



COURSE DESCRIPTION

Advanced research and data analysis in 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	Advanced research and data analysis in hospitality and tourism			Codul disciplinei	IME0042
2.2. Course coordinator	Assoc. Prof. Marius BOTA, PhD				
2.3. Seminar coordinator	Assoc. Prof. Marius BOTA, PhD				
2.4. Year of study	II	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	2	of which: 3.2. course	1	3.3. seminar/ laboratory/ project	1
3.4. Total of hours in the curriculum	24	of which: 3.5. course	12	3.6. seminar/ laboratory	12
Time allocation for individual study (IS) and self-taught activities (ST)					hours
Learning from textbooks, course materials, bibliography, and notes (IS)					30
Additional research in the library, on subject-specific electronic platforms, and on-site					16
Preparing seminars/ laboratories/ projects, assignments, reports, portfolios, and essays					16
Tutoring (professional guidance)					2
Examinations					2
Other activities					10
3.7. Total hours of individual study (IS) and self-taught activities (ST)				76	
3.8. Total hours per semester				100	
3.9. Number of credits				4	

4. Prerequisites (where applicable)

4.1. curriculum-related	
4.2. skills-related	

5. Specific conditions (where applicable)

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

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
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
PC2 TC2	1. 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 student/graduate explains the concepts, stages, and methodologies of scientific research and data analysis in hospitality and tourism.
2. The student/graduate describes qualitative and quantitative research methods, data collection techniques, and research instruments used in hospitality and tourism studies.
3. The student/graduate explains the principles of research design, data analysis, interpretation, and research report preparation.
Specific academic skills
1. The student/graduate applies appropriate research methods and instruments to design and conduct research projects in hospitality and tourism.
2. The student/graduate analyzes and interprets qualitative and quantitative data to support evidence-based managerial decisions.
3. The student/graduate develops and presents research reports, justifying the methodology, findings, and recommendations.

8. Contents

8.1. Course	Teaching and learning methods	Remarks
Assessing marketing information needs	Oral presentation, multimedia, exemplification	One lecture (two hours/week)
Research methods in tourism and hospitality	Oral presentation, multimedia, exemplification	Two lecture (two hours/week)
Research instruments in tourism and hospitality	Oral presentation, multimedia, exemplification	One lecture (two hours/week)
Marketing environment research Qualitative research, Quantitative research	Oral presentation, multimedia, exemplification	One lecture (two hours/week)
Report preparation and presentation	Oral presentation, multimedia, exemplification	One lecture (two hours/week)
Bibliography		
1. Kotler, P., Bowen, T.B., Makens J.C., Marketing for Hospitality and Tourism, 5th ed., Pearson Prentice Hall, New Jersey, 2010. 2. Malhotra, N. K., Marketing Research: An Applied Orientation, 7th edition, Global Edition, Pearson, 2019, ISBN: 9781292265636 3. Nunan, D., Birks D. F. and Malhotra, N. K., Marketing Research Applied Insight, 6th Edition, Pearson Education Limited, 2020 ISBN: 9781292308722		
8.2. Seminar/ laboratory	Teaching and learning methods	Remarks
Requirements seminar activities	Oral presentation, multimedia, exemplification	One seminar (two hours/week)
Assessing marketing information needs	Case study Group discussions/ Exemplification	One seminar (two hours/week)
Research methods in tourism and hospitality	Case study Group discussions/ Exemplification	One seminar (two hours/week)
Research instruments in tourism and hospitality	Case study Group discussions/ Exemplification	One seminar (two hours/week)
Qualitative research, Quantitative research	Case study Group discussions/ Exemplification	One seminar (two hours/week)
Projects presentation	Oral presentation, multimedia	One seminar (two hours/week)
Bibliography		
1. Kotler, P., Bowen, T.B., Makens J.C., Marketing for Hospitality and Tourism, 5th ed., Pearson Prentice Hall, New Jersey, 2010. 2. Malhotra, N. K., Marketing Research: An Applied Orientation, 7th edition, Global Edition, Pearson, 2019, ISBN: 9781292265636 3. Nunan, D., Birks D. F. and Malhotra, N. K., Marketing Research Applied Insight, 6th Edition, Pearson Education Limited, 2020 ISBN: 9781292308722		

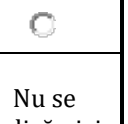
9. Evaluation

• 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	• correct explanation and application of research concepts, methodologies, and data analysis techniques	Final exam (exam period)	60%

	justification of the selected research design and research methods		
9.5. Seminar/ laboratory	application of appropriate research methods and instruments in a research project	Team project (to be carried out and evaluated during the semester)	40%
	quality of the research report, presentation, and justification of conclusions		
9.6 Minimum standard for passing			
To obtain a passing grade (5), the student must demonstrate the ability to: - explain the fundamental concepts and stages of scientific research; - apply basic qualitative and quantitative research methods in a research project; - interpret research findings and formulate evidence-based conclusions.			

10. SDG labels (Sustainable Development Goals)¹

		Sustainable Development Generic Label						
								
			X					
								Nu se aplică nici o etichetă

Date of entry:	Signature of course coordinator	Signature of seminar coordinator
22.05.2026	Assoc. Prof. Marius BOTA, PhD	Assoc. Prof. Marius BOTA, PhD
Date of approval in the department:	Signature of the head of department	
27.05.2026	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."