



SYLLABUS Academic year 2023-2024

1. Information regarding the programme

1.1. Higher education institution	Babeș-Bolyai University
1.2. Faculty	Business
1.3. Department	Hospitality Services
1.4. Field of study	Business administration
1.5. Study cycle	Bachelor
1.6. Study programme / Qualification	Business Administration in Hospitality Services

2. Information regarding the course

2.1. Name of the course		ECONOMICS OF TOURISM AND HOSPITALITY SERVICES					
2.2. Code		ILE0078					
2.3. Course coordinator		Assoc.Prof. Valentin TOADER					
2.4. Seminar coordinator		Assoc.Prof. Oana BODE					
2.5. Year of study	2	2.6. Semester	1	2.7. Type of evaluation	E		2.8. Type of course

3. Total estimated time (hours/semester of didactic activities)

3.1. Hours per week	4	Of which: 3.2. lecture	2	3.3 seminar/laboratory	2
3.4. Total hours in the curriculum	56	Of which: 3.5. lecture	28	3.6. seminar/laboratory	28
Time allotment:					hours
Learning using manual, course support, bibliography, course notes					23
Additional documentation (in libraries, on electronic platforms, field documentation)					18
Preparation for seminars/labs, homework, papers, portfolios, and essays					18
Tutorship					2
Evaluations					2
Other activities:					6
3.7. Total individual study hours					69
3.8. Total hours per semester					125
3.9. Number of ECTS credits					5

4. Prerequisites (if necessary)

4.1. curriculum	
4.2. competencies	

5. Conditions (if necessary)

5.1. for the course	During the classes the mobile phones should be on silent mode.
5.2. for the seminar /lab activities	The project presentation is mandatory. The projects are handed in one week before the presentation, otherwise the team will be penalized with 0.5 points from the obtained score.

6. Specific competencies acquired

Professional competencies	<ul style="list-style-type: none"> • C1. Gathering, processing, and analysing economic data for business management <ul style="list-style-type: none"> ○ C1.2. Identification of methods for data collection, processing, and analysis according to different specific situations and conditions of the company's activity • C2. Business environment research for substantiation of business decisions <ul style="list-style-type: none"> ○ C2.4. Analysis and evaluation of business environment trends and the proposal of strategic alternatives for the company's activity
Transversal competencies	<ul style="list-style-type: none"> • CT2. Identifying the roles and responsibilities in a multispecialty team and implementing various relational techniques and efficient teamwork

7. Objectives of the course (outcome of the acquired competencies)

7.1. General objective of the course	<ul style="list-style-type: none"> • To emphasize the role of tourism and hospitality industry
7.2. Specific objective of the course	<ul style="list-style-type: none"> • To understand the difference between tourism industry and hospitality industry • To analyze the tourism and hospitality demand and supply • To know what methods of forecasting can be used to estimate the future evolution of tourism demand • To study the market structures • To discuss the economic, socio-cultural and environmental effects of tourism and hospitality industry

8. Content

8.1. Course		Teaching Method	Remarks
1.	Hospitality industry – concepts and general aspects	Interactive lectures, use of multimedia materials	1 lecture
2.	The typology of tourism services	Interactive lectures, use of multimedia materials	1 lecture
3.	Types of tourism	Interactive lectures, use of multimedia materials	1 lecture
4.	Tourism and hospitality demand	Interactive lectures, use of multimedia materials	3 lectures
5.	Tourism and hospitality supply	Interactive lectures, use of multimedia materials	2 lectures
6.	Economic effects	Interactive lectures, use of multimedia materials	2 lectures
7.	Environmental effects	Interactive lectures, use of multimedia materials	2 lectures
8.	Socio-cultural effects	Interactive lectures, use of multimedia materials	1 lecture
9.	Measuring the level of activity in tourism and hospitality	Interactive lectures, use of multimedia materials	1 lecture
Bibliography	1. Mandatory <ul style="list-style-type: none"> • Tribe John, The economics of recreation, leisure and tourism, Routledge, Oxford, 2020 • Larry Dwyer, Peter Forsyth, Wayne Dwyer, Tourism Economics and Policy, Channel View Publications, Bristol, 2020 		

