Department of Tourism and Hospitality Management

**University of Rajshahi**

**BBA Program**

**1st Year 1st Semester 2019**

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| **Course Code** | **:** | **THM- 613** |
| **Course Title** | **:** | Consumer Behavior in Tourism |
| **Course Instructor** | **:** | **Ayrin Chowdhury** |
| **Address** | **:** | **Lecturer, Department o**f Tourism and Hospitality Management, University of Rajshahi. |
| **Mobile No** | **:** | **+8801722869386** |

**Rationale of the Course**

Tourist behavior refers to the way in which tourists behave according to their attitudes before, during and after travelling. Understanding consumer is one of the key success factors in marketing. Marketing Manager’s prime concerns are to keep customers satisfied and to ensure the survival and sustainable growth of the company. Knowledge regarding travel behavior can assist in marketing and product planning and development which can increase the number of visitors to tourism products such as resorts. In getting things done well destination operator has to make a good fit between the market requirements and market offerings. Analysis of consumer behavior will uncover so many important aspects of complex human behavior, which undoubtedly are very critical in selecting target market(s) and knowing market requirements better. The course provides an overview of the determinants of tourism consumer behavior, consumer decision process using destination operation models, analytical tools and conceptual framework with practical applications. The objective of this course is to make students knowledgeable about various aspects of consumer behavior with special focus on the analysis of demographic, sociological, psychological and cultural factors affecting visitor behavior.

**Objective/Learning Outcomes:**

Upon successful completion of the course, the student will be able to:

1. Identify the factors that influence tourist behavior during and after travelling towards a destination

2. Identify and explain factors which influence consumer behavior inclusive of society and culture.

3. Demonstrate how knowledge of consumer behavior can be applied to marketing.

4. Develop communication skills both orally and in writing within marketing contexts

5. Demonstrate the capability to work both independently and in a team environment employing inquiry processes to complete marketing projects

**Course Contents**

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| **Class** | **Topics To Be Discussed** |
|  | Concept of tourist behavior and its formal definition- Importance of understanding of tourist behavior-Development of tourist behavior. |
|  | Factors affecting tourist behavior- Models of Tourism behavior. |
|  | Classify behavior of different type of tourists- Match customer needs to each type of tour-The different behavior of each type of tourists. |
|  | How to lead different types of tour- Serving style for different types of tourists. |
|  | Motivates visitor’s behavior to travel to destinations- |
|  | How do visitors decide on a destination-How can destination visitors be segmented on the basis of behavior. |
|  | Macro scale-Micro scale,Meso scale- The Social Role of the Tourist Introduction-Tourists and Others Some Refinements to the Tourist Role-. |
|  | An Approach to Tourist Motivation Introduction Historical Approaches to Travel Motivation Contemporary Approaches to Travel Motivation |
|  | **Group/Individual Presentation-01 on Class 01-08** |
|  | **First Mid-term Examination (45 Minutes, Syllabus Classes 01-08)** |
|  | **Tourist behavior of Social Contact Between Tourists and Hosts:** An Analysis of Tourist-Host Contact Situations Attempts to Improve Tourist-Host Contact Difficulties- |
|  | Host Perceptions of Tourists' -Perceptions of the Local People -The Large-scale Surveys Small-scale Social --Psychological Studies of Tourist Attitude |
|  | **Tourists and the Environment code of ethics of global tourist behavior:** Introduction- Conceptions of Tourist -Environments Attitude - |
|  | Change to Tourist Environments- Environmental Interpretation-Code of ethics of tourist behavior |
|  | Group/Individual Presentation-02 on Class 11-14 |
|  | **Second Mid-term Examination (45 Minutes, Classes 11-14)** |

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| **Text Books** | **:** | Aspects of Tourist Behavior by Metin Kozak and NazmiKozak |
| **Reference Book** |  | Tourist Behavior: An Experiential Perspective  MetinKozak , NazmiKozak(1ST edition) |

**Home Assignment (Individual):**

Course Instructor will deliver the home assignment topic/s to the students on or before Class No.8

**Home Assignment must be submitted by the students on 14th Class.**

**Communication with Course Instructor**

You should feel free to see me outside of class if you have confusion about any of the material covered in class or if you would like to know more about a particular topic. I will be glad to suggest additional readings or to discuss any other issues with you. You can e-mail me to set up an appointment at sssarminnn@gmail.com

**Course Materials**

The course materials are available in department website.

**Web:** <http://www.ru.ac.bd/thm/> and <http://103.79.117.242/ru_profile/public/teacher/26007260/profile>

**Students Assessment Details:** Your grade will be based on the following weights:

**Marks Distribution**

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| **1** | **Class attendance** | **10%** |
| **2** | **Mid -term Examination** | **20%** |
| **3** | **Case & Presentation: Individual/Group,** | **10%** |
| **4** | **Term paper** | **10%** |
| **5** | **Final Examination** | **50%** |

**Class Participation:** 10% of your grade will come from your class participation. At various times, I will ask you to comment on intercultural issues and challenges. As I expect you to have read the material assigned for the class, a good level of preparedness is essential to obtain a good participation grade.

**Mid-term Class test (two), Presentation/Assignment/Report etc.:** 20% of your grade will come from the Mid-term class tests, 10% **Case** &**Presentation**,10% **Term paper** Report/Assignment etc. These will be based on class lecture and referred chapters from the book/s. Contemporary issues will be added extra value. The exam will mainly focus on multiple choice/true/false/short questions/Questions from a large number of questions etc.

**Final Exam:** 50% of your grade will come from the final exam and duration is 3 hours.

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