



COURSE DESCRIPTION

International Tourism Operations

Academic year 2026-2027

1. Programme-related data

1.1. Higher Education Institution	Babeș-Bolyai University
1.2. Faculty	Business
1.3. Department	Hospitality Services
1.4. Field	Business Administration
1.5. Level of study	Bachelor
1.6. Degree programme / Qualification	Business Administration in Hospitality Services / Bachelor in Economic Studies
1.7. Form of education	Full time

2. Information regarding the discipline

2.1. Name of the discipline	International Tourism Operations			Discipline code	ILE0065
2.2. Course coordinator	Assoc. Prof. Monica Maria COROȘ, PhD				
2.3. Seminar coordinator	Assoc. Prof. Monica Maria COROȘ, PhD				
2.4. Year of study	3	2.5. Semester	II	2.6. Type of assessment	Exam
2.7. Course status	Elective			2.8. Course type	Specialisation subject (DS)

3. Total estimated time (hours per semester of teaching activities)

3.1. Number of hours per week	3	of which: 3.2. course	2	3.3. seminar/ laboratory/ project	1
3.4. Total of hours in the curriculum	42	of which: 3.5. course	28	3.6. seminar/ laboratory	14
Time allocation for individual study (IS) and self-taught activities (ST)					hours
Learning from textbooks, course materials, bibliography, and notes (IS)					20
Additional research in the library, on subject-specific electronic platforms, and on-site					22
Preparing seminars/ laboratories/ projects, assignments, reports, portfolios, and essays					16
Tutoring (professional guidance)					2
Examinations					2
Other activities					2
3.7. Total hours of individual study (IS) and self-taught activities (ST)					58
3.8. Total hours per semester					100
3.9. Number of credits					4

4. Prerequisites (where applicable)

4.1. curriculum-related	–
4.2. skills-related	–

5. Specific conditions (where applicable)

5.1. course-related	• Classroom with video projector
5.2. seminar/laboratory-related	• Classroom with video projector; Internet access; Laptops or Informatics lab

6.1. Competencies resulting from the completion of the degree programme

Professional competencies	
Competency code	Competency
CP1	Gathering, processing, and analysing economic data for business management.
Transversal competencies	
Competency code	Competency
CT2	Identifying the roles and responsibilities in a multispecialty team and implementing various relational techniques and efficient work within a team.

6.2. Learning outcomes relevant to the degree programme

Learning outcomes targeted by the subject		
Competency code	Knowledge and comprehension	Specific academic skills
RDS1	The graduate demonstrates the possession of a set of general knowledge of how to manage human, material, and financial resources, as well as customer relations with companies operating in the hospitality industry.	The graduate is able to analyse the organisational environment and apply specific methods and techniques for the management of human, material, and financial resources, as well as of customer relationships with companies operating in the hospitality industry.

7. Subject-specific learning outcomes

Knowledge and understanding
1. The student has solid knowledge of international tourism demand and supply, the components of the international tourism industry, and the organisations and regulations specific to the field.
Specific academic skills
1. The student can analyse organisations, markets, and operations specific to international tourism.
2. The student can analyse how partnerships can be established for the achievement of the sustainable development goals.

8. Contents

8.1 Course	Teaching Methods	Remarks
Introduction and subject presentation Introduction to international tourism: Common definitions; Typology of international tourism forms; Factors that influence the development of international tourism; Trends registered within the evolution of international tourism	The use of an interactive course, based on lecture and debates; Discussions and debates during the lecture based on examples provided by the teacher and on the interventions of the students (who are required to make various presentations of topics independently studied and identified in the recommended readings); The use of case studies.	1 lecture
The organizing and the management of tourism at international level: International tourism organizations – governmental and nongovernmental organizations; Typology of central/national tourism management organizations; National organisms of tourism management in Romania and in other countries; Types of integration of international tourism – The concentration of the tourist activity (horizontal, vertical and conglomerate) and The grouping of the tourist activity (volunteer chain, franchise and professional associations)	The use of an interactive course, based on lecture and debates; Discussions and debates during the lecture based on examples provided by the teacher and on the interventions of the students (who are required to make various presentations of topics independently studied and identified in the recommended readings); The use of case studies.	1 lecture

