



SYLLABUS

Advanced research and data analysis in hospitality and 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 Hospitality and International Tourism /Master
1.7. Form of education	Full time

2. Information regarding the discipline

2.1. Name of the discipline	Advanced research and data analysis in hospitality and tourism			Discipline code	IME0031		
2.2. Course coordinator	Assoc. prof. dr. Marius BOTA						
2.3. Seminar coordinator	Assoc. prof. dr. Marius BOTA						
2.4. Year of study	II	2.5. Semester	3	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	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
Time allotment for individual study (ID) and self-study activities (SA)					hours
Learning using manual, course support, bibliography, course notes (SA)					30
Additional documentation (in libraries, on electronic platforms, field documentation)					14
Preparation for seminars/labs, homework, papers, portfolios and essays					14
Tutorship					2
Evaluations					2
Other activities:					10
3.7. Total individual study hours					72
3.8. Total hours per semester					100
3.9. Number of ECTS credits					4

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">• C2. Advanced knowledge of concepts, techniques, and methods used in the scientific and applied research specific to the hospitality and tourism sector
Transversal competencies	<ul style="list-style-type: none">• CT2. Identification of roles and responsibilities in a team and their implementation within various hospitality and tourism-based businesses

6.2. Learning outcomes

Knowledge	<p>The graduate 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">• 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 graduate 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">• The student can 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 can collect relevant information by applying systematic methods such as interviews, focus groups, text analysis, observations, and case studies.• The student collects, reports, analyzes and creates key indicators for a project, to help measure its success.
Responsibility and autonomy:	<p>The graduate is able to perform complex professional tasks, under conditions of autonomy and professional independence</p> <ul style="list-style-type: none">• The student demonstrates the ability to develop proposals and make appropriate decisions, considering economic criteria.

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

7.1 General objective of the discipline	<ul style="list-style-type: none">• The objective of the course is to understand what marketing research means in tourism and hospitality context
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7.2 Specific objective of the discipline	<ul style="list-style-type: none"> • Understand the importance of marketing information in tourism and hospitality industry • Study the research methods and instruments commonly used in tourism • Learn the research category undertaken in this sector
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8. Content

8.1 Course	Teaching methods	Remarks
Assessing marketing information needs	Oral presentation, multimedia, exemplification	One lecture (two hours/week)
Research methods in tourism and hospitality	Oral presentation, multimedia, exemplification	Two lecture (two hours/week)
Research instruments in tourism and hospitality	Oral presentation, multimedia, exemplification	One lecture (two hours/week)
Marketing environment research Qualitative research	Oral presentation, multimedia, exemplification	One lecture (two hours/week)
Marketing environment research Quantitative research	Oral presentation, multimedia, exemplification	One lecture (two hours/week)
Report preparation and presentation	Oral presentation, multimedia, exemplification	One lecture (two hours/week)
Bibliography: <ol style="list-style-type: none"> 1. Kotler, P., Bowen, T.B., Makens J.C., Marketing for Hospitality and Tourism, 5th ed., Pearson Prentice Hall, New Jersey, 2010. 2. Malhotra, N. K., Marketing Research: An Applied Orientation, 7th edition, Global Edition, Pearson, 2019, ISBN: 9781292265636 3. Nunan, D., Birks D. F. and Malhotra, N. K., Marketing Research Applied Insight, 6th Edition, Pearson Education Limited, 2020 ISBN: 9781292308722 		
8.2 Seminar / laboratory	Teaching methods	Remarks
Requirements seminar activities	Oral presentation, multimedia, exemplification	One seminar (two hours/week)
Assessing marketing information needs	Case study Group discussions/ Exemplification	One seminar (two hours/week)
Research methods in tourism and hospitality	Case study Group discussions/ Exemplification	One seminar (two hours/week)
Research instruments in tourism and hospitality	Case study Group discussions/ Exemplification	One seminar (two hours/week)
Qualitative research	Case study Group discussions/ Exemplification	One seminar (two hours/week)
Quantitative research	Case study Group discussions/ Exemplification	One seminar (two hours/week)
Projects presentation	Oral presentation, multimedia	One seminar (two hours/week)
Bibliography: <ol style="list-style-type: none"> 1. Kotler, P., Bowen, T.B., Makens J.C., Marketing for Hospitality and Tourism, 5th ed., Pearson Prentice Hall, New Jersey, 2010. 2. Malhotra, N. K., Marketing Research: An Applied Orientation, 7th edition, Global Edition, Pearson, 2019, ISBN: 9781292265636 3. Nunan, D., Birks D. F. and Malhotra, N. K., Marketing Research Applied Insight, 6th Edition, Pearson Education Limited, 2020 ISBN: 9781292308722 		



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"> • logical, correct and coherent explanation of the concepts acquired 	Final examination (exam period)	60%
10.5 Seminar/laboratory	<ul style="list-style-type: none"> • the correct and coherent logical application of the learned concepts • logical and correct explanation of the results obtained 	Carrying out a team project (to be carried out and evaluated during the semester)	40%
10.6 Minimum standard of performance			
To obtain a grade of 5 it is necessary: <ul style="list-style-type: none"> • knowledge of the fundamental notions and their application to examples; • interpretation of the results obtained. 			

11. Labels ODD (Sustainable Development Goals)

	General label for Sustainable Development							
								

Date:
28.03.2025

Signature of course coordinator
Assoc. prof. dr. Marius BOTA

Signature of seminar coordinator
Assoc. prof. dr. Marius BOTA

Date of approval:
10.04.2025

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