



COURSE DESCRIPTION
Leisure and recreation
Academic year 2026-2027

1. Programme-related data

1.1. Higher Education Institution	Babes-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	Leisure and recreation			Discipline code	ILE0057
2.2. Course coordinator	Assoc. Prof. Marius BOTA, PhD				
2.3. Seminar coordinator	Teaching Assistant Anghel Tudorel COZMA, PhD				
2.4. Year of study	3	2.5. Semester	1	2.6. Type of assessment	Exam
2.7. Course status	Compulsory			2.8. Course type	Specialisation subject

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					12
Preparing seminars/ laboratories/ projects, assignments, reports, portfolios, and essays					12
Tutoring (professional guidance)					2
Examinations					2
Other activities					10
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 equipped with projector, computer
5.2. seminar/laboratory-related	Classroom equipped with projector, computer

6.1. Competencies resulting from the completion of the degree programme

Professional competencies	
Competency code	Competency
PC1	Gathering, processing, and analyzing economic data for business management.
PC2	Business environment research for substantiation of business decisions.
Transversal competencies	
Competency code	Competency
TC2	Identifying the roles and responsibilities in a multispecialty team and implementing various relational techniques and efficient teamwork

6.2. Learning outcomes relevant to the degree programme

Learning outcomes targeted by the subject		
Competency code	Knowledge and comprehension	Specific academic skills
PC1 PC2 TC2	1. The graduate has knowledge of micro- and macro-marketing elements.	1. The graduate demonstrates having the ability to identify and analyze the elements of the micro- and macro-marketing environment.

7. Subject-specific learning outcomes

Knowledge and understanding
1. The student/graduate explains the fundamental concepts, structure, and trends of the leisure industry, as well as its role in economic and social development.
2. The student/graduate describes the characteristics of leisure products and services, as well as the factors influencing demand and supply in this market.
3. The student/graduate explains the principles of planning, developing, and managing recreation and entertainment products, services, and events, including the applicable legal framework.
Specific academic skills
1. The student/graduate analyzes consumer needs and market trends to evaluate and develop recreation and entertainment products.
2. The student/graduate applies specific methods and tools to design, plan, and evaluate recreation and entertainment products, services, and programs.
3. The student/graduate develops and justifies solutions for the development and promotion of recreation and entertainment services by using case studies and field-specific projects.

8. Contents

8.1. Course	Teaching and learning methods	Remarks
Leisure – recreation and entertainment Leisure - historical perspective	Oral presentation, multimedia, exemplification	One lecture
Leisure – recreation and entertainment Leisure - cultural heritage Leisure – different meanings	Oral presentation, multimedia, exemplification	One lecture
Leisure industry Leisure industry – stakeholders The needs of consumers for leisure	Oral presentation, multimedia, exemplification	One lecture
Leisure industry Providers of leisure products Current trends in leisure industry	Oral presentation, multimedia, exemplification	One lecture
Evaluation of leisure demand and supply Factors determining participation in various leisure activities	Oral presentation, multimedia, exemplification	One lecture
Evaluation of leisure demand and supply - The impact of leisure - Evaluation of leisure demand and supply The impact of leisure	Oral presentation, multimedia, exemplification	One lecture
Leisure products Leisure products classification	Oral presentation, multimedia, exemplification	One lecture
Leisure products Planning and developing leisure products	Oral presentation, multimedia, exemplification	One lecture
Leisure products The legal framework necessary to develop a recreation and entertainment services	Oral presentation, multimedia, exemplification	One lecture
Leisure products Planning entertainment and leisure services offered by the public sector	Oral presentation, multimedia, exemplification	One lecture
Recreation and entertainment programs and events The program and the event Types of leisure events	Oral presentation, multimedia, exemplification	One lecture
Recapitulation	Oral presentation, multimedia, exemplification	One lecture
Bibliography		
1. Ferdinand, N., Events Management: An International Approach, Sage Publications Ltd (UK), 2017 2. Tribe, J., The economics of recreation, leisure and tourism, Sixth Edition, Routledge, 2020 3. Torkildsen, G., Leisure and recreation management, Routledge, New York, 2005		
8.2. Seminar/ laboratory	Teaching and learning methods	Remarks
Requirements for course and seminar activities	Group discussions/ Exemplification	1 seminar (2 hours/week)
Leisure - historical perspective Leisure – cultural heritage	Case study Group discussions/ Exemplification	1 seminar (2 hours/week)
The needs of consumers for leisure Current trends in leisure industry	Case study Group discussions/ Exemplification	1 seminar (2 hours/week)
Factors determining participation in various leisure activities	Case study Group discussions/ Exemplification	1 seminar (2 hours/week)
The impact of leisure products	Case study Group discussions/ Exemplification	1 seminar (2 hours/week)
Planning and developing leisure products	Case study Group discussions/ Exemplification	1 seminar (2 hours/week)
Seminar activity feedback	Group discussions/ Exemplification	1 seminar (2 hours/week)

Bibliography

1. Tribe, J., The economics of recreation, leisure and tourism, Sixth Edition, Routledge, 2020
2. Torkildsen, G., Leisure and recreation management, Routledge, New York, 2005

9. 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).

Type of activity	9.1 Evaluation criteria	9.2 Evaluation methods	9.3 Percentage in the final grade
9.4. Course	• correct explanation and application of the concepts specific to the recreation and entertainment services industry • analysis and interpretation of trends and developments in the recreation and entertainment industry	Final exam (exam session)	60%
9.5. Seminar/ laboratory	• application of appropriate methods and tools for the analysis and design of recreation and entertainment products, services, or programs • quality of the project presentation and the ability to support and defend the proposed solutions • ability to critically analyze a topic related to recreation and entertainment services • active participation in case studies and seminar discussions	Team project (to be carried out and evaluated during the semester)	40%
9.6 Minimum standard for passing			
To obtain a grade of 5 it is necessary: • knowledge of the fundamental notions and their application to examples; • interpretation of the results obtained.			

10. SDG labels (Sustainable Development Goals)¹

	Sustainable Development Generic Label							
								
☐	☐	☐	☒	☐	☐	☐	☐	☐
								No label applies
☐	☐	☐	☐	☐	☐	☐	☐	☐

Date of entry:

22.05.2026

Signature of course coordinator

Assoc. Prof. Marius BOTA, PhD

Signature of seminar coordinator

Teaching Assistant Anghel Tudorel COZMA,
PhD

Date of approval in the department:

27.05.2026

Signature of the head of department

Assoc. Prof. Marius BOTA, PhD

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."