



SYLLABUS

Academic Year 2022-2023

1. Information regarding the program

| | |
|-----------------------------------|---|
| 1.1. Higher education institution | Universitatea Babeş-Bolyai |
| 1.2. Faculty | Business |
| 1.3. Department | Hospitality Services |
| 1.4. Field of study | Business Administration |
| 1.5. Study cycle | Bachelor |
| 1.6. Study program/ Qualification | Business Administration in Hospitality Services |

2. Information regarding the course

| | | | | | | | |
|--------------------------|------------------------------------|---------------|----|-------------------------|---|---------------------|----------|
| 2.1. Name of the course | International Tourism Operations | | | | | | |
| 2.2. Code | ILE0065 | | | | | | |
| 2.3. Course coordinator | Assoc. Prof. Dr Monica Maria COROŞ | | | | | | |
| 2.4. Seminar coordinator | Assoc. Prof. Dr Monica Maria COROŞ | | | | | | |
| 2.5. Year of study | 2 | 2.6. Semester | II | 2.7. Type of evaluation | C | 2.8. Type of course | Elective |

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

| | | | | | |
|---|----|------------------------|----|-------------------------|-------|
| 3.1. Hours per week | 3 | Of which: 3.2. lecture | 2 | 3.3 seminar/laboratory | 1 |
| 3.4. Total hours in the curriculum | 42 | Of which: 3.5. lecture | 28 | 3.6. seminar/laboratory | 14 |
| Time allotment: | | | | | hours |
| Learning using manual, course support, bibliography, course notes | | | | | 8 |
| Additional documentation (in libraries, on electronic platforms, field documentation) | | | | | 9 |
| Preparation for seminars/labs, homework, papers, portfolios and essays | | | | | 8 |
| Tutorship | | | | | 2 |
| Evaluations | | | | | 2 |
| Other activities: | | | | | 4 |
| 3.7. Total individual study hours | | | | | 29 |
| 3.8. Total hours per semester | | | | | 75 |
| 3.9. Number of ECTS credits | | | | | 3 |

4. Prerequisites (if necessary)

| | |
|-------------------|---|
| 4.1. curriculum | - |
| 4.2. competencies | - |

5. Conditions (if necessary)



| | |
|--------------------------------------|---|
| 5.1. for the course | • Classroom with video projector |
| 5.2. for the seminar /lab activities | • Classroom with video projector; Internet access; Laptops or Informatics lab |

6. Specific competencies acquired

| | |
|---------------------------|--|
| Professional competencies | <ul style="list-style-type: none"> Gathering, processing, and analysing economic data for business management Implementing business development strategies in the hospitality industry |
| Transversal competencies | <ul style="list-style-type: none"> Identifying various opportunities for continuing education and efficiently using learning resources and techniques for their development |

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

| | |
|---------------------------------------|--|
| 7.1. General objective of the course | <ul style="list-style-type: none"> Understanding of the manner how international tourism activities take place |
| 7.2. Specific objective of the course | <ol style="list-style-type: none"> to know, to describe and to characterize the pools of international tourism demand to know, to describe and to characterize the pools of international tourism supply to communicate the basic understanding of international tourism to debate the activities, procedures and regulations specific to this field of activity to detail the specific structure of the tourist industry and of its intermediaries to communicate the manner how international tourism has developed to debate the specific activities and procedures to analyze the organizations of international tourism |

8. Content

| 8.1. Course | | Teaching Method | Remarks |
|-------------|---|--|-----------|
| 1 | <i>Introduction to international tourism:</i> Common definitions; Typology of international tourism forms; Factors that influence the development of international tourism; Trends | <ul style="list-style-type: none"> the use of an interactive course, based on lecture and debates discussions and debates during the lecture based on examples provided by the teacher and on the interventions of the students (who are | 1 lecture |



