

课程教学进度计划表

一、基本信息

课程名称	旅游消费者行为学（英语）				
课程代码	2060813	课程序号	3908	课程学分/学时	2/32
授课教师	Dr. Syed Ahtsham Ali	教师工号	19050	专/兼职	专职
上课班级	旅游管理 B22	班级人数	18	上课教室	2-405 2-105
答疑安排	Wednesday 16:15-18:45				
课程号/课程网站	https://mooc1.chaoxing.com/mooc-ans/mycourse/teachercourse?moocId=228484073&clazzid=85522759&edit=true&v=0&cpi=99379608&pageHeader=0				
选用教材	Consumer behavior in hospitality and tourism (Routledge Taylor & Francis Group),2020				
参考教材与资料	《消费者行为学》·孟亮编著·清华大学出版社 2022 年第 1 版				

二、课程教学进度安排

课次	课时	教学内容	教学方式	作业
3	2	Introduction 1.1 Factors influencing the consumer's demand for tourism	Lecture. Group work. Case study.	
3	2	Have a knowledge of the factors influencing the buyer decision process in tourism	Lecture. Group work. Case study.	
43	2	1.2 An understanding of the theory of motivation 1.3 How to study consumer behaviour?	Lecture. Group work. Case study.	
4	2	Overview of tourism	Lecture. Group work. Case study.	Quiz1

5	2	2.1 Relationship of psychographics of tourists with specific forms of tourism	Lecture. Group work. Case study.	
6	2	2.2 Basic understanding of the key models that explain the decision-making process	Lecture. Group work. Case study.	
7	2	2.3 Consumer decision-making framework	Lecture. Group work. Case study.	
8	2	2.4 Elements of tourist consumer decision 2.5 An activities-based model of destination choice	Lecture. Group work. Case study.	Quiz2
9	2	3.1 Focusing on tourist behaviour in the different sectors of tourism	Lecture. Group work. Case study.	
10	2	3.2 Identification of various factors	Lecture. Group work. Case study.	
11	2	3.3 Examine a number of characteristics of the market and individual purchase decisions with respect to seasonality	Lecture. Group work. Case study.	
12	2	3.4 Purchasing frequency 3.5 Methods of market segmentation	Lecture. Group work. Case study.	
13	2	4.1 The price paid and methods of booking	Lecture. Group work. Case study.	
14	2	4.2 Segmentation of the market in different sectors	Lecture. Group work. Case study.	
15	2	4.3 Mass-market and Special tourist operators 4.4 Comparison of consumer behaviour between business and leisure tourists	Lecture. Group work. Case study.	
16		Presentation		

三、考核方式

总评构成	占比	考核方式
1	60%	final exam
X1	10%	Attendance and Class Participation
X2	10%	Mid Term
X3	20%	Project and Presentation

任课教师:



系主任审核:



日期: 2025. 3. 4