



## SYLLABUS

### Leisure and recreation Academic year 2025-2026

#### 1. Information regarding the program

1.1. Higher education institution	Universitatea Babeș 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 programme/Qualification	Business Administration in Hospitality Services/Bachelor in Economic Studies
1.7. Form of education	Full time

#### 2. Information regarding the discipline

2.1. Name of the discipline		Leisure and recreation				Discipline code	ILE0057	
2.2. Course coordinator			Assoc. prof. dr. Marius BOTA					
2.3. Seminar coordinator			Teaching assistant dr. Anghel Tudorel COZMA					
2.4. Year of study	III	2.5. Semester	5	2.6. Type of evaluation	E	2.7. Discipline regime	Mandatory	

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

3.1. Hours per week	3	of which: 3.2 course	2	3.3 seminar/laboratory	1
3.4. Total hours in the curriculum	42	of which: 3.5 course	28	3.6 seminar/laboratory	14
<b>Time allotment for individual study (ID) and self-study activities (SA)</b>					<b>hours</b>
Learning using manual, course support, bibliography, course notes (SA)					20
Additional documentation (in libraries, on electronic platforms, field documentation)					12
Preparation for seminars/labs, homework, papers, portfolios and essays					12
Tutorship					2
Evaluations					2
Other activities:					10
<b>3.7. Total individual study hours</b>					<b>58</b>
<b>3.8. Total hours per semester</b>					<b>100</b>
<b>3.9. Number of ECTS credits</b>					<b>4</b>

#### 4. Prerequisites (if necessary)

4.1. curriculum	
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



### 6.1. Specific competencies acquired

Professional/essential competencies	<ul style="list-style-type: none"><li>• C1.2. Identification of concrete methods of data collection, processing and analysis depending on different specific situations and conditions of the company's activity</li><li>• C2.4. Analyzing and evaluating business environment trends and proposing strategic alternatives for the company's activity</li></ul>
Transversal competencies	<ul style="list-style-type: none"><li>• CT2. Identification of roles and responsibilities within a multi-skilled team and use effective teamwork and interpersonal techniques</li></ul>

### 6.2. Learning outcomes

Knowledge	<p>The student possesses knowledge about the components of the marketing micro and the macro environment.</p> <ul style="list-style-type: none"><li>• The student knows customer needs and expectations regarding a product or service in order to identify and resolve possible inconsistencies and disagreements of the stakeholders involved.</li><li>• The student defines the concepts regarding the demand and supply of goods and services, including in the tourism activity, consumer behavior and the norms for their protection.</li></ul>
Skills	<p>The student demonstrates that he or she has the ability to identify and analyze elements of the marketing micro and macro environment.</p> <ul style="list-style-type: none"><li>• The student selects the flows and marketing techniques differentiated according to the nature of the products and services.</li></ul>
Responsibility and autonomy:	<p>The student is able to make decisions at the level of the position he occupies and to assume responsibility towards the higher hierarchical levels.</p> <ul style="list-style-type: none"><li>• The student is able to develop methodologies by which a business markets and sells a product or service in order to generate revenue.</li></ul>



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

<b>7.1 General objective of the discipline</b>	<ul style="list-style-type: none"> <li>Acquisition by students of general notions regarding the leisure industry, as well as the recreation and leisure product/services</li> </ul>
<b>7.2 Specific objective of the discipline</b>	<ul style="list-style-type: none"> <li>Analysis of the structure of the leisure industry</li> <li>Leisure Industry Assessment</li> <li>Study of the recreation leisure product, as well as of the aspects generated by its management</li> <li>Evaluation of the offer of leisure products</li> </ul>

