《Tourist Consumer Behavior》本科课程教学大纲

一、课程基本信息

	(中文)旅游消费者行为学						
课程名称	(英文)Tourist Consumer Behavior						
	2060813	课程学			2		
课程学时	32	理论学时	32			0	
开课学院	Business School	适用专业与	5年级		ade 2, Too Manageme		
课程类别与性质	©Elective Course in school level	考核方	式		Exam		
选用教材	Consumer behavior in to Group),2021	ourism (Taylor o	& Francis		否为 程教材	Ni1	
先修课程	Hospitality						
课程简介	Tourist Consumer Behavior entails the whole process that tourists choose and purchase tourism products to fulfil the needs of tourism pleasure and other relevant experiences. This process comprises the generation of needs prior to travel, the decision-making process, consumption in scenic spots, and post-purchase evaluation. The course concludes discussing the consumers' choices and product satisfaction and analyze the internal influences on consumer behavior. It aims to inspire students to understand more complicated buyer process and then put forward reasonable marketing strategy in different segments of tourism.						
选课建议与学习 要求	This course is suit Management. Basic knowledge of	_		s majo	oring in	Tourism	
大纲编写人	en di		制/修订	时间	202	5.3	
专业负责人	华玉	审定印		间	2025	5.3.4	
学院负责人	尹 ヱ华 批准时间 2025.3.4				5.3.4		

二、课程目标与毕业要求

(一)课程目标

类型	序号	内容
知识目标	1	Master basic theory of Consumer Behaviour in Tourism
技能目标	2	Ability to use the theory to analysize Consumer Behaviour in Tourism,and supply advices for developing companies.
素养目标 (含课程思	3	Ability to learn the curriculum in English,can read original textbook.
政目标)	4	Protect the environment during traveling

(二)课程支撑的毕业要求

LO2 Professional Competence: Possess humanities literacy and possess the theoretical knowledge and practical skills to engage in tourism management related work.

LO8 International Perspective: Possess basic foreign language expression and communication skills, and cross-cultural comprehension ability, as well as awareness of international competition and cooperation.

LO5 Understand aesthetics, love labor, be passionate, maintain physical and mental health, be resistant to setbacks, possess the ability of sustainable development.

(三) 毕业要求与课程目标的关系

毕业要求	指标点	支撑度	课程目标	对指标点的 贡献度
LO2	2	Н	Master basic theory of Consumer Behaviour in Tourism.	100%
LO2	3	Н	Ability to use the theory to analysize Consumer Behaviour in Tourism,and supply advices for developing companies.	100%
LO8	1	M	Ability to learn the curriculum in English,can read original textbook.	100%
LO5	(5)	M	Protect the environment during traveling	100%

三、课程内容与教学设计

(一) 各教学单元预期学习成果与教学内容

Chapter1: Context

- 1. Introduction
- 2. The history of tourist behaviour
- 3. The main concepts and models in tourist behaviour

Chapter 2: The purchase-decision process

- 1. Motivators
- 2. Determinants
- 3. Models of the purchase decision-making process

Chapter3: Typologies of tourist behaviour

- 1. Typologies of tourist behaviour
- 2. Segmentation of the tourism market

Chapter4: Tourism demand and markets

- 1. The global pattern of tourism demand
- 2. National differences: domestic, inbound and outbound tourism markets
- 3. The nature of demand in different segments of the tourism market
- 4. Consumer behaviour and purchase experiences in the different sectors of tourism

Chapter5: Consumer behaviour and marketing

- 1. Researching tourist behaviour: marketing research
- 2. The marketing mix and tourist behaviour

Chapter6: Topical issues in tourist behaviour

- 1. Climate change, sustainability and tourist behaviour
- 2. Man- made crises, natural disasters and tourist behaviour
- 3. The role of information and communication technologies in tourism
- 4. Tourists buy experiences not products
- 5.The cruise market

(二) 教学单元对课程目标的支撑关系

教学单元	Master basic theory of Consumer Behaviour in Tourism.	Ability to use the theory to analysize Consumer Behaviour in Tourism,a nd supply advices for developing companies	Ability to learn the curriculum in English,can read original textbook.	Protect the environment during traveling
Chapter 1: Context	√	√	√	
Chapter2: The purchase-decision process			V	
Chapter3: Typologies of tourist behaviour		√	\ \	
Chapter4: Tourism demand and markets	√	√	√	
Chapter5: Consumer behaviour and marketing	V	√	√	
Chapter6: Topical issues in tourist behaviour	V	V	V	√

(三) 课程教学方法与学时分配

教学单元	教与学方式	学时分 考核方式		学时分酉	予配	
() 教子平儿	以 到子	考核 /方式	理论	实践	小计	
Chapter 1: Context	Lecture and Seminar. Case study	Final exam Quizzes Presentation	2			
Chapter2: The purchase-decision process	Lecture and Seminar. Case study	Final exam Quizzes Presentation	6			

Chapter3: Typologies of tourist behaviour	Lecture and Seminar. Case study	Final exam Quizzest Presentation	4		
Chapter4: Tourism demand and markets	Lecture and Seminar. Case study	Final exam Quizzes Presentation	6		
Chapter5: Consumer behaviour and marketing	Lecture and Seminar. Case study	Final exam Quizzes Presentation	6		
Chapter6: Topical issues in tourist behaviour	Lecture and Seminar. Case study	Final exam Quizzes Presentation	4		
project and Presentation			4		
合计 32					

四、课程思政教学设计

When students learn Chapter 6, teacher will remind that they should protect our environment when they travel.

