



SYLLABUS

Intercultural behaviour in Hospitality Industry 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 (English)/Bachelor in Economic Studies
1.7. Form of education	Full time

2. Information regarding the discipline

2.1. Name of the discipline		Intercultural behaviour in Hospitality Industry				Discipline code		ILE0062			
2.2. Course coordinator			Prof. dr. Adina Negrușă								
2.3. Seminar coordinator			Prof. dr. Adina Negrușă								
2.4. Year of study		3	2.5. Semester		1	2.6. Type of evaluation		C	2.7. Discipline regime		Elective

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
Time allotment for individual study (ID) and self-study activities (SA)					hours
Learning using manual, course support, bibliography, course notes (SA)					8
Additional documentation (in libraries, on electronic platforms, field documentation)					8
Preparation for seminars/labs, homework, papers, portfolios and essays					6
Tutorship					2
Evaluations					4
Other activities:					5
3.7. Total individual study hours					33
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	Digital equipment
5.2. for the seminar /lab activities	Digital equipment



6.1. Specific competencies acquired

Professional/essential competencies	<p>C3. Negotiation of contract terms and customer and supplier relationship management</p> <ul style="list-style-type: none">• C3.5. Development of new ways of working with customers and improvement of customer communication and negotiation <p>C4. implementing business development strategies in the hospitality industry</p> <ul style="list-style-type: none">• C4.5. Design and proposal of improvements to business development strategies in hospitality industry organisations
Transversal competencies	<p>CT2. Identification of roles and responsibilities within a multi-skilled team and use effective teamwork and interpersonal techniques</p>

6.2. Learning outcomes

Knowledge	<p>The student demonstrates possession of a set of general knowledge regarding: planning and organizing human, material, and financial resources; employee motivation; control of carried-out activities; and management of customer relations in companies from various sectors of activity.</p> <ul style="list-style-type: none">• Understands the economic dimensions, structures, dynamics, and performance specific to the hospitality industry.• Defines the concepts and principles specific to the coordination and management of service, tourism, hotel, and restaurant activities.
Skills	<p>The student is capable of analyzing the organizational environment to adapt the company to identified requirements and challenges. The graduate can recommend appropriate strategies, techniques, and methods for solving management problems related to its main functions.</p> <ul style="list-style-type: none">• Demonstrates the ability to choose methods for managing relationships with clients and suppliers.• Solves simple, well-defined problems associated with the coordination and management of service, tourism, hotel, and restaurant activities.
Responsibility and autonomy:	<p>The student is capable of making decisions at the level of their position and taking responsibility towards higher hierarchical levels.</p>



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

7.1 General objective of the discipline	<ul style="list-style-type: none"> In order to be successful, tourism marketers should have cultural knowledge of their target markets. They must know and understand the major value orientations of their customers, and be aware of and sensitive to cultural differences among international tourist markets and local hosts. Tourism marketers and managers should learn, understand, and respect the influence of national culture on human behaviour.
7.2 Specific objective of the discipline	<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.</p> <ul style="list-style-type: none"> To understand how culture influences international tourism issues. To understand tourist behaviour from the cultural point of view To identify how national cultures influence tourists' purchases, choices, and experiences To identify the reasons for specific tourist reactions to the external environment To understand the relation between strategic decisions and cultural approach of tourists behaviour

