



SYLLABUS


Academic Year 2024-2025

1. Information regarding the program

1.1. Higher education institution	Babeş-Bolyai University
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	Operaţiuni de turism internaţional/International Tourism Operations						
2.2. Code	ILE0065						
2.3. Course coordinator	Assist. Prof. Andreea-Angela Şeulean, PhD						
2.4. Seminar coordinator	Assist. Prof. Andreea-Angela Şeulean, PhD						
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"> • C1.1. Description of concepts, theories, and methodologies for collecting, processing, and analysing data from both inside and outside the company; • C1.2. Identification of concrete methods of data collection, processing, and analysis according to various specific situations and operating conditions of the company; • C1.3. Data collection; preparation, management, and use of computer systems for data processing and analysis to solve business-specific problems; • C1.4. Analysis, assessment and validation of empirical data and results to avoid and eliminate misinterpretation; • C1.5. Development and proposal of projects for the use of empirical economic data in business activity.
Transversal competencies	<ul style="list-style-type: none"> • CT2 – Identification of roles and responsibilities within a multi-skilled team and use effective teamwork and interpersonal techniques.

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 in a sustainable manner
7.2. Specific objective of the course	<ol style="list-style-type: none"> 1. To know, to describe and to characterize the pools of international tourism demand; 2. To know, to describe and to characterize the pools of international tourism supply; 3. To communicate the basic understanding of international tourism; 4. To debate the activities, procedures and regulations specific to this field of activity; 5. To detail the specific structure of the tourist industry and of its intermediaries; 6. To communicate the manner how international tourism has developed; 7. To debate the specific activities and procedures; 8. To analyze the organizations of international tourism; 9. To acknowledge how partnerships can be established for the achievement of the sustainable development goals.

8. Content

8.1. Course		Teaching Method	Remarks
1	<i>Introduction and subject presentation</i>	<ul style="list-style-type: none"> • The use of an interactive course, based on lecture and debates; 	1 lecture



	<p><i>Introduction to international tourism:</i> Common definitions; Typology of international tourism forms; Factors that influence the development of international tourism; Trends registered within the evolution of international tourism</p>	<ul style="list-style-type: none"> • 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	<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-</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



	economic analysis of the travel industry (dynamics and structures)	<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. 	
5	<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	<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	<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	<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	<i>The operations and payment tools in international tourism:</i> The Traveler's Check, the credit card and the voucher	<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	<i>The international tourism market:</i> Definitions, characteristics,	<ul style="list-style-type: none"> • The use of an interactive course, based on lecture and debates; 	1 lecture



	<p>components; The international tourism demand (concepts and definitions; international travel 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>	<ul style="list-style-type: none"> • 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. 	
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 	2 lectures



		presentations of topics independently studied and identified in the recommended readings);	
12	<i>Review questions and discussions</i>	<ul style="list-style-type: none"> The use of case studies. Discussions based on the covered subject 	1 lecture
13	<i>Colloquium</i>	<ul style="list-style-type: none"> Final quiz 	1 lecture
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 (Faculty of Business – Library). Harrison, D. (ed.) (2001) <i>Tourism and the Less Developed World: Issues and Case Studies</i>. Wallingford: CABI Publishing. Holland, J., Leslie, D. (2017) <i>Tour Operators and Operations: Development, Management & Responsibility</i>, CABI (Faculty of Business – Library). 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. (ed.) (2005) Ed. <i>Niche Tourism: Contemporary Issues, Trends and Case Studies</i>, Oxford: Elsevier. Page, S.J., Brunt, P., Busby, G., & 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. Oxford: Butterworth-Heinemann. *** <i>TempoOnline Database</i>, National Institute of Statistics, Bucharest. *** 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. <p>2. Optional references:</p> <ol style="list-style-type: none"> Andrei, R., Copeţchi, M., & Dragnea, L., <i>Manual de tehnici operaţionale în activitate de turism</i>, IRECSO, Bucharest, 2006. Botezat, E., <i>Strategii manageriale în turism</i>, Editura Economică, Bucharest, 2003 (Faculty of Business – Library). Cooper, C., Hall, M., <i>Contemporary Tourism</i>, Oxford: Butterworth Heinemann, 2008 (Faculty of Business – Library). 	