五、课程考核

总评 占比		考核方式	课程目标						<u>Д</u> 11.
构成	白儿	与核月式	1	2	3	4			合计
1	40	final exam	40%	30%	10%	20%			100%
X1	10	Attendance and Class Participation			100%				100%
X2	20	Quiz1&Quiz2	40%	30%	10%	20%			100%
Х3	30	Project and Presentation	40%	30%	20%	10%			100%

评价标准细则(选填)

考	课			评价标	:准	
核项目	程目标	考核要求	优 100-90	良 89-75	中 74-60	不及格 59-0
1	1/2 /3/ 4	(1) Master basic theory of Consumer Behaviour in Tourism (2) Ability to use the theory to analysize Consumer Behaviour in Tourism, and supply advices for developing companies. (3) Ability to learn the curriculum in English, can read original textbook. (4) Protect the environment during traveling.	In the final exam, in the overall mastery of each knowledge unit, students who have achieved the expected learning results, with an error rate of less than 10%.	In the final exam, in the overall mastery of each knowledge unit, students who have achieved the expected learning results, with an error rate of about 25%.	In the final exam, in the overall mastery of each knowledge unit, students who have achieved the expected learning results, with an error rate of above 25 %.	In the final exam, in the overall mastery of each knowledge unit, students who have achieved the expected learning results, with an error rate of more than 40%
X	3	Ability to learn the curriculum in English,can	During the classes, students attend all the classes,	During the classes, students attend all the classes, if	During the classes, students attend all the	During the classes, students attend all the
1		read original textbook.	if students can't attend the classes without any	students can't attend the classes without any reasons,	classes, if students can't attend the classes	classes, if students can't attend the classes

			reasons, then 5	then 5 scores	without any	without any
			scores will be	will be cut. If	reasons, then	reasons, then
			cut. If some	some students	5 scores will	5 scores will
			students are	are late for class	be cut. If	be cut. If
			late for class	or leave classes	some	some
			or leave	more early, 2	students are	students are
			classes more	scores will be	late for class	late for class
			early, 2 scores	cut.	or leave	or leave
			will be cut.		classes more	classes more
					early, 2	early, 2
					scores will be	scores will
					cut.	be cut.
		(1) Master	In the quiz, in	In the quiz, in	In the quiz, in	In the quiz,
		basic theory	the overall	the overall	the overall	in the overall
		of Consumer	mastery of	mastery of each	mastery of	mastery of
		Behaviour in	each	knowledge	each	each
		Tourism	knowledge	unit, students	knowledge	knowledge
		(2) Ability	unit, students	who have	unit,	unit,
		to use the	who have	achieved the	students who	students who
		theory to	achieved the	expected	have	have
		analysize	expected	learning results,	achieved the	achieved the
		Consumer	learning	with an error	expected	expected
		Behaviour in	results, with	rate of about	learning	learning
		Tourism,and	an error rate of	25%.	results, with	results, with
X	1/2 /3/	supply	less than 10%.		an error rate	an error rate
2	4/	advices for			of above	of more than
		developing			25%.	40%
		companies.				
		(3) Ability				
		to learn the				
		curriculum in				
		English,can				
		read original				
		textbook.				
		(4)Protect the				
		environment				
		during				
		traveling.				
	1/	(1) Master	The content is	The content is	The content is	Part of the
Х	2/	basic theory	relatively rich,	basically	basically	information
3	3/ 4/	of Consumer	the structure is	substantial, the	substantial,	is not
	4/	Behaviour in	complete, the	structure is	the structure	accurate

Tourism	ideas are clear	relatively	is basically	enough, the
(2) Ability	and explicit,	complete, the	complete, the	ideas are not
to use the	the PPT is	ideas are	ideas are	clear enough,
theory to	concise and	basically clear,	basically	the
analysize	clear, the key	the PPT is	clear, the PPT	PowerPoint
Consumer	points are	concise, clear,	is relatively	is too simple,
Behaviour in	prominent,	and the key	simple, the	and the
Tourism,and	and the	points are	key points are	explanations
supply	explanation is	basically	not prominent	do not meet
advices for	relatively	prominent, and	enough, and	the basic
developing	smooth	the explanation	the	requirements
companies.		is basically	explanation is	
(3) Ability		smooth	not smooth	
to learn the			enough	
curriculum in				
English,can				
read original				
textbook.				
(4)Protect the				
environment				
during				
traveling.				

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