



## COURSE DESCRIPTION

### 1. GENERAL

<b>SCHOOL</b>	ECONOMIC SCIENCES		
<b>DEPARTMENT</b>	TOURISM		
<b>LEVEL</b>	Undergraduate		
<b>COURSE CODE</b>	MKT160	<b>SEMESTER</b>	8 <sup>th</sup>
<b>COURSE TITLE</b>	Tourist Behaviour		
<b>INDEPENDENT TEACHING ACTIVITIES</b>	<b>WEEKLY TEACHING HOURS</b>	<b>ECTS</b>	
Lectures	4	5	
<b>COURSE CATEGORY</b>	Specific Background		
<b>COURSE TYPE</b>	Elective		
<b>PREREQUISITES</b>	-		
<b>LANGUAGE OF TEACHING AND EXAMINATIONS</b>	Greek		
<b>THE COURSE IS OFFERED TO ERASMUS STUDENTS</b>			
<b>URL</b>	<a href="https://tourism.ionio.gr/en/undergraduate-studies/courses/1228/">https://tourism.ionio.gr/en/undergraduate-studies/courses/1228/</a>		
<b>ECLASS</b>			

### 2. TEACHING RESULTS

<b>Teaching Results</b>
Upon successful completion of the course, the student will be able to: <ul style="list-style-type: none"><li>• understand the importance of analyzing tourist behavior for a business.</li><li>• understand, detect and predict the behavior of tourists from various indicators and utilizing knowledge from different scientific fields.</li><li>• apply the appropriate methods and techniques to conduct research related to the identification of those factors that influence the tourist's behavior in all types of businesses, knows whose needs a specific tourist market meets and what it is influenced by.</li></ul>
<b>General Skills</b>

### 3. CONTENT

Tourist behavior is a crucial element in understanding the nature of tourism in general. In addition, understanding the behavior of tourists is crucial for creating those conditions that will allow positive and satisfactory tourist experiences as well as for minimizing the negative consequences of the trip, both for the destination community and the tourists themselves. This section deepens the reasons why people behave as they do when they are in the tourist position. Behavioral aspects are examined both before and during and after the trip from the point of view of consumer behavior in tourism and other related fields of research. Attention is paid to the practical importance of analyzing the behavior of tourists.

1<sup>st</sup> Week: Introduction to the psychology of tourism.

2<sup>nd</sup> Week: The human factor in tourism.

3<sup>rd</sup> Week: The influence of different cultures to tourism.

4<sup>th</sup> Week: Social stratification and tourist psychology.



5<sup>th</sup> Week: Ethnocentric orientations and stereotypes in tourism.

6<sup>th</sup> Week: Psychological parameters and their impact on tourism.

7<sup>th</sup> Week: The behavior of consumer/tourist.

8<sup>th</sup> Week: Culture and consumer behavior.

9<sup>th</sup> Week: Consumer (tourist) decision making process.

10<sup>th</sup> Week: Evolutionary psychology and consumer behavior. The "perception" of consumer/tourist.

11<sup>th</sup> Week: Consumer attitudes and persuasive communications.

12<sup>th</sup> Week: Innovation, technology and tourist behavior.

13<sup>th</sup> Week: Contemporary issues rose in relation to tourist behavior.

#### 4. TEACHING AND LEARNING METHODS - EVALUATION

<b>TEACHING METHOD</b>									
<b>USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES</b>	<ul style="list-style-type: none"> <li>• Use of ICT in Teaching: Electronic Classroom Management System (Open eClass), Powerpoint slides, lecture notes in pdf, spreadsheets, appropriate statistical software.</li> <li>• Use of ICT in Communication: Communication with students is achieved through the use of the Electronic Classroom Management System (Open eClass) and e-mail.</li> </ul>								
<b>TEACHING STRUCTURE</b>	<table> <tr> <td>Activity</td> <td>Semester Workload</td> </tr> <tr> <td>Lectures</td> <td>52</td> </tr> <tr> <td>Literature Study and Analysis</td> <td>73</td> </tr> <tr> <td><b>Course Total (ECTS: 5)</b></td> <td><b>125</b></td> </tr> </table>	Activity	Semester Workload	Lectures	52	Literature Study and Analysis	73	<b>Course Total (ECTS: 5)</b>	<b>125</b>
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Lectures	52								
Literature Study and Analysis	73								
<b>Course Total (ECTS: 5)</b>	<b>125</b>								
<b>EVALUATION OF STUDENTS</b>	<p>Written final examination, of graded difficulty, which may include:</p> <ul style="list-style-type: none"> <li>• Multiple-choice questions.</li> <li>• Short Answer Questions</li> <li>• Problem solving/exercises</li> </ul> <p>The individual assessment grades are indicated next to each topic.</p> <p>Interim assessments (progress tests) may be given. Their details (examination format, date, time, subject matter, weighting coefficient, etc.) are announced in good time. Interim assessments do not exempt the student from the final examination.</p> <p>The course calendar, the assessment criteria and weightings will be made known to students at the start of the course. Instructor reserves the right to adjust the pace to accommodate class progress. Students are responsible for keeping up with all adjustments to the course calendar.</p>								

#### 5. BIBLIOGRAPHY

- Tourism Psychology and Tourist-Consumer Behavior (2015), Lytras P., Interbooks
- Baltas, G. and Papastathopoulou, P. (2013). Consumer Behavior (2nd Edition), Athens, Rosili Publishing House.
- Siomkos, I. G. (2011). Consumer Behavior and Strategic Marketing (3rd Edition), Athens, Stamouli Publications.



# Courses' Descriptions

DEPARTMENT OF TOURISM  
IONIAN UNIVERSITY

