



COURSE DESCRIPTION
Destination marketing
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	Destination marketing			Discipline code	ILE0101
2.2. Course coordinator	Prof.univ.dr. Smaranda Adina COSMA				
2.3. Seminar coordinator	Prof.univ.dr. Smaranda Adina COSMA				
2.4. Year of study	2	2.5. Semester	2	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)					20
Additional research in the library, on subject-specific electronic platforms, and on-site					20
Preparing seminars/ laboratories/ projects, assignments, reports, portfolios, and essays					19
Tutoring (professional guidance)					2
Examinations					2
Other activities					6
3.7. Total hours of individual study (IS) and self-taught activities (ST)				69	
3.8. Total hours per semester				125	
3.9. Number of credits				5	

4. Prerequisites (where applicable)

4.1. curriculum-related	
4.2. skills-related	

5. Specific conditions (where applicable)

5.1. course-related	Classroom equipped with computer and projector
5.2. seminar/laboratory-related	Classroom equipped with computer and projector

6.1. Competencies resulting from the completion of the degree programme

Professional competencies	
Competency code	Competency
PC2	Business environment research for substantiation of business decisions.
PC4	Implementing business development strategies in the hospitality industry.
Transversal competencies	
Competency code	Competency
TC2	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
PC2 PC4 TC2	- The graduate has knowledge of the components of the microenvironment and the macro marketing environment. - 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 demonstrates that he has the ability to identify and analyze the elements of the microenvironment and the macro marketing environment. - 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/graduate knows the conceptual framework of operation of a tourist destination, its components, the role and interaction of the stakeholders of the tourist destination.
2. The student/graduate understands the process of creating a tourist destination and knows how to develop strategies for creating and developing a tourist destination.
3. The student/graduate explains the processes of choosing the tourist destination by tourists.
4. The student/graduate knows how to evaluate the performance, attractiveness and competitiveness of the tourist destination.
Specific academic skills
1. The student/graduate analyzes the stakeholders of the tourist destination, establishes the role and interaction between them.
2. The student/graduate conducts research and analysis to understand the motivation of tourists and the process of choosing the visited destination.
3. The student/graduate develops and evaluates campaigns to promote the tourist destination, using branding strategies, storytelling, experiential marketing.
4. The student/graduate applies methods and techniques for evaluating the performance, attractiveness and competitiveness of the tourist destination.

8. Contents

8.1. Course	Teaching and learning methods	Remarks
Introductory Aspects in Tourist Destination Marketing Presentation of the discipline and requirements for students in the course activities	interactive presentation, problematization, exemplification	one course
Tourist destinations and destination marketing: definitions, concepts and perspectives What are tourist destinations? What is destination marketing and what is its purpose Classification of tourist destinations Impact of tourist destinations	interactive presentation, problematization, exemplification	three courses
Stakeholders of tourist destinations Defining stakeholders Tourism Destination Stakeholder Analysis The importance of public-private partnership in tourism	interactive presentation, problematization, exemplification	one course
The strategic process of creating the tourist destination The process of strategic planning of tourist destinations Stages of the strategic planning process of tourist destinations Marketing strategies for tourist destinations The life cycle of tourist destinations	interactive presentation, problematization, exemplification	two courses
Choosing a tourist destination Strategies for searching for information about tourist destinations Travel motivations, benefits and constraints The process of choosing a tourist destination Experiential consumption and destination marketing	interactive presentation, problematization, exemplification	two courses
Promotion of tourist destinations Tools and techniques for promoting tourist destinations Destination Branding Strategies Destination Storytelling	interactive presentation, problematization, exemplification	two courses
Themed destinations Wine destinations Film destinations	interactive presentation, problematization, exemplification	one course
Evaluation of the performance of tourist destinations The importance of evaluating the results obtained Factors affecting the competitiveness of tourist destinations Methods for measuring the competitiveness and performance of tourist destinations	interactive presentation, problematization, exemplification	two courses
Bibliography		
1. Bojanic, D.C., Reid, R.D., Hospitality Marketing Management, 6th Edition, Wiley, 2016.		
2. Bowie D., Buttle F., Brookes, M., Mariussen A., Hospitality Marketing, 3rd edition, Routledge, 2016.		

3. CaMilleri, M.A., Tourism Planning and Destination Marketing, Emerald Publishing, 2018.
4. Fyall, A., Legoh  rel, P., Frochot, I., Wang, Y., Marketing for Tourism and Hospitality. Collaboration, Technology and Experiences, Routledge, 2019.
5. Kotler, P., Bowen, T.B., Makens J.C., Baloglu, S., Marketing for Hospitality and Tourism, global edition, 7th ed., Pearson, 2017.
6. Morgan, N., Pritchard, A., Pride, R., Destination Brands. Managing Place Reputation, Third Edition, Butterworth-Heinemann, Elsevier, 2011.
7. Morrison, A.M., Marketing and managing tourism destinations, second edition, Routledge, 2019.
8. Palmer, A., Principles of services marketing, 7th Edition, McGraw-Hill Education, 2014.
9. Pike, S., Destination Marketing: Essentials, Routledge, 2020.
10. Wang, Y., Pizam, A., Destination Marketing and Management: Theories and Applications, CABI, 2011.
11. World Tourism Organization, A Practical Guide to Tourism Destination Management, Madrid, 2007.

8.2. Seminar/ laboratory	Teaching and learning methods	Remarks
Presentation of the discipline and requirements for students at seminar activities	Interactive, exemplification	one seminar
Typology of tourist destinations and key factors of destination success	Exercise Case study debate	one seminar
Advantages and disadvantages of destinations	Exercise Case study debate	one seminar
Classification of tourist destinations	Exercise Case study debate	one seminar
Impact of tourist destinations	Exercise Case study debate	one seminar
Tourism destination stakeholders and their interests	Exercise Case study debate	one seminar
Sustainability elements of tourist destinations	Exercise Case study debate	one seminar
Competition in the tourism market and market segmentation	Exercise Case study debate	one seminar
Information-seeking travelers' behavior	Exercise Case study debate	one seminar
Destination Choice and Experiential Marketing	Exercise Case study debate	one seminar
Destination branding	Exercise Case study debate	one seminar
Storytelling and thematic destinations	Practical application	one seminar
Analysis of individual portfolios carried out during the seminar activities	Presentation and discussions	one seminar
Presentation of group projects	Debate	one seminar

Bibliography

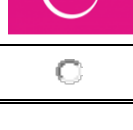
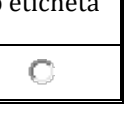
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9. Evaluation

- 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	• Understanding and acquiring specialized concepts; • Correctness of use of the accumulated specialized knowledge; • Logical coherence in thought.	Final exam (to be held in session)	60%
9.5. Seminar/ laboratory	• Ability to apply the specialized notions learned; • Ability to analyze and interpret specialized data; • The ability to formulate and make the best decisions based on given situations; • Ability to work in a team.	Making a team project with a given theme (to be carried out and evaluated during the semester)	20%
		Realization of an individual portfolio of applications and case studies (to be carried out and evaluated during the semester)	20%
9.6 Minimum standard for passing			
To obtain a grade of 5, students must: • Knows the fundamental notions taught; • Use and apply specialist concepts correctly.			

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.dr. Smaranda Adina COSMA

Signature of seminar coordinator

Prof.dr. Smaranda Adina COSMA

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."