



SYLLABUS
Urban 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		Urban Tourism				Discipline code		IME0051	
2.2. Course coordinator		Conf.dr. Cristina FLEȘERIU / Conf.dr. Valentin TOADER							
2.3. Seminar coordinator		Conf.dr. Cristina FLEȘERIU / Conf.dr. Valentin TOADER							
2.4. Year of study	2	2.5. Semester	II	2.6. Type of evaluation		E	2.7. Discipline regime		Elective

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	24	of which: 3.5 course	12	3.6 seminar/laborator	12
Time allotment for individual study (ID) and self-study activities (SA)					hours
Learning using manual, course support, bibliography, course notes (SA)					34
Additional documentation (in libraries, on electronic platforms, field documentation)					30
Preparation for seminars/labs, homework, papers, portfolios and essays					30
Tutorship					2
Evaluations					4
Other activities:					1
3.7. Total individual study hours					101
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 video projector and Internet access
5.2. for the seminar /lab activities	Classroom equipped with video projector and Internet access



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• C5. Drawing up various reports/ studies useful for the running of a hospitality/ tourism unit and the provision of consultancy in the field
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 student of the Master's programme 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.</p> <ul style="list-style-type: none">• The student analyzes the internal and external environment of an organization to provide a solid foundation for strategy development and future company planning.
Skills	<p>The student 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.</p> <ul style="list-style-type: none">• The student analyzes customer needs and expectations regarding the service, identifying and resolving potential inconsistencies and disagreements among the involved stakeholders.
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">• 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.



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 characteristics of urban tourism
7.2 Specific objective of the discipline	<ul style="list-style-type: none"> To know how to measure the tourism flows in urban areas To identify the motivations and forms of urban tourism To analyse the effects of urban tourism To understand the seasonality of tourism flows in urban areas and to be able to identify solutions for the urban areas sustainable development To understand how to develop a tourism strategy for urban areas

8. Content

8.1 Course	Teaching methods	Remarks
Defining urban tourism and urban tourism organizations	Lecture, debate	1 lecture
Relationship between tourism and urban development	Lecture, debate	1 lecture
Motivations for urban tourism. Information needs of city travellers	Lecture, debate	1 lecture
Challenges in urban tourism development	Lecture, debate	1 lecture
Measuring the level of activity in urban tourism	Lecture, debate	1 lecture
Sharing economy and urban tourism	Lecture, debate	1 lecture
Bibliography 1. Belini N., Pasquinelli C., Tourism in the City: Towards an Integrative Agenda on Urban Tourism, 1st ed., 2017 Edition 2. Conrady R., Buck M., Trends and issues in global tourism, Springer, 2012 3. Heeley J., Inside city tourism. A European perspective, Channel View Publications, 2011 4. Mazanec J.A., Wober K.W., Analyzing international city tourism, Springer, 2010 5. Maitland R., Brent W.R., City tourism. National capital perspectives, CABI, 2009 6. Maciocco G., Serreli S., Enhancing the city. New perspectives for tourism and leisure, Springer, 2009 7. Hayllar B., Griffin T., Edwards D., City spaces – tourist places. Urban tourism precincts, Butterworth-Heinemann, 2008 8. Kolb Bonita M., Tourism marketing for cities and towns: using branding and events to attract tourists. Burlington, Mass.; Oxford, UK: Butterworth-Heinemann, 2006. 9. Lungu (Gârbea) Roxana Valentina, Turismul urban: stadiul actual și perspectivele de dezvoltare ale orașelor din Moldova Apuseană. Iași: [s.n.], 2014. 10. Popescu Ruxandra Irina, Corboș Răzvan Andrei, Creșterea competitivității unei destinații prin strategii de branding. București: Editura A.S.E, 2013. 11. Pușcaș Angelica, Coloane și vitralii: antichitate și ev mediu: incursiuni în istoria și cultura turismului urban premodern. Cluj-Napoca: Presa Universitară Clujeană, 2015. 12. Stănculescu Gabriela, Minciu Rodica, Pădurean Mihaela, Strategia dezvoltării zonelor metropolitane și amenajarea turistică. București: Editura A.S.E, 2009.		
8.2 Seminar / laboratory	Metode de predare	Observații
Defining urban tourism and urban tourism organizations	Case study, debate	1 seminar
Relationship between tourism and urban development	Case study, debate	1 seminar
Motivations for urban tourism. Information needs of city travellers	Case study, debate	1 seminar
Challenges in urban tourism development	Case study, debate	1 seminar
Measuring the level of activity in urban tourism	Case study, debate	1 seminar



Sharing economy and urban tourism	Case study, debate	1 seminar
<p>Bibliography</p> <ol style="list-style-type: none">1. Conrady R., Buck M., Trends and issues in global tourism, Springer, 20122. Heeley J., Inside city tourism. A European perspective, Channel View Publications, 20113. Mazanec J.A., Wober K.W., Analyzing international city tourism, Springer, 20104. Maitland R., Brent W.R., City tourism. National capital perspectives, CABI, 20095. Maciocco G., Serreli S., Enhancing the city. New perspectives for tourism and leisure, Springer, 20096. Hayllar B., Griffin T., Edwards D., City spaces – tourist places. Urban tourism precincts, Butterworth-Heinemann, 2008		



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 was elaborated according to the recommendations received from the business units serving the international tourists.

10. Evaluation

- The share of each evaluation criteria may change at the beginning of the semester as a result of the students' suggestions
- 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			
10.5 Seminar/laboratory			
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

		12 CONSUM SI PRODUCTIE RESPONSABILE						

Date:
25.03.2025

Signature of course coordinator
Conf.dr. Cristina FLEȘERIU
Conf.dr. Valentin TOADER

Signature of seminar coordinator
Conf.dr. Cristina FLEȘERIU
Conf.dr. Valentin TOADER

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.”.



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BUSINESS
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Date of approval:
10.04.2025

Signature of the head of department

Conf.dr. Marius BOTA