



SYLLABUS

Economics and politics of international tourism

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	Master
1.6. Study programme/Qualification	Business Administration in International Hospitality and Tourism /Master
1.7. Form of education	Full time

2. Information regarding the discipline

2.1. Name of the discipline		Economics and politics of international tourism				Discipline code		IME0027			
2.2. Course coordinator			Assoc.Prof. Valentin TOADER								
2.3. Seminar coordinator			Assoc.Prof. Valentin TOADER								
2.4. Year of study		1	2.5. Semester		1	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/laborator	14
Time allotment for individual study (ID) and self-study activities (SA)					hours
Learning using manual, course support, bibliography, course notes (SA)					50
Additional documentation (in libraries, on electronic platforms, field documentation)					50
Preparation for seminars/labs, homework, papers, portfolios and essays					28
Tutorship					2
Evaluations					2
Other activities:					6
3.7. Total individual study hours					108
3.8. Total hours per semester					150
3.9. Number of ECTS credits					6

4. Prerequisites (if necessary)

4.1. curriculum	-
4.2. competencies	-

5. Conditions (if necessary)

5.1. for the course	-
5.2. for the seminar /lab activities	-



6.1. Specific competencies acquired

Professional/ essential competencies	<ul style="list-style-type: none"> C2. Advanced knowledge of concepts, techniques, and methods used in the scientific and applied research specific to the hospitality and tourism sector C3. Ability to identify and diagnose the influences of global economic, political, cultural, and environmental factors specific to the hospitality and tourism sector, both internationally and locally
Transversal competencies	<ul style="list-style-type: none"> CT3. Making effective use of various learning resources and techniques for personal development

6.2. Learning outcomes

Knowledge	<ul style="list-style-type: none"> The graduate of the Master's program has complex knowledge in macro- and micro-economic areas, with direct and indirect impact on the environment and businesses in the hospitality and tourism industry, at global level <ul style="list-style-type: none"> The graduate has advanced knowledge regarding the demand and supply of tourism goods and services, as well as the mechanisms that stimulate the competitiveness of tourist destinations at the international level.
Skills	<ul style="list-style-type: none"> The graduate demonstrates a high ability to understand the complexity of macroeconomic policies and is, thus, able to infer their implications for businesses in the hospitality industry and international tourism. <ul style="list-style-type: none"> The graduate analyzes problems, situations, case studies specific to international tourism (regarding the management of tourist flows, the competitiveness and sustainable development of tourist destinations, etc.)
Responsibility and autonomy:	<ul style="list-style-type: none"> The graduate is able to perform complex professional tasks, under conditions of autonomy and professional independence <ul style="list-style-type: none"> The graduate has the ability to develop studies and analyses regarding tourist flows and the factors that influence their evolution.

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

7.1 General objective of the discipline	<ul style="list-style-type: none"> to understand the business environment of international tourism
7.2 Specific objective of the discipline	<ul style="list-style-type: none"> to know the travel reasons for international travelers to be aware of the main trends/issues of international tourism to be able to characterize the competitiveness of different tourism destinations to understand the role of sustainability in international tourism

8. Content

8.1 Course	Teaching methods	Remarks
Introduction. Understanding international tourism	Lecture, debate	1 lecture
Globalization and tourism	Lecture, debate	1 lecture
International tourists' behavior and flows	Lecture, debate	1 lecture



8.1 Course	Teaching methods	Remarks
Trends in international tourism demand	Lecture, debate	1 lecture
Forecasting international tourism demand	Lecture, debate	1 lecture
Sustainability of international tourism	Lecture, debate	1 lecture
Environmental and social issues in tourism sustainability	Lecture, debate	1 lecture
Competitiveness in Travel & Tourism sector	Lecture, debate	1 lecture
Transportation and tourism	Lecture, debate	2 lectures
Visa facilitation and regulation of international visitor flows	Lecture, debate	2 lectures
International trade of tourism and hospitality services	Lecture, debate	2 lectures
Bibliography: <ol style="list-style-type: none">1. Dwyer L., Forsyth P., Dwyer W., Tourism Economics and Policy, Channel View Publications, Bristol, 20202. Tribe John, The economics of recreation, leisure and tourism, Routledge, Oxford, 20203. UNWTO, Policy and practice for global tourism, 20114. Coles Tim, International business and tourism: global issues, contemporary interactions. London: Routledge, 2008.5. Cooper C., Hall M.C., Contemporary tourism. An international approach, Butterworth-Heinemann, 20086. Dwyer L., Forsyth P., International handbook on the economics of tourism, Edward Elgar Publishing Limited, 20067. International Labour Organization, Economic crisis, international tourism decline and its impact on the poor, 20138. World Economic Forum, The Travel and Tourism Competitiveness Reports		
8.2 Seminar / laboratory	Metode de predare	Observații
Introduction. Understanding international tourism	Case study, debate	1 seminar
Globalization and tourism	Case study, debate	1 seminar
International tourists' behavior and flows	Case study, debate	1 seminar
Trends in international tourism demand	Case study, debate	1 seminar
Forecasting international tourism demand	Case study, debate	1 seminar
Sustainability of international tourism	Case study, debate	1 seminar
Environmental and social issues in tourism sustainability	Case study, debate	1 seminar
Competitiveness in Travel & Tourism sector	Case study, debate	1 seminar
Transportation and tourism	Case study, debate	2 seminars
Visa facilitation and regulation of international visitor flows	Case study, debate	2 seminars
International trade of tourism and hospitality services	Case study, debate	2 seminars
Bibliography: <ol style="list-style-type: none">1. Dwyer L., Forsyth P., Dwyer W., Tourism Economics and Policy, Channel View Publications, Bristol, 20202. Tribe John, The economics of recreation, leisure and tourism, Routledge, Oxford, 20203. UNWTO, Policy and practice for global tourism, 20114. Coles Tim, International business and tourism: global issues, contemporary interactions. London: Routledge, 2008.5. Dwyer L., Forsyth P., International handbook on the economics of tourism, Edward Elgar Publishing Limited, 20066. World Economic Forum, The Travel and Tourism Competitiveness Reports7. UNWTO Library		

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 subjects of this discipline were elaborated according to the recommendations received from the business units serving the international tourists.

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">The knowledge's accuracy and completeness.Logical consistency.The use of specialized language.Understanding concepts and phenomena	Written exam (during the exam period)	50%
10.5 Seminar/laboratory	<ul style="list-style-type: none">Capacity to apply the learned concepts	Case studies/simulations (during the semester)	50%
10.6 Minimum standard of performance			
<ul style="list-style-type: none">knowing the fundamental concepts who were taught.appropriate use and application of specialized concepts.			

11. Labels ODD (Sustainable Development Goals)¹

Date:
3.04.2025

Signature of course coordinator
Valentin TOADER, assoc. prof.

Signature of seminar coordinator
Valentin TOADER, assoc. prof.

Date of approval:
10.04.2025

Signature of the head of department
Marius BOTA, assoc. prof.

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.”.