



SYLLABUS
Destination marketing
Academic year 2025-2026

1. Program data

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		Destination marketing				Discipline Code	ILE0101
2.2. Course coordinator		Prof.univ.dr. Smaranda Adina Cosma					
2.3. Seminar coordinator		Prof.univ.dr. Smaranda Adina Cosma					
2.4. Year of study	II	2.5. Semester	4	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	4	of which: 3.2 course	2	3.3 seminar/laboratory	2
3.4. Total hours in the curriculum	56	of which: 3.5 course	28	3.6 seminar/laboratory	28
Time allotment for individual study (ID) and self-study activities (SA)					hours
Learning using manual, course support, bibliography, course notes (SA)					20
Additional documentation (in libraries, on electronic platforms, field documentation)					20
Preparation for seminars/labs, homework, papers, portfolios and essays					19
Tutorship					2
Evaluations					2
Other activities:					6
3.7. Total individual study hours					69
3.8. Total hours per semester					125
3.9. Number of ECTS credits					5

4. Prerequisites (if necessary)

4.1. curriculum	
4.2. competencies	

5. Conditions (if necessary)

5.1. for the course	Classroom equipped with computer and projector
5.2. for the seminar /lab activities	Classroom equipped with computer and projector

6.1. Specific competencies acquired

Professional/essential competencies	<ul style="list-style-type: none"> C2.2. Analysis, selection and validation of business research methods according to the specific requirements of the decision-making system C4.5. Designing and proposing improvements to business development strategies in hospitality industry organizations
Transversal competencies	<ul style="list-style-type: none"> CT2. Identifying roles and responsibilities in a multi-specialized team and applying techniques for relationships and effective work within the team

6.2. Learning outcomes

Knowledge	<p>The student possesses knowledge about the components of the microenvironment and the macro environment of marketing.</p> <ul style="list-style-type: none"> The student researches and understands the needs and expectations of customers regarding a product or service in order to identify and resolve possible inconsistencies and disagreements of the stakeholders involved. The student knows various internal factors that influence the functioning of the business, such as culture, strategic approach, products, prices and available resources. The student knows how to analyze the external and internal environment of an organization, identifying strengths and weaknesses, in order to provide a basis for the company's strategies and for further planning.
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"> The student conducts research and analysis on external factors that influence business, such as consumers, market position, competitors, and the political environment. The student knows how to collect data and statistics for testing and evaluation in order to generate statements and pattern predictions, in order to discover useful information in the decision-making process. The student demonstrates the ability to develop studies and analyses, organizational and efficiency of the activity of companies in order to provide advice and assistance.
Responsibilities 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"> The student demonstrates the ability to develop proposals and make appropriate decisions, considering economic criteria. The student establishes a positive, long-term relationship between organisations and third-party stakeholders, such as suppliers, distributors, shareholders and other stakeholders, in order to provide them with information about the organisation and its objectives.

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



7.1 General objective of the discipline	Students acquire the fundamentals, operational means and concrete tools to understand and implement the marketing approach of tourist destinations, the global concept regarding the functioning of activities in the hospitality and tourism industries.
7.2 Specific objective of the discipline	Following the completion of this course, students will be able to identify, analyze and plan the tourism development potential of a destination.

8. Contents

8.1 Course	Teaching methods	Observations
Introductory Aspects in Tourist Destination Marketing Presentation of the discipline and requirements for students in the course activities	Interactive, multimedia exhibition (video projector), exemplification	One course
Tourist destinations and destination marketing: definitions, concepts and perspectives What are tourist destinations? What is destination marketing and what is its purpose Classification of tourist destinations Impact of tourist destinations	Interactive, multimedia exhibition (video projector), exemplification	Three courses
Stakeholders of tourist destinations Defining stakeholders Tourism Destination Stakeholder Analysis The importance of public-private partnership in tourism	Interactive, multimedia exhibition (video projector), exemplification	One course
The strategic process of creating the tourist destination The process of strategic planning of tourist destinations Stages of the strategic planning process of tourist destinations Marketing strategies for tourist destinations The life cycle of tourist destinations	Interactive, multimedia exhibition (video projector), exemplification	Two courses
Choosing a tourist destination Strategies for searching for information about tourist destinations Travel motivations, benefits and constraints The process of choosing a tourist destination Experiential consumption and destination marketing	Interactive, multimedia exhibition (video projector), exemplification	Two courses
Promotion of tourist destinations Tools and techniques for promoting tourist destinations Destination Branding Strategies Destination Storytelling	Interactive, multimedia exhibition (video projector), exemplification	Two courses
Themed destinations Wine destinations Film destinations	Interactive, multimedia exhibition (video projector), exemplification	One course
Evaluation of the performance of tourist destinations The importance of evaluating the results obtained	Interactive, multimedia exhibition (video projector), exemplification	Two courses