8. Content

8.1 Course	Teaching methods	Remarks
<i>Globalization, tourism and culture</i>	interactive course, based on lecture and debates discussions and debates during the lecture based on examples and case studies provided by the teacher	1 lecture
<i>Cultural concept and diversity</i>		2 lectures
<i>Cultural concept in tourism and hospitality.</i>		2 lectures
<i>Culture's dimensions</i>		2 lectures
<i>Influence of culture on communication process and tourism</i>		2 lectures
<i>Influence of culture on hospitality services</i>		lectures
<i>Influence of culture on motivational process</i>		2 lectures
Comparison across cultures		1 lecture
Bibliography 1. Behera Bidhyadhar, Culture and Tourism: Concepts and Cases, Editura Lightning Source Inc, 2018 2. Bardi, James A. (2010) – Hotel Front Office Management, Editura John Wiley & Sons, Third edition. 3. Clayton W. Barrows, Tom Powers, Dennis R. Reynolds, Introduction to management in the hospitality Industry, John Wiley&Sons, Inc, 2011. 4. Erdogan Koc, Cross-Cultural Aspects of Tourism and Hospitality-A Services Marketing and Management Perspective, Editura Routledge, 2021. 5. Corinna Vellnagel, Intercultural Communication within the Tourism Industry, Editura Grin Verlag, 2010.		
8.2 Seminar / laboratory	Metode de predare	Observații
Globalization, tourism and intercultural management. Case study <i>Cultural diversity in tourism</i>	Case study analysis, short presentation, exercises and games	2 seminars
Elements for defining culture. Exercises <i>Culture's dimensions</i>	Case study analysis, short presentation, exercises and games	2 seminars
Practical exercise - Influence of culture on communication process. Case study <i>Cultural influence in communication process in tourism</i>	Case study analysis, short presentation, exercises and games	2 seminars



Cultural values in tourism and hospitality. Essay – Tourist cultural behavior.	Case study analysis, short presentation, exercises and games	2 seminars
Exercises Influence of culture on motivation process. Essay - Influence of culture on motivation process.	Case study analysis, short presentation, exercises and games	2 seminars
Study tourist behaviour across cultures. Case study <i>Tourists' behavior</i>	Case study analysis, short presentation, exercises and games	2 seminars
Bibliography: see the bibliography from course		



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

- First of all, a general view regarding the manner how a company from the field of hospitality is organized and functions is compulsory for any graduate. Moreover, the graduates must understand their particularities and specific activities. Finally, it is important to know the methods practiced and applicable in this field in order to be able to properly fulfill specific tasks

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">•Correctness and amplitude of theoretic knowledge•Logic coherence•Specialized terminology•Understanding of basic concepts in study cross-cultural behavior through the lenses of various theories	Final test	50%
10.5 Seminar/laboratory	Compulsory attendance – minimum 50 % of total seminars Capacity to use the acquired knowledge Interest towards study (proposal of discussion topics based on the optional references)	Seminar attendance and activities	10 %
	Study work elaborated on announced topic	Elaboration and oral presentation of a project (in teams of 3-4)	40 %
10.6 Minimum standard of performance			
<ul style="list-style-type: none">• In order to calculate the final mark summing up the points obtained during the semester, it is necessary to obtain at least 50% of the score related to the written exam• comprehension of basic notions and their usage• interpretations of the obtained results• Assignments and projects are verified against plagiarism with Turnitin – no more than 25% similitude• The evaluation mode is also maintained for the re-exam's session;			

Content	Competencies acquired	Competencies evaluation method
Chap. I-VIII	C3.5. Development of new ways of working with customers and improvement of customer communication and negotiation	50% Project (Grade for content) + 50% grade for final test
Chap. I-VII	C4.5. Design and proposal of improvements to business development strategies in hospitality industry organisations.	50% grade for final test + 50% Assignments grade
	CT2. Identification of roles and responsibilities within a multi-skilled team and use effective teamwork and interpersonal techniques	Project (Grade for work organization and presentation)



11. Labels ODD (Sustainable Development Goals)¹

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Date:
7.04.2025

Signature of course coordinator
Prof.univ.dr. Adina Negrușă

Signature of seminar coordinator
Prof.univ.dr. Adina Negrușă

Date of approval:
10.04.2025

Signature of the head of department
Conf.univ.dr. Marius Bota

¹ Keep only the labels that, according to the [Procedure for applying ODD labels in the academic process](#), suit the discipline and delete the others, including the general one for *Sustainable Development* – if not applicable. If no label describes the discipline, delete them all and write „Not applicable.”.