

CONSUMER BEHAVIOR

Degree in Touristic Activities Management

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Code: 16403

Main Scientific Area: Marketing and strategy

Lecturer: Sérgio Dominique Ferreira Lopes

Language of Instruction: Portuguese

Regime: S1

Contact Hours: 60h Total Workload: 108h

ECTS: 6,0

Objectives

The main goal of this curricular unit is to analyze consumer behavior from an internal and external perspective. The aim is to analyze the buying decision process, types of tourist behavior, tourism demand and markets, relationship between consumer behavior and marketing, as well as the role of information and communication technologies in the behavior of tourists.

Learning Outcomes

The main knowledge and skills to be acquired are:

- Understand the motivators, determinants and models underlying the purchasing decision process;
- Understand the typologies of tourist behavior and consequent segmentation of the market;
- Understand tourism demand and relative markets while at the global standard, national differences;
- Understand how the study of consumer behavior can aid in marketing decision making;
- Understand and try to anticipate the evolution of consumer behavior.

Course Contents

1. THE PURCHASE DECISION PROCESS

§Concepts

§Motivators

§Determinants

§Models

2. TOURIST BEHAVIORAL ASPECTS

§Tipologies

§Segmentation of the tourist market

3. TOURISM PROCESS AND MARKETS

§The global standard

National differences

3. TOURISM PROCESS AND MARKETS (continued)

§ The nature of demand in different segments

§Experience of tourism marketing

4. Consumer Behavior and Marketing

§Policy of product / service

5. Questions / problems in the study of consumer behavior

§ Quality and satisfaction of the tourist

Emerging markets and differences in demand

§The role of information and communication technologies in tourism

Recommended Bibliography

Horner, S. and John, S. (2016). Consumer behaviour in tourism (3rd Edition). New York: Routledge.

Lindon, D., Lendrevie, J., Lévy, J., Dionísio, P. and Rodrigues, J.V. (2004). Mercator XXI – Teoria e Prática do Marketing. Lisboa: Publicações Dom Quixote.

Learning and Teaching Methods

The objectives outlined in essence, the skills to be acquired by the student at the end of the course. The syllabus provides students with the skills necessary to understand the specificity of consumer behavior, as well as internal and external influences. The acquisition of the necessary skills to define strategies for planning and development are covered in the syllabus.

Assessment Methods

Test: 50%

Work: 50% For students with "special status" who are unable to meet all group work elements, the percentage will be transferred to the "test".