

《Tourist Consumer Behavior》本科课程教学大纲

一、课程基本信息

课程名称	(中文) 旅游消费者行为学				
	(英文) Tourist Consumer Behavior				
课程代码	2060813	课程学分		2	
课程学时	32	理论学时	32	实践学时	0
开课学院	Business School	适用专业与年级		Grade 2, Tourism Management;	
课程类别与性质	◎Elective Course in school level	考核方式		Exam	
选用教材	Consumer behavior in tourism (Taylor & Francis Group),2021			是否为马工程教材	Nil
先修课程	Hospitality				
课程简介	<p>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.</p>				
选课建议与学习要求	<p>This course is suitable for junior students majoring in Tourism Management. Basic knowledge of Management is required.</p>				
大纲编写人		制/修订时间		2025.3	
专业负责人		审定时间		2025.3.4	
学院负责人		批准时间		2025.3.4	

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 analyze Consumer Behaviour in Tourism, and supply advices for developing companies.
素养目标 (含课程思政目标)	3	Ability to learn the curriculum in English, can read original textbook.
	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	H	Master basic theory of Consumer Behaviour in Tourism.	100%
LO2	③	H	Ability to use the theory to analyze 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

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

(三) 课程教学方法与学时分配

教学单元	教与学方式	考核方式	学时分配		
			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		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 构成	占比	考核方式	课程目标						合计
			1	2	3	4			
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%
X3	30	Project and Presentation	40%	30%	20%	10%			100%

评价标准细则 (选填)

考核项目	课程目标	考核要求	评价标准			
			优 100-90	良 89-75	中 74-60	不及格 59-0
1	1/2 /3/ 4	<p>(1) Master basic theory of Consumer Behaviour in Tourism</p> <p>(2) Ability to use the theory to analyze Consumer Behaviour in Tourism, and supply advices for developing companies.</p> <p>(3) Ability to learn the curriculum in English, can read original textbook.</p> <p>(4) Protect the environment during traveling.</p>	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 1	3	Ability to learn the curriculum in English, can read original textbook.	During the classes, students attend all the classes, if students can't attend the classes without any	During the classes, students attend all the classes, if students can't attend the classes without any reasons,	During the classes, students attend all the classes, if students can't attend the classes	During the classes, students attend all the classes, if students can't attend the classes

			reasons, then 5 scores will be cut. If some students are late for class or leave classes more early, 2 scores will be cut.	then 5 scores will be cut. If some students are late for class or leave classes more early, 2 scores will be cut.	without any reasons, then 5 scores will be cut. If some students are late for class or leave classes more early, 2 scores will be cut.	without any reasons, then 5 scores will be cut. If some students are late for class or leave classes more early, 2 scores will be cut.
X 2	1/2 3/4	(1) Master basic theory of Consumer Behaviour in Tourism (2) Ability to use the theory to analyze 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 quiz, 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 quiz, 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 quiz, 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 quiz, 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	1/2 3/4	(1) Master basic theory of Consumer Behaviour in	The content is relatively rich, the structure is complete, the	The content is basically substantial, the structure is	The content is basically substantial, the structure	Part of the information is not accurate

	<p>Tourism (2) Ability to use the theory to analyze Consumer Behaviour in Tourism, and supply advices for developing companies.</p> <p>(3) Ability to learn the curriculum in English, can read original textbook.</p> <p>(4) Protect the environment during traveling.</p>	<p>ideas are clear and explicit, the PPT is concise and clear, the key points are prominent, and the explanation is relatively smooth</p>	<p>relatively complete, the ideas are basically clear, the PPT is concise, clear, and the key points are basically prominent, and the explanation is basically smooth</p>	<p>is basically complete, the ideas are basically clear, the PPT is relatively simple, the key points are not prominent enough, and the explanation is not smooth enough</p>	<p>enough, the ideas are not clear enough, the PowerPoint is too simple, and the explanations do not meet the basic requirements</p>
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六、其他需要说明的问题