



## SYLLABUS

### International tourism operations

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		International tourism operations				Discipline code		ILE0065			
2.2. Course coordinator			Assist. prof. dr. Andreea-Angela Șeulean								
2.3. Seminar coordinator			Assist. prof. dr. Andreea-Angela Șeulean								
2.4. Year of study		II	2.5. Semester		4	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
<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)					10
Preparation for seminars/labs, homework, papers, portfolios and essays					20
Tutorship					2
Evaluations					2
Other activities:					4
<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>• C1.1. Description of concepts, theories, and methodologies for collecting, processing, and analysing data from both inside and outside the company</li><li>• C1.2. Identification of concrete methods of data collection, processing, and analysis according to various specific situations and operating conditions of the company</li><li>• C1.3. Data collection; preparation, management, and use of computer systems for data processing and analysis to solve business-specific problems</li><li>• C1.4. Analysis, assessment and validation of empirical data and results to avoid and eliminate misinterpretation</li><li>• C1.5. Development and proposal of projects for the use of empirical economic data in business 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 has general knowledge of macro and microeconomics, with an impact on the life and activity of business firms in the hospitality and tourism sector.</p> <ul style="list-style-type: none"><li>• The student demonstrates advanced knowledge of concepts, indicators, models and data processing tools in order to analyze and optimize management processes in correlation with the organization's environment.</li><li>• The student has knowledge regarding: understanding the impact of government policies on the economic environment; analyzing how location and natural resources influence economic activities; understanding the evolution of economic systems and the impact of historical events on economic development.</li></ul>
Skills	<p>The student demonstrates the ability to deduce and understand the effects of macroeconomic policies, as well as their implications at the microeconomic level, taking into account the particularities of the hospitality and tourism industry.</p> <ul style="list-style-type: none"><li>• The student develops advanced skills/abilities for analyzing and interpreting phenomena, situations and organizational processes from the perspective of managerial functions.</li><li>• The student has the ability to effectively manage natural resources to ensure sustainability and economic growth, respectively the ability to adapt economic strategies to changes and developments in the global economic environment.</li></ul>
Responsibility and autonomy:	<p>The student is able to make decisions at the level of the position he/she occupies and to assume responsibility towards higher hierarchical levels.</p> <ul style="list-style-type: none"><li>• The student demonstrates the ability to scientifically substantiate and adopt managerial decisions.</li><li>• The student is able to monitor and evaluate the impact of implemented policies, as well as to adapt economic strategies to the evolution of the external economic environment.</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>Understanding of the manner how international tourism activities take place in a sustainable manner</li> </ul>
<b>7.2 Specific objective of the discipline</b>	<ul style="list-style-type: none"> <li>To know, to describe and to characterize the pools of international tourism demand</li> <li>To know, to describe and to characterize the pools of international tourism supply</li> <li>To communicate the basic understanding of international tourism</li> <li>To debate the activities, procedures and regulations specific to this field of activity</li> <li>To detail the specific structure of the tourist industry and of its intermediaries</li> <li>To communicate the manner how international tourism has developed</li> <li>To debate the specific activities and procedures</li> <li>To analyze the organizations of international tourism</li> <li>To acknowledge how partnerships can be established for the achievement of the sustainable development goals</li> </ul>

## 8. Content

8.1 Course	Teaching methods	Remarks
<p><i>Introduction and subject presentation</i></p> <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"> <li>The use of an interactive course, based on lecture and debates;</li> <li>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);</li> <li>The use of case studies.</li> </ul>	One lecture
<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"> <li>The use of an interactive course, based on lecture and debates;</li> <li>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);</li> <li>The use of case studies.</li> </ul>	One lecture



<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"> <li>▪ The use of an interactive course, based on lecture and debates;</li> <li>▪ 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);</li> <li>▪ The use of case studies.</li> </ul>	<p>One lecture</p>
<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"> <li>▪ The use of an interactive course, based on lecture and debates;</li> <li>▪ 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);</li> <li>▪ The use of case studies.</li> </ul>	<p>One lecture</p>
<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"> <li>▪ The use of an interactive course, based on lecture and debates;</li> <li>▪ 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);</li> <li>▪ The use of case studies.</li> </ul>	<p>Two lectures</p>
<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"> <li>▪ The use of an interactive course, based on lecture and debates;</li> <li>▪ Discussions and debates during the lecture based on examples provided by the</li> </ul>	<p>One lecture</p>