Factors affecting the competitiveness of tourist destinations Methods for measuring the competitiveness and performance of tourist destinations		
Bibliography: 1. Bojanic, D.C., Reid, R.D., Hospitality Marketing Management, 6th Edition, Wiley, 2016. 2. Bowie D., Buttle F., Brookes, M., Mariussen A., Hospitality Marketing, 3rd edition, Routledge, 2016. 3. CaMilleri, M.A., Tourism Planning and Destination Marketing, Emerald Publishing, 2018. 4. Fyall, A., Legohérel, P., Frochot, I., Wang, Y., Marketing for Tourism and Hospitality. Collaboration, Technology and Experiences, Routledge, 2019. 5. Kotler, P., Bowen, T.B., Makens J.C., Baloglu, S., Marketing for Hospitality and Tourism, global edition, 7th ed., Pearson, 2017. 6. Morgan, N., Pritchard, A., Pride, R., Destination Brands. Managing Place Reputation, Third Edition, Butterworth-Heinemann, Elsevier, 2011. 7. Morrison, A.M., Marketing and managing tourism destinations, second edition, Routledge, 2019. 8. Palmer, A., Principles of services marketing, 7th Edition, McGraw-Hill Education, 2014. 9. Pike, S., Destination Marketing: Essentials, Routledge, 2020. 10. Wang, Y., Pizam, A., Destination Marketing and Management: Theories and Applications, CABI, 2011. 11. World Tourism Organization, A Practical Guide to Tourism Destination Management, Madrid, 2007.		
8.2 Seminar / laboratory	Teaching methods	Observations
Presentation of the discipline and requirements for students at seminar activities	Interactive, multimedia exhibition (video projector), exemplification	A seminar
Typology of tourist destinations and key factors of destination success	Exercise Case study debate	A seminar
Advantages and disadvantages of destinations	Exercise Case study debate	A seminar
Classification of tourist destinations	Exercise Case study debate	A seminar
Impact of tourist destinations	Exercise Case study debate	A seminar
Tourism destination stakeholders and their interests	Exercise Case study debate	A seminar
Sustainability elements of tourist destinations	Exercise Case study debate	A seminar
Competition in the tourism market and market segmentation	Exercise Case study debate	A seminar
Information-seeking travelers' behavior	Exercise Case study debate	A seminar
Destination Choice and Experiential Marketing	Exercise Case study debate	A seminar
Destination branding	Exercise Case study debate	A seminar
Storytelling and thematic destinations	Practical application	A seminar
Analysis of individual portfolios carried out during the seminar activities	Presentation and discussions	A seminar
Presentation of group projects	Debate	A seminar
Bibliography: 1. Bojanic, D.C., Reid, R.D., Hospitality Marketing Management, 6th Edition, Wiley, 2016. 2. Bowie D., Buttle F., Brookes, M., Mariussen A., Hospitality Marketing, 3rd edition, Routledge, 2016. 3. CaMilleri, M.A., Tourism Planning and Destination Marketing, Emerald Publishing, 2018. 4. Fyall, A., Legohérel, P., Frochot, I., Wang, Y., Marketing for Tourism and Hospitality. Collaboration, Technology and Experiences, Routledge, 2019.		



5. Kotler, P., Bowen, T.B., Makens J.C., Baloglu, S., Marketing for Hospitality and Tourism, global edition, 7th ed., Pearson, 2017.
6. Morgan, N., Pritchard, A., Pride, R., Destination Brands. Managing Place Reputation, Third Edition, Butterworth-Heinemann, Elsevier, 2011.
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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">• Understanding and acquiring specialized concepts;• Correctness of use of the accumulated specialized knowledge;• Logical coherence in thought.	Final exam (to be held in session)	60%
10.5 Seminar/laboratory	<ul style="list-style-type: none">• Ability to apply the specialized notions learned;• Ability to analyze and interpret specialized data;• The ability to formulate and make the best decisions based on given situations;• Ability to work in a team.	Making a team project with a given theme (to be carried out and evaluated during the semester)	20%
		Realization of an individual portfolio of applications and case studies (to be carried out and evaluated during the semester)	20%
10.6 Minimum performance standard			
To obtain a grade of 5, students must: <ul style="list-style-type: none">• know the fundamental notions taught;• correctly use and apply the specialized concepts.			

11. Labels ODD (Sustainable Development Goals)



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BABEȘ-BOLYAI UNIVERSITY
TRADITIO ET EXCELLENTIA

FACULTATEA DE
BUSINESS
IN PARTNERSHIP

 General label for Sustainable Development								
								

Date:
27.03.2025

Signature of course coordinator
Prof.univ.dr. Smaranda Adina COSMA

Signature of seminar coordinator
Prof.univ.dr. Smaranda Adina COSMA

Date of approval:
10.04.2025

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