The components of the travel industry: Transport and infrastructure; Accommodation and hospitality services; Distribution systems used in international tourism; The roles of the public and private sectors in international tourism; The role of the state in tourism (the functions of: promotion, stimulation, intervention, and coordination)	The use of an interactive course, based on lecture and debates; Discussions and debates during the lecture based on examples provided by the teacher and on the interventions of the students (who are required to make various presentations of topics independently studied and identified in the recommended readings); The use of case studies.	1 lecture
The place of international tourism in the global economic circuit: The structure of global commerce; International tourism a component of international trade; Statistical-economic analysis of the travel industry (dynamics and structures)	The use of an interactive course, based on lecture and debates; Discussions and debates during the lecture based on examples provided by the teacher and on the interventions of the students (who are required to make various presentations of topics independently studied and identified in the recommended readings); The use of case studies.	1 lecture
The measurement methodology of international tourism: The objectives, the nature and the conditions of the development of international tourism indices; The characteristics and the elaboration methods of international tourism indices; The system of international tourism indices	The use of an interactive course, based on lecture and debates; Discussions and debates during the lecture based on examples provided by the teacher and on the interventions of the students (who are required to make various presentations of topics independently studied and identified in the recommended readings); The use of case studies.	2 lectures
The financing of international tourism investments: The means of financing of international tourism investments (credit, leasing, shares and co-ownership); The contribution of the state in the funding of tourist investments; International funding of tourist investments	The use of an interactive course, based on lecture and debates; Discussions and debates during the lecture based on examples provided by the teacher and on the interventions of the students (who are required to make various presentations of topics independently studied and identified in the recommended readings); The use of case studies.	1 lecture
The operations and payment tools in international tourism: The Traveler's Check, the credit card and the voucher	The use of an interactive course, based on lecture and debates; Discussions and debates during the lecture based on examples provided by the teacher and on the interventions of the students (who are required to make various presentations of topics independently studied and identified in the recommended readings); The use of case studies.	1 lecture
The international tourism market: Definitions, characteristics, components; The international tourism demand (concepts and definitions; international travel motivations; the pools of international tourism demand; international tourist flows ant global, regional and national levels); The international tourist supply (definitions, components, characteristics; the lifecycle of a tourist offer; the pools of international tourism supply)	The use of an interactive course, based on lecture and debates; Discussions and debates during the lecture based on examples provided by the teacher and on the interventions of the students (who are required to make various presentations of topics independently studied and identified in the recommended readings); The use of case studies.	1 lecture

International tourist transport: The international plane flights (regular commercial flights, charters and international aviation policies); Terrestrial transportation systems (railroad and road transports); Sea and river transportation	The use of an interactive course, based on lecture and debates; Discussions and debates during the lecture based on examples provided by the teacher and on the interventions of the students (who are required to make various presentations of topics independently studied and identified in the recommended readings); The use of case studies.	1 lecture
The international sale of tourist products: Types of contracts used in international tourism activities (cooperation, hotel, representation, aviation, franchise, timesharing, hotel association); The protection and the security of the tourists (means to plan the protection and the security of the tourists; the involvement of the tourism sectors in the tourists' protection and security systems)	The use of an interactive course, based on lecture and debates; Discussions and debates during the lecture based on examples provided by the teacher and on the interventions of the students (who are required to make various presentations of topics independently studied and identified in the recommended readings); The use of case studies.	1 lecture
The perspectives of international tourism: Globalization and its impact upon international tourism; The perspectives of Romania's international tourism	The use of an interactive course, based on lecture and debates; Discussions and debates during the lecture based on examples provided by the teacher and on the interventions of the students (who are required to make various presentations of topics independently studied and identified in the recommended readings); The use of case studies.	2 lectures
Review questions and discussions	Discussions based on the covered subject	1 lecture
1. Compulsory references: Cooper, C., Fletcher, J., Fyall, A., Gilbert, D., Wanhill, S. (eds.) (2005) Tourism. Principles and Practice, 3rd ed. Harlow: Pearson. Gunn, C. (2002) Tourism Planning: Basics, Concepts, Cases, 4th ed. London: Routledge (Faculty of Business – Library). Harrison, D. (ed.) (2001) Tourism and the Less Developed World: Issues and Case Studies. Wallingford: CABI Publishing. Holland, J., Leslie, D. (2017) Tour Operators and Operations: Development, Management & Responsibility, CABI (Faculty of Business – Library). Keyser, H. (2002) Tourism Development. Oxford: Oxford University Press. Mowforth, M., & Munt, I. (1998) Tourism and Sustainability, London: Routledge. Novelli, M. (ed.) (2005) Ed. Niche Tourism: Contemporary Issues, Trends and Case Studies, Oxford: Elsevier. Page, S.J., Brunt, P., Busby, G., & Connell, J. (2006) Tourism: A Modern Synthesis, 2nd ed. London: Thompson Learning. Ryan, C., Page, S. (eds.) (2001) Tourism Management: Towards the New Millennium. Oxford: Pergamon. Smith, M. (2003) Issues in Cultural Tourism. London: Routledge. Theobald, W. F. (ed.) (2004) Global Tourism, 3rd ed. Oxford: Butterworth-Heinemann. *** TempoOnline Database, National Institute of Statistics, Bucharest. *** Eurostat. *** Tourism Trends and Policies, OECD series. *** Tourism Competitiveness Report, World Economic Forum series. *** Tourism Highlights, World Tourism Organization series. 2. Optional references: Andrei, R., Copețchi, M., & Dragnea, L., Manual de tehnici operaționale în activitate de turism, IRECSO, Bucharest, 2006. Botezat, E., Strategii manageriale în turism, Editura Economică, Bucharest, 2003 (Faculty of Business – Library). Cooper, C., Hall, M., Contemporary Tourism, Oxford: Butterworth Heinemann, 2008 (Faculty of Business – Library). Draica, C., Ghid practic de turism internațional, Editura All Beck, Bucharest, 1999 (Faculty of Business – Library). Hong, W.-C., Competitiveness in the Tourism Sector: A Comprehensive Approach from Economic and Management Points, Springer – Physica-Verlag, 2008.		

