



COURSE DESCRIPTION
Hospitality and tourism sales management
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	Business Administration in International Hospitality and Tourism /Master
1.7. Form of education	Full time

2. Information regarding the discipline

2.1. Name of the discipline	Hospitality and tourism sales management	Codul disciplinei	IME0030
2.2. Course coordinator	Conf. dr. Cristina Fleșeriu		
2.3. Seminar coordinator	Conf. dr. Cristina Fleșeriu		
2.4. Year of study	1	2.5. Semester	I
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	2	of which: 3.2. course	1	3.3. seminar/ laboratory/ project	1
3.4. Total of hours in the curriculum	28	of which: 3.5. course	14	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)					11
Additional research in the library, on subject-specific electronic platforms, and on-site					11
Preparing seminars/ laboratories/ projects, assignments, reports, portfolios, and essays					11
Tutoring (professional guidance)					2
Examinations					2
Other activities					10
3.7. Total hours of individual study (IS) and self-taught activities (ST)				47	
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	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
PC1	Running a business division/ subdivision in the hospitality and tourism sector
Transversal competencies	
Competency code	Competency
TC2	Identification of roles and responsibilities in a team and their implementation within various hospitality and tourism-based businesses

6.2. Learning outcomes relevant to the degree programme

Learning outcomes targeted by the subject		
Competency code	Knowledge and comprehension	Specific academic skills
PC1 TC2	The graduate has in-depth knowledge of micro- and macro-marketing components, as well as regarding their implications for international businesses in the hospitality industry and tourism. 1.	The graduate has an advanced ability to identify and analyse various opportunities to adapt businesses operating in the hospitality industry and international tourism to the elements of the micro- and macro-marketing environment, using specific techniques and tools.

7. Subject-specific learning outcomes

Knowledge and understanding
1. The graduate understands the core concepts of sales management and clearly differentiates the role of sales from marketing within the international hospitality and tourism sector.
2. The graduate defines and explains the purchase-decision process, including the psychological motivators and determinants that influence consumer buying behavior in tourism.
3. The graduate identifies and describes the structure and functions of various distribution channels utilized in the global hospitality and tourism market.
4. The graduate possesses advanced knowledge regarding personal selling frameworks, customer approach techniques, and relationship marketing strategies designed to build long-term commitment.
Specific academic skills
1. The graduate has the ability to analyze complex industry case studies (e.g., airline and hotel structures) and evaluate the efficiency of their sales strategies.
2. The graduate is capable of working effectively in a team to design, structure, and academic write a professional sales management project.
3. The graduate demonstrates the ability to deliver a logical, well-structured oral presentation of a commercial project, using professional terminology and argumentation.
4. The graduate has the capacity to formulate practical recommendations and consultative solutions for adapting hospitality businesses to modern sales promotion and customer retention tools.

8. Contents

8.1. Course	Teaching and learning methods	Remarks
Requirements for course and seminar activities; Introduction regarding sales management and the sales activity in general and in hospitality and tourism in particular	Interactive exposure, multimedia, exemplification	1 lecture
Purchase-decision process: motivators and determinants in hospitality and tourism and the buying process	Interactive exposure, multimedia, exemplification	1 lecture
Distribution channels in the tourism industry	Interactive exposure, multimedia, exemplification	1 lecture
Customer approach and approach techniques: sales promotion	Interactive exposure, multimedia, exemplification	2 lectures
Personal selling	Interactive exposure, multimedia, exemplification	2 lectures
Bibliography		
1. Siguaw J.A. (2004), Hospitality sales: Selling smarter, Delmar Learning by Thomson, New York. 2. Futrell C.M. (2011), Fundamentals of selling, Customers for life through service, McGraw Hill, New York. 3. Kaufmann T., Lashley C., Schreier L. A. (2009), Timeshare management, The key issues for hospitality managers, BH by Elsevier, Oxford. 4. Kotler Ph., Bowen J.T., Makens J.C., Balogu S. (2017), Marketing for Hospitality and Tourism, seventh edition, Pearson, Global Edition. 5. Reid R.D. & Bojanic D.C. (2006), Hospitality marketing management, 4-th edition, Wiley, New Jersey.		
8.2. Seminar/ laboratory	Teaching and learning methods	Remarks
Discipline presentation and the requirements for the students from course and seminar activities, responsibilities during the semester		1 seminar
The importance of sales management: Spirit Airlines	Case studies	1 seminar
Leisure motivation scale, Motivators and determinants: Hilton Hotels and Disney	Practical applications, case studies	1 seminar
Distribution channels in the tourism industry, Tropicana fishing lounge	Practical applications, case studies	1 seminar
How to gain the customers commitment, The importance of relationship marketing in tourism, Elk Mountain Hotel	Practical applications, Case studies	1 seminar
Personal selling: The Ritz-Carlton	Practical applications, case studies	1 seminar
Project presentation	Students' presentations during the last seminar	1 seminar
Bibliography		
1. Siguaw J.A. (2004), Hospitality sales: Selling smarter, Delmar Learning by Thomson, New York. 2. Futrell C.M. (2011), Fundamentals of selling, Customers for life through service, McGraw Hill, New York. 3. Kaufmann T., Lashley C., Schreier L. A. (2009), Timeshare management, The key issues for hospitality managers, BH by Elsevier, Oxford. 4. Kotler Ph., Bowen J.T., Makens J.C., Balogu S. (2017), Marketing for Hospitality and Tourism, seventh edition, Pearson, Global Edition. 5. Reid R.D. & Bojanic D.C. (2006), Hospitality marketing management, 4-th edition, Wiley, New Jersey.		

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 leaning the specialized concepts; • correct use of specialized knowledge; • consistency logical thinking.	Final written exam – during the exam period	50%
9.5. Seminar/ laboratory	• ability to apply the learned specialized concepts; • creativity; • ability to work in team; • consulting the latest books and materials in this field; • acquiring the terminology.	Project (done in teams, presented during the last seminar)	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:

22.05.26

Signature of course coordinator

Conf. Dr. Cristina Fleșeriu

Signature of seminar coordinator

Conf. Dr. Cristina Fleșeriu

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."