

The Hong Kong Polytechnic University

Subject Code	HTM3201
Subject Title	Consumer Behaviour in Hospitality and Tourism
Credit Value	3
Level	3
Pre-requisite / Co-requisite/ Exclusion	Nil
Objectives	This subject aims to provide a framework for an understanding of consumer behaviour in the travel and tourism industry. It focuses on providing students with the knowledge in managing various aspects of tourist behaviour. Theoretical concepts and factors are introduced, including motivation, perception, attitude personality, environment, culture, social class, group influences and decision making process.
Intended Learning Outcomes	<p>Upon completion of the subject, students will be able to:</p> <p>A. Professional Competence</p> <ul style="list-style-type: none"> • Describe various social and psychological theories related to travel and tourism. <p>B. Critical Thinkers</p> <ul style="list-style-type: none"> • Apply various social and psychological theories to new and unique problems in the travel and tourism industry. <p>C. Effective Communicators</p> <ul style="list-style-type: none"> • Communicate their understanding of social and psychological theories, both orally and in writing, and to respond personally and critically. <p>D. Innovative Problem Solvers</p> <ul style="list-style-type: none"> • Explain and interpret social and psychological theories and relate them to a general understanding of tourist behaviour.
Subject Synopsis/ Indicative Syllabus	<ol style="list-style-type: none"> a. Understanding travel and tourism behaviour b. Travel motivation c. Image and perception d. Attitude formation and change e. Social class and lifestyle f. Travel decision making process g. Situational influences

	<ul style="list-style-type: none">h. Tourist satisfaction and loyaltyi. Tourist experiencej. Tourists and environmentk. Group influences on travel behaviourl. Cultural influences on travel behaviour
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