

Identification	Subject (code, title, credits)	THM 310: Tourist Behavior and Psychology – 3KU credits (6ECTS)	
	Department	School of Economics and Management	
	Program	Undergraduate	
	Term	Spring 2023	
	Instructor	Bahadır Baysal	
	E-mail:	bbaysal@khazar.org	
	Classroom/hours	41, Mehseti Genjevi, Tuesdays 18:30-21:00	
Prerequisites	None		
Language	English		
Compulsory/Elective	Compulsory		
Required textbooks and course materials	Required readings <ul style="list-style-type: none"><li>Consumer Behaviour in Tourism, By Susan Horner, John Swarbrooke 2020- 4<sup>th</sup> edition ISBN 9781003046721</li></ul>		
Course outline	This subject aims to provide students with an overview of the role of consumer behaviour in tourism industry which incorporates the theoretical frameworks and concepts derived primarily from mainstream marketing, consumer behaviour and the tourism discipline to form a comprehensive understanding of tourist behaviour. This will help students not only develop an understanding of tourist behaviour, but also apply theory into practice.		
Course objectives	The course will introduce students the basics of psychology applied in tourism industry. Within the course we will provide students with knowledge of the mechanisms of experience and behavior of people who use tourism services or directly or indirectly provide them, provide students with a better understanding of the tourist experience as a prerequisite for managing and marketing tourist destinations and enable students to inspect and analyses their own experience of a tourism service.		
Learning outcomes	By the end of the course students should be able to: <ul style="list-style-type: none"><li>have an overview of the topics of consumer behavior/psychology in tourism and leisure</li><li>be familiar with the actual development of tourism demand and assumptions for underlying reasons</li><li>understand the basics of tourism and tourist behavior</li><li>Application of knowledge of individual differences in characteristics, experiences, feelings, personalities, and motivations of different groups of tourism service users.</li><li>Apply form of proper communication in marketing and management in tourism.</li><li>Explain good and bad practice of human resource management of organizational psychology in tourism.</li></ul>		
Teaching methods	Lecture		x
	Group discussion		x
	Simulation		x
	Others (Exercises)		X
Evaluation	Methods	Date/deadlines	Percentage (%)
	Midterm Exam		30
	Attendance		5
	Activity		5
	Project		10
	Project Presentation		10
	Final Exam	TBD	40
	Total		100
Policy	<u>Academic Integrity</u> Every student is expected to familiarize himself or herself with the academic honesty policy of Khazar University. Any evidence of cheating and/or plagiarism will be penalized to a full grade as per the university guidelines. As defined by dictionary.com: <a href="#">Plagiarism</a> is an act or instance of using or closely imitating the language and thoughts of another author without authorization and the representation of that author's work as one's own, as by not crediting the original author:		

	<p><b>Attendance:</b> Students exceeding the 25% absence limit will not be allowed to participate at final exam. Students exceeding the 25% absence limit will not be allowed to participate at final exam. The students are required to attend all classes as part of their studies and those having legitimate reasons for absence (illness, family bereavement etc) are required to inform the instructor.</p> <p><b>Activity</b> shall mean active participation i.e. asking and answering the question, contribute with insights and feedback, and demonstrate willingness and dedication to be part of an overall class discussion</p> <p><b>Presentation &amp; Project:</b> There will be presentations and a project. A situation will be given to students, a leader will be chosen. They will analyze the situation according to knowledge they learned. If it is a presentation the work of the group will not only graded based on the job they did, but also how they were successful to work as a team. The project it will be graded individually.</p>
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Tentative Schedule – Spring 2023 – BBA			
Week	Date/Day (tentative)	Topics	Textbook/Assignments
1		Course Overview, Introduction tourist behavior – Presentation/project guidelines	Chapter 1
2		The history of tourist behavior-	Chapter 2
3		The main concepts and models in tourist behavior	Chapter 3
4		The purchase-decision process	Chapter 4
5		Typologies of tourist behavior	Chapter 7
6		Tourism demand and markets	Chapter 8,
7		<b>Mid-Term Exam</b>	
8		Consumer behavior and marketing	Chapter 12
9		The marketing mix and tourist behavior	Chapter 13
10		Climate change, sustainability and tourist behavior	Chapter 14
11		The role of information and communication technologies in tourism	Chapter 16
12		Tourists buy experiences not products	Chapter 17
13		The cruise market	Chapter 18
14		the future of consumer behavior in tourism	Chapter 19
15		Group Chapter Presentation- the future of consumer behavior in tourism	Chapter 19
		<b>Final Exam</b>	