



## SYLLABUS Academic year 2024-2025

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

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

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

## 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"> <li>• Tribe John, The economics of recreation, leisure and tourism, Routledge, Oxford, 2020</li> <li>• Larry Dwyer, Peter Forsyth, Wayne Dwyer, Tourism Economics and Policy, Channel View Publications, Bristol, 2020</li> </ul>		

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

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"> <li>• Tribe John, The economics of recreation, leisure and tourism, Routledge, Oxford, 2020</li> <li>• Larry Dwyer, Peter Forsyth, Wayne Dwyer, Tourism Economics and Policy, Channel View Publications, Bristol, 2020</li> <li>• Vanhove N., The economics of tourism destinations, Elsevier, Oxford, 2005</li> </ul>	

**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%
<b>Remarks:</b>			
<ul style="list-style-type: none"> <li>the share of each evaluation criteria may change at the beginning of the semester because of the students' suggestions</li> <li>The final grade is calculated only if the grade on the writing exam (10.4) is at least 5.</li> <li>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.</li> </ul>			
<b>10.6. Minimum performance standards</b>			
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**

Assoc.Prof. Valentin TOADER

Assoc.Prof. Oana BODE

**24.04.2024**

**Date of approval**

**Head of department**

Assoc. Prof. Marius BOTA

**22.05.2024**