



COURSE DESCRIPTION
Consumer Behavior 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	Consumer Behavior in Hospitality and Tourism			Discipline code	IME0070
2.2. Course coordinator	Prof. dr. habil. Dacia-Crina Petrescu				
2.3. Seminar coordinator	Dr. Daniel Maluțan				
2.4. Year of study	II	2.5. Semester	3	2.6. Type of assessment	Viva voce
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	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	-
4.2. skills-related	-

5. Specific conditions (where applicable)

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

6.1. Competencies resulting from the completion of the degree programme

Professional competencies	
Competency code	Competency
CP2	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
CT1	Use of professional ethics standards and values specific to the field of hospitality and tourism.

6.2. Learning outcomes relevant to the degree programme

Learning outcomes targeted by the subject		
Competency code	Knowledge and comprehension	Specific academic skills
CP2, CT1	RDS3. 3. The graduate has in-depth knowledge of micro- and macro-marketing components, as well as their implications for international businesses in the hospitality industry and tourism.	RDS3. 3. The graduate has an advanced ability to identify and analyze 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 explains the role and necessity of studying consumer behavior in hospitality and tourism, and understands consumers as individuals and as decision-makers.
2. The student describes the cultural, social, personal and psychological factors influencing consumer behavior in hospitality and tourism.
3. The student identifies consumer rights, consumer protection and the consumer-natural environment relationship in the context of sustainable development.
Specific academic skills
1. The student applies consumer research methods and techniques specific to hospitality and tourism, using appropriate quantitative and qualitative methodologies.
2. The student analyses the consumer decision-making process and behavioral decision theory in order to substantiate marketing decisions.
3. The student evaluates consumption behavior in hospitality and tourism from the perspective of responsible consumption and sustainable development.

8. Contents

8.1. Course	Teaching and learning methods	Remarks
Consumers in the marketplace	Interactive presentation, PPT presentation, student participatory presentation through the analysis of applied course assignments	1 course
Introduction to consumer behavior in hospitality and tourism	Interactive presentation, PPT presentation, student participatory presentation through the analysis of applied course assignments	1 course
Cultural factors influencing consumer behavior	Interactive presentation, PPT presentation, student participatory presentation through the analysis of applied course assignments	1 course
Values and lifestyles	Interactive presentation, PPT presentation, student participatory presentation through the analysis of applied course assignments	1 course
Social influences on consumer behavior	Interactive presentation, PPT presentation, student participatory presentation through the analysis of applied course assignments	1 course
Consumer information processing	Interactive presentation, PPT presentation, student participatory presentation through the analysis of applied course assignments	2 courses
Self concept and personality	Interactive presentation, PPT presentation, student participatory presentation through the analysis of applied course assignments	1 course
Decision making process	Interactive presentation, PPT presentation, student participatory presentation through the analysis of applied course assignments	1 course
Behavioral decision theory	Interactive presentation, PPT presentation, student participatory presentation through the analysis of applied course assignments	1 course
Organizational consumer behavior in hospitality and tourism	Interactive presentation, PPT presentation, student participatory presentation through the analysis of applied course assignments	1 course
New issues in consumer behavior for hospitality and tourism – consumerism, CSR	Interactive presentation, PPT presentation, student participatory presentation through the analysis of applied course assignments	1 course
New issues in consumer behavior for hospitality and tourism – environmental issues	Interactive presentation, PPT presentation, student participatory presentation through the analysis of applied course assignments	1 course
Synthesis of presented notions	Interactive presentation, PPT presentation, student participatory presentation through the analysis of applied course assignments	1 course
Bibliography		
Blackwell, R., D., Miniard, P. W., Engel, J. F., 2005, Consumer Behavior (10th ed.), South-Western College Pub.		
Blythe, J., 2013, Consumer Behaviour (2nd ed.), SAGE Publications Ltd.		
Bowen, D., Clarke, J., 2009, Contemporary Tourist Behaviour: Yourself and Others as Tourists (CABI Tourism Texts), CABI.		

Fuchs, D., Sahakian, M., Gumbert, T., Di Giulio, A., Maniates, M., Lorek, S., & Graf, A. (2021). Consumption corridors: Living a good life within sustainable limits (p. 112).

Kardes, F. R., Cronley, M. L., Cline, T. W., 2011, Consumer Behavior, South-Western Cengage Learning, Manson, USA.

Kotler, P., Kevin Lane Keller, K. L., 2011, Marketing Management (14th ed.), Prentice Hall.

Horner, S., Swarbrooke, J. (2021) Consumer behavior in tourism, 4th edition, Routledge.

