



COURSE DESCRIPTION
Urban 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 International Hospitality and Tourism /Master
1.7. Form of education	Full time

2. Information regarding the discipline

2.1. Name of the discipline	Urban tourism			Codul disciplinei	IME0051
2.2. Course coordinator	Conf. dr. Cristina FLEȘERIU / Conf.dr. Valentin TOADER				
2.3. Seminar coordinator	Conf. dr. Cristina FLEȘERIU / Conf.dr. Valentin TOADER				
2.4. Year of study	2	2.5. Semester	II	2.6. Type of assessment	Exam
2.7. Course status	Optional			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)					34
Additional research in the library, on subject-specific electronic platforms, and on-site					30
Preparing seminars/ laboratories/ projects, assignments, reports, portfolios, and essays					30
Tutoring (professional guidance)					2
Examinations					4
Other activities					1
3.7. Total hours of individual study (IS) and self-taught activities (ST)				101	
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 video projector and Internet access
5.2. seminar/laboratory-related	Classroom equipped with video projector and Internet access

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
PC5	Drawing up various reports/ studies useful for the running of a hospitality/ tourism unit and the provision of consultancy in the field
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 PC5 TC2	The graduate of the Master's programme 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.	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.

7. Subject-specific learning outcomes

Knowledge and understanding
1. The student/graduate defines and explains the conceptual framework of urban tourism, identifying the main motivations of visitors in the metropolitan area and the dynamics of the collaborative economy.
2. The student/graduate assimilates the scientific research techniques and methods necessary for the correct measurement and quantification of tourism activity at the level of urban destinations.
3. The student/graduate understands the fundamental components of the process of developing an urban tourism strategy, as well as the economic, social, and environmental challenges specific to this sector.
4. The student/graduate knows the modern tools for the administration and promotion of tourist cities, acquiring a clear vision of branding concepts aimed at increasing urban competitiveness.
Specific academic skills
1. The student/graduate has the ability to develop complex applied studies and reports (specialized projects) based on the empirical and methodological analysis of an urban tourism destination.
2. The student/graduate possesses the capacity to logically support and argue the results of their own research before an audience, coherently explaining the practical implications of the measured indicators.
3. The student/graduate can identify roles and responsibilities within a team to solve case studies focused on the current challenges of urban tourist spaces.
4. The student/graduate has the capacity to formulate strategic recommendations and specialized consultancy to adapt the policies of HoReCa companies to the realities and trends of the tourism market in large cities.

8. Contents

8.1. Course	Teaching and learning methods	Remarks
Defining urban tourism and urban tourism organizations	Lecture, debate	1 lecture
Relationship between tourism and urban development	Lecture, debate	1 lecture
Motivations for urban tourism. Information needs of city travellers	Lecture, debate	1 lecture
Challenges in urban tourism development	Lecture, debate	1 lecture
Measuring the level of activity in urban tourism	Lecture, debate	1 lecture
Sharing economy and urban tourism	Lecture, debate	1 lecture

Bibliography

1. Belini N., Pasquinelli C., Tourism in the City: Towards an Integrative Agenda on Urban Tourism, 1st ed., 2017 Edition
2. Conrady R., Buck M., Trends and issues in global tourism, Springer, 2012
3. Heeley J., Inside city tourism. A European perspective, Channel View Publications, 2011
4. Mazanec J.A., Wober K.W., Analyzing international city tourism, Springer, 2010
5. Maitland R., Brent W.R., City tourism. National capital perspectives, CABI, 2009
6. Maciocco G., Serreli S., Enhancing the city. New perspectives for tourism and leisure, Springer, 2009
7. Hayllar B., Griffin T., Edwards D., City spaces – tourist places. Urban tourism precincts, Butterworth-Heinemann, 2008
8. Kolb Bonita M., Tourism marketing for cities and towns: using branding and events to attract tourists. Burlington, Mass.; Oxford, UK: Butterworth-Heinemann, 2006.
9. Lungu (Gârbea) Roxana Valentina, Turismul urban: stadiul actual și perspectivele de dezvoltare ale orașelor din Moldova Apuseană. Iași: [s.n.], 2014.
10. Popescu Ruxandra Irina, Corboș Răzvan Andrei, Creșterea competitivității unei destinații prin strategii de branding. București: Editura A.S.E, 2013.
11. Pușcaș Angelica, Coloane și vitralii: antichitate și ev mediu: incursiuni în istoria și cultura turismului urban premodern. Cluj-Napoca: Presa Universitară Clujeană, 2015.
12. Stănculescu Gabriela, Minciu Rodica, Pădulean Miha

8.2. Seminar/ laboratory	Teaching and learning methods	Remarks
Defining urban tourism and urban tourism organizations	Case study, debate	1 seminar
Relationship between tourism and urban development	Case study, debate	1 seminar
Motivations for urban tourism. Information needs of city travellers	Case study, debate	1 seminar
Challenges in urban tourism development	Case study, debate	1 seminar
Measuring the level of activity in urban tourism	Case study, debate	1 seminar
Sharing economy and urban tourism	Case study, debate	1 seminar

Bibliography

1. Conrady R., Buck M., Trends and issues in global tourism, Springer, 2012
2. Heeley J., Inside city tourism. A European perspective, Channel View Publications, 2011
3. Mazanec J.A., Wober K.W., Analyzing international city tourism, Springer, 2010
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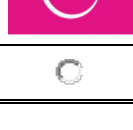
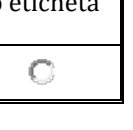
9. Evaluation

- 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	• Capacity to apply the learned concepts • Explain the results logically and correctly	Project content	40%
9.5. Seminar/ laboratory	• Ability to apply the learned concepts • Explain the results logically and correctly	Project presentation	60%
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. Dr. Cristina Fleșeriu Conf.dr. Valentin TOADER	Conf. Dr. Cristina Fleșeriu Conf.dr. 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."