



COURSE DESCRIPTION

Economie și politici în turismul internațional / Economics and politics of international tourism

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	Master
1.6. Degree programme / Qualification	Administrarea afacerilor în ospitalitate și turism internațional (cu predare în limba engleză) / Business Administration in International Hospitality and Tourism (taught in English)/Master
1.7. Form of education	Full time

2. Information regarding the discipline

2.1. Name of the discipline	Economie și politici în turismul internațional / Economics and politics of international			Codul disciplinei	IME0027
2.2. Course coordinator	Conf.univ.dr.habil. Valentin TOADER				
2.3. Seminar coordinator	Conf.univ.dr.habil. Valentin TOADER				
2.4. Year of study	1	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)					50
Additional research in the library, on subject-specific electronic platforms, and on-site					50
Preparing seminars/ laboratories/ projects, assignments, reports, portfolios, and essays					28
Tutoring (professional guidance)					2
Examinations					2
Other activities					6
3.7. Total hours of individual study (IS) and self-taught activities (ST)				108	
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
PC2	Advanced knowledge of concepts, techniques, and methods used in the scientific and applied research specific to the hospitality and tourism sector
PC3	Ability to identify and diagnose the influences of global economic, political, cultural, and environmental factors specific to the hospitality and tourism sector, both internationally and locally
Transversal competencies	
Competency code	Competency
TC3	Making effective use of various learning resources and techniques for personal development

6.2. Learning outcomes relevant to the degree programme

Learning outcomes targeted by the subject		
Competency code	Knowledge and comprehension	Specific academic skills
PC2 PC3 TC3	1. The graduate of the Master's program has complex knowledge in macro- and micro-economic areas, with direct and indirect impact on the environment and businesses in the hospitality and tourism industry, at global level	1. The graduate demonstrates a high ability to understand the complexity of macroeconomic policies and is, thus, able to infer their implications for businesses in the hospitality industry and international tourism
		2. The graduate is able to perform complex professional tasks, under conditions of autonomy and professional independence

7. Subject-specific learning outcomes

Knowledge and understanding
1. The graduate describes and explains the main determinants of demand and supply in tourism markets and their influence on tourism market dynamics.
2. The graduate identifies and explains the factors that influence and enhance the international competitiveness of tourist destinations.
Specific academic skills
1. The graduate analyzes and evaluates factors affecting the competitiveness of tourist destinations in international tourism markets.
2. The graduate assesses issues related to tourist flow management and sustainable tourism development using appropriate analytical tools and frameworks.
3. The graduate independently assesses developments in tourist flows and provides reasoned recommendations based on the analysis of factors affecting their evolution.

8. Contents

8.1. Course	Teaching and learning methods	Remarks
Introduction. Understanding international tourism	Lecture, debate	1 lecture
Globalization and tourism	Lecture, debate	1 lecture
International tourists' behavior and flows	Lecture, debate	1 lecture
Trends in international tourism demand	Lecture, debate	1 lecture
Forecasting international tourism demand	Lecture, debate	1 lecture
Sustainability of international tourism	Lecture, debate	1 lecture

Environmental and social issues in tourism sustainability	Lecture, debate	1 lecture
Competitiveness in Travel & Tourism sector	Lecture, debate	1 lecture
Transportation and tourism	Lecture, debate	2 lectures
Visa facilitation and regulation of international visitor flows	Lecture, debate	2 lectures
International trade of tourism and hospitality services	Lecture, debate	2 lectures

Bibliography

1. Dwyer L., Forsyth P., Dwyer W., Tourism Economics and Policy, Channel View Publications, Bristol, 2020
2. Tribe John, The economics of recreation, leisure and tourism, Routledge, Oxford, 2020
3. UNWTO, Policy and practice for global tourism, 2011
4. Coles Tim, International business and tourism: global issues, contemporary interactions. London: Routledge, 2008.
5. Cooper C., Hall M.C., Contemporary tourism. An international approach, Butterworth-Heinemann, 2008
6. Dwyer L., Forsyth P., International handbook on the economics of tourism, Edward Elgar Publishing Limited, 2006
7. International Labour Organization, Economic crisis, international tourism decline and its impact on the poor, 2013
8. World Economic Forum, The Travel and Tourism Competitiveness Reports

8.2. Seminar/ laboratory	Teaching and learning methods	Remarks
Introduction. Understanding international tourism	Case study, debate	1 seminar
Globalization and tourism	Case study, debate	1 seminar
International tourists' behavior and flows	Case study, debate	1 seminar
Trends in international tourism demand	Case study, debate	1 seminar
Forecasting international tourism demand	Case study, debate	1 seminar
Sustainability of international tourism	Case study, debate	1 seminar
Environmental and social issues in tourism sustainability	Case study, debate	1 seminar
Competitiveness in Travel & Tourism sector	Case study, debate	1 seminar
Transportation and tourism	Case study, debate	2 seminars
Visa facilitation and regulation of international visitor flows	Case study, debate	2 seminars
International trade of tourism and hospitality services	Case study, debate	2 seminars

Bibliography

1. Dwyer L., Forsyth P., Dwyer W., Tourism Economics and Policy, Channel View Publications, Bristol, 2020
2. Tribe John, The economics of recreation, leisure and tourism, Routledge, Oxford, 2020
3. UNWTO, Policy and practice for global tourism, 2011
4. Coles Tim, International business and tourism: global issues, contemporary interactions. London: Routledge, 2008.
5. Dwyer L., Forsyth P., International handbook on the economics of tourism, Edward Elgar Publishing Limited, 2006
6. World Economic Forum, The Travel and Tourism Competitiveness Reports
7. UNWTO Library

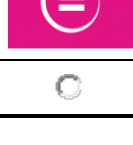
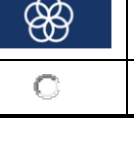
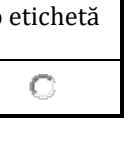
9. Evaluation

- 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	Written exam (during the exam period)	50%
9.5. Seminar/ laboratory	Capacity to apply the learned concepts	Case studies/simulations (during the semester)	50%
9.6 Minimum standard for passing			
- knowing the fundamental concepts who were taught. - appropriate use and application of specialized concepts.			

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.habil.Valentin TOADER
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."