

**Course Description**

**Tourist Behavior**

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| **Faculty of Business Administration** | **Department of Tourism and Hotel Management** |
| Course |  **Tourist Behavior** | Prerequisite:  | **-** |
| Credit Hours:3 | Theoretical:2  | Practical:2 | Course Code:  | CBTE111 |

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| **Description** |
| The course focuses on the behavior of tourists (consumer of tourism services), and the internal and external factors that affect their behavior, and the methods of formulating artificial motives among tourists. It also highlights methods of classifying consumers of tourism services, and methods of formulating hotel policies based on tourists’ preferences. |
| **Content** |
| **اThe course deals with the following topics:**1. Defining Behavior
2. Defining Consumption
3. Concept of Consumption Behavior in Sociology, Psychology, Economics and Marketing
4. Tourist Behavior
5. The Relationship between Marketing and Tourist Behavior
6. Consumer Studies in Marketing
7. Requirements for Consume Studies
8. The Fundamental Basis of Consumer Studies
9. Purchas Behavior of Individuals
10. Reasons for Studying Tourist Behavior

Internal factors Affecting Tourists’ Consumption Behavior1. Psychological Factors
* Perception
* Memory
* Learning
* Motivations and Stimuli
1. Individual Factors
* Personality
* Age
* Life style
* Income
* Education
* Gender

**External Factors Affecting the Tourists’ Consumption Behavior**1. Marketing Factors
2. Setting Factors
* Economic Factors
* Political Factors
* Social Factors
* Cultural Factors
1. Classification of Tourism Service Consumers
2. Factors Affecting Formulation of Motives
3. Motivation Strategies
4. Formulating Artificial Consumption Motives
5. Formulation of Hotel Policies Based on Tourists’ Preferences.
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| **References** |
| 1. П. В. Ястремская. Поведение потребителей: тексты лекций для студентов специальности 1-26 02 03 «Маркетинг» очной и заочной форм обучения / П. В. Ястремская. – Минск : БГТУ, 2011. – 133 с. ISBN 978-985-530-066-4.
2. Чудновский А. Д., Жукова М. А. Ч-84 Управление потребительскими предпочтениями в сфере отечественного туризма и гостеприимства и основные направления реализации туристского продукта: учебное пособие / А. Д. Чудновский, М.А. Жукова. — М. : Федеральное агентство по туризму, 2014. — 304 с
3. Алешина, И. В. Поведение потребителей: учеб. пособие / И. В. Алешина. – М.: ФАИР-ПРЕСС, 2006. – 525 с.
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