CAPILANO UNIVERSITY

COURSE OUTLINE		
TERM: Spring 2025	**COURSE NO:** TOUR 351	
INSTRUCTOR:	**COURSE TITLE:** Tourism Consumer Behaviour	
OFFICE: **LOCAL:** **E-MAIL:** @capilanou.ca	**SECTION NO(S):**	**CREDITS:** 3.0
OFFICE HOURS:		
COURSE WEBSITE:		

Capilano University acknowledges with respect the Lil̓wat7úl (Lil'wat), xʷməθkʷəy̓əm (Musqueam), shíshálh (Sechelt), Sḵwx̱wú7mesh (Squamish), and Səlílwətaʔ/Selilwitulh (Tsleil-Waututh) people on whose territories our campuses are located.

COURSE FORMAT
Three hours of class time, plus an additional hour delivered through on-line or other activities for a 15-week semester, which includes two weeks for final exams.

COURSE PREREQUISITE
60 credits of 100-level or higher coursework including TOUR 112 or BMKT 161 or BMKT 203.

CALENDAR DESCRIPTION
This course examines and evaluates consumer behaviour in the tourism industry. Students will learn key theoretical perspectives and will analyse the relationship between tourist motivation and particular tourism products. They will be able to explain the reasons for variations between market sectors and will become conversant with recent developments in tourist psychology and tourism consumer behaviour research.

REQUIRED TEXTS AND/OR RESOURCES
There is no required text for this course. Course content is drawn from a variety of sources and a number of readings have been assigned. The readings have been packaged and are available for purchase in the Book Store. In addition, copies of the course slides has been included.

COURSE STUDENT LEARNING OUTCOMES
On successful completion of this course, students will be able to do the following:

LEARNING OUTCOMES
• **Explain** how destination image and branding shape and impact the purchase decision-making process.
• **Identify** the major factors that motivate consumers to buy tourism products.
• **Discuss** the various internal and external determinants that influence destination choice.
• **Explain** the various segmentation tools based on consumer behaviour theory utilized in the industry and their marketing applications.
• **Understand** the importance of consumer satisfaction and service quality as it relates to consumer loyalty.
• **Discuss** technological innovations in the purchase decision-making process and how they are impacting consumer behaviour.

COURSE CONTENT

Module 1	Consumer Behaviour and Destination Choice
Topics	Readings
• Introductions, Objectives and Outline Review. • Defining Consumer Behaviour. • The application of consumer behaviour information in destination marketing. • The components and characteristics of destination image. • Measuring destination image. Group exercise. • Travel motivators – what motivates consumers to make particular decisions. • Motivation questionnaire. Group exercise. • Factors that determine trip type, personal and external determinants. • Consumer Behaviour Case Study: Explorer Quotient – CTC • Group Project Review • Quiz	• Hanlan, Janet; Fuller, Don; Wilde, Simon. <u>Destination decision Marking; the Need for a Strategic Planning and Management Approach.</u> Centre for Enterprise Development and Research. (2008): pp. 1 – 13. • Echtner, Charlotte; Ritchie, J.R. Brent. <u>The Meaning and Measurement of Destination Image.</u> The Journal of Tourism Studies, Vol 14. No. 1. (2003): pp. 1 – 12. • Murphy, Laurie; Benckendorff, Pierre; Moscardo, Gianna. <u>Linking Travel Motivation, Tourism Self-Image and Destination Brand Personality.</u> Journal of Travel & Tourism Marketing. Vol 22 (2007): pp. 1 – 16. • Glover Petra. <u>Celebrity Endorsement in Tourism Advertising: Effects on Destination Image.</u> Journal of Hospitality and Tourism Management. Vol 23 (2000): pp. 16 – 23.

Module 2	Consumer Behaviour and the Purchase Decision-making Process
Topics	Readings
• Defining the purchase decision-making process. • Internal and external influencers. • Stages of the decision-making process. • Personality traits and consumer behaviour – Plog's Theory. • Traditional segmentation approaches and their application in tourism (demographics, psychographics). • Impact of technology on the purchase decision-making process including on –line, social media and mobile technology. • Case Study: Provincial Web Strategy. • Group Project Presentations (Part 1). • Quiz	• Decrop, Alain; Group Processes in Vacation Decision-making. Journal of Travel and Tourism Marketing. (2004): pp. 1 – 15. • Canadian Travel Press. Social Media Changes On-line Habits. Baxter Publications. (April 2010): pp. 1 – 2. • Lew, Alan Ad. Long Tail tourism: New Georgraphies for Marketing Niche Tourism Products. Journal of Travel & Tourism Marketing. (May 2008); pp. 1 – 12. • Choi, Soojin; Lehto, Xincan; O'Leary, Joseph. What Does the Consumer Want from a DMO Website: A Study of US and Canadian Tourist's Perspectives. International Journal of Tourism Research. Vol 9 (2007): pp. 1 – 15. • Grant, Robert; Clarke, Rodney; Kyrlazis, Elias. A Review of Factors Affecting Online consumer Research Behaviour from and Information Value perspective. Journal of Marketing Management. Vol 234 (2007): pp. 1 – 16.