| | | | |
|---|---|--|-----------|
| | registered within the evolution of international tourism | <p>required to make various presentations of topics independently studied and identified in the recommended readings)</p> <ul style="list-style-type: none"> the use of case studies | |
| 2 | <p><i>The organizing and the management of tourism at international level:</i> International tourism organizations – governmental and nongovernmental organizations; Typology of central/national tourism management organizations; National organisms of tourism management in Romania and in other countries; Types of integration of international tourism – The concentration of the tourist activity (horizontal, vertical and conglomerate) and The grouping of the tourist activity (volunteer chain, franchise and professional associations)</p> | <ul style="list-style-type: none"> the use of an interactive course, based on lecture and debates discussions and debates during the lecture based on examples provided by the teacher and on the interventions of the students (who are required to make various presentations of topics independently studied and identified in the recommended readings) the use of case studies | 1 lecture |
| 3 | <p><i>The components of the travel industry:</i> Transport and infrastructure; Accommodation and hospitality services; Distribution systems used in international tourism; The roles of the public and private sectors in international tourism; The role of the state in tourism (the functions of: promotion, stimulation, intervention, and coordination)</p> | <ul style="list-style-type: none"> the use of an interactive course, based on lecture and debates discussions and debates during the lecture based on examples provided by the teacher and on the interventions of the students (who are required to make various presentations of topics independently studied and identified in the recommended readings) the use of case studies | 1 lecture |
| 4 | <p><i>The place of international tourism in the global economic circuit:</i> The structure of global commerce; International tourism a component of international trade; Statistical-economic analysis of the travel industry (dynamics and structures)</p> | <ul style="list-style-type: none"> the use of an interactive course, based on lecture and debates discussions and debates during the lecture based on examples provided by the teacher and on the interventions of the students (who are required to make various presentations of topics independently | 1 lecture |



| | | | |
|---|--|--|------------|
| | | <p>studied and identified in the recommended readings)</p> <ul style="list-style-type: none"> the use of case studies | |
| 5 | <p><i>The measurement methodology of international tourism:</i> The objectives, the nature and the conditions of the development of international tourism indices; The characteristics and the elaboration methods of international tourism indices; The system of international tourism indices</p> | <ul style="list-style-type: none"> the use of an interactive course, based on lecture and debates discussions and debates during the lecture based on examples provided by the teacher and on the interventions of the students (who are required to make various presentations of topics independently studied and identified in the recommended readings) the use of case studies | 2 lectures |
| 6 | <p><i>The financing of international tourism investments:</i> The means of financing of international tourism investments (credit, leasing, shares and co-ownership); The contribution of the state in the funding of tourist investments; International funding of tourist investments</p> | <ul style="list-style-type: none"> the use of an interactive course, based on lecture and debates discussions and debates during the lecture based on examples provided by the teacher and on the interventions of the students (who are required to make various presentations of topics independently studied and identified in the recommended readings) the use of case studies | 1 lecture |
| 7 | <p><i>The operations and payment tools in international tourism:</i> The Traveler's Check, the credit card and the voucher</p> | <ul style="list-style-type: none"> the use of an interactive course, based on lecture and debates discussions and debates during the lecture based on examples provided by the teacher and on the interventions of the students (who are required to make various presentations of topics independently studied and identified in the recommended readings) the use of case studies | 1 lecture |
| 8 | <p><i>The international tourism market:</i> Definitions, characteristics, components; The international tourism demand (concepts and definitions; international travel</p> | <ul style="list-style-type: none"> the use of an interactive course, based on lecture and debates discussions and debates during the lecture based on examples provided by the teacher and on the | 1 lecture |