Mitchell, G. E., Global Travel-Tourism Career Opportunities, 2005.
Pender, L.; Sharpley, R., The Management of Tourism, SAGE Publications, 2005.
Reisinger, Y., International Tourism: Cultures and Behavior, Oxford: Butterworth Heinemann, 2009.
Sharpley, Richard, Telfer, David J., Tourism and Development. Concepts and Issues, Channel View Publications, 2002.
Stănciulescu, G., Managementul operațiunilor din turism, Editura AllBeck, București, 2002 (Faculty of Business – Library).
Stănciulescu, G.; Stan, S. V.; Milcu, M., Tehnica operațiunilor de turism, Editura All, București, 1995 (Biblioteca Facultății de Business).
Swarbrooke, J., Horner, S., Business Travel and Tourism, Oxford: Butterworth Heinemann, 2001.
Veal, A. J., Leisure and Tourism Policy and Planning, CAB International, 2002.
Tinard, Y., Le Tourisme: Économie et Management, McGraw Hill, Paris, 1992.
Vellas, F., Économie et Politique du Tourisme International, Ed. Économica, Paris, 2002.
Wachowiak, H., Tourism and Borders. Contemporary Issues, Policies and International Research, Ashgate, 2006.

8.2 Seminar / laboratory	Teaching Methods	Remarks
Presentation of the discipline, of the requirements and objectives, respectively the planning and organizing of the activities; the presentation of the semester and final evaluation methods; Case studies – International/global tourism organizations; America and Asia, organizations in Europe (EU, non-EU, respectively CIS), respectively Romania.	Oral presentation; interactive exposition; multimedia (video projector); exemplification; problem formulation; solving of case studies; solving of practical applications	1 seminar
Discussion of the features of the tourist industry and travels in countries with and without any tourist tradition; Case studies – International tourism competitiveness at global, European and regional levels of certain destinations.	Oral presentation; interactive exposition; multimedia (video projector); exemplification; problem formulation; solving of case studies; solving of practical applications	1 seminar
Case studies – International tourism competitiveness at global, European and regional levels of certain destinations; Case studies – Financing of tourism investments.	Oral presentation; interactive exposition; multimedia (video projector); exemplification; problem formulation; solving of case studies; solving of practical applications	2 seminars
Case studies – International tourism competitiveness at global, European and regional levels of certain destinations.	Oral presentation; interactive exposition; multimedia (video projector); exemplification; problem formulation; solving of case studies; solving of practical applications	1 seminar
Case studies – Elaborated and presented by the students – Analysis of the international tourist market.	Oral presentation; interactive exposition; multimedia (video projector)	2 seminars
1. Compulsory references: Cooper, C., Fletcher, J., Fyall, A., Gilbert, D., & Wanhill, S. (eds.) (2005) Tourism. Principles and Practice, 3rd ed. Harlow: Pearson. Gunn, C. (2002) Tourism Planning: Basics, Concepts, Cases, 4th ed. London: Routledge (Faculty of Business – Library). Harrison, D. (ed.) (2001) Tourism and the Less Developed World: Issues and Case Studies. Wallingford: CABI Publishing. Holland, J. & Leslie, D., 2017, Tour Operators and Operations: Development, Management & Responsibility, CABI (Faculty of Business – Library). Keyser, H. (2002) Tourism Development. Oxford: Oxford University Press. Mowforth, M., & Munt, I. (1998) Tourism and Sustainability, London: Routledge. Novelli, M. (ed.) (2005) Niche Tourism: Contemporary Issues, Trends and Case Studies, Oxford: Elsevier Page, S. J., Brunt, P., Busby, G., & Connell, J. (2006) Tourism: A Modern Synthesis, 2nd ed. London: Thompson Learning. Ryan, C., Page, S. (eds.) (2001) Tourism Management: Towards the New Millennium. Oxford: Pergamon. Smith, M. (2003) Issues in Cultural Tourism. London: Routledge. Theobald, W. F. (ed.) (2004) Global Tourism, 3rd ed. Elsevier. *** TempoOnline Database, Institutul Național de Statistică, București. *** Eurostat. *** Tourism Trends and Policies, OECD series. *** Tourism Competitiveness Report, World Economic Forum series. *** Tourism Highlights, World Tourism Organization series. 2. Optional references:		

