



COURSE DESCRIPTION
(Intercultural behaviour in Hospitality Industry)
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 (English)/Bachelor in Economic Studies
1.7. Form of education	Full time

2. Information regarding the discipline

2.1. Name of the discipline	<i>Intercultural behaviour in Hospitality Industry</i>			Codul disciplinei	ILE0062
2.2. Course coordinator	Prof.univ.dr.habil. Adina Letiția Negrușă				
2.3. Seminar coordinator	Prof.univ.dr.habil. Adina Letiția Negrușă				
2.4. Year of study	2	2.5. Semester	1	2.6. Type of assessment	Viva voce
2.7. Course status	Elective			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)					8
Additional research in the library, on subject-specific electronic platforms, and on-site					8
Preparing seminars/ laboratories/ projects, assignments, reports, portfolios, and essays					6
Tutoring (professional guidance)					2
Examinations					4
Other activities					5
3.7. Total hours of individual study (IS) and self-taught activities (ST)				33	
3.8. Total hours per semester				75	
3.9. Number of credits				3	

4. Prerequisites (where applicable)

4.1. curriculum-related	
4.2. skills-related	

5. Specific conditions (where applicable)

5.1. course-related	Digital equipment
5.2. seminar/laboratory-related	Digital equipment

6.1. Competencies resulting from the completion of the degree programme

Professional competencies	
Competency code	Competency
PC3	Identification of particularities of customer relationship and customer negotiation processes and selection of appropriate methods for solving problems specific to these processes.
PC4	Analysis of the current situation; selection and proposal of several strategic alternatives for business development.
Transversal competencies	
Competency code	Competency
TC2	Identification of roles and responsibilities within a multi-skilled team and use effective teamwork and interpersonal techniques.

6.2. Learning outcomes relevant to the degree programme

Learning outcomes targeted by the subject		
Competency code	Knowledge and comprehension	Specific academic skills
PC3 PC4	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 analyze the organizational 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.
TC2	The graduate knows the principles, norms and values of professional ethics applicable in hospitality management.	The graduate responsibly applies hospitality management tools and techniques, in compliance with ethical and professional integrity norms.

7. Subject-specific learning outcomes

Knowledge and understanding
1. The student understands the economic dimensions, structures, dynamics, and performance specific to the hospitality industry.
2. The student defines the concepts and principles specific to the coordination and management of service, tourism, hotel, and restaurant activities.
3. The students recognize procedures specific for hotel and hospitality industry, identify contexts when to apply different instruments to analyze and take decisions.
Specific academic skills
1. The student demonstrates the ability to choose methods for managing relationships with clients and suppliers.
2. The student solves simple, well-defined problems associated with the coordination and management of service, tourism, hotel, and restaurant activities.

8. Contents

8.1. Course	Teaching and learning methods	Remarks
Globalization, tourism and culture	the use of an interactive course with a lecture foundation; discussions during the course based on examples and articles from the specialized press and scientific articles; use of case studies to discuss theoretical aspects.	1 lecture
Cultural concept and diversity		2 lecture
Cultural concept in tourism and hospitality.		2 lecture
Culture’s dimensions		2 lecture
Influence of culture on communication process and tourism		2 lectures
Influence of culture on hospitality services		1 lecture
Influence of culture on motivational process		2 lecture
Comparison across cultures		1 lectures
Bibliography		
1. Behera Bidhyadhar, Culture and Tourism: Concepts and Cases, Editura Lightning Source Inc, 2018 2. Bardi, James A. (2010) – Hotel Front Office Management, Editura John Wiley & Sons, Third edition. 3. Clayton W. Barrows, Tom Powers, Dennis R. Reynolds, Introduction to management in the hospitality Industry, John Wiley&Sons, Inc, 2011. 4. Erdogan Koc, Cross-Cultural Aspects of Tourism and Hospitality-A Services Marketing and Management Perspective, Editura Routledge, 2021. 5. Corinna Vellnagel, Intercultural Communication within the Tourism Industry, Editura Grin Verlag, 2010.		
8.2. Seminar/ laboratory	Teaching and learning methods	Remarks
Globalization, tourism and intercultural management. Case study Cultural diversity in tourism	Case study analysis, short presentation, exercises and games	2 seminars
Elements for defining culture. Exercises Culture’s dimensions	Case study analysis, short presentation, exercises and games	2 seminars
Practical exercise- Influence of culture on communication process. Case study Cultural influence in communication process in tourism	Case study analysis, short presentation, exercises and games	2 seminars
Cultural values in tourism and hospitality. Essay – Tourist cultural behavior.	Case study analysis, short presentation, exercises and games	2 seminars
Exercises Influence of culture on motivation process. Essay - Influence of culture on motivation process.	Case study analysis, short presentation, exercises and games	2 seminars
Study tourist bevaviour across cultures. Case study Tourists’ behavior	Case study analysis, short presentation, exercises and games	2 seminars
Project presentation.	oral presentation, interactive presentation	1 seminar
Bibliography		
see the bibliography from course		

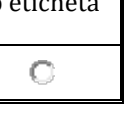
9. Evaluation

- 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	•Correctness and amplitude of theoretic knowledge •Logic coherence •Specialized terminology • Understanding of basic concepts in study cross-cultural behavior through the lenses of various theories	Test multiple choice questions	50%
9.5. Seminar/ laboratory	Compulsory attendance – minimum 50 % of total seminars Capacity to use the acquired knowledge Interest towards study (proposal of discussion topics based on the optional references)	Seminar attendance and activities	10%
	Study work elaborated on announced topic	Elaboration and oral presentation of a project (in teams of 3-4)	40%
9.6 Minimum standard for passing			
• In order to calculate the final mark summing up the points obtained during the semester, it is necessary to obtain at least 50% of the score related to the written exam • comprehension of basic notions and their usage • interpretations of the obtained results • Assignments and projects are verified against plagiarism with Turnitin – no more than 25% similitude • The evaluation mode is also maintained for the re-exam's session.			

10. SDG labels (Sustainable Development Goals)¹

		Sustainable Development Generic Label						
								
								Nu se aplică nici o etichetă
								

Date of entry:

22.05.26

Signature of course coordinator

Prof.univ.dr.habil. Adina Letiția Negrușă

Signature of seminar coordinator

Prof.univ.dr.habil. Adina Letiția Negrușă

Date of approval in the department:

27.05.26

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."