



SYLLABUS
Consumer Behavior in Hospitality and Tourism
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		Consumer Behavior in Hospitality and Tourism				Discipline code		IME0070			
2.2. Course coordinator			Prof. dr. habil. Dacinia-Crina Petrescu								
2.3. Seminar coordinator			Dr. Daniel Malutan								
2.4. Year of study		II	2.5. Semester		3	2.6. Type of evaluation		C	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	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)					20
Additional documentation (in libraries, on electronic platforms, field documentation)					20
Preparation for seminars/labs, homework, papers, portfolios and essays					20
Tutorship					2
Evaluations					2
Other activities:					8
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 with videoprojector, computer
5.2. for the seminar /lab activities	Classroom with videoprojector, computer



6.1. Specific competencies acquired

Professional/ essential competencies	<ul style="list-style-type: none"> C 2 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"> CT1 Use of professional ethics standards and values specific to the field of hospitality and tourism.

6.2. Learning outcomes

Knowledge	<p>The graduate has in-depth knowledge regarding: planning and organization of human, material and financial resources; employee motivation; control of the activities carried out; customer relationship management of hospitality companies</p> <ul style="list-style-type: none"> The graduate demonstrates a thorough knowledge of data analysis, study of the marketing environment, as well as consumer behavior.
Skills	<p>The graduate has an increased ability to use complex techniques and tools for analyzing the organizational environment, in order to adapt the company to the identified requirements and challenges; the graduate is able to analyze complex contexts and can identify, recommend and implement advanced strategies, techniques and methods for solving problems related to business administration.</p> <ul style="list-style-type: none"> The graduate acquires skills in applying consumer research methods/techniques, at the level of primary and secondary sources, using quantitative and/or qualitative study methodologies.
Responsibility and autonomy:	<ul style="list-style-type: none"> The graduate is able to perform complex professional tasks, in conditions of autonomy and professional independence.

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

7.1 General objective of the discipline	<ul style="list-style-type: none"> The course aims to provide students with the basic information on consumer behavior in hospitality and tourism: role and necessity of studying consumer behavior, understanding of consumers as individuals (with their psychological processes) and as decision makers, rights issues and consumer protection, and consumer behavior approach in the context of sustainable development, The course aims to increase students' awareness of consumer behavior impact on the environment and of the ways to make it more sustainable (objective connected to SDG 12). 	•
7.2 Specific objective of the discipline	<ul style="list-style-type: none"> Presentation and analysis of factors that influence consumer behavior Presentation and analysis of consumer decision making process Understanding and interpretation of the relationship consumers-hospitality and tourism fields – natural environment 	•