Botezat, E., Strategii manageriale în turism, Editura Economică, Bucharest, 2003 (Faculty of Business – Library).
 Mitchell, G. E., Global Travel-Tourism Career Opportunities, 2005.
 Pender, L. & Sharpley, R., The Management of Tourism, SAGE Publications, 2005.
 Sharpley, R., & Telfer, D. J., Tourism and Development. Concepts and Issues, Channel View Publications, 2002.
 Swarbrooke, J., & Horner, S., Business Travel and Tourism, Oxford: Butterworth Heinemann, 2001.
 Veal, A. J., Leisure and Tourism Policy and Planning, CAB International, 2002.
 Tinard, Y., Le Tourisme: Économie et Management, Paris: McGraw Hill, 1992.
 Vellas, F., Économie et Politique du Tourisme International, Paris: Ed. Économica, 2002.
 Wachowiak, H., Tourism and Borders. Contemporary Issues, Policies and International Research, Ashgate, 2006.

9. Evaluation

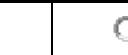
A general view regarding the dimensions of the international tourist activity is compulsory for any graduate. Moreover, the graduates must understand how international tourism organizations are organized and function; they must comprehend their particularities and specific activities. Finally, it is important to know the pools of the international tourism demand and supply.

Activity type	9.1 Evaluation criteria	9.2 Evaluation methods	9.3 Percentage of final grade
9.4 Course	• Correctness and amplitude of theoretical knowledge • Logic coherence • Specialized terminology • Understanding of basic concepts	Oral evaluation based on two interventions based on topics announced by the students (themes covered by the syllabus or by the optional references – 10% each) and written test (multiple-choice quiz) – 30% In order to attend the final exam, students must register for the exam, picking the first or the second date (through the assignment created in this respect). All the conditions are valid for the re-sit exam, too.	50%
9.4 Course	1. Acquisition and understanding of the issues covered in the course and seminar; 2. Interest in individual training, seriousness in approaching problems 3. Correct use of learned concepts	Elaboration and submission of a discipline project Teams will be made up of two students and, exceptionally, there will be a team made up of three students in the event that the number of students in the group is odd.	50%
Bonus	Students can gain a bonus worth 1 point if they solve the supplementary tasks provided by the professor.		
9.6 Minimum standard of performance			
Comprehension of basic notions and their usage; Interpretations of the obtained results.			

10. SDG labels (Sustainable Development Goals)¹

		Sustainable Development Generic Label						
								

¹ Select a single label which, according to the [Implementation of SDG labels in the academic process](#), best matches the subject. If the subject addresses sustainable development in a generic manner (i.e. by presenting/introducing the general framework of sustainable development, etc.), then the Sustainable Development generic label may be applied. If none of the labels describe the subject, select the last option: "No label applies."

								
10 INEGALITĂȚI REDUSE	11 ORĂȘE ȘI COMUNITĂȚI DURABILE	12 CONSUM ȘI PRODUCȚIE RESPONSABILĂ	13 ACȚIUNE CLIMATICĂ	14 VIAȚĂ ACVATICĂ	15 VIAȚĂ TERESTRĂ	16 PACE, JUSTIȚIE ȘI INSTITUȚII EFICIENTE	17 PARTENERIATE PENTRU REALIZAREA OBIECTIVELOR	Nu se aplică nici o etichetă
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Date of entry:	Signature of course coordinator	Signature of seminar coordinator
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May 22nd, 2026

Assoc. Prof. Monica Maria COROȘ, PhD

Assoc. Prof. Monica Maria COROȘ, PhD

Date of approval in the department:	Signature of the head of department
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May 27th, 2026

Assoc. Prof. Marius BOTA, PhD