【旅游消费者行为学（英语）】

【Tourist Consumer Behaviour (English)】Syllabus

1. Basic Information

Course Code：【1060104 】

Course Credits：【 2 】

Major：【Tourism Management】

Characteristic of The Course：【Department optional Courses】

School：Department of Tourism Management, Business School.

Teaching Materials and Textbooks：

Textbook【 Consumer behavior in hospitality and tourism (Routledge Taylor & Francis Group),2020】

Bibliography【《消费者行为学》，孟亮编著，清华大学出版社 2022 年第 1 版】

Preface Course：【Management 2060045(3)】

2. Course Description

Tourism consumption behavior entails the whole process that tourists choose and purchase tourism products to fulfil the needs of tourism pleasure and other relevant experiences. This process comprises the generation of needs prior to travel, the decision-making process, consumption in scenic spots, and post-purchase evaluation. The course concludes discussing the consumers' choices and product satisfaction and analyze the internal influences on consumer behavior. It aims to inspire students to understand more complicated buyer process and then put forward reasonable marketing strategy in different segments of tourism.

1. Elaborating the market requirements especially in terms of tourists' choices and decision making while choosing destinations, airlines, and so on.

Teaching Emphasis:

Endow the students with the basic understanding of different segments of tourism market and the choices that multiple tourists make, as well as comprehending their short-term and long-term influences on tourism market.

3. Suggestion for Choice of the Course

This course is suitable for junior students majoring in Tourism Management. Basic knowledge of Management is required.

4. The Correlation of Curriculum and Graduation Requirements

Graduation Requirements	Relation
LO11：Understand the viewpoints and needs of others, can clearly express their own ideas and working methods, and can communicate written, oral, and artwork on managing different occasions.	

LO21：Collect, analyze, discuss, and practice data of new knowledge, processes, technologies, and materials in the field of tourism management, complete the autonomous learning and application of knowledge according to job and social needs.	
LO31：Have basic tourism knowledge	●
LO32：Ability of tourism management capabilities	●
LO33：Ability to use modern tools for tourism management	
LO34：Environmental protection awareness and sustainable development concept.	
LO51: Establishment of teamwork spirit among students and encourage an active individual participation in the group; be good at bringing forth new ideas from innovative thinking, using, and practicing knowledge.	
LO61: Improved subject literacy, vigilant at collecting information, and implement that information to solve problems at work.	
LO71: Willing to serve tourism industry and enterprises, be enthusiastic, loving and grateful.	●
LO81: Development of basic aptitude to effectively communicate, understand multiple cultures and foreign languages, and be aware of international competition and cooperation.	●

LO=Learning Outcomes

5. Course Objectives / Course Expected Learning Outcomes

No.	Course Expected Learning Outcomes	Course Objectives （Detailed Expected Learning Outcomes）	Teaching and Learning Methods	Assessment Methods
1	LO31/L32	Analyze and research wants and needs of different segments of tourism consumer behaviour	Case study, Instruct students to focus on certain group to analyze needs and characteristics.	Attendance Discussion Assignment Quiz 1
2	LO71	Enhance the ability to understand the importance of how tourists learn about products and services.	Case study Lecture Group work	Attendance Discussion Project (Case study) Quiz 2
3	LO81	Boost the students' expression to professionally express their views in English.	English medium lecture with Chinese translation of key terminologies, Case study, Students' discussion, Class participation in English,	Attendance Discussion Presentation Final evaluation

			Group learning.	

6. Course Content

Chapter 1   An introduction to consumer behaviour and tourism

Theory class hours:8

Teaching Content：

    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

    1.3   An understanding of the theory of motivation

    1.4   How to study consumer behaviour?

    1.5   Overview of tourism

Knowledge Requirements：

1. Understand the concept of "tourist consumer behavior".
2. Make use of related theories about consumer behaviour of tourists.
3. Be familiar with basic conceptions and theories on Consumer behaviour.
4. Be aware of diverse needs of consumer segments.

Teaching Emphasis:

Undersatnding the concept of "tourist consumer behavior"，understand its importance and extend the knowledge to improve market.

Chapter 2   Psychographics of tourists   Theory class hour:8

Teaching Content：

    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

    2.4   Elements of tourist consumer decision

    2.5   An activities-based model of destination choice

Knowledge Requirements：

1. Understand the relationship of tourists' psychographics on tourist consumer behaviour.

2. Comprehending the elements of consumers' decision.

3. Impact of various incidents on how tourist consumers behave in a certain way.

Teaching Emphasis:

Given the basic understanding of different models, gauge the possible tourist consumer behaviour with respect to various elements of consumer decision in purchasing products and services.

Chapter 3   Consumer behaviour and purchase experiences in the different sectors of tourism

Theory class hours:8

Teaching Content：

    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

    3.4 Purchasing frequency

    3.5 Methods of market segmentation

Knowledge Requirements：

1. Demonstrate the diversity of forms of consumer behaviour and markets found within tourism.

2. Having the thorough understanding of tourist behaviour in various sectors of tourism.

3. Investigate the link among Destination, Transition, and Generation zone in tourism market.

4. Explore and extend the knowledge of factors inducing tourists' purchase decisions.

Teaching Emphasis:

Enable students to comprehend critically the factors that affect consumer behaviour, frequency, purchase decisions, and various other sectors of tourism.

Chapter 4   Methods of booking or reservation in tourist products and services

Theory class hour:8

Teaching Content：

    4.1 The price paid and methods of booking

    4.2 Segmentation of the market in different sectors

    4.3 Mass-market and Special tourist operators

    4.4 Comparison of consumer behaviour between business and leisure tourists

Knowledge Requirements：

2. Professionally grasping the trends of booking and pricing.

3. Analyzing both similarities and significant differences among the sectors of tourism owing to aspects of consumer behaviour.

4. Know the traits of special and mass-market tourist operators that must be considered in providing different services.

5. Elaborating the market requirements especially in terms of tourists' choices and decision making while choosing destinations, airlines, and so on.

Teaching Emphasis:

Endow the students with the basic understanding of different segments of tourism market and the choices that multiple tourists make, as well as comprehending their short-term and long-term influences on tourism market.

7. Grading Policy

Grading Computation	Exams and Assignments	Percentage	No. of the Learning Outcomes evaluated
1	Final Exam	40%	LO31/LO32/LO71/LO72
X1	Project and presentation	25%	LO31/LO32/LO71/LO72
X2	Attendance and participation	15%	L081
X3	Quiz 1	10%	LO31
X4	Quiz 2	10%	LO31

Instructor:

Dean's signature:

Time：Apr , 2023.   Time：Apr , 2023.