	<p>20. Draica, C., <i>Ghid practic de turism internațional</i>, Editural All Beck, Bucharest, 1999 (Faculty of Business – Library).</p> <p>21. Hong, W.-C., <i>Competitiveness in the Tourism Sector: A Comprehensive Approach from Economic and Management Points</i>, Springer – Physica-Verlag, 2008.</p> <p>22. Mitchell, G. E., <i>Global Travel-Tourism Career Opportunities</i>, 2005.</p> <p>23. Pender, L.; Sharpley, R., <i>The Management of Tourism</i>, SAGE Publications, 2005.</p> <p>24. Reisinger, Y., <i>International Tourism: Cultures and Behavior</i>, Oxford: 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 operațiunilor din turism</i>, Editura AllBeck, București, 2002 (Faculty of Business – Library).</p> <p>27. Stănciulescu, G.; Stan, S. V.; Milcu, M., <i>Tehnica operațiunilor de turism</i>, Editura All, București, 1995 (Biblioteca Facultății de Business).</p> <p>28. Swarbrooke, J., Horner, S., <i>Business Travel and Tourism</i>, Oxford: Butterworth Heinemann, 2001.</p> <p>29. Veal, A. J., <i>Leisure and Tourism Policy and Planning</i>, CAB International, 2002.</p> <p>30. Tinard, Y., <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, H., <i>Tourism and Borders. Contemporary Issues, Policies and International Research</i>, Ashgate, 2006.</p>
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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 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	Oral presentation; interactive exposition; multimedia (video projector); exemplification; problem formulation; solving of case studies; solving of practical applications	1 seminar



	competitiveness at global, European and regional levels of certain destinations.		
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 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 projector); exemplification; problem formulation; solving of case studies; solving of practical applications	1 seminar
5	Case studies – Elaborated and presented by the students – Analysis of the international tourist market.	Oral presentation; interactive exposition; multimedia (video projector)	2 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 (Faculty of Business – Library). Harrison, D. (ed.) (2001) <i>Tourism and the Less Developed World: Issues and Case Studies</i>. Wallingford: CABI Publishing. Holland, J. & Leslie, D., 2017, <i>Tour Operators and Operations: Development, Management & Responsibility</i>, CABI (Faculty of Business – Library). 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. (ed.) (2005) <i>Niche Tourism: Contemporary Issues, Trends and Case Studies</i>, Oxford: Elsevier Page, S. J., Brunt, P., Busby, G., & 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.
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16. *** *Tourism Highlights*, World Tourism Organization series.

2. Optional references:

17. Botezat, E., *Strategii manageriale în turism*, Editura Economică, Bucharest, 2003 (Faculty of Business – Library).

18. Mitchell, G. E., *Global Travel-Tourism Career Opportunities*, 2005.

19. Pender, L. & Sharpley, R., *The Management of Tourism*, SAGE Publications, 2005.

20. Sharpley, R., & Telfer, D. J., *Tourism and Development. Concepts and Issues*, Channel View Publications, 2002.

21. Swarbrooke, J., & Horner, S., *Business Travel and Tourism*, Oxford: Butterworth Heinemann, 2001.

22. Veal, A. J., *Leisure and Tourism Policy and Planning*, CAB International, 2002.

23. Tinard, Y., *Le Tourisme: Économie et Management*, Paris: McGraw Hill, 1992.

24. Vellas, F., *Économie et Politique du Tourisme International*, Paris: Ed. Économica, 2002.

25. Wachowiak, H., *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) – 30%</p> <p>In order to attend the final exam, students must register for the exam, picking the first or the second date (through the assignment created in this respect). All the conditions are valid for the re-sit exam, too.</p>	50%



Seminar	<ul style="list-style-type: none">Projects elaborated on announced topics	Elaboration and submission of a discipline project Teams will be made up of two students and, exceptionally, there will be a team made up of three students in the event that the number of students in the group is odd.	50%
10.6. Minimum performance standards			
<ul style="list-style-type: none">In order to participate in the colloquium, the handing in and presentation of the discipline project is mandatory.In order for the points accumulated along the way to be taken into account, the final test must be passed, with students obtaining a minimum of 50% of the value allocated to it.			
<ul style="list-style-type: none">Comprehension of basic notions and their usage;Interpretations of the obtained results.			

Date	Course coordinator	Seminar coordinator
23.04.2024	Assist. Prof. Andreea-A. Șeulean, PhD	Assist. Prof. Andreea-A. Șeulean, PhD
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Date of approval	Head of department	
22.05.2024	Assoc. Prof. Marius Bota, PhD	
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