| | | | |
|----|---|--|------------|
| | <p>motivations; the pools of international tourism demand; international tourist flows ant global, regional and national levels); The international tourist supply (definitions, components, characteristics; the lifecycle of a tourist offer; the pools of international tourism supply)</p> | <p>interventions of the students (who are required to make various presentations of topics independently studied and identified in the recommended readings)</p> <ul style="list-style-type: none"> the use of case studies | |
| 9 | <p><i>International tourist transport:</i> The international plane flights (regular commercial flights, charters and international aviation policies); Terrestrial transportation systems (railroad and road transports); Sea and river transportation</p> | <ul style="list-style-type: none"> the use of an interactive course, based on lecture and debates discussions and debates during the lecture based on examples provided by the teacher and on the interventions of the students (who are required to make various presentations of topics independently studied and identified in the recommended readings) the use of case studies | 1 lecture |
| 10 | <p><i>The international sale of tourist products:</i> Types of contracts used in international tourism activities (cooperation, hotel, representation, aviation, franchise, timesharing, hotel association); The protection and the security of the tourists (means to plan the protection and the security of the tourists; the involvement of the tourism sectors in the tourists' protection and security systems)</p> | <ul style="list-style-type: none"> the use of an interactive course, based on lecture and debates discussions and debates during the lecture based on examples provided by the teacher and on the interventions of the students (who are required to make various presentations of topics independently studied and identified in the recommended readings) the use of case studies | 1 lecture |
| 11 | <p><i>The perspectives of international tourism:</i> Globalization and its impact upon international tourism; The perspectives of Romania's international tourism</p> | <ul style="list-style-type: none"> the use of an interactive course, based on lecture and debates discussions and debates during the lecture based on examples provided by the teacher and on the interventions of the students (who are required to make various presentations of topics independently studied and identified in the recommended readings) | 2 lectures |



| | | | |
|--------------|--|---|--|
| | | <ul style="list-style-type: none">• the use of case studies | |
| 12 | Colloquia | <ul style="list-style-type: none">• final quiz | |
| Bibliography | <p>1. Compulsory references:</p> <ol style="list-style-type: none">1. Cooper, C., Fletcher, J., Fyall, A., Gilbert, D., Wanhill, S. (eds.) (2005) <i>Tourism. Principles and Practice</i>, 3rd ed. Harlow: Pearson.2. Gunn, C. (2002) <i>Tourism Planning: Basics, Concepts, Cases</i>, 4th ed. London: Routledge (Biblioteca Facultății de Business).3. Harrison, D. ed. (2001) <i>Tourism and the Less Developed World: Issues and Case Studies</i>. Wallingford: CABI Publishing.4. Holland, Jacqueline, Leslie, David, 2017, <i>Tour Operators and Operations: Development, Management & Responsibility</i>, CABI (Biblioteca Facultății de Business).5. Keyser, H. (2002) <i>Tourism Development</i>. Oxford: Oxford University Press.6. Mowforth, M. & Munt, I. (1998) <i>Tourism and Sustainability</i>, London: Routledge.7. Novelli, M. (2005) Ed. <i>Niche Tourism: Contemporary Issues, Trends and Case Studies</i>, Oxford, Elsevier8. Page, S.J., Brunt, P., Busby, G., and Connell, J. (2006) <i>Tourism: A Modern Synthesis</i>, 2nd ed. London: Thompson Learning.9. Ryan, C., Page, S. eds (2001) <i>Tourism Management: Towards the New Millennium</i>. Oxford: Pergamon.10. Smith, M. (2003) <i>Issues in Cultural Tourism</i>. London: Routledge.11. Theobald, W.F. ed. (2004) <i>Global Tourism</i>, 3rd ed. Elsevier.12. *** <i>TempoOnline Database</i>, Institutul Național de Statistică, București.13. *** Eurostat.14. *** <i>Tourism Trends and Policies</i>, OECD series.15. *** <i>Tourism Competitiveness Report</i>, World Economic Forum series.16. *** <i>Tourism Highlights</i>, World Tourism Organization series. <p>2. Optional references:</p> <ol style="list-style-type: none">17. Andrei, R.; Copețchi, M.; Dragnea, L., <i>Manual de tehnici operaționale în activitate de turism</i>, IRECSO, București, 2006.18. Botezat, Elena, <i>Strategii manageriale în turism</i>, Editura Economică, București, 2003 (Biblioteca Facultății de Business).19. Cooper, Chris; Hall, Michael, <i>Contemporary Tourism</i>, Butterworth Heinemann, 2008 (Biblioteca Facultății de Business).20. Draica, Ct., <i>Ghid practic de turism internațional</i>, Editural All Beck, București, 1999 (Biblioteca Facultății de Business).21. Hong, Wei-Chiang, <i>Competitiveness in the Tourism Sector: A Comprehensive Approach from Economic and Management Points</i>, Springer – Physica-Verlag.22. Mitchell, Gerald E., <i>Global Travel-Tourism Career Opportunities</i>, 2005. | | |



