



COURSE DESCRIPTION

Cross-cultural competencies in international 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	ADMINISTRAREA AFACERILOR ÎN OSPITALITATE ȘI TURISM INTERNATIONAL (cu predare în limba engleză)/Master
1.7. Form of education	Full time

2. Information regarding the discipline

2.1. Name of the discipline	Competențe interculturale în ospitalitatea și turismul internațional/ Cross-cultural competencies in international hospitality and tourism			Codul disciplinei	IME0069
2.2. Course coordinator	Lect. Elisabeta Butoi, PhD				
2.3. Seminar coordinator	Lect. Elisabeta Butoi, PhD				
2.4. Year of study	II	2.5. Semester	3	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		of which: 3.2. course		3.3. seminar/ laboratory/ project	1
3.4. Total of hours in the curriculum		of which: 3.5. course		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					16
Preparing seminars/ laboratories/ projects, assignments, reports, portfolios, and essays					22
Tutoring (professional guidance)					2
Examinations					8
Other activities					4
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	-
4.2. skills-related	-

5. Specific conditions (where applicable)

5.1. course-related	Room equipped with video-projector and computer.
5.2. seminar/laboratory-related	Room equipped with video-projector and computer.

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. - Sensitivity to cultural differences in tourism demand - Use a repertoire of behavioural skills appropriate for different intercultural situations
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 PC3 TC3	The student explains the fundamental concepts of econometric analysis and forecasting applied in tourism. The student/graduate interprets the results of econometric models and the significance of the indicators used in forecasting economic phenomena in tourism.	The student applies statistical and econometric methods to analyze data and produce forecasts in tourism and hospitality. The student/graduate develops and presents forecasting analyses and reports to support managerial decision-making.

7. Subject-specific learning outcomes

1. Explains the fundamental concepts, theories, and models of cross-cultural management and intercultural communication applied to international hospitality and tourism.	
2. Describes the influence of global economic, political, cultural, and environmental factors on cultural differences in tourism demand and on visitor behaviour, both internationally and locally.	
3. Identifies appropriate learning resources and techniques for the continuous development of one's own intercultural competence in a professional hospitality and tourism context.	
Specific academic skills	
1. Applies a repertoire of behavioural skills appropriate to different intercultural situations when running a business division/subdivision in the hospitality and tourism sector.	
2. Diagnoses the impact of cultural factors on tourism demand and adapts the organization's strategies, services, and communication to the requirements of diverse intercultural contexts.	
3. Develops personal intercultural competence by making effective use of various learning resources and techniques for self-directed professional development.	

8. Contents

8.1. Course	Teaching and learning methods	Remarks
Globalization and tourism industry. Cultural diversity	interactive discussion, questioning, heuristic conversation	2 lectures
Cultural theories and practices • Communication resourcefulness theory Uncertainty management theory	interactive discussion, questioning, heuristic conversation	2 lectures
Cultural variability. Hofstede's cultural dimensions	interactive discussion, questioning, heuristic conversation	2 lectures
Cultural influences on services	interactive discussion, questioning, heuristic conversation	2 lectures
Cultural influences on buyer's personal characteristics	interactive discussion, questioning, heuristic conversation	2 lectures
Cultural influences on buyer's decision process	interactive discussion, questioning, heuristic conversation	2 lectures
Cultural characteristics for European, Asian and North American tourists	interactive discussion, questioning, heuristic conversation	2 lectures
Bibliography		
1. Brotherton B., The International Hospitality Industry, BH Elsevier, 2003 2. Mead, Richard - International management - Cross Cultural Dimensions, Blackwell Publishing, International, 2005 3. Hall, E., & Hall, M. Understanding cultural differences, Intercultural Press, Yarmouth, ME 1990. 4. Reisinger Y., International Tourism. Cultures and behaviours, BH Elsevier, 2009 5. Reisinger Y., Turner L., Cross-cultural behaviour in tourism, BH Elsevier, 2004. 6. Wagner, J.A. și Hollenbeck, J.R. (2010). Organizational Behavior, Routledge, Taylor Francis Group 7. Slocum, W. și Hellriegel, D. (2009). Principles of Organizational Behavior, 12thEd. South-Western Cengage Learning		
8.2. Seminar/ laboratory	Teaching and learning methods	Remarks
Introduction and overview – expectations, course goals, syllabus. Project Teams set up and topics.	Exercise and case study analysis	2 seminars
Individual exercises. The Fundamentals of Culture. Essay evaluation.	Exercise and case study analysis	2 seminars
Individual exercises. Drivers and consequences of globalization.	Exercise and case study analysis	2 seminars
Concept of "National Culture". Typologies of Hofstede. Essay evaluation	Exercise and case study analysis	2 seminars
Cultural influences on buyer's personal characteristics	Exercise and case study analysis	2 seminars
Types of culture in tourism.	Project activity	2 seminars
Cultural influences on buyer's decision process	Project presentation	2 seminars
Bibliography		
1. Brotherton B., The International Hospitality Industry, BH Elsevier, 2003 2. Mead, Richard - International management - Cross Cultural Dimensions, Blackwell Publishing, International, 2005 3. Hall, E., & Hall, M. Understanding cultural differences, Intercultural Press, Yarmouth, ME 1990. 4. Reisinger Y., International Tourism. Cultures and behaviours, BH Elsevier, 2009 5. Reisinger Y., Turner L., Cross-cultural behaviour in tourism, BH Elsevier, 2004. 6. Wagner, J.A. și Hollenbeck, J.R. (2010). Organizational Behavior, Routledge, Taylor Francis Group 7. Slocum, W. și Hellriegel, D. (2009). Principles of Organizational Behavior, 12thEd. South-Western Cengage Learning.		

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	• correctly applying the learned notions. - identifying the correct solutions.	Final Written Exam (multiple choice quiz)	40%
9.5. Seminar/ laboratory	• correctly applying the learned notions - practical utilization of learned notions	Assignments (min.3 tasks/essays)	30%
	• applying the methods and research tools • applying the specific theoretical notions - practical skills in the field	Project	30%
9.6 Minimum standard for passing			
• knowledge of basic notions and their application to practical situations. • interpretation of obtained results.			

10. SDG labels (Sustainable Development Goals)¹

	☐	Sustainable Development Generic Label						
								
☐	☐	☐	☐	☐	☐	☐	☐	☐
								
☐	☐	☐	☐	☐	☐	☐	☐	☐

Date of entry:

22.05.26

Signature of course coordinator

Lect. Elisabeta Butoi, PhD

Signature of seminar coordinator

Lect. Elisabeta Butoi, PhD

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."