## 8. Content

8.1 Course	Teaching methods	Remarks
Leisure – recreation and entertainment <ul style="list-style-type: none"> <li>Leisure - historical perspective</li> </ul>	Oral presentation, multimedia, exemplification	One lecture
Leisure – recreation and entertainment <ul style="list-style-type: none"> <li>Leisure - cultural heritage</li> <li>Leisure – different meanings</li> </ul>	Oral presentation, multimedia, exemplification	One lecture
Leisure industry <ul style="list-style-type: none"> <li>Leisure industry – stakeholders</li> <li>The needs of consumers for leisure</li> </ul>	Oral presentation, multimedia, exemplification	One lecture
Leisure industry <ul style="list-style-type: none"> <li>Providers of leisure products</li> <li>Current trends in leisure industry</li> </ul>	Oral presentation, multimedia, exemplification	One lecture
Evaluation of leisure demand and supply <ul style="list-style-type: none"> <li>Factors determining participation in various leisure activities</li> </ul>	Oral presentation, multimedia, exemplification	One lecture
Evaluation of leisure demand and supply <ul style="list-style-type: none"> <li>The impact of leisure</li> <li>Evaluation of leisure demand and supply</li> <li>The impact of leisure</li> </ul>	Oral presentation, multimedia, exemplification	Two lectures
Leisure products <ul style="list-style-type: none"> <li>Leisure products classification</li> </ul>	Oral presentation, multimedia, exemplification	One lecture
Leisure products <ul style="list-style-type: none"> <li>Planning and developing leisure products</li> </ul>	Oral presentation, multimedia, exemplification	One lecture
Leisure products <ul style="list-style-type: none"> <li>The legal framework necessary to develop a recreation and entertainment services</li> </ul>	Oral presentation, multimedia, exemplification	One lecture
Leisure products <ul style="list-style-type: none"> <li>Planning entertainment and leisure services offered by the public sector</li> </ul>	Oral presentation, multimedia, exemplification	One lecture
Recreation and entertainment programs and events <ul style="list-style-type: none"> <li>The program and the event</li> <li>Types of leisure events</li> </ul>	Oral presentation, multimedia, exemplification	Two lectures
Recapitulation	Exemplification	One lecture
Bibliography: <ol style="list-style-type: none"> <li>Tribe, J., The economics of recreation, leisure and tourism, Sixth Edition, Routledge, 2020</li> <li>Torkildsen, G., Leisure and recreation management, Routledge, New York, 2005</li> </ol>		



8.2 Seminar / laboratory	Teaching methods	Remarks
Requirements for course and seminar activities	Group discussions/ Exemplification	1 seminar (2 hours/week)
Leisure - historical perspective Leisure – cultural heritage	Case study Group discussions/ Exemplification	1 seminar (2 hours/week)
The needs of consumers for leisure Current trends in leisure industry	Case study Group discussions/ Exemplification	1 seminar (2 hours/week)
Factors determining participation in various leisure activities	Case study Group discussions/ Exemplification	1 seminar (2 hours/week)
The impact of leisure products	Case study Group discussions/ Exemplification	1 seminar (2 hours/week)
Planning and developing leisure products	Case study Group discussions/ Exemplification	1 seminar (2 hours/week)
Seminar activity feedback	Group discussions/ Exemplification	1 seminar (2 hours/week)
Bibliography: 1. Tribe, J., The economics of recreation, leisure and tourism, Sixth Edition, Routledge, 2020 2. Torkildsen, G., Leisure and recreation management, Routledge, New York, 2005		

**9. Corroborating the content of the discipline with the expectations of the epistemic community, professional associations and representative employers within the field of the program**

- The content of the discipline is in line with what is done in other university centers in the country and abroad. To adapt the content of the discipline to the requirements of the labor market, meetings were held with representatives of the business environment.

**10. Evaluation**



- The same evaluation criteria are maintained for all exams sessions. The components of the evaluation process carried out during the semester cannot be recovered/redone in the examination sessions.
- To be able to accumulate the points obtained during the semester, it is mandatory to obtain a minimum of 5 (five) in the final exam (written/oral).

Activity type	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percentage of final grade
10.4 Course	<ul style="list-style-type: none"><li>logical, correct and coherent explanation of the concepts acquired</li></ul>	Final examination (in exam session)	60%
10.5 Seminar/laboratory	<ul style="list-style-type: none"><li>the correct and coherent logical application of the learned concepts</li><li>logical and correct explanation of the results obtained</li></ul>	Carrying out a team project (to be carried out and evaluated during the semester)	25%
		Carrying out an individual essay (to be carried out and evaluated during the semester)	15%
10.6 Minimum standard of performance			
To obtain a grade of 5 it is necessary:			
<ul style="list-style-type: none"><li>knowledge of the fundamental notions regarding leisure and their application to examples</li></ul>			



- interpretation of the results obtained

#### 11. Labels ODD (Sustainable Development Goals)

	General label for Sustainable Development							
								

**Date:**  
20.03.2025

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

**Signature of seminar coordinator**  
Teaching assistant dr. Anghel Tudorel  
COZMA

**Date of approval:**  
10.04.2025

**Signature of the head of department**  
Assoc. prof. dr. Marius BOTA