

SUBJECT TEACHING GUIDE

818 - Tourism Consumer Behaviour

Master's Degree in Marketing Management (Tourism Businesses)

Academic year 2023-2024

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	818 - 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	HECTOR SAN MARTIN GUTIERREZ
E-mail	hector.sanmartin@unican.es
Office	Edificio de las Facultades de Derecho y Ciencias Económicas y Empresariales. Planta: + 2. DESPACHO PROFESORES ASOCIADOS Y FORMACION (C230)
Other lecturers	

3.1 LEARNING OUTCOMES

- Knowledge of the decision-making process of tourists, the typology of tourists based on their needs and motivations, as well as the internal and external determinants of tourist behavior.

4. OBJECTIVES

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

6. COURSE ORGANIZATION

CONTENTS

1	<p>TOPIC 1 Tourist making-decision process.</p> <p>1.1 The consumer behaviour in tourism</p> <p>1.2 The phases of the tourist decision-making process</p> <p>1.3 The internal determinants of the tourist decision-making process</p>
2	<p>TOPIC 2 the tourist decision-making process</p> <p>2.1 External Factors</p> <p>2.2 New trends in the analysis of tourist behavior</p> <p>2.3. Personal values and lifestyles of tourists</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				
<p>The minimum grade required of the student in the individual exam of the subject is 4.0.</p> <p>The minimum grade required of the student in teamwork is 4.0.</p> <p>If these minimum requirements are not met, the student's final grade will be failed, and the student must attend a new proof.</p>				
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. Clientemanía-Customer Mania- Listos para servir.
- Guy Kawasaki – Gestión 2000. 2011. El Arte de Cautivar.