8. Content

8.1. Course	Teaching method	Remarks
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Consumers in the marketplace	Interactive presentation, PPT presentation, student participatory presentation through the analysis of applied course assignments	1 course
Introduction to consumers behavior in hospitality and tourism	Interactive presentation, PPT presentation, student participatory presentation through the analysis of applied course assignments	1 course
Cultural factors influencing consumer behavior	Interactive presentation, PPT presentation, student participatory presentation through the analysis of applied course assignments	1 course
Values and lifestyles	Interactive presentation, PPT presentation, student participatory presentation through the analysis of applied course assignments	1 course
Social influences on consumer behavior	Interactive presentation, PPT presentation, student participatory presentation through the analysis of applied course assignments	1 course
Consumer information processing	Interactive presentation, PPT presentation, student participatory presentation through the analysis of applied course assignments	2 courses
Serf concept and personality	Interactive presentation, PPT presentation, student participatory presentation through the analysis of applied course assignments	1 course
Decision making process	Interactive presentation, PPT presentation, student participatory presentation through the analysis of applied course assignments	1 course
Behavioral decision theory	Interactive presentation, PPT presentation, student participatory presentation through the analysis of applied course assignments	1 course
Organizational consumer behavior in hospitality and tourism	Interactive presentation, PPT presentation, student participatory presentation through the analysis of applied course assignments	1 course
New issues in consumer behavior for hospitality and tourism – consumerism, CSR	Interactive presentation, PPT presentation, student participatory presentation through the analysis of applied course assignments	1 course
New issues in consumer behavior for hospitality and tourism – environmental issues	Interactive presentation, PPT presentation, student participatory presentation through the analysis of applied course assignments	1 course
Synthesis of presented notions	Interactive presentation, PPT presentation, student participatory presentation through the analysis of applied course assignments	1 course
Bibliography	<ol style="list-style-type: none"> Blackwell, R., D., Miniard, P. W., Engel, J. F., 2005, Consumer Behavior (10th ed.), South-Western College Pub. Blythe, J., 2013, Consumer Behaviour (2nd ed.), SAGE Publications Ltd. Bowen, D., Clarke, J., 2009, Contemporary Tourist Behaviour: Yourself and Others as Tourists (CABI Tourism Texts), CABI. Fuchs, D., Sahakian, M., Gumbert, T., Di Giulio, A., Maniates, M., Lorek, S., & Graf, A. (2021). Consumption corridors: Living a good life within sustainable limits (p. 112). Kardes, F. R., Cronley, M. L., Cline, T. W., 2011, Consumer Behavior, South-Western Cengage Learning, Manson, USA. Kotler, P., Kevin Lane Keller, K. L., 2011, Marketing Management (14th ed.), Prentice Hall. Horner, S., Swarbrooke, J. (2021) Consumer behavior in tourism, 4th edition, Routledge. Hudson, S., Hudson, L. (2017) Customer service for hospitality and tourism, 2nd edition, Goodfellow Publishers. Manente, M., Minghetti, V., Mingotto, E., 2014, Responsible Tourism and CSR: Assessment Systems for Sustainable Development of SMEs in Tourism (CSR, Sustainability, Ethics & Governance), Springer Pearce, P. L., 2011, Tourist Behaviour and the Contemporary World (Aspects of Tourism), Channel View Publications. Pizam A., Mansfeld Y. (Eds), 2000, Consumer Behavior in Travel and Tourism, Routledge. Reisinger, Y., Turner, L., 2002, Cross-Cultural Behaviour in Tourism, Routledge. Pearce, P., 2005, Tourist Behaviour: Themes and Conceptual Schemes (Aspects of Tourism), Channel View Publications. Reisinger, Y., 2013, Transformational Tourism: Tourist Perspectives, CABI. Sharpley, R., Stone, S. (Eds), 2012, Contemporary Tourist Experience. Concepts and Consequences, Routledge. Schiffman, L. G., Wisenblit, J (2019) Cosumer Behavior, Global Edition, 12th ed, Pearson. Solomon, M. R. (2020) Consumer Behavior: buying, having, and being, Global Edition, 13th ed, Pearson. Solomon, M., Bamossy, G., Askegaard, S., Hogg, M. K., 2006, Consumer behaviour. A European Perspective, Pearson Education Limited. 	



