




## SYLLABUS Academic year 2024-2025

### 1. Information regarding the programme

1.1. Higher education institution	BABES-BOLYAI UNIVERSITY
1.2. Faculty	BUSINESS
1.3. Department	HOSPITALITY SERVICES
1.4. Field of study	BUSINESS ADMINISTRATION
1.5. Study cycle	MASTER
1.6. Study programme / Qualification	ADMINISTRAREA AFACERILOR ÎN OSPITALITATE ŞI TURISM INTERNATIONAL (cu predare în limba engleză)

### 2. Information regarding the course

2.1. Name of the course	Principles of consumer behaviour in hospitality and tourism						
2.2. Code	IME0049						
2.3. Course coordinator	Prof. dr. Dacina Crina Petrescu						
2.4. Seminar coordinator	Asist. prof. dr. Daniel Malutan						
2.5. Year of study	II	2.6. Semester	I	2.7. Type of evaluation	Continuous	2.8. Type of course	elective

### 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	28	Of which: 3.5. lecture	14	3.6. seminar/laboratory	14
Time allotment:					ore
Learning using manual, course support, bibliography, course notes					12
Additional documentation (in libraries, on electronic platforms, field documentation)					11
Preparation for seminars/labs, homework, papers, portfolios and essays					12
Tutorship					2
Evaluations					2
Other activities:	Study for final exam				8
3.7. Total individual study hours					47
3.8. Total hours per semester					75
3.9. Number of ECTS credits					3

### 4. Prerequisites (if necessary)

4.1. curriculum	-
4.2. competencies	-

### 5. Conditions (if necessary)

5.1. for the course	Course classroom with videoprojector, computer
5.2. for the seminar /lab activities	Seminar classroom with videoprojector, computer

### 6. Specific competencies acquired

6		Competence
Professional	All chapters	C 2 Advanced knowledge of concepts, techniques, and methods used in the scientific and applied research specific to the hospitality and tourism sector



Transversal competencies	The evaluation of transversal competences are not directly linked to the discipline content	CT1 Use of professional ethics standards and values specific to the field of hospitality and tourism
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### 7. Objectives of the course (outcome of the acquired competencies)

7.1. General objective of the course	<ul style="list-style-type: none"> <li>The course aims to provide students with the basic information on consumer behavior in hospitality and tourism: role and necessity of studying consumer behavior, understanding of consumers as individuals (with their psychological processes) and as decision makers, rights issues and consumer protection, and consumer behavior approach in the context of sustainable development,</li> <li>The course aims to increase students' awareness of consumer behavior impact on the environment and of the ways to make it more sustainable (objective connected to SDG 12).</li> </ul>
7.2. Specific objective of the course	<ul style="list-style-type: none"> <li>Presentation and analysis of factors that influence consumer behaviour</li> <li>Presentation and analysis of consumer decision making process</li> <li>Understanding and interpretation of the relationship consumers-hospitality and tourism fields – natural environment</li> </ul>

### 8. Content

8.1. Course	Teaching method	Remarks
Consumers in the marketplace	Interactive presentation, PPT presentation, student participatory presentation through the analysis of applied course assignments	1 course
Introduction to consumers 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 consumers 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
Serf 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 behaviour 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 behaviour 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	<ol style="list-style-type: none"> <li>1. Blackwell, R., D., Miniard, P. W., Engel, J. F., 2005, <i>Consumer Behavior</i> (10<sup>th</sup> ed.), South-Western College Pub.</li> <li>2. Blythe, J., 2013, <i>Consumer Behaviour</i> (2nd ed.), SAGE Publications Ltd.</li> <li>3. Bowen, D., Clarke, J., 2009, <i>Contemporary Tourist Behaviour: Yourself and Others as Tourists</i> (CABI Tourism Texts), CABI.</li> <li>4. Kardes, F. R., Cronley, M. L., Cline, T. W., 2011, <i>Consumer Behavior</i>, South-Western Cengage Learning, Manson, USA.</li> <li>5. Kotler, P., Kevin Lane Keller, K. L., 2011, <i>Marketing Management</i> (14th ed.), Prentice Hall.</li> <li>6. Horner, S., Swarbrooke, J. (2021) <i>Consumer behavior in tourism</i>, 4th edition, Routledge.</li> <li>7. Hudson, S., Hudson, L. (2017) <i>Customer service for hospitality and tourism</i>, 2nd edition, Goodfellow Publishers.</li> <li>8. Manente, M., Minghetti, V., Mingotto, E., 2014, <i>Responsible Tourism and CSR: Assessment Systems for Sustainable Development of SMEs in Tourism</i> (CSR, Sustainability, Ethics &amp; Governance), Springer</li> <li>9. Pearce, P. L., 2011, <i>Tourist Behaviour and the Contemporary World</i> (Aspects of Tourism), Channel View Publications.</li> <li>10. Pizam A., Mansfeld Y. (Eds), 2000, <i>Consumer Behavior in Travel and Tourism</i>, Routledge.</li> <li>11. Reisinger, Y., Turner, L., 2002, <i>Cross-Cultural Behaviour in Tourism</i>, Routledge.</li> <li>12. Pearce, P., 2005, <i>Tourist Behaviour: Themes and Conceptual Schemes</i> (Aspects of Tourism), Channel View Publications.</li> <li>13. Reisinger, Y., 2013, <i>Transformational Tourism: Tourist Perspectives</i>, CABI.</li> <li>14. Sharpley, R., Stone, S. (Eds), 2012, <i>Contemporary Tourist Experience. Concepts and Consequences</i>, Routledge.</li> <li>15. Schiffman, L. G., Wisenblit, J (2019) <i>Consumer Behavior</i>, Global Edition, 12th ed, Pearson.</li> <li>16. Solomon, M. R. (2020) <i>Consumer Behavior: buying, having, and being</i>, Global Edition, 13th ed, Pearson.</li> <li>17. Solomon, M., Bamossy, G., Askegaard, S., Hogg, M. K., 2006, <i>Consumer behaviour. A European Perspective</i>, Pearson Education Limited.</li> </ol>	

