

COURSE CODE	Course Title	L	T	P	C
PHD19018	CONSUMER BEHAVIOUR IN TOURISM	4	0	0	4
COURSE RATIONAL					
This course aims to familiarize the Research scholar with concepts of Consumer behavior in Tourism and application of the principles in tourism industry.					
LEARNING OUTCOMES					
<ul style="list-style-type: none"> • To give an introduction to Consumer Behavior in Tourism Industry. • To provide an understanding about Consumer Behaviour in Tourism Industry. • To provide a conceptual knowledge of Consumer Behaviour in Tourism Industry. 					
UNIT - I Consumer Behaviour in Tourism					
Introduction- Definition, Concept, Importance, Types of Consumer Behavior; History of Tourist Behavior; Different Types of Tourism - Business Tourism, Religious Tourism, Health Tourism, Social Tourism, Educational Tourism, Cultural Tourism, Scenic Tourism, Hedonistic Tourism, Activity Tourism, Special Interest Tourism; The Future of Tourism- Forecasting Changes in Tourism; Factors Affecting the Future Shape of Tourism Trends; Global security and safety; Issues of Concern of Tourists; Managing Change in Tourism.					
Unit – II Consumer Behaviour Model					
Consumer Behavior Model for Tourism- Economics Model or Marshallian Model-Disposal Personal Income; Learning or Pavlovian Model-Drive, Cues and Responses; Psychoanalytical Model; Sociological Model; Howarth-Sheth Model –Drive, Stimuli, Perception, Learning and Outputs; Nicosia Model, Engel –Black Well – Kollat Model, Family Decision Model.					
Unit - III Tourists' Motivation					
Introduction; Tourists' Motivation and individual Tourist; Motivation and different types of tourism products; Tourist as a Consumer; Motivation as a Decision Making in Tourism; Tourists Motives; Theoretical and Conceptual Approaches to Tourist Motivation; Factors influencing Tourist Motivation; Motivators and the timing of purchase decision; Motivators and different Market Segments.					
UNIT – IV Consumer Perception and Tourism Segmentation					
Perception, Elements of Perception, The Nature and Process of Perception, Dynamic of Perception, Application Perception: Consumer Involvement –Cause of Consumer Involvement, Types of Involvement, Effects of Consumer Involvement, Models of Consumer Involvement; Introduction of Tourism Segmentation; Types of Segmentation; Classical methods of Segmentation; Tourism-Specific methods of Segmentation.					

Unit – V Tourist Decision Making Process

Introduction of Tourism products and services; The Tourist decision-making process; Role in Decision making; Steps in Decision making Process; Models of purchase decision-making in tourism; Levels of Consumer Decision making; Purchase decision-making and marketing in tourism; The Purchase Decision making Process; Limitation of purchase decision model; Determinants -Types; Personal Determinants to the tourist; Determinants of group travel; Time Lapses and Determinants.

REFERENCES:

- Swarbrooke John and Horner Susan (2007) Consumer Behavior in Tourism. First published 1999 Second edition 2007 Copyright © 1999 John Swarbrooke and Susan Horner. Published by Elsevier Ltd. All rights reserved. Copyright © 2007 Elsevier Ltd. All rights reserved ISBN–13: 978-0-7506-6735-7 ISBN–10: 0-7506-6735-4.
- Shaw Gareth, Shaw Gareth and Williams M. Allan (2004) Tourism and Tourism Space. SAGE Publications Ltd, ISBN 0 7619 6991 8 :ISBN 0 7619 6992 6 .
- Desmond John (2003) Consuming Behavior. Palgrave Publishers Ltd (formerly Macmillan Press Ltd). ISBN 0–333–94992–7.