

## The Hong Kong Polytechnic University

<b>Subject Code</b>	HTM3221
<b>Subject Title</b>	Consumer Behaviour in Hospitality, Tourism and Events
<b>Credit Value</b>	3
<b>Level</b>	3
<b>Pre-requisite / Co-requisite/ Exclusion</b>	Nil
<b>Objectives</b>	This subject aims to provide a framework for an understanding of consumer behaviour in the hospitality, tourism and events industries. It focuses on providing students with the knowledge in managing various aspects of tourist, attendee and sponsor behaviour. Theoretical concepts and factors are introduced, including motivation, perception, attitude personality, environment, culture, social class, group influences and decision making process.
<b>Intended Learning Outcomes</b>	<p>Upon completion of the subject, students will be able to:</p> <p><b>A. Competent Professional</b></p> <ul style="list-style-type: none"> <li>• Describe and apply various social and psychological theories related to hospitality, tourism and events.</li> </ul> <p><b>B. Critical Thinkers</b></p> <ul style="list-style-type: none"> <li>• Apply various social and psychological theories to new and unique problems in the hospitality, tourism and events industries.</li> </ul> <p><b>C. Innovative Problem Solvers</b></p> <ul style="list-style-type: none"> <li>• Identify and explain problems in tourist behaviour and provide innovative solutions to solve problems.</li> </ul> <p><b>D. Effective Communicators</b></p> <ul style="list-style-type: none"> <li>• Communicate their understanding of social and psychological theories, both orally and in writing, and to respond personally and critically.</li> </ul> <p><b>E. Lifelong Learners (not applicable)</b></p> <p><b>F. Ethical Leader (not applicable)</b></p> <p><b>G. Socially Responsible Global Citizen (not applicable)</b></p>
<b>Subject Synopsis/ Indicative Syllabus</b>	<p>a. Understanding hospitality, tourism and events behaviours</p> <p>b. Travel motivation</p>

	<ul style="list-style-type: none"><li>c. Image and perception</li><li>d. Attitude formation and change</li><li>e. Social class and lifestyle</li><li>f. Travel decision making process</li><li>g. Situational influences</li><li>h. Tourist satisfaction and loyalty</li><li>i. Tourist experience</li><li>j. Tourists and environment</li><li>k. Group influences on travel behaviour</li><li>l. Cultural influences on travel behaviour</li><li>m. Stakeholders</li><li>n. Sponsors</li></ul>
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