	<p>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);</p> <ul style="list-style-type: none"> <li>▪ The use of case studies.</li> </ul>	
<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"> <li>▪ The use of an interactive course, based on lecture and debates;</li> <li>▪ 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);</li> <li>▪ The use of case studies.</li> </ul>	One lecture
<p><i>The international tourism market:</i> Definitions, characteristics, 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"> <li>▪ The use of an interactive course, based on lecture and debates;</li> <li>▪ 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);</li> <li>▪ The use of case studies.</li> </ul>	One lecture
<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"> <li>▪ The use of an interactive course, based on lecture and debates;</li> <li>▪ 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</li> </ul>	One lecture



	and identified in the recommended readings); ▪ The use of case studies.	
<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)	▪ 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.	One lecture
<i>The perspectives of international tourism:</i> Globalization and its impact upon international tourism; The perspectives of Romania's international tourism	▪ 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.	Two lectures
<i>Review questions and discussions</i>	▪ Discussions based on the covered subject	One lecture
<i>Colloquium</i>	▪ Final quiz	—
<p>Compulsory list of references:</p> <ol style="list-style-type: none"> <li>1. Cooper, C., Fletcher, J., Fyall, A., Gilbert, D., Wanhill, S. (eds.) (2005) <i>Tourism. Principles and Practice</i>, 3rd ed. Harlow: Pearson.</li> <li>2. Gunn, C. (2002) <i>Tourism Planning: Basics, Concepts, Cases</i>, 4th ed. London: Routledge (Faculty of Business – Library).</li> <li>3. Harrison, D. (ed.) (2001) <i>Tourism and the Less Developed World: Issues and Case Studies</i>. Wallingford: CABI Publishing.</li> <li>4. Holland, J., Leslie, D. (2017) <i>Tour Operators and Operations: Development, Management &amp; Responsibility</i>, CABI (Faculty of Business – Library).</li> <li>5. Keyser, H. (2002) <i>Tourism Development</i>. Oxford: Oxford University Press.</li> <li>6. Mowforth, M., &amp; Munt, I. (1998) <i>Tourism and Sustainability</i>, London: Routledge.</li> <li>7. Novelli, M. (ed.) (2005) <i>Niche Tourism: Contemporary Issues, Trends and Case Studies</i>, Oxford: Elsevier.</li> <li>8. Page, S.J., Brunt, P., Busby, G., &amp; Connell, J. (2006) <i>Tourism: A Modern Synthesis</i>, 2nd ed. London: Thompson Learning.</li> <li>9. Ryan, C., Page, S. (eds.) (2001) <i>Tourism Management: Towards the New Millennium</i>. Oxford: Pergamon.</li> <li>10. Smith, M. (2003) <i>Issues in Cultural Tourism</i>. London: Routledge.</li> </ol>		





11. Theobald, W. F. (ed.) (2004) Global Tourism, 3rd ed. Oxford: Butterworth-Heinemann.
12. \*\*\* TempoOnline Database, National Institute of Statistics, Bucharest.
13. \*\*\* Eurostat.
14. \*\*\* Tourism Trends and Policies, OECD series.
15. \*\*\* Tourism Competitiveness Report, World Economic Forum series.
16. \*\*\* Tourism Highlights, World Tourism Organization series.

Optional list of references:

1. Andrei, R., Copețchi, M., & Dragnea, L., Manual de tehnici operaționale în activitate de turism, IRECSON, Bucharest, 2006.
2. Botezat, E., Strategii manageriale în turism, Editura Economică, Bucharest, 2003 (Faculty of Business – Library).
3. Cooper, C., Hall, M., Contemporary Tourism, Oxford: Butterworth Heinemann, 2008 (Faculty of Business – Library).
4. Draica, C., Ghid practic de turism internațional, Editura All Beck, Bucharest, 1999 (Faculty of Business – Library).
5. Hong, W.-C., Competitiveness in the Tourism Sector: A Comprehensive Approach from Economic and Management Points, Springer – Physica-Verlag, 2008.
6. Mitchell, G. E., Global Travel-Tourism Career Opportunities, 2005.
7. Pender, L.; Sharpley, R., The Management of Tourism, SAGE Publications, 2005.
8. Reisinger, Y., International Tourism: Cultures and Behavior, Oxford: Butterworth Heinemann, 2009.
9. Sharpley, Richard, Telfer, David J., Tourism and Development. Concepts and Issues, Channel View Publications, 2002.
10. Stănculescu, G., Managementul operațiunilor din turism, Editura AllBeck, București, 2002 (Faculty of Business – Library).
11. Stănculescu, G.; Stan, S. V.; Milcu, M., Tehnica operațiunilor de turism, Editura All, București, 1995 (Biblioteca Facultății de Business).
12. Swarbrooke, J., Horner, S., Business Travel and Tourism, Oxford: Butterworth Heinemann, 2001.
13. Veal, A. J., Leisure and Tourism Policy and Planning, CAB International, 2002.
14. Tinard, Y., Le Tourisme: Économie et Management, McGraw Hill, Paris, 1992.
15. Vellas, F., Économie et Politique du Tourisme International, Ed. Économica, Paris, 2002.
16. Wachowiak, H., Tourism and Borders. Contemporary Issues, Policies and International Research, Ashgate, 2006.