8.1. Course	Teaching Method	Remarks
<ul style="list-style-type: none"> • Vanhove N., The economics of tourism destinations, Elsevier, Oxford, 2005 • Bădulescu A., Economia turismului, Editura Universității din Oradea, 2004 <p>2. Recommended</p> <ul style="list-style-type: none"> • Bull A., The economics of travel and tourism, Wiley, New York, 1992 • Mason Peter, Tourism impacts, planning and management, Butterworth-Heinemann, Second edition, Oxford, 2008 • Sinclair M. T., Stabler M., The economics of tourism, Routledge, Londra, 1997 • Sloan Philip, Legrand Willy, Chen Joshep, Sustainability in the hospitality industry, Butterworth-Heinemann, Oxford, 2009 • Goeldner Charles R., Ritchie J.R. Brent, Tourism. Principles, Practices, Philosophies, ediția a 11-a, Ed. John Wiley & Sons Inc., New Jersey, 2009 • Reisinger Yvette, International Tourism: Cultures and behavior, ediția I, Ed. Butterworth-Heinemann, Oxford, 2009 		

8.2. Seminar/laboratory	Teaching Method	Remarks
1. Hospitality industry – concepts and general aspects	Heuristic conversation, Case Studies, Applications	1 seminar
2. The typology of tourism services	Heuristic conversation, Case Studies, Applications	1 seminar
3. Types of tourism	Heuristic conversation, Case Studies, Applications	1 seminar
4. Tourism and hospitality demand	Heuristic conversation, Case Studies, Applications	3 seminars
5. Tourism and hospitality supply	Heuristic conversation, Case Studies, Applications	2 seminar
6. Economic effects	Heuristic conversation, Case Studies, Applications	2 seminars
7. Environmental effects	Heuristic conversation, Case Studies, Applications	2 seminars
8. Socio-cultural effects	Heuristic conversation, Case Studies, Applications	1 seminar
9. Measuring the level of activity in tourism and hospitality	Heuristic conversation, Case Studies, Applications	1 seminar
Bibliography	<ul style="list-style-type: none"> • Tribe John, The economics of recreation, leisure and tourism, Routledge, Oxford, 2020 • Larry Dwyer, Peter Forsyth, Wayne Dwyer, Tourism Economics and Policy, Channel View Publications, Bristol, 2020 • Vanhove N., The economics of tourism destinations, Elsevier, Oxford, 2005 	

9. Corroborating the content of the course with the expectations of the epistemic community, professional associations and representative employers within the field of the program

The role of tourism and hospitality industry is under evaluated in many situations. As a result, it is important to know the role of this industry and to emphasize all the effects it has at the level of economy, society and environment.

10. Evaluation

Type of activity	10.1 Evaluation criteria	10.2 Evaluation method	10.3 Percent of the final grade
10.4 Course	The knowledge's accuracy and completeness.	Writing exam	60%

Type of activity	10.1 Evaluation criteria	10.2 Evaluation method	10.3 Percent of the final grade
	Logical consistency. The use of specialized language. Understanding the concepts and phenomena		
10.5 Seminar/lab activities	The involvement in the seminar activities.	Observation during the semester	10%
	The ability to apply the knowledge learnt	Project (individual/team)	30%
Remarks:			
<ul style="list-style-type: none"> the share of each evaluation criteria may change at the beginning of the semester because of the students' suggestions The final grade is calculated only if the grade on the writing exam (10.4) is at least 5. during the resit session, the evaluation method is the same. Any student who would like to improve its grade has the possibility to attend once again ONLY the written exam. 			
10.6. Minimum performance standards			
In order to pass the exam, the students should know the main concepts who define the tourism and hospitality industry and the economic, socio-cultural and environmental impacts.			

Date

Course coordinator

Seminar coordinator

29.09.2023

Assoc.Prof. Valentin TOADER

Assoc.Prof. Oana BODE

Date of approval

Head of department

11.10.2023

Assoc. Prof. Marius BOTA