

Course Syllabus

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| 1. Program of Study | B.B.A. (Tourism and Hospitality Management) |
| Faculty/Institute/College | Mahidol University International College |
| 2. Course Code | ICTM 270 |
| Course Title | Consumer Behavior in Tourism |
| 3. Number of Credits | 4 (4-0-8) (Lecture-Lab-Self-study) |
| 4. Prerequisite (s) | ICTM 212 |
| 5. Type of Course | Elective Course |
| 6. Session | Trimester 1, 2, 3 / Every academic year |
| 7. Conditions | Maximum number of students is 30 |

8. Course Description

The supremacy of the consumer, the factors influencing behavior; knowledge and involvement, attention and comprehension, attitudes and intentions; decision-making behavior; classical and operant learning; cultural influences; reference groups.

9. Course Objectives

After successful completion of this course, students will be able to

- 9.1 Understand the role of consumer behavior in the marketing process
- 9.2 Acknowledge consumer behavior models in tourism and identify factors which motivate consumers to buy tourism products including the internal and external determinants
- 9.3 Understand how tourists making purchase decisions and Identify the links between purchase decision models and market segmentation
- 9.4 Identify the diverse market segments in tourism and the similarities and differences in demand characteristics between the different sectors of tourism
- 9.5 Acknowledge of the development of each part of the marketing mix in relation to consumer behavior and appreciate the link between quality and tourist satisfaction

10. Course Outline

Week	Topics	Hours			Instructor
		Lecture	Lab	Self-Study	
1	Introduction to the module& The history of tourist behaviors	4	-	8	Muangasame , K.
2	Main Concepts in consumer behaviors & Motivators	4	-	8	
3	Determinants and Models of the purchase decision-making process	4	-	8	
4	Typologies of tourist behavior and segmentation	4	-	8	
5	Mid-term examination	4	-	8	
6	The nature of demand in different segments of tourism market	4	-	8	
7	Consumer behavior and markets in the different sectors of tourism)	4	-	8	
8	Researching tourist behavior- marketing research	4	-	8	
9	The marketing mix and tourist behavior	4	-	8	
10	The emergence of new markets and changes in tourist demand	4	-	8	
11	Quality and tourist satisfaction	4	-	8	
	Total	44	0	88	
Final Examination					

NB. The course is subject to change without prior notice to fit the changing tourism circumstances.

11. Teaching Method (s)

- 11.1 Lectures
- 11.2 Tutorial discussions
- 11.3 Problems and exercises

12. Teaching Media

- 12.1. LCD overhead projector
- 12.2. PowerPoint
- 12.3. Multimedia resources
- 12.4. Handouts
- 12.5. Text books

13. Measurement and evaluation of student achievement

Student achievement is measured and evaluated by

- 13.1 the ability in understanding the role of consumer behavior in the marketing process.
- 13.2 the ability in acknowledging consumer behavior models in tourism and identify factors which motivate consumers to buy tourism products including the internal and external determinants
- 13.3 the ability in understanding how tourists making purchase decisions and Identify the links between purchase decision models and market segmentation
- 13.4 the ability in identifying the diverse market segments in tourism and the similarities and differences in demand characteristics between the different sectors of tourism
- 13.5 the ability in acknowledging of the development of each part of the marketing mix in relation to consumer behavior and appreciate the link between quality and tourist satisfaction

Student's achievement will be graded according to the faculty and university standard using the symbols: A, B+, B, C+, C, D+, D, and F.

Students must have attended at least 80% of the total class hours of this course.

Ratio of mark

1. Class Participation	15%
2. Mid-term Examination	30%
3. Assignment	25%
4. Final Examination	30%
Total	100 %

Course Evaluation

- 14.1. Students' achievement as indicated in number 13 above.
- 14.2. Students' satisfaction towards teaching and learning of the course using questionnaires.

14. Reference (s)

Required Books

Swarbrooke,J. and Horner,S. (2006). *Consumer Behaviour in Tourism*. Oxford: Butterwoth Heinemann.

Additional Readings

Pizam,A and Mansfeld,Y. (2000). *Consumer Behavior in Travel and Tourism*. Oxford: The Howorth Hospitality Press.

Crouch,G., Perdue,R., Timmermans,H. and Uysal,M. (2004). *Consumer Psychology of Tourism, Hospitality and Leisure*. Wallingford: CABI Publishing.

Halloway, J. (2004). *Marketing for Tourism* (4th ed.). Essex: Prentice Hall.

Horner,S. and Swarbrooke,J. (2004). *International Cases in Tourism Management*. Oxford: Butterwoth Heinemann.

Peter,J. and Olson, J. (2002). *Consumer behavior and Marketing Strategy*.(6th ed.). London: McGraw-Hill.

Reisinger,Y. and Turner,L. (2003). *Cross-Cultural Behaviour in Tourism*. Oxford: Butterwoth- Butterwoth Heinemann.

Mooij, M. (2004). *Consumer Behaviour and Culture.*, USA: Sage Publications.

15. Instructor (s)

Ms. Kaewta Muangasame and guest speakers
Lecturer
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17. Course Coordinator

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