8.2. Seminar / laboratory	Teaching method	Remarks
Consumers in the marketplace	Exemplification, analysis, case studies for hospitality and tourism	1 seminar
Introduction to consumers behavior in hospitality and tourism	Exemplification, analysis, case studies for hospitality and tourism	1 seminar
Cultural factors influencing consumer behavior	Exemplification, analysis, case studies for hospitality and tourism	1 seminar
Values and lifestyles	Exemplification, analysis, case studies for hospitality and tourism	1 seminar
Social influences on consumer behavior	Exemplification, analysis, case studies for hospitality and tourism	1 seminar
Consumer information processing	Exemplification, analysis, case studies for hospitality and tourism	2 seminars
Serf concept and personality	Exemplification, analysis, case studies for hospitality and tourism	1 seminar
Decision making process	Exemplification, analysis, case studies for hospitality and tourism	1 seminar
Behavioral decision theory	Exemplification, analysis, case studies for hospitality and tourism	1 seminar
Organizational consumer behavior in hospitality and tourism	Exemplification, analysis, case studies for hospitality and tourism	1 seminar
New issues in consumer behavior for hospitality and tourism – consumerism, CSR	Exemplification, analysis, case studies for hospitality and tourism	1 seminar
New issues in consumer behavior for hospitality and tourism – environmental issues	Exemplification, analysis, case studies for hospitality and tourism	1 seminar
Synthesis of presented notions	Exemplification, analysis, case studies for hospitality and tourism	1 seminar
Bibliography	<ol style="list-style-type: none"> Blackwell, R., D., Miniard, P. W., Engel, J. F., 2005, Consumer Behavior (10th ed.), South-Western College Pub. Blythe, J., 2013, Consumer Behaviour (2nd ed.), SAGE Publications Ltd. Bowen, D., Clarke, J., 2009, Contemporary Tourist Behaviour: Yourself and Others as Tourists (CABI Tourism Texts), CABI. Fuchs, D., Sahakian, M., Gumbert, T., Di Giulio, A., Maniates, M., Lorek, S., & Graf, A. (2021). Consumption corridors: Living a good life within sustainable limits Kardes, F. R., Cronley, M. L., Cline, T. W., 2011, Consumer Behavior, South-Western Cengage Learning, Manson, USA. Kotler, P., Kevin Lane Keller, K. L., 2011, Marketing Management (14th ed.), Prentice Hall. Horner, S., Swarbrooke, J. (2021) Consumer behavior in tourism, 4th edition, Routledge. Hudson, S., Hudson, L. (2017) Customer service for hospitality and tourism, 2nd edition, Goodfellow Publishers. Manente, M., Minghetti, V., Mingotto, E., 2014, Responsible Tourism and CSR: Assessment Systems for Sustainable Development of SMEs in Tourism (CSR, Sustainability, Ethics & Governance), Springer Pearce, P. L., 2011, Tourist Behaviour and the Contemporary World (Aspects of Tourism), Channel View Publications. Pizam A., Mansfeld Y. (Eds), 2000, Consumer Behavior in Travel and Tourism, Routledge. Reisinger, Y., Turner, L., 2002, Cross-Cultural Behaviour in Tourism, Routledge. Pearce, P., 2005, Tourist Behaviour: Themes and Conceptual Schemes (Aspects of Tourism), Channel View Publications. Reisinger, Y., 2013, Transformational Tourism: Tourist Perspectives, CABI. Sharpley, R., Stone, S. (Eds), 2012, Contemporary Tourist Experience. Concepts and Consequences, Routledge. Schiffman, L. G., Wisenblit, J (2019) Consumer Behavior, Global Edition, 12th ed, Pearson. Solomon, M. R. (2020) Consumer Behavior: buying, having, and being, Global Edition, 13th ed, Pearson. Solomon, M., Bamossy, G., Askegaard, S., Hogg, M. K., 2006, Consumer behaviour. A European Perspective, Pearson Education Limited. 	

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 discipline content is consistent with what is being taught in other universities at home and abroad. In order to adapt it to the labour market requirements, there were held meetings with business representatives.

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	Knowledge of the presented theoretical concepts	Project (Evaluation during the exam session)	60%
	Correct application of theory to practice		
10.5 Seminar/laboratory	Correct resolutions of exercises, case studies, assignments	Assignments during the semester (Evaluation during the semester, at the dates established by the seminar coordinator)	40%
10.6 Minimum standard of performance			
<ul style="list-style-type: none"> Knowledge of the basics of negotiations and sustainable development. 			

11. Labels ODD (Sustainable Development Goals)¹

Date:
29.03.2025

Signature of course coordinator
Prof. dr. habil. Dacinia-Crina Petrescu

Signature of seminar coordinator
Dr. Daniel Malutan

Date of approval:
10.04.2025

Signature of the head of department
Assoc. prof. Marius Bota, PhD

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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