| | |
|--|---|
| | <p>23. Pender, Lesley; Sharpley, Richard, <i>The Management of Tourism</i>, SAGE publications, 2005.</p> <p>24. Reisinger, Yvette, <i>International Tourism: Cultures and Behavior</i>, Butterworth Heinemann, 2009.</p> <p>25. Sharpley, Richard, Telfer, David J., <i>Tourism and Development. Concepts and Issues</i>, Channel View Publications, 2002.</p> <p>26. Stănciulescu, G., <i>Managementul operaţiunilor din turism</i>, Editura AllBeck, Bucureşti, 2002 (Biblioteca Facultăţii de Business).</p> <p>27. Stănciulescu, G.; Stan, S. V.; Milcu, M., <i>Tehnica operaţiunilor de turism</i>, Editura All, Bucureşti, 1995 (Biblioteca Facultăţii de Business).</p> <p>28. Swarbrooke, John; Horner, Susan, <i>Business Travel and Tourism</i>, Butterworth Heinemann, 2001.</p> <p>29. Veal, A. J., <i>Leisure and Tourism Policy and Planning</i>, CAB International, 2002.</p> <p>30. Tinard, Yves, <i>Le Tourisme: Économie et Management</i>, McGraw Hill, Paris, 1992.</p> <p>31. Vellas, F., <i>Économie et Politique du Tourisme International</i>, Ed. Économica, Paris, 2002.</p> <p>32. Wachowiak, Helmut, <i>Tourism and Borders. Contemporary Issues, Policies and International Research</i>, Ashgate, 2006.</p> |
|--|---|

| 8.2. Seminar/laboratory | | Teaching Method | Remarks |
|-------------------------|---|--|-----------|
| 1 | Presentation of the discipline, of the requirements and objectives, respectively the planning and organizing of the activities; the presentation of the semester and final evaluation methods; Case studies – international/ global tourism organizations; America and Asia, organizations in Europe (EU, non-EU, respectively CIS), respectively Romania | Oral presentation; interactive exposition; multimedia (video or retro projector); exemplification; problem formulation; solving of case studies; solving of practical applications | 1 seminar |
| 2 | Discussion of the features of the tourist industry and travels in countries with and without any tourist tradition; Case studies – International tourism competitiveness at global, European and regional levels of certain destinations | Oral presentation; interactive exposition; multimedia (video or retro projector); exemplification; problem formulation; solving of case studies; solving of practical applications | 1 seminar |



| | | | |
|---|--|--|------------|
| 3 | Case studies – International tourism competitiveness at global, European and regional levels of certain destinations; Case studies – Financing of tourism investments | Oral presentation; interactive exposition; multimedia (video or retro projector); exemplification; problem formulation; solving of case studies; solving of practical applications | 2 seminars |
| 4 | Case studies – International tourism competitiveness at global, European and regional levels of certain destinations; | Oral presentation; interactive exposition; multimedia (video or retro projector); exemplification; problem formulation; solving of case studies; solving of practical applications | 1 seminar |
| 5 | Case studies – Analysis of the international tourist market | Oral presentation; interactive exposition; multimedia (video or retro projector); exemplification; problem formulation; solving of case studies; solving of practical applications | 3 seminars |