Hudson, S., Hudson, L. (2017) Customer service for hospitality and tourism, 2nd edition, Goodfellow Publishers.

Manente, M., Minghetti, V., Mingotto, E., 2014, Responsible Tourism and CSR: Assessment Systems for Sustainable Development of SMEs in Tourism (CSR, Sustainability, Ethics & Governance), Springer

Pearce, P. L., 2011, Tourist Behaviour and the Contemporary World (Aspects of Tourism), Channel View Publications.

Pizam A., Mansfeld Y. (Eds), 2000, Consumer Behavior in Travel and Tourism, Routledge.

Reisinger, Y., Turner, L., 2002, Cross-Cultural Behaviour in Tourism, Routledge.

Pearce, P., 2005, Tourist Behaviour: Themes and Conceptual Schemes (Aspects of Tourism), Channel View Publications.

Reisinger, Y., 2013, Transformational Tourism: Tourist Perspectives, CABI.

Sharples, R., Stone, S. (Eds), 2012, Contemporary Tourist Experience. Concepts and Consequences, Routledge.

Schiffman, L. G., Wisenblit, J (2019) Consumer Behavior, Global Edition, 12th ed, Pearson.

Solomon, M. R. (2020) Consumer Behavior: buying, having, and being, Global Edition, 13th ed, Pearson.

Solomon, M., Bamossy, G., Askegaard, S., Hogg, M. K., 2006, Consumer behaviour. A European Perspective, Pearson Education Limited.

8.2. Seminar/ laboratory	Teaching and learning methods	Remarks
Consumers in the marketplace	Exemplification, analysis, case studies for hospitality and tourism	1 seminar
Introduction to consumers behavior in hospitality and tourism	Exemplification, analysis, case studies for hospitality and tourism	1 seminar
Cultural factors influencing consumer behavior	Exemplification, analysis, case studies for hospitality and tourism	1 seminar
Values and lifestyles	Exemplification, analysis, case studies for hospitality and tourism	1 seminar
Social influences on consumer behavior	Exemplification, analysis, case studies for hospitality and tourism	1 seminar
Consumer information processing	Exemplification, analysis, case studies for hospitality and tourism	2 seminars
Self concept and personality	Exemplification, analysis, case studies for hospitality and tourism	1 seminar
Decision making process	Exemplification, analysis, case studies for hospitality and tourism	1 seminar
Behavioral decision theory	Exemplification, analysis, case studies for hospitality and tourism	1 seminar
Organizational consumer behavior in hospitality and tourism	Exemplification, analysis, case studies for hospitality and tourism	1 seminar
New issues in consumer behavior for hospitality and tourism – consumerism, CSR	Exemplification, analysis, case studies for hospitality and tourism	1 seminar
New issues in consumer behavior for hospitality and tourism – environmental issues	Exemplification, analysis, case studies for hospitality and tourism	1 seminar
Synthesis of presented notions	Exemplification, analysis, case studies for hospitality and tourism	1 seminar

Bibliography

Blackwell, R. D., Miniard, P. W., Engel, J. F., 2005, Consumer Behavior (10th ed.), South-Western College Pub.

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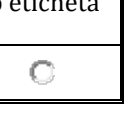
Development of SMEs in Tourism (CSR, Sustainability, Ethics & Governance), Springer
 Pearce, P. L., 2011, Tourist Behaviour and the Contemporary World (Aspects of Tourism), Channel View Publications.
 Pizam A., Mansfeld Y. (Eds), 2000, Consumer Behavior in Travel and Tourism, Routledge.
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 Pearce, P., 2005, Tourist Behaviour: Themes and Conceptual Schemes (Aspects of Tourism), Channel View Publications.
 Reisinger, Y., 2013, Transformational Tourism: Tourist Perspectives, CABI.
 Sharpley, R., Stone, S. (Eds), 2012, Contemporary Tourist Experience. Concepts and Consequences, Routledge.
 Schiffman, L. G., Wisenblit, J (2019) Consumer Behavior, Global Edition, 12th ed, Pearson.
 Solomon, M. R. (2020) Consumer Behavior: buying, having, and being, Global Edition, 13th ed, Pearson.
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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	Knowledge of the presented theoretical concepts.	Project (evaluation during the exam session).	60%
	Correct application of theory to practice.		
9.5. Seminar/ laboratory	Correct resolution of exercises, case studies, assignments.	Assignments during the semester (evaluation during the semester, at the dates established by the seminar coordinator).	40%
9.6 Minimum standard for passing			
Knowledge of the basics of consumer behavior and sustainable development.			

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

Prof. dr. habil. Dacina-Crina Petrescu

Signature of seminar coordinator

Dr. Daniel Maluțan

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."