



## SYLLABUS

### Hospitality and tourism sales management

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		Hospitality and tourism sales management				Discipline code		IME0030		
2.2. Course coordinator			Conf. dr. Cristina Fleşeriu							
2.3. Seminar coordinator			Conf. dr. Cristina Fleşeriu							
2.4. Year of study		1	2.5. Semester		I	2.6. Type of evaluation		E	2.7. Discipline regime	Required

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

3.1. Hours per week	2	of which: 3.2 course	1	3.3 seminar/laboratory	1
3.4. Total hours in the curriculum	28	of which: 3.5 course	14	3.6 seminar/laborator	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)					11
Additional documentation (in libraries, on electronic platforms, field documentation)					11
Preparation for seminars/labs, homework, papers, portfolios and essays					11
Tutorship					2
Evaluations					2
Other activities:					10
<b>3.7. Total individual study hours</b>					<b>47</b>
<b>3.8. Total hours per semester</b>					<b>75</b>
<b>3.9. Number of ECTS credits</b>					<b>3</b>

#### 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"><li>C1. Running a business division/ subdivision in the hospitality and tourism sector</li></ul>
Transversal competencies	<ul style="list-style-type: none"><li>CT2 identification of roles and responsibilities in a team and their implementation within various hospitality and tourism-based businesses</li></ul>

### 6.2. Learning outcomes

Knowledge	<p>The student has in-depth knowledge of micro- and macro-marketing components, as well as regarding their implications for international businesses in the hospitality industry and tourism.</p> <ul style="list-style-type: none"><li>The student will know how to analyze customer needs and expectations regarding a service to identify and resolve potential inconsistencies and disagreements among stakeholders.</li></ul>
Skills	<p>The student has an advanced ability to identify and analyse various opportunities to adapt businesses operating in the hospitality industry and international tourism to the elements of the micro- and macro-marketing environment, using specific techniques and tools.</p> <ul style="list-style-type: none"><li>The student will be able to collect data and statistics for testing and evaluation to generate statements and prediction patterns, aiming to identify useful information in the decision-making process.</li></ul>
Responsibility and autonomy:	<p>The student is able to perform complex professional tasks, under conditions of autonomy and professional independence</p> <ul style="list-style-type: none"><li>The student will be able to collaborate effectively with management personnel from other departments, ensuring services and optimal communication in areas such as sales, planning, procurement, marketing, distribution, and technical aspects.</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>the students must assume the Sales Management concept and elements about the sales management theory and practice in hospitality and tourism</li> </ul>
<b>7.2 Specific objective of the discipline</b>	<ul style="list-style-type: none"> <li>to know how to identify and to target the clients</li> <li>to study the consumer segmentation methods and techniques</li> <li>to learn the sales presentation techniques</li> <li>to analyse the objections and to know how to welcome these</li> <li>assumption of sales techniques and know some aspects about the purpose and the importance of the sales force into the company</li> </ul>

## 8. Content

8.1 Course	Teaching methods	Remarks
Requirements for course and seminar activities; Introduction regarding sales management and the sales activity in general and in hospitality and tourism in particular	Interactive exposure, multimedia, exemplification	1 lecture
Purchase-decision process: motivators and determinants in hospitality and tourism and the buying process	Interactive exposure, multimedia, exemplification	1 lecture
Distribution channels in the tourism industry	Interactive exposure, multimedia, exemplification	1 lecture
Customer approach and approach techniques: sales promotion	Interactive exposure, multimedia, exemplification	2 lectures
Personal selling	Interactive exposure, multimedia, exemplification	2 lectures
<b>Bibliography</b> 1. Siguaw J.A. (2004), Hospitality sales: Selling smarter, Delmar Learning by Thomson, New York. 2. Futrell C.M. (2011), Fundamentals of selling, Customers for life through service, McGraw Hill, New York. 3. Kaufmann T., Lashley C., Schreier L. A. (2009), Timeshare management, The key issues for hospitality managers, BH by Elsevier, Oxford. 4. Kotler Ph., Bowen J.T., Makens J.C., Balogu S. (2017), Marketing for Hospitality and Tourism, seventh edition, Pearson, Global Edition. 5. Reid R.D. & Bojanic D.C. (2006), Hospitality marketing management, 4-th edition, Wiley, New Jersey.		
8.2 Seminar / laboratory	Metode de predare	Observații
Discipline presentation and the requirements for the students from course and seminar activities, responsibilities during the semester		1 seminar
The importance of sales management: Spirit Airlines	Case studies	1 seminar
Leisure motivation scale, Motivators and determinants: Hilton Hotels and Disney	Practical applications, case studies	1 seminar
Distribution channels in the tourism industry, Tropicana fishing lounge	Practical applications, case studies	1 seminar
How to gain the customers commitment, The importance of relationship marketing in tourism, Elk Mountain Hotel	Practical applications, Case studies	1 seminar
Personal selling: The Ritz-Carlton	Practical applications, case studies	1 seminar
Project presentation	Students' presentations during the last seminar	1 seminar
<b>Bibliography</b>		



1. Siguaw J.A. (2004), Hospitality sales: Selling smarter, Delmar Learning by Thomson, New York.
2. Futrell C.M. (2011), Fundamentals of selling, Customers for life through service, McGraw Hill, New York.
3. Kaufmann T., Lashley C., Schreier L. A. (2009), Timeshare management, The key issues for hospitality managers, BH by Elsevier, Oxford.
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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 topics covered are similar to those addressed in other prestigious universities at home and abroad. In order to adapt the content the discipline to the labor, meetings were held with representatives from the business community.

## 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>understanding and leaning the specialized concepts;</li> <li>correct use of specialized knowledge;</li> <li>consistency logical thinking.</li> </ul>	Final written exam – during the exam period	50%
10.5 Seminar/laboratory	<ul style="list-style-type: none"> <li>ability to apply the learned specialized concepts;</li> <li>creativity;</li> <li>ability to work in team;</li> <li>consulting the latest books and materials in this field;</li> <li>acquiring the terminology.</li> </ul>	Project (done in teams, presented during the last seminar)	50%
10.6 Minimum standard of performance			
<ul style="list-style-type: none"> <li>knowing the fundamental concepts who were taught;</li> <li>appropriate use and application of specialized concepts.</li> </ul>			



## 11. Labels ODD (Sustainable Development Goals)<sup>1</sup>


<sup>1</sup> 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.”.



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FACULTATEA DE  
**BUSINESS**  
IN PARTNERSHIP

								
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**Date:**  
23.03.2025

**Signature of course coordinator**  
Conf. Dr. Cristina Fleșeriu

**Signature of seminar coordinator**  
Conf. Dr. Cristina Fleșeriu

**Date of approval:**  
10.04.2025

**Signature of the head of department**

Conf. dr. Marius Bota