



SYLLABUS

Academic year 2023-2024

1. Information regarding the program

1.1. Higher education institution	Babeş-Bolyai University
1.2. Faculty	Faculty of Business
1.3. Department	Hospitality Services
1.4. Field of study	Business Administration
1.5. Study cycle	Master studies
1.6. Study program/Qualification	ADMINISTRAREA AFACERILOR ÎN OSPITALITATE ŞI TURISM INTERNATIONAL (cu predare în limba engleză)

2. Information regarding the course

2.1. Name of the course	Competenţe interculturale în ospitalitatea şi turismul internaţional/ Cross-cultural competencies in international hospitality and tourism						
2.2. Code	IME0069						
2.3. Course coordinator	Lect. Elisabeta Butoi, PhD						
2.4. Seminar coordinator	Lect. Elisabeta Butoi, PhD						
2.5. Year of study	II	2.6. Semester	3	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	2	of which: 3.2. lecture	1	3.3 seminar/laboratory	1
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					12
Additional documentation (in libraries, on electronic platforms, field documentation)					10
Preparation for seminars/labs, homework, papers, portfolios and essays					12
Tutorship					2
Evaluations					8
Other activities:					0
3.7. Total individual study hours					44
3.8. Total hours per semester					100
3.9. Number of ECTS credits					4

4. Prerequisites (if necessary)

4.1. curriculum	-
4.2. competencies	-



5. Conditions (if necessary)

5.1. for the course	Room equipped with video-projector and computer.
5.2. for the seminar /lab activities	Room equipped with video-projector and computer.

6. Specific competencies acquired

Professional competencies	<p>C3. 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.</p> <p>C1. Running a business division/ subdivision in the hospitality and tourism sector.</p> <ul style="list-style-type: none"> • Sensitivity to cultural differences in tourism demand • Use a repertoire of behavioral skills appropriate for different intercultural situations
Transversal competencies	<p>CT3. Making effective use of various learning resources and techniques for personal development</p>

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

7.1. General objective of the course	<p>This course is collaborative because the students are expected to provide some of the content.</p> <p>The weekly readings target particular aspects of cultural diversity, cultural heritage and its importance for sustainable development.</p> <p>Working within those topics, teams of students are asked to describe aspects of tourism behaviour in particular cultures based on their research and/or personal experiences. Students use both formal presentations and informal discussions to engage each other in learning about different cultural expectations.</p> <ul style="list-style-type: none"> • To understand the definition of culture and how it applies to international tourism issues. • To review the concepts and issues surrounding international culture and business management. • To identify new directions of critical interest for the organizational behaviour topic at all the organizational levels, and to facilitate the rapid changes that take place in the organizations.
7.2. Specific objective of the course	<ul style="list-style-type: none"> • Knowledge about the models and methods of analyzing intercultural differences in tourists behavior • To become more aware of the student's own culture as a starting point for understanding other cultures. • To learn specific skills that will increase the student's ability to integrate with, live within and enjoy a foreign culture.



	<ul style="list-style-type: none"> • To enhance the critical analysis skills in order to understand multiple dimensions of the organizational reality. • To generate interest for a series of topics that are not necessarily mainstream.
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8. Content

8.1. Course		Teaching Method	Remarks
1	Globalization and tourism industry. Cultural diversity	interactive discussion, questioning, heuristic conversation	2 lectures
2	Cultural theories and practices <ul style="list-style-type: none"> • Communication resourcefulness theory • Anxiety/uncertainty management theory 	interactive discussion, questioning, heuristic conversation	2 lectures
3	Cultural variability. <ul style="list-style-type: none"> • Hofstede's cultural dimensions 	interactive discussion, questioning, heuristic conversation	2 lectures
4	Cultural influences on services	interactive discussion, questioning, heuristic conversation	2 lectures
5	Cultural influences on buyer's personal characteristics	interactive discussion, questioning, heuristic conversation	2 lectures
6	Cultural influences on buyer's decision process	interactive discussion, questioning, heuristic conversation	2 lectures
7	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 Chengage Learning.	



8.2. Seminar/laboratory		Teaching Method	Remarks
1	Introduction and overview – expectations, course goals, syllabus. Project Teams set up and topics.	Exercise and case study analysis	2 seminars
2	Individual exercises. The Fundamentals of Culture. Essay evaluation.	Exercise and case study analysis	2 seminars
3	Individual exercises. Drivers and consequences of globalization.	Exercise and case study analysis	2 seminars
4	Concept of “National Culture”. Typologies of Hofstede. Essay evaluation	Exercise and case study analysis	2 seminars
5	Cultural influences on buyer’s personal characteristics	Exercise and case study analysis	2 seminars
6	Types of culture in tourism.	Project activity	2 seminars
7	Cultural influences on buyer’s decision process	Project presentation	2 seminars
Bibliography		See the course bibliography	

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 course is useful for all professions from hospitality and tourism sector or related to them, as follows:

- Hotel general manager, Attraction manager, Local authority tourism manager
- Hotel clerk, Front office manager, Events manager, room manager
- Meeting and convention planner
- Reservation ticket agent, reservation analyst, head concierge, F&B manager

10. Evaluation

*The evaluation method is also maintained for the exam in the re-examination session.

*In order to calculate the final grade by summing up the points obtained during the semester, it is necessary to obtain at least 50% of the score related to the written exam.

Type of activity	10.1 Evaluation criteria	10.2 Evaluation method	10.3 Quota in the final grade (%)
10.4 Course	<ul style="list-style-type: none"> • correctly applying the learnt notions. • identifying the correct solutions. 	Final Exam	40%
10.5 Seminar/lab activities	<ul style="list-style-type: none"> • correctly applying the learnt notions • practical utilization of learnt notions 	Assignments (min.3 tasks/essays)	30%



	<ul style="list-style-type: none">• applying the methods and research tools• applying the specific theoretical notions• practical skills in the field	Project	30%
10.6. Minimum performance standards			
<ul style="list-style-type: none">• knowledge of basic notions and their application to practical situations.• interpretation of obtained results.			

Date	Course coordinator	Seminar coordinator
<u>29.09.2023</u>	<u>Lect. Elisabeta Butoi, PhD</u>	<u>Lect. Elisabeta Butoi, PhD</u>
Date of approval		Head of department
<u>11.10.2023</u>		<u>Assoc. Prof. Marius Bota, PhD</u>