8.2. Seminar / laboratory	Teaching method	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 consumers 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 behaviour for hospitality and tourism – consumerism, CSR	Exemplification, analysis, case studies for hospitality and tourism	1 seminar
New issues in consumer behaviour 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	<ol style="list-style-type: none"> <li>1. Blackwell, R., D., Miniard, P. W., Engel, J. F., 2005, Consumer Behavior (10<sup>th</sup> ed.), South-Western College Pub.</li> <li>2. Blythe, J., 2013, Consumer Behaviour (2nd ed.), SAGE Publications Ltd.</li> <li>3. Bowen, D., Clarke, J., 2009, Contemporary Tourist Behaviour: Yourself and Others as Tourists (CABI Tourism Texts), CABI.</li> <li>4. Kardes, F. R., Cronley, M. L., Cline, T. W., 2011, Consumer Behavior, South-Western Cengage Learning, Manson, USA.</li> <li>5. Kotler, P., Kevin Lane Keller, K. L., 2011, Marketing Management (14th ed.), Prentice Hall.</li> <li>6. Horner, S., Swarbrooke, J. (2021) <i>Consumer behavior in tourism</i>, 4th edition, Routledge.</li> <li>7. Hudson, S., Hudson, L. (2017) <i>Customer service for hospitality and tourism</i>, 2nd edition, Goodfellow Publishers.</li> <li>8. Manente, M., Minghetti, V., Mingotto, E., 2014, Responsible Tourism and CSR: Assessment Systems for Sustainable Development of SMEs in Tourism (CSR, Sustainability, Ethics &amp; Governance), Springer</li> <li>9. Pearce, P. L., 2011, Tourist Behaviour and the Contemporary World (Aspects of Tourism), Channel View Publications.</li> <li>10. Pizam A., Mansfeld Y. (Eds), 2000, Consumer Behavior in Travel and Tourism, Routledge.</li> <li>11. Reisinger, Y., Turner, L., 2002, Cross-Cultural Behaviour in Tourism, Routledge.</li> <li>12. Pearce, P., 2005, Tourist Behaviour: Themes and Conceptual Schemes (Aspects of Tourism), Channel View Publications.</li> <li>13. Reisinger, Y., 2013, Transformational Tourism: Tourist Perspectives, CABI.</li> <li>14. Sharpley, R., Stone, S. (Eds), 2012, Contemporary Tourist Experience. Concepts and Consequences, Routledge.</li> <li>15. Schiffman, L. G., Wisenblit, J (2019) <i>Consumer Behavior</i>, Global Edition, 12th ed, Pearson.</li> <li>16. Solomon, M. R. (2020) <i>Consumer Behavior: buying, having, and being</i>, Global Edition, 13th ed, Pearson.</li> <li>17. Solomon, M., Bamossy, G., Askegaard, S., Hogg, M. K., 2006, Consumer behaviour. A European Perspective, Pearson Education Limited.</li> </ol>
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**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 discipline content is consistent with what is being taught in other universities at home and abroad. In order to adapt it to the labour market requirements, there were held meetings with business representatives.

**10. Evaluation**

The evaluation method is maintained for the re-examination.

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 maximum score related to the written exam.

Type of activity	10.1 Evaluation criteria	10.2 Evaluation method	10.3 Share in final grade
10.4. Course	Knowledge of the presented theoretical concepts Correct application of theory to practice	Project*	60%



10.5. Seminar/lab activities	Interest in individual preparation, seriousness in addressing seminar work	Points for active participation in seminars	40%
	<p>* The project will be done individually and will be defended. Group projects can be approved if the work is extensive and requires the collaboration between students. In this case, the tasks will be clearly assigned by the professor and agreed by students. The theme will correspond to the content of the discipline and it will be approved by the professor.</p> <p>The points for the “Assignments during the semester” and for the “Points for active participation in seminars” can be obtained only during the semester course/seminar hours and they will not change for re-examination.</p> <p>Participation in the exam is based on the appointment on a specific exam date. Participation must be communicated to the course and seminar professors in the form and by the deadline set by them.</p> <p>The evaluation method is the same for the re-examination.</p> <p>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 maximum score related to the written exam.</p>		

<b>10.6. Minimum performance standards</b>
<ul style="list-style-type: none"><li>➤ Knowledge of the presented theoretical concepts</li><li>➤ Correct application of theory to practice through simple exercises/case studies.</li><li>➤ Understanding of economical meaning of results obtained</li></ul>

<b>Date</b>	<b>Signature of course coordinator</b>	<b>Signature of seminar coordinator</b>
<u>24.04.2024</u>	<u>Prof. Dr. Dacia Crina Petrescu</u>	<u>Dr. Daniel Malutan</u>
<b>Date of approval</b>	<b>Signature of the Head of department</b>	
<u>22.05.2024</u>	<u>Assoc. prof. PhD Marius Bota</u>	