8.2 Seminar / laboratory	Teaching methods	Remarks
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	One seminar
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 projector); exemplification; problem formulation; solving of case studies; solving of practical applications	One seminar
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	Two seminars



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	One seminar
Case studies – Elaborated and presented by the students – Analysis of the international tourist market.	Oral presentation; interactive exposition; multimedia (video projector)	Two seminars

Compulsory list of references:

1. Cooper, C., Fletcher, J., Fyall, A., Gilbert, D., & Wanhill, S. (eds.) (2005) *Tourism. Principles and Practice*, 3<sup>rd</sup> ed. Harlow: Pearson.
2. Gunn, C. (2002) *Tourism Planning: Basics, Concepts, Cases*, 4<sup>th</sup> ed. London: Routledge (Faculty of Business – Library).
3. Harrison, D. (ed.) (2001) *Tourism and the Less Developed World: Issues and Case Studies*. Wallingford: CABI Publishing.
4. Holland, J. & Leslie, D., 2017, *Tour Operators and Operations: Development, Management & Responsibility*, CABI (Faculty of Business – Library).
5. Keyser, H. (2002) *Tourism Development*. Oxford: Oxford University Press.
6. Mowforth, M., & Munt, I. (1998) *Tourism and Sustainability*, London: Routledge.
7. Novelli, M. (ed.) (2005) *Niche Tourism: Contemporary Issues, Trends and Case Studies*, Oxford: Elsevier
8. Page, S. J., Brunt, P., Busby, G., & Connell, J. (2006) *Tourism: A Modern Synthesis*, 2<sup>nd</sup> ed. London: Thompson Learning.
9. Ryan, C., Page, S. (eds.) (2001) *Tourism Management: Towards the New Millennium*. Oxford: Pergamon.
10. Smith, M. (2003) *Issues in Cultural Tourism*. London: Routledge.
11. Theobald, W. F. (ed.) (2004) *Global Tourism*, 3<sup>rd</sup> ed. Elsevier.
12. \*\*\* *TempoOnline Database*, Institutul Național de Statistică, București.
13. \*\*\* Eurostat.
14. \*\*\* *Tourism Trends and Policies*, OECD series.
15. \*\*\* *Tourism Competitiveness Report*, World Economic Forum series.
16. \*\*\* *Tourism Highlights*, World Tourism Organization series.

Optional list of references:

1. Botezat, E., *Strategii manageriale în turism*, Editura Economică, Bucharest, 2003 (Faculty of Business – Library).
2. Mitchell, G. E., *Global Travel-Tourism Career Opportunities*, 2005.
3. Pender, L. & Sharpley, R., *The Management of Tourism*, SAGE Publications, 2005.
4. Sharpley, R., & Telfer, D. J., *Tourism and Development. Concepts and Issues*, Channel View Publications, 2002.
5. Swarbrooke, J., & Horner, S., *Business Travel and Tourism*, Oxford: Butterworth Heinemann, 2001.
6. Veal, A. J., *Leisure and Tourism Policy and Planning*, CAB International, 2002.
7. Tinard, Y., *Le Tourisme: Économie et Management*, Paris: McGraw Hill, 1992.
8. Vellas, F., *Économie et Politique du Tourisme International*, Paris: Ed. Économica, 2002.
9. Wachowiak, H., *Tourism and Borders. Contemporary Issues, Policies and International Research*, Ashgate, 2006.

**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**

- 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

- 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>Correctness and amplitude of theoretic knowledge</li> <li>Logic coherence</li> <li>Specialized terminology</li> <li>Understanding of basic concepts</li> <li>Students' interventions during the lectures</li> </ul>	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) (it is carried out and assessed during the semester)	20%
		Colloquium (it is handled during the last week of teaching activities)	30%
10.5 Seminar/laboratory	<ul style="list-style-type: none"> <li>Projects elaborated on announced topics</li> </ul>	Elaboration and submission of a discipline project (it is carried out and assessed during the semester)	50%
10.6 Minimum standard of performance			
To obtain a grade of 5 (five) it is necessary:			
<ul style="list-style-type: none"> <li>Knowledge of the fundamental notions and their application to examples</li> <li>Interpretation of the obtained results</li> </ul>			

## 11. Labels ODD (Sustainable Development Goals)

Date:

04.04.2025

Signature of course coordinator

Assist. prof. dr. Andreea-Angela Șeulean

Signature of seminar coordinator

Assist. prof. dr. Andreea-Angela Șeulean

Date of approval:

10.04.2025

Signature of the head of department

Assoc. prof. dr. Marius BOTA