

Sample Course Description

Dr. Romina Dhora

Faculty: Economic

Study program: Master of Science in ‘Sustainable Tourism Management’

Course Title: Consumer Behavior in Tourism

Course Credits: 8

Language of Instruction: Albanian/English

Course Description:

This subject aims to provide a framework for an understanding of consumer behavior in the hospitality, tourism and events industries. It focuses on providing students with the knowledge in managing various aspects of tourist, attendee and sponsor behavior. Theoretical concepts and factors are introduced, including motivation, perception, attitude personality, environment, culture, social class, group influences and decision-making process.

Course Goals:

Understand the role of consumer behavior in the marketing process.

Acknowledge consumer behavior models in tourism and identify factors which motivate consumers to buy tourism products including the internal and external determinants.

Understand how tourists making purchase decisions and identify the links between purchase decision models and market segmentation.

Identify the diverse market segments in tourism and the similarities and differences in demand characteristics between the different sectors of tourism.

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

Course Requirements:

Attending lectures is optional, but regular attendance is suggested, while attending seminars is mandatory and students with 25% absences in seminars do not have the right to participate in the exam.

Grading: The final grade is composed by:

Active participation in seminars: 10%

Individual presentation: 10 %

Group assignment research and presentation: 10%

Primary research presentation: 10%

Final exam:

60%

Course Schedule:

The course runs for 15 weeks, where 3 hours are lectures and 2 hours are seminars per week,

The main topics are:

- Introduction to the module& The history of tourist behaviors
- Main Concepts in consumer behaviors & Motivators
- Determinants and Models of the purchase decision making process
- Typologies of tourist behavior and segmentation
- The nature of demand in different segments of tourism market
- Consumer behavior and markets in the different sectors of tourism)
- Researching tourist behavior marketing research
- The marketing mix and tourist behavior
- The emergence of new markets and changes in tourist demand
- Quality and tourist satisfaction