



## COURSE DATA

### DATA SUBJECT

**Code:** 42984  
**Name:** Behaviour of tourists as consumers  
**Cycle:** Master's Degree  
**ECTS Credits:** 5  
**Academic year:** 2025-26

### STUDY (S)

Degree	Center	Acad. year	Period
2135 - Master's Degree in Tourism Management and Planning	Facultat d'Economia	1	Second quarter

### SUBJECT-MATTER

Degree	Subject-matter	Character
2135 - Master's Degree in Tourism Management and Planning	Management of marketing in companies in the tourism sector	ELECTIVES

### COORDINATION

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## SUMMARY

The subject "Consumer Behavior" is a semester-long course within the Tourism Business Management specialty module taught in the second semester of the Master's Degree in Tourism Management and Planning, with a relative workload of 5 ECTS credits.

Tourist behavior is changing rapidly, primarily due to the increasing use of ICTs. Therefore, this subject seeks to gain an in-depth understanding of the tourist decision-making process and the internal and external factors that influence it, both objective and subjective, and cognitive and affective. It is also vitally important to understand how tourists perceive the quality of tourism services, their satisfaction, perceived value, and loyalty so that companies can adequately manage customer relationships. Finally, a detailed analysis of tourists' online behavior will be conducted.

In recent decades, business practices have undergone significant changes, which have developed in parallel with the increasing complexity of the tourism market. This complexity has favored, in the context of marketing, the development of the strategic aspect of marketing, one of whose fundamental functions is the analysis and understanding of consumers. Successful marketing planning in any company in the sector must begin with an understanding of tourist behavior, hence the importance of this course.

The aim of this course is for students to learn to analyze and understand tourist behavior and, upon



completion, be able to understand the main macro and micro variables that influence it, as well as their decision-making and consumption processes.

## PREVIOUS KNOWLEDGE

## RELATIONSHIP TO OTHER SUBJECTS OF THE SAME DEGREE

There are no specified enrollment restrictions with other subjects of the curriculum.

## OTHER REQUIREMENTS

There are no specified enrollment restrictions with other subjects of the curriculum.

## COMPETENCES / LEARNING OUTCOMES

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Adaptar la estrategia comercial a las particularidades de cada entorno empresarial turístico.

Detectar oportunidades y amenazas de distintos mercados turísticos, de sus competidores a corto y largo plazo y sus clientes.

## DESCRIPTION OF CONTENTS

### 1.The decision-making process followed by the tourist

- 1.The study of consumer behavior: concepts, approaches, and characteristics.
- 2.Types of purchases and decision-making processes of tourist consumers.
- 3.The tourist decision-making process: the pre-purchase stage.
- 4.The tourist decision-making process: the purchase stage and post-purchase processes.

### 2.Internal and external factors that affect tourist behavior



## 1. INTERNAL FACTORS OF THE TOURIST CONSUMER

- a. The motivation, perception, learning, memory, and attitudes of the tourist consumer.

## 2. EXTERNAL FACTORS OF THE TOURIST CONSUMER

- a. The influence of culture, social stratification, and lifestyles on the tourist consumer.
- b. The influence of groups on the behavior of the tourist consumer.

## **3. Perceived quality and tourist satisfaction**

1. Servuction and the Tourism Service Experience.
2. Service Quality Assessment and Management.
3. The Voice of the Customer. Measuring Satisfaction.
4. Assessment and Consequences of Dissatisfaction. Service Recovery Strategies.

## **4. Perceived value and loyalty in tourist behavior**

1. The concept of value: role and importance in tourist behavior.
2. Dimensions of value: applications to the tourist experience.



3.Managing tourist loyalty.

4.Complaint handling in tourism.

## 5.The online behavior of tourists

1.Online consumer behavior: specific characteristics and dimensions.

2.Types of online tourist behavior.

### WORKLOAD

#### PRESENCIAL ACTIVITIES

Activity	Hours
Theory	25,00
Seminar	15,00
<b>Total hours</b>	<b>40,00</b>

#### NON PRESENCIAL ACTIVITIES

Activity	Hours
Attendance at other activities	0,00
Individual or group project	40,00
Independent study and work	25,00
Preparation of lessons	0,00
Preparation for assessment activities	0,00
Resolution of case studies	20,00
<b>Total hours</b>	<b>85,00</b>

### TEACHING METHODOLOGY

The methodology used aims to ensure that students are the main drivers of their own learning. This means that they must participate in the various activities proposed so that they can actively discover the different contents of the subject. This methodology is supported by several tools:



- ¿ Explanations by the professor, during which student participation will be encouraged by offering examples, opinions, or questions that clarify the concepts explained.
- ¿ Attendance at lectures by tourism industry professionals invited to discuss a specific aspect of the syllabus. Active participation will be encouraged during the lectures, in addition to the resolution of a practical case related to the content presented by the lecturer.
- ¿ Resolution of practical cases. These cases must be presented in class so that, with the interventions of the other students and the professor, their resolution can be completed. The purpose of these cases is to apply the theory studied to specific examples of tourism companies or organizations, as well as to enhance the ability to work in groups and improve oral communication.
- ¿ Conducting debates and discussion groups to achieve synergies in contributions to a topic.

The teaching methodology will be combined: in 5 of the 8 sessions, the instructor will cover the theoretical content necessary for understanding the module. The remaining 3 sessions will feature guest lecturers, who will provide practical and up-to-date knowledge applicable to the tourism market.

## EVALUATION

Continuous assessment of each student, based on regular attendance at classes and in-person activities, participation, and level of involvement in the teaching-learning process, including individual and/or group work and practical case studies and theoretical content, will count for 20%.

Individual written and/or oral exams, divided as follows:

1. A written exam consisting of **theoretical** questions will count for **20%**.
2. Assessment of **practical activities** based on written and oral work will count for **60%**.

If the student does NOT pass both individual tests (**80%**) with more than 5/10 each, they will be required to retake the failed portion of the exam in the second sitting. Since the Tourism Consumer Behavior course consists of **20%** continuous assessment activities and therefore non-recoverable activities (written and/or oral activities completed in groups or individually in class), the grade for this continuous assessment will be maintained in the second sitting.



## REFERENCES

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- Ruiz de Maya, S. Grande, I. (2006) Comportamientos de compra del consumidor, ESIC. Madrid.
- Williams, C. y Buswell, J. (2003). Service Quality in Leisure and Tourism. CABI Publishing, Oxon.
- Fyall, A., Legohérel, P., Frochot, I., & Wang, Y. (2019). Marketing for Tourism and Hospitality: Collaboration, Technology and Experiences. 1st Edition Routledge.
- Hassanien, A., Dale, C., (2019). Hospitality business development. 2nd Edition Routledge. ISBN 9781138491182
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