

SUBJECT TEACHING GUIDE

M235 - Tourism Consumer Behaviour

Master's Degree in Marketing Management (Tourism Businesses)

Academic year 2021-2022

1. IDENTIFYING DATA					
Degree	Master's Degree in Marketing Management (Tourism Businesses)		Type and Year	Optional. Year 1	
Faculty	Faculty of Economics and Business Studies				
Discipline	Professional Orientation Subjects				
Course unit title and code	M235 - Tourism Consumer Behaviour				
Number of ECTS credits allocated	2,5	Term	Semester based (2)		
Web					
Language of instruction	Spanish	English Friendly	No	Mode of delivery	Face-to-face

Department	DPTO. ADMINISTRACION DE EMPRESAS			
Name of lecturer	MARIA LUISA GALLO ALEGRIA			
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Other lecturers				

3.1 LEARNING OUTCOMES

- In-depth knowledge of the decision-making process of the tourist consumer, of its typology based on the deepest needs and motivations, as well as the internal and external determinants of their behavior.

4. OBJECTIVES

1. Understand the basic fundamentals of tourist consumer behavior.
2. Know how to model the purchasing behavior of the tourist consumer.
3. Recognize the determinants of tourist consumer behavior.
4. Recognize the different tourism products and how to value them.
5. Understand the cultural influences on the tourist consumer

6. COURSE ORGANIZATION

CONTENTS

1	<p>TOPIC 1 Purchasing decisions of the tourist consumer</p> <p>1.1 The behavior of the tourist consumer and tourism marketing decisions</p> <p>1.2 Phases of the decision-making process of the tourist consumer</p> <p>1.3 Internal and external determinants of tourist consumer behavior. Internal factors</p>
2	<p>TOPIC 2 Purchase Decisions of the Tourist Consumer</p> <p>2.1 External Factors</p> <p>2.2 New trends in the analysis of tourism consumer behavior: Personal values and lifestyles</p> <p>2.2 The tourist consumer</p>

7. ASSESSMENT METHODS AND CRITERIA

Description	Type	Final Eval.	Reassessn	%
Teamwork	Work	Yes	Yes	30,00
Individual Exam	Written exam	Yes	Yes	50,00
Participation and individual attitude	Others	No	No	10,00
Individual intragroup participation	Work	No	No	10,00
TOTAL				100,00

Observations

The minimum grade required of the student in the individual exam of the subject is 5.00 points (out of 10.00).
 The minimum grade required of the student in teamwork is 5.00 points (out of 10.00).
 If these minimum requirements are not met, the student's final grade will be failed, and the student must attend a recovery test.
 If the social distancing measures established by the health authorities do not allow any evaluation activity to be carried out in person in the classroom, said activity will be carried out online, through the Virtual Classroom (Moodle), respecting at all times the content and method stipulated in this Teaching Guide.

Observations for part-time students

The exam will consist of a single theoretical and practical test of one hundred percent of the subject.

8. BIBLIOGRAPHY AND TEACHING MATERIALS

BASIC

- Alonso, J. (2004): Comportamiento del Consumidor. Esic Editorial, Madrid.
- Ken Blanchard, Ballard y Finch. Edit. Granica. 2005. Clientemania-Customer Mania- Listos para servir.
- Guy Kawasaki – Gestión 2000. 2011. El Arte de Cautivar.