Asist.drd. Ionuț Călin Căzan</b>		
2.5. Year of study	<b>II</b>	2.6. Semester	<b>II</b>
2.7. Type of evaluation	<b>E</b>	2.8. Type of course	<b>Required</b>

## 3. Total estimated time (hours/semester of didactic activities)

3.1. Hours per week	4	Of which: 3.2. lecture	2	3.3 seminar/laboratory	2
3.4. Total hours in the curriculum	56	Of which: 3.5. lecture	28	3.6. seminar/laboratory	28
Time allotment:					hours
Learning using manual, course support, bibliography, course notes					20
Additional documentation (in libraries, on electronic platforms, field documentation)					20
Preparation for seminars/labs, homework, papers, portfolios and essays					19
Tutorship					2
Evaluations					2
Other activities:					6
3.7. Total individual study hours			69		
3.8. Total hours per semester			125		
3.9. Number of ECTS credits			5		

## 4. Prerequisites (if necessary)

4.1. curriculum	
4.2. competencies	



## 5. Conditions (if necessary)

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

## 6. Specific competencies acquired

Professional competencies	<ul style="list-style-type: none"> <li>• C2 Business environment research for substantiation of business decisions;</li> <li>• C4 Implementing business development strategies in the hospitality industry.</li> <li>• Describing and characterising the business processes, methods of implementing the quality, environment, and food safety management, as well as legislative regulations</li> </ul>
Transversal competencies	<ul style="list-style-type: none"> <li>• CT 2 Identifying the roles and responsibilities in a multispecialty team and implementing various relational techniques and efficient teamwork</li> </ul>

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

7.1. General objective of the course	The students must assume the fundamental elements, the operational resources and the concrete instruments for understanding and using marketing in the hospitality industry and tourism, and the global concept regarding the functioning activities in these industries.
7.2. Specific objective of the course	After going through this course, the students will be capable to identify, analyze and plan the tourist development potential of a destination.

## 8. Content

8.1. Course		Teaching Method	Remarks
1	<b>Tourist destinations and destination marketing: definitions, concepts and perspectives</b> What are tourist destinations?	Interactive exposure, multimedia (video, projector), exemplification	1 lecture
2	<b>Tourist destinations and destination marketing: definitions, concepts and perspectives</b> What is destination marketing and what is the goal of it	Interactive exposure, multimedia (video, projector), exemplification	1 lecture
3	<b>Tourist destinations and destination marketing: definitions, concepts and perspectives</b> Classifying the tourist destinations	Interactive exposure, multimedia (video, projector), exemplification	1 lecture
4	<b>Tourist destinations and destination marketing: definitions, concepts and perspectives</b>	Interactive exposure, multimedia (video, projector), exemplification	1 lecture



	Impact of tourist destinations		
5	<b>Stakeholders of tourist destinations</b> Defining the stakeholders The analyze made for the stakeholders belonging to tourist destinations The importance of a public-private partnership in tourism	Interactive exposure, multimedia (video, projector), exemplification	1 lecture
6	<b>Strategic process of creating a tourist destination</b> Strategic planning process of tourism destinations Steps of the strategic planning process of tourist destinations	Interactive exposure, multimedia (video, projector), exemplification	1 lecture
7	<b>Strategic process of creating a tourist destination</b> Marketing strategies for tourist destinations Lifecycle of a tourist destination	Interactive exposure, multimedia (video, projector), exemplification	1 lecture
8	<b>The choosing process of the destination</b> Searching process of chosen destinations Travel motives, benefits and constrains on choosing destination process	Interactive exposure, multimedia (video, projector), exemplification	1 lecture
9	<b>The choosing process of the destination</b> Choosing destination process Experiential consumption and destination marketing	Interactive exposure, multimedia (video, projector), exemplification	1 lecture
10	<b>Promoting the tourist destinations</b> Promotion instruments and techniques used for a tourist destination Destination branding strategies	Interactive exposure, multimedia (video, projector), exemplification	1 lecture
11	<b>Promoting the tourist destinations</b> Destination storytelling	Interactive exposure, multimedia (video, projector), exemplification	1 lecture
12	<b>Thematic destinations</b> Wine destinations Film destinations	Interactive exposure, multimedia (video, projector), exemplification	1 lecture
13	<b>Evaluating the performances of tourist destinations</b> Importance of evaluating the obtained results Factors that influence the competitiveness of tourist destinations	Interactive exposure, multimedia (video, projector), exemplification	1 lecture
14	<b>Evaluating the performances of tourist destinations</b> Measurement methods for competitiveness and performance of tourist destinations	Interactive exposure, multimedia (video, projector), exemplification	1 lecture
Bibliography		<b>Literature</b> 1. Bojanic, D.C., Reid, R.D., Hospitality Marketing Management, 6th Edition, Wiley, 2016.	



