



COURSE DESCRIPTION
Economics of Hospitality and Tourism Services
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	Economics of Hospitality and Tourism Services	Codul disciplinei	ILE0078
2.2. Course coordinator	Conf.univ.dr.habil. Valentin TOADER		
2.3. Seminar coordinator	Conf.univ.dr. Oana BODE		
2.4. Year of study	3	2.5. Semester	5
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	4	of which: 3.2. course	2	3.3. seminar/ laboratory/ project	2
3.4. Total of hours in the curriculum	56	of which: 3.5. course	28	3.6. seminar/ laboratory	28
Time allocation for individual study (IS) and self-taught activities (ST)					hours
Learning from textbooks, course materials, bibliography, and notes (IS)					33
Additional research in the library, on subject-specific electronic platforms, and on-site					25
Preparing seminars/ laboratories/ projects, assignments, reports, portfolios, and essays					26
Tutoring (professional guidance)					2
Examinations					2
Other activities					6
3.7. Total hours of individual study (IS) and self-taught activities (ST)				94	
3.8. Total hours per semester				150	
3.9. Number of credits				6	

4. Prerequisites (where applicable)

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

5. Specific conditions (where applicable)

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

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 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.	1. The graduate demonstrates the ability to analyze and evaluate the effects of macroeconomic policies and their microeconomic implications, considering the specific characteristics of the hospitality and tourism industry.
	2.	2. The graduate is able to make decisions according to their position and to take responsibility towards higher hierarchical levels.

7. Subject-specific learning outcomes

Knowledge and understanding
1. The graduate describes and explains the concepts and principles specific to tourism and hospitality service activities.
2. The graduate explains the concepts and factors that influence demand and supply in the tourism market.
3. The graduate calculates and interprets indicators specific to tourism and hospitality activities and analyzes the economic performance of organizations operating in the field.
Specific academic skills
1. The graduate designs and develops tourism products, making decisions regarding their configuration and adaptation to market requirements.
2. The graduate evaluates the economic, social, and environmental impacts of tourism activities and formulates recommendations for their sustainable development.

8. Contents

8.1. Course	Teaching and learning 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	Teaching and learning methods	Remarks
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. 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	The knowledge's accuracy and completeness. Logical consistency. The use of specialized language. Understanding concepts and phenomena	Writing exam (during the exam period)	60%
9.5. 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%
9.6 Minimum standard for passing			
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.			

10. SDG labels (Sustainable Development Goals)¹

		Sustainable Development Generic Label						
								
								Nu se aplică nici o etichetă
								

Date of entry:	Signature of course coordinator	Signature of seminar coordinator
22.05.26	Conf.univ.dr.habil. Valentin TOADER	Conf.univ.dr. Oana BODE
Date of approval in the department:	Signature of the head of department	
27.05.26	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."