

上海建桥学院课程教学进度计划表

一、基本信息

课程代码	2060813	课程名称	旅游消费者行为学（英语）
课程学分	2	总学时	32
授课教师	Syed Ahtsham Ali	教师邮箱	19050@gench.edu.cn
上课班级	旅游管理 B20-1, 2, 3, 4	上课教室	1 教 114, 1 教 406
答疑时间	周一第 78 节, 周二第 78 节		
主要教材	Consumer behavior in hospitality and tourism (Routledge Taylor & Francis Group), 2020		
参考资料	《消费者行为学》·孟亮编著·清华大学出版社 2022 年第 1 版		

二、课程教学进度

周次	教学内容	教学方式	作业
9	Introduction 1.1 Factors influencing the consumer's demand for tourism 1.2 Have a knowledge of the factors influencing the buyer decision process in tourism	Case study Lecture Group work	Choosing one of the chapters and making PPTs for final Presentation
10	1.3 An understanding of the theory of motivation 1.4 How to study consumer behaviour? 1.5 Overview of tourism	Case study Lecture Group work	
11	2.1 Relationship of psychographics of tourists with specific forms of tourism 2.2 Basic understanding of the key models that explain the decision-making process 2.3 Consumer decision-making framework	Case study Lecture Group work	


注：课程教学进度计划表电子版公布在本学院课程网站上，并发送到教务处存档。


12	2.4 Elements of tourist consumer decision 2.5 An activities-based model of destination choice	Case study Lecture Group work	
13	3.1 Focusing on tourist behaviour in the different sectors of tourism 3.2 Identification of various factors 3.3 Examine a number of characteristics of the market and individual purchase decisions with respect to seasonality	Case study Lecture Group work	Quiz1
14	3.4 Purchasing frequency 3.5 Methods of market segmentation	Case study Lecture Group work	
15.	4.1 The price paid and methods of booking 4.2 Segmentation of the market in different sectors	Case study Lecture Group work	Quiz2
16	4.3 Mass-market and Special tourist operators 4.4 Comparison of consumer behaviour between business and leisure tourists *Presentation	Case study Lecture Group work Presentation	
17	Final exams		

三、评价方式以及在总评成绩中的比例

总评构成 (1+X)	评价方式	占比
1	Final Exam	40%
X1	Project and presentation	25%
X2	Attendance and participation	15%
X3	Quiz 1	10%
X4	Quiz 2	10%

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Instructor: 

Dean's signature: 

Time : Apr , 2023.

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