2. Bowie D., Buttle F., Brookes, M., Mariussen A., Hospitality Marketing, 3rd edition, Routledge, 2016.
3. CaMilleri, M.A., Tourism Planning and Destination Marketing, Emerald Publishing, 2018.
4. Fyall, A., Legohérel, P., Frochot, I., Wang, Y., Marketing for Tourism and Hospitality. Collaboration, Technology and Experiences, Routledge, 2019.
5. Kotler, P., Bowen, T.B., Makens J.C., Baloglu, S., Marketing for Hospitality and Tourism, global edition, 7th ed., Pearson, 2017.
6. Morgan, N., Pritchard, A., Pride, R., Destination Brands. Managing Place Reputation, Third Edition, Butterworth-Heinemann, Elsevier, 2011.
7. Morrison, A.M., Marketing and managing tourism destinations, second edition, Routledge, 2019.
8. Palmer, A., Principles of services marketing, 7th Edition, McGraw-Hill Education, 2014.
9. Pike, S., Destination Marketing: Essentials, Routledge, 2020.
10. Wang, Y., Pizam, A., Destination Marketing and Management: Theories and Applications, CABI, 2011.
11. World Tourism Organization, A Practical Guide to Tourism Destination Management, Madrid, 2007.

8.2. Seminar/laboratory		Teaching Method	Remarks
1	Discipline presentation and the requirements for the students from seminar activities	Interactive exposure, multimedia (video, projector), exemplification	1 seminar
2	Typology of tourist destinations and key factors of destination success	Exercise, Case studies	1 seminar
3	Advantages and disadvantages of destinations	Exercise, case studies	1 seminar
4	Classification of tourist destinations	Exercise, case studies	1 seminar
5	The impact of tourist destinations	Exercise, case studies	1 seminar
6	Stakeholders of the tourist destinations and their interests	Exercise, Case studies	1 seminar
7	Sustainability elements of tourist destinations	Exercise, case studies	1 seminar
8	Competition in the tourism market and market segmentation	Exercise, case studies	1 seminar
9	Behavior of travelers seeking information	Exercise, case studies	1 seminar
10	Destination choice and experiential marketing	Exercise, case studies	1 seminar
11	Destination branding	Exercise, case studies	1 seminar
12	Storytelling and thematic destinations	Exercise, case studies	1 seminar



13	Individual portfolio analysis elaborated during the seminars	Presentation and discussions	1 seminar
14	Group project presentation	Debate	1 seminar
Bibliography		<p><b>Literature</b></p> <ol style="list-style-type: none"> <li>1. Bojanic, D.C., Reid, R.D., Hospitality Marketing Management, 6th Edition, Wiley, 2016.</li> <li>2. Bowie D., Buttle F., Brookes, M., Mariussen A., Hospitality Marketing, 3rd edition, Routledge, 2016.</li> <li>3. CaMilleri, M.A., Tourism Planning and Destination Marketing, Emerald Publishing, 2018.</li> <li>4. Fyall, A., Legohérel, P., Frochot, I., Wang, Y., Marketing for Tourism and Hospitality. Collaboration, Technology and Experiences, Routledge, 2019.</li> <li>5. Kotler, P., Bowen, T.B., Makens J.C., Baloglu, S., Marketing for Hospitality and Tourism, global edition, 7th ed., Pearson, 2017.</li> <li>6. Morgan, N., Pritchard, A., Pride, R., Destination Brands. Managing Place Reputation, Third Edition, Butterworth-Heinemann, Elsevier, 2011.</li> <li>7. Morrison, A.M., Marketing and managing tourism destinations, second edition, Routledge, 2019.</li> <li>8. Palmer, A., Principles of services marketing, 7th Edition, McGraw-Hill Education, 2014.</li> <li>9. Pike, S., Destination Marketing: Essentials, Routledge, 2020.</li> <li>10. Wang, Y., Pizam, A., Destination Marketing and Management: Theories and Applications, CABI, 2011.</li> <li>11. World Tourism Organization, A Practical Guide to Tourism Destination Management, Madrid, 2007.</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 from 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**

Type of activity	10.1 Evaluation criteria	10.2 Evaluation method	10.3 Percent from the end grade
10.4 Course	<ul style="list-style-type: none"> <li>• understanding and leaning the specialized concepts;</li> <li>• correct use of specialized knowledge;</li> <li>• consistency logical thinking.</li> </ul>	Final written exam	50%



10.5 Seminar	<ul style="list-style-type: none"><li>• ability to apply the learned specialized concepts;</li><li>• creativity;</li><li>• ability to work in team.</li></ul>	Group project with a given topic	30%
	<ul style="list-style-type: none"><li>• capacity to analyze and to interpret a given data</li><li>• capacity to fundament a decision</li><li>• ability to express and to take a good decision based on a given situation;</li><li>• acquiring the terminology.</li></ul>	Individual portfolio of application and case studies given to be resolved	20%
Note: the weight of the components in the final grade remains unchanged in the re-examination session			
10.6. Minimum performance standards			
<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>			

**Date**

**Course coordinator**

**Seminar coordinator**

**Prof.dr. Smaranda Adina Cosma**

**Asist.drd. Ionuț Călin Căzan**

**Date of approval**

**Head of department**

**Conf.dr. Oana Adriana Gică**