

Course Title	Consumer Behavior in Hospitality & Tourism			
Course Code	TTOU - 230			
Course Type	This course serves as both Elective and Requirement, according to the program.			
	Hospitality Diploma/Bachelor		Hospitality/Tourism Elective	
	Culinary Diploma		General Elective	
Level	Bachelor (1 st Cycle)			
Year / Semester	Year 2, A ¹ Semester			
Teacher's Name	Dr Nicos Anastasiou			
ECTS	6	Lectures / week	3	Laboratories / week
Course Purpose and Objectives	<p>The aim of the course is to explore current topics to provide insight into marketing and consumer behavior and examine how different factors can create positive experiences in the context of hospitality and tourism. It will provide a vital understanding of the nature of tourism and contemporary tourists behaviour in a political, social and economic context and how this knowledge can be used to manage and market effectively in a variety of tourism sectors.</p> <p>Students are expected to:</p> <ul style="list-style-type: none"> • To offer an overview of consumer behaviour • To examine the service quality perspectives of consumer behaviour • To deliberate on customer satisfaction and consumer behaviour linkages • To explore the re-patronage behaviour of consumers • To address the vital issues concerning online consumer behaviour • To elaborate upon emerging paradigms of consumer behaviour. 			

Learning Outcomes	<p>Upon completion of this course students will be able to:</p> <ol style="list-style-type: none"> 1. To obtain an overview of topics of consumer behavior/psychology in tourism and hospitality 2. To become familiar with the development of tourism demand 3. To understand the basics of tourism and tourist behavior 4. To offer different perspectives on the customer experience 5. To examine concepts in consumer behavior, including models adapted for tourism 6. To look at the purchase decision-making process 		
Prerequisites	TTOU-110, Sophomore	Required	
Course Content	<ol style="list-style-type: none"> 1. Main concepts in consumer behaviour 2. The Purchase-Decision Process in Tourism 3. Typologies of Tourist Behaviour 4. Tourism Demand and Markets 5. National differences: domestic, outbound and inbound 6. The nature of demand in different segments 7. Consumer experience in tourism marketing 8. Consumer Behaviour and Marketing 9. The marketing mix and tourist behaviour 10. Topical Issues in Consumer Behaviour 11. Quality and tourist satisfaction 12. The emergence of new markets and changes in tourist demand 13. The rise in the use of the internet and social media in tourism 		
Teaching Methodology	<p>The course is delivered through lectures, demonstrations, and group discussions. Add any other method that you use during your lectures</p>		
Mode of delivery	Face to face.		

Bibliography	Required								
	Jauhari, V. (2017). Hospitality Marketing and Consumer Behavior: Creating Memorable Experiences. Apple Academic Press								
	Recommended								
	<p>Horner, S., Swarbrooke, J. (2016). Consumer Behaviour in Tourism Paperback. Routledge</p> <p>Kumar, D. S. (2017). The Routledge Handbook of Consumer Behaviour in Hospitality and Tourism. Routledge.</p>								
Assessment	<p>The following assessment methods are employed to assess this course:</p> <table border="1" data-bbox="483 869 1335 1126"> <tr> <td>30 – 50 %</td> <td>Final Exam</td> </tr> <tr> <td>20 – 40 %</td> <td>Mid –Term / Tests / Quizzes</td> </tr> <tr> <td>10 – 30 %</td> <td>Assignments / Projects</td> </tr> <tr> <td>0 – 10 %</td> <td>Class Attendance & Participation</td> </tr> </table>	30 – 50 %	Final Exam	20 – 40 %	Mid –Term / Tests / Quizzes	10 – 30 %	Assignments / Projects	0 – 10 %	Class Attendance & Participation
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Language	English								