

Course Unit	Touristic Consumer Behaviour		Field of study	Marketing	
Master in	Tourism Marketing		School	School of Public Management, Communication and Tourism	
Academic Year	2023/2024	Year of study	1	Level	2-1
Type	Semestral	Semester	1	ECTS credits	6.0
Code	5048-586-1101-00-23				
Workload (hours)	162	Contact hours	T -	TP 45	PL -
			TC -	S -	E -
			OT 6	O -	

T - Lectures; TP - Lectures and problem-solving; PL - Problem-solving, project or laboratory; TC - Fieldwork; S - Seminar; E - Placement; OT - Tutorial; O - Other

Name(s) of lecturer(s) Elsa da Encarnação Gonçalves Tavares Esteves

Learning outcomes and competences

At the end of the course unit the learner is expected to be able to:

1. Conceptual framing and theoretically tourist consumer behavior.
2. Critically analyze the various explanatory models of the tourist consumer behavior.
3. Identify and analyze the various stages of decision making process of tourist consumer.
4. Identify and characterize the internal and external factors that influencing decision making process of tourist consumer.
5. Identify and characterize election factors of a tourist destination.
6. Identify and analyze market segments of tourist consumer behavior.

Prerequisites

Before the course unit the learner is expected to be able to:
General concepts of Tourism.

Course contents

1. Introduction of study tourist consumer behavior. 2. Influencing factors of decision making process. 3. Election factors of a tourist destination. 4. Tourist market segmentation.

Course contents (extended version)

1. Introduction of study tourist consumer behavior
 - Historical evolution of tourist consumer behavior
 - Explanatory models of tourist consumer behavior
 - Decision making process of tourist consumer
2. Influencing factors of decision making process
 - Internal factors: psychological and personal
 - External factors: cultural and social
3. Election factors of a tourist destination
 - Push factors
 - Pull factors
4. Tourist market segmentation
 - Segmentation requirements
 - Behavioral segmentation

Recommended reading

1. Frochot, I. & Batat, W. (2013). Marketing and Designing the Tourist Experience. Oxford: Goodfellow Publishers Limited. ISBN: 978-1-908999-47-4.
2. Goeldner, C. R. & Ritchie, J. R. B. (2012). Tourism: principles, practices, philosophies (Twelfth Edition). New Jersey: John Wiley & Sons, Inc. ISBN 978-1-118-07177-9.
3. Kastenholz, E. et al. (2014). Reinventar o turismo rural em Portugal – Cocriação de experiências turísticas sustentáveis. Aveiro, UA Editora. ISBN: 978-972-789-395-9.
4. Kotler, P., Miranda, J. G., Zamora, J. F., Bowen, J. T., & Makens, J. C. (2011). Marketing Turístico (5.ª Edición). Madrid: Pearson Educación, S. A. ISBN: 978-84-8322-808-1.
5. Swarbrooke, J. & Horner, S. (2007). Consumer Behaviour in Tourism (Second Edition). Elsevier Ltd. ISBN: 978-0-7506-6735-7.

Teaching and learning methods

Oral presentation of course content, using the students' prior knowledge, analysis of case studies and active involvement of students in the classroom context, in the process of construction and exchange of knowledge.

Assessment methods

1. Continuous evaluation - (Regular, Student Worker) (Final, Supplementary)
 - Presentations - 25% (Presentation and discussion of a scientific paper on a typology of tourism consumer.)
 - Development Topics - 75% (Preparation and presentation of a literature review or research work.)
2. Final evaluation - (Regular, Student Worker) (Final, Supplementary, Special)
 - Final Written Exam - 100%
3. Exchange students - (Regular) (Final, Supplementary)
 - Projects - 100% (Presentation and discussion of a research work about tourist consumer.)

Language of instruction

Portuguese, with additional English support for foreign students.

Electronic validation

Elsa da Encarnação Gonçalves Tavares Esteves	Ricardo Alexandre Fontes Correia	Catarina Alexandra Alves Fernandes	Luisa Margarida Barata Lopes
05-10-2023	08-10-2023	08-10-2023	13-10-2023