



COURSE DESCRIPTION
European Funds for Hospitality and 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	Business Administration in Hospitality and International Tourism / Master
1.7. Form of education	Full time

2. Information regarding the discipline

2.1. Name of the discipline	European Funds for Hospitality and Tourism			Discipline code	IME0038
2.2. Course coordinator	Assoc. Prof. Paul Sorin LAZĂR, PhD				
2.3. Seminar coordinator	Assoc. Prof. Paul Sorin LAZĂR, PhD				
2.4. Year of study	I	2.5. Semester	2	2.6. Type of assessment	Colloquium
2.7. Course status	Compulsory			2.8. Course type	Specialisation subject (DS)

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)					20
Additional research in the library, on subject-specific electronic platforms, and on-site					20
Preparing seminars/ laboratories/ projects, assignments, reports, portfolios, and essays					20
Tutoring (professional guidance)					2
Examinations					2
Other activities					8
3.7. Total hours of individual study (IS) and self-taught activities (ST)				72	
3.8. Total hours per semester				100	
3.9. Number of credits				4	

4. Prerequisites (where applicable)

4.1. curriculum-related	Not applicable
4.2. skills-related	Not applicable

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; active participation in case-study discussions and project work.

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.
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
PC1	RDS2: The graduate has in-depth knowledge of how to plan and manage human, material, and financial resources, how to motivate employees and monitor activities, as well as how to manage customer relationships with enterprises operating in the hospitality industry and international tourism.	RDS2: The graduate has a high ability to use complex techniques and tools to analyse the organisational environment so that enterprises operating in the hospitality industry and international tourism can adapt to the identified requirements and challenges; the graduate is capable of drawing up and implementing business strategies; the graduate is able to use specialist software; also, the graduate demonstrates an ethical conduct and a customer-oriented behaviour.
PC3	RDS2: The graduate has in-depth knowledge of how to plan and manage human, material, and financial resources, how to motivate employees and monitor activities, as well as how to manage customer relationships with enterprises operating in the hospitality industry and international tourism.	RDS2: The graduate has a high ability to use complex techniques and tools to analyse the organisational environment so that enterprises operating in the hospitality industry and international tourism can adapt to the identified requirements and challenges; the graduate is capable of drawing up and implementing business strategies; the graduate is able to use specialist software; also, the graduate demonstrates an ethical conduct and a customer-oriented behaviour.
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7. Subject-specific learning outcomes

Knowledge and understanding
1. Explains the objectives, evolution and institutional framework of European cohesion and regional policy relevant to hospitality and tourism.
2. Identifies the main European funding instruments and programmes and explains their scope and the corresponding funding framework in Romania.
3. Explains the logical sequence for developing a project and the role of the Applicant's Guide and the funding application in accessing European funds.

4. Describes the principles of cost-benefit analysis, economic and financial indicators, and project evaluation in the context of European funding.
Specific academic skills
1. Identifies suitable European funding opportunities for hospitality and tourism projects according to identified needs, objectives and eligible activities.
2. Develops and argues key components of a project proposal, including needs, objectives, activities, indicators, financing logic and the funding application.
3. Analyses and evaluates project proposals using Applicant's Guide requirements, case-study evidence and relevant economic-financial indicators.

8. Contents

8.1. Course	Teaching and learning methods	Remarks
Cohesion Policy – historical development, current framework and institutional context	Interactive lecture; explanation; heuristic discussion; debate	1 hour (1 lecture)
European funding instruments and programmes	Interactive lecture; explanation; heuristic discussion; debate	2 hours (2 lectures)
Funding programmes in Romania	Interactive lecture; explanation; heuristic discussion	2 hours (2 lectures)
The logical approach to designing a project	Interactive lecture; explanation; heuristic discussion; debate	2 hours (2 lectures)
Applicant's Guide	Interactive lecture; explanation; heuristic discussion; debate	3 hours (3 lectures)
Cost-benefit analysis	Interactive lecture; explanation; heuristic discussion; debate	2 hours (2 lectures)
Project evaluation	Interactive lecture; explanation; heuristic discussion; debate	2 hours (2 lectures)

Bibliography

1. INFOREGIO – European Commission information on regional policy and structural instruments.
2. European Commission – cohesion policy and EU funding programme documentation.
3. Official EU regulations and guidance concerning regional policy and structural funds.
4. Information on special support instruments and European territorial cooperation.
5. Romanian official information on regional development and European funds (fonduri-ue.ro).
6. Law no. 315/2004 on regional development in Romania.
7. Information on operational programmes and calls for projects.
8. Agency for Financing Rural Investments (AFIR) – programme and funding information.

8.2. Seminar/ laboratory	Teaching and learning methods	Remarks
Development disparities – the role of European funds	Case-study analysis; discussion; debate	1 hour (1 seminar)
Logical approach: identifying needs, objectives and activities; project idea; documentation; identifying the funding source	Case-study analysis; discussion; debate	2 hours (2 seminars)
Applicant's Guide for different tourism funding programmes and preparation of the funding application	Case-study analysis; applied exercises; discussion	5 hours (5 seminars)
Economic and financial indicators; team project development and presentation	Case-study analysis; project work; presentation; debate	6 hours (6 seminars)

Bibliography

1. INFOREGIO – European Commission information on regional policy and structural instruments.
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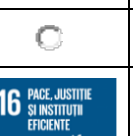
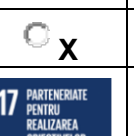
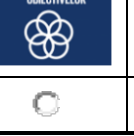
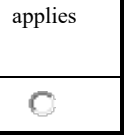
9. Evaluation

- 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	Originality and relevance of the approach; coherence and clarity of presentation; capacity for synthesis; ability to argue and support the proposed project decisions.	Final project uploaded to the TEAMS platform and defended orally, based on a European funding opportunity relevant to hospitality and tourism.	75%
9.5. Seminar / laboratory	Active participation in discussions and case studies; correct application of methods and critical-thinking tools; ability to connect theoretical requirements with practical project-development tasks.	Participation in lecturer-led debates, case-study work and presentation of project components developed during the semester.	25%
9.6 Minimum standard for passing			
Knowledge of the objectives of European cohesion policy, the main financial instruments used to implement it, and the Romanian programming framework; ability to identify an appropriate funding source and to explain the basic logic of preparing and evaluating a European-funded project.			

10. SDG labels (Sustainable Development Goals)¹

		Sustainable Development Generic Label						
								
								No label applies
								

Date of entry:

22.05.2026

Signature of course coordinator

Assoc. Prof. Paul Sorin LAZĂR, PhD

Signature of seminar coordinator

Assoc. Prof. Paul Sorin LAZĂR, PhD

Date of approval in the department:

27.05.2026

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."