



SYLLABUS

Economics of Hospitality and Tourism Services

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	Bachelor
1.6. Study programme/Qualification	Bachelor/Bachelor in Economic Studies
1.7. Form of education	Full time

2. Information regarding the discipline

2.1. Name of the discipline		Economics of Hospitality and Tourism Services				Discipline code		ILE0078			
2.2. Course coordinator			Assoc.Prof. Valentin TOADER								
2.3. Seminar coordinator			Assoc.Prof. Oana BODE								
2.4. Year of study		3	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	4	of which: 3.2 course	2	3.3 seminar/laboratory	2
3.4. Total hours in the curriculum	56	of which: 3.5 course	28	3.6 seminar/laboratory	28
Time allotment for individual study (ID) and self-study activities (SA)					hours
Learning using manual, course support, bibliography, course notes (SA)					23
Additional documentation (in libraries, on electronic platforms, field documentation)					18
Preparation for seminars/labs, homework, papers, portfolios and essays					18
Tutorship					2
Evaluations					2
Other activities:					6
3.7. Total individual study hours					69
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	-
5.2. for the seminar /lab activities	-



6.1. Specific competencies acquired

Professional/essential competencies	• C1. Gathering, processing, and analyzing economic data for business management ◦ C1.2. Identification of methods for data collection, processing, and analysis according to different specific situations and conditions of the company's activity • C2. Business environment research for substantiation of business decisions ◦ C2.4. Analysis and evaluation of business environment trends and the proposal of strategic alternatives for the company's activity
Transversal competencies	• CT2. Identifying the roles and responsibilities in a multispecialty team and implementing various relational techniques and efficient teamwork

6.2. Learning outcomes

Knowledge	• The graduate has general knowledge in the macro- and micro-economic areas, with an impact on business life and on the enterprises in the hospitality and tourism sector. ◦ The graduate defines the concepts and principles specific to tourism and hospitality services. ◦ The graduate defines the concepts regarding the demand and supply of goods and services in tourism activity.
Skills	• The graduate demonstrates their ability to infer and understand the effects of macroeconomic policies, as well as their implications at microeconomic level, taking into account the specificities of the hospitality and tourism industry ◦ The graduate solves simple problems specific to the coordination of tourism and hospitality services (calculation and interpretation of indicators, analysis of the units' economic performance evolution, etc.)
Responsibility and autonomy:	• The graduate is able to make decisions according to position and to take responsibility towards higher hierarchical levels. ◦ The graduate demonstrates the ability to design a tourism product.

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

7.1 General objective of the discipline	• To emphasize the role of tourism and hospitality industry
7.2 Specific objective of the discipline	• To understand the difference between the tourism industry and hospitality industry • To analyze the tourism and hospitality demand and supply • To discuss the economic, socio-cultural and environmental effects of tourism and hospitality industry



8. Content

8.1 Course	Teaching methods	Remarks
Hospitality industry – concepts and general aspects	Interactive lectures, use of multimedia materials	1 lecture
The typology of tourism services	Interactive lectures, use of multimedia materials	1 lecture
Types of tourism	Interactive lectures, use of multimedia materials	1 lecture
Tourism and hospitality demand	Interactive lectures, use of multimedia materials	3 lectures
Tourism and hospitality supply	Interactive lectures, use of multimedia materials	2 lectures
Economic effects	Interactive lectures, use of multimedia materials	2 lectures
Environmental effects	Interactive lectures, use of multimedia materials	2 lectures
Socio-cultural effects	Interactive lectures, use of multimedia materials	1 lecture
Measuring the level of activity in tourism and hospitality	Interactive lectures, use of multimedia materials	1 lecture
Bibliography: 1. Mandatory • Tribe John, The economics of recreation, leisure and tourism, Routledge, Oxford, 2020 • Larry Dwyer, Peter Forsyth, Wayne Dwyer, Tourism Economics and Policy, Channel View Publications, Bristol, 2020 • Vanhove N., The economics of tourism destinations, Elsevier, Oxford, 2005 2. Recommended • Bull A., The economics of travel and tourism, Wiley, New York, 1992 • Mason Peter, Tourism impacts, planning and management, Butterworth-Heinemann, Second edition, Oxford, 2008 • Sinclair M. T., Stabler M., The economics of tourism, Routledge, Londra, 1997 • Sloan Philip, Legrand Willy, Chen Joshep, Sustainability in the hospitality industry, Butterworth-Heinemann, Oxford, 2009 • Goeldner Charles R., Ritchie J.R. Brent, Tourism. Principles, Practices, Philosophies, ediția a 11-a, Ed. John Wiley & Sons Inc., New Jersey, 2009 • Reisinger Yvette, International Tourism: Cultures and behavior, ediția I, Ed. Butterworth-Heinemann, Oxford, 2009		
8.2 Seminar / laboratory	Metode de predare	Observații
Hospitality industry – concepts and general aspects	Heuristic conversation, Case Studies, Applications	1 seminar
The typology of tourism services	Heuristic conversation, Case Studies, Applications	1 seminar
Types of tourism	Heuristic conversation, Case Studies, Applications	1 seminar
Tourism and hospitality demand	Heuristic conversation, Case Studies, Applications	3 seminars
Tourism and hospitality supply	Heuristic conversation, Case Studies, Applications	2 seminars
Economic effects	Heuristic conversation, Case Studies, Applications	2 seminars
Environmental effects	Heuristic conversation, Case Studies, Applications	2 seminars
Socio-cultural effects	Heuristic conversation, Case Studies, Applications	1 seminar
Measuring the level of activity in tourism and hospitality	Heuristic conversation, Case Studies, Applications	1 seminar



Bibliography:

- Tribe John, The economics of recreation, leisure and tourism, Routledge, Oxford, 2020
- Larry Dwyer, Peter Forsyth, Wayne Dwyer, Tourism Economics and Policy, Channel View Publications, Bristol, 2020
- Vanhove N., The economics of tourism destinations, Elsevier, Oxford, 2005

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 role of tourism and hospitality industry is under evaluated in many situations. As a result, it is important to know the role of this industry and to emphasize all the effects it has at the level of economy, society and 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	The knowledge's accuracy and completeness. Logical consistency. The use of specialized language.	Writing exam (during the exam period)	50%
	Understanding concepts and phenomena	Active attendance	10%
10.5 Seminar/laboratory	The involvement in the seminar activities.	Observation (during the semester)	10%
	The ability to apply the knowledge learnt	Project (during the semester)	30%
10.6 Minimum standard of performance			
• To pass the exam, the students should know the main concepts which define the tourism and hospitality industry and the economic, socio-cultural and environmental impacts.			

11. Labels ODD (Sustainable Development Goals)¹

								
								

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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BABEȘ-BOLYAI UNIVERSITY
TRADITIO ET EXCELLENTIA

FACULTATEA DE
BUSINESS
IN PARTNERSHIP

Date:
3.04.2025

Signature of course coordinator
Assoc.Prof. Valentin TOADER

Signature of seminar coordinator
Assoc.Prof. Oana BODE

Date of approval:
10.04.2025

Signature of the head of department
Assoc. Prof. Marius BOTA