| | |
|--------------|--|
| Bibliography | <p>1. Compulsory references:</p> <ol style="list-style-type: none"> Cooper, C., Fletcher, J., Fyall, A., Gilbert, D., Wanhill, S. (eds.) (2005) <i>Tourism. Principles and Practice</i>, 3rd ed. Harlow: Pearson. Gunn, C. (2002) <i>Tourism Planning: Basics, Concepts, Cases</i>, 4th ed. London: Routledge (Biblioteca Facultății de Business). Harrison, D. ed. (2001) <i>Tourism and the Less Developed World: Issues and Case Studies</i>. Wallingford: CABI Publishing. Holland, Jacqueline, Leslie, David, 2017, <i>Tour Operators and Operations: Development, Management & Responsibility</i>, CABI (Biblioteca Facultății de Business). Keyser, H. (2002) <i>Tourism Development</i>. Oxford: Oxford University Press. Mowforth, M. & Munt, I. (1998) <i>Tourism and Sustainability</i>, London: Routledge. Novelli, M. (2005) Ed. <i>Niche Tourism: Contemporary Issues, Trends and Case Studies</i>, Oxford, Elsevier Page, S.J., Brunt, P., Busby, G., and Connell, J. (2006) <i>Tourism: A Modern Synthesis</i>, 2nd ed. London: Thompson Learning. Ryan, C., Page, S. eds (2001) <i>Tourism Management: Towards the New Millennium</i>. Oxford: Pergamon. Smith, M. (2003) <i>Issues in Cultural Tourism</i>. London: Routledge. Theobald, W.F. ed. (2004) <i>Global Tourism</i>, 3rd ed. Elsevier. *** <i>TempoOnline Database</i>, Institutul Național de Statistică, București. *** Eurostat. *** <i>Tourism Trends and Policies</i>, OECD series. *** <i>Tourism Competitiveness Report</i>, World Economic Forum series. *** <i>Tourism Highlights</i>, World Tourism Organization series. |
|--------------|--|



2. Optional references:

17. Botezat, Elena, *Strategii manageriale în turism*, Editura Economică, București, 2003 (Biblioteca Facultății de Business).
18. Mitchell, Gerald E., *Global Travel-Tourism Career Opportunities*, 2005.
19. Pender, Lesley; Sharpley, Richard, *The Management of Tourism*, SAGE publications, 2005.
20. Sharpley, Richard, Telfer, David J., *Tourism and Development. Concepts and Issues*, Channel View Publications, 2002.
21. Swarbrooke, John; Horner, Susan, *Business Travel and Tourism*, Butterworth Heinemann, 2001.
22. Veal, A. J., *Leisure and Tourism Policy and Planning*, CAB International, 2002.
23. Tinard, Yves, *Le Tourisme: Économie et Management*, McGraw Hill, Paris, 1992.
24. Vellas, F., *Économie et Politique du Tourisme International*, Ed. Économica, Paris, 2002.
25. Wachowiak, Helmut, *Tourism and Borders. Contemporary Issues, Policies and International Research*, Ashgate, 2006.

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

A general view regarding the dimensions of the international tourist activity is compulsory for any graduate. Moreover, the graduates must understand how international tourism organizations are organized and function; they must comprehend their particularities and specific activities. Finally, it is important to know the pools of the international tourism demand and supply.

10. Evaluation

| Type of activity | 10.1 Evaluation criteria | 10.2 Evaluation method | 10.3 Quota in the final grade (%) |
|------------------|--|---|-----------------------------------|
| Lecture | <ul style="list-style-type: none"> • Correctness and amplitude of theoretic knowledge • Logic coherence • Specialized terminology • Understanding of basic concepts • Students' interventions during the lectures | <p>Oral evaluation based on two interventions based on topics announced by the students (themes covered by the syllabus or by the optional references – 10% each) AND written test (multiple-choice quiz) – 10%</p> <p>!!! In order to attend the final exam, students must register for the exam, picking the first or the</p> | 30 % |



| | | | |
|---|--|--|------|
| | | second date (through the Assignment created in this respect). Throughout the entire exam meeting, the students must keep both their camera and microphone open. All the conditions are valid for the re-sit exam, too. | |
| Seminar | <ul style="list-style-type: none">Capacity to use the acquired knowledgeInterest towards study (proposal of discussion topics based on the optional references) | Integration of two newspaper articles related to international tourism (one from the international media and one from the national press – the articles in the final project; the articles must be highlighted) | 20 % |
| | <ul style="list-style-type: none">Projects elaborated on announced topics | Elaboration and submission of a project (individually or in pairs) | 50 % |
| 10.6. Minimum performance standards – In order for the points acquired over the semester, all students MUST pass the final quiz, receiving a grade of minimum 5 (five). | | | |
| <ul style="list-style-type: none">comprehension of basic notions and their usageinterpretations of the obtained results. | | | |

Date

Course coordinator

Seminar coordinator

**Assoc. Prof. Dr Monica Maria
Coroș**

**Assoc. Prof. Dr Monica Maria
Coroș**

Date of approval

Head of department

Assoc. Prof. Dr Oana Adriana Gică