Module 3	Consumer Behaviour and Changes in the Marketplace
Topics	Readings
• Service Quality and Customer Satisfaction • New trends in the tourism marketplace • Factors influencing the future of consumer behaviour • Group Project Presentations (Part 11) • Final Exam	• Budeanu, A. Sustainable Tourist Behaviour – A Discussion of Opportunities for Change. International Journal of Consumer Studies. Vol. 31 (2007) pp. 1 – 11. • Goodwin, Harold; Francis, Justin. Ethical and Responsible Tourism: consumer trends in the UK. Journal of Vacation Marketing. Vol. 9. No. 3 (2003): pp. 272 – 284. • Travel 2.0: What Does It Mean and Do You Need to Care? Tracking Tourism: The Tourism Research Blog. (2010): pp. 1 – 4. • Travel 2.0: The Data, Impacts and Business Implications. Tracking Tourism: The Tourism Research Blog. (2010): pp. 1 – 4.

EVALUATION PROFILE

Assessment	% of Final Grade	Individual/Group
Quiz #1	10%	individual
Consumer Behaviour Case Assignment	20%	individual
Quiz # 2	10%	individual
Group Project Presentation	20%	group
Final Exam	30%	individual
Participation	10%	individual
Total	**100%**	

Participation grades are based on the consistency, quality, and frequency of contributions to class discussions. Consistency means attending every class, maintaining a positive and respectful presence in the classroom, and actively contributing to discussions on a regular basis. Quality means demonstrating respect for peers and their contributions; listening attentively during lectures and when other students are speaking; and participating in all activities with an open and inquisitive mind.

GRADING PROFILE

A+	=	90-100	B+	=	77-79	C+	=	67-69	D	=	50-59
A	=	85-89	B	=	73-76	C	=	63-66	F	=	0-49
A-	=	80-84	B-	=	70-72	C-	=	60-62			

Incomplete Grades
Grades of Incomplete "I" are assigned only in exceptional circumstances when a student requests extra time to complete their coursework. Such agreements are made only at the request of the student, who is responsible to determine from the instructor the outstanding requirements of the course.

Late Assignments
Assignments are due at the beginning of the class on the due date listed. If you anticipate handing in an assignment late, please consult with your instructor beforehand.

Missed Exams/Quizzes/Labs etc.
Make-up exams, quizzes and/or tests are given at the discretion of the instructor. They are generally given only in medical emergencies or severe personal crises. Some missed labs or other activities may not be able to be accommodated. Please consult with your instructor.
*** Accommodations can be made to honour community needs and traditional practices.

Attendance
Students are expected to attend all classes and associated activities.

English Usage
Students are expected to proofread all written work for any grammatical, spelling and stylistic errors. Instructors may deduct marks for incorrect grammar and spelling in written assignments.

Electronic Devices
Students may use electronic devices during class for note taking only.

On-line Communication
Outside of the classroom, instructors will (if necessary) communicate with students using either their official Capilano University email or eLearn; please check both regularly. Official communication between Capilano University and students is delivered to students' Capilano University email addresses only.

UNIVERSITY OPERATIONAL DETAILS

Tools for Success
Many services are available to support student success for Capilano University students. A central navigation point for all services can be found at: https://www.capilanou.ca/student-services/

Capilano University Security: download the CapU Mobile Safety App

Policy Statement (S2009-06)
Capilano University has policies on Academic Appeals (including appeal of final grade), Student Conduct, Academic Integrity, Academic Probation and other educational issues. These and other policies are available on the University website.

Academic Integrity (S2017-05)
Any instance of academic dishonesty or breach of the standards of academic integrity is serious and students will be held accountable for their actions, whether acting alone or in a group. See policy and procedures S2017-05 Academic Integrity for more information:
https://www.capilanou.ca/about-capu/governance/policies/

Violations of academic integrity, including dishonesty in assignments, examinations, or other academic performances, are prohibited and will be handled in accordance with the Student Academic Integrity Procedures.

Academic dishonesty is any act that breaches one or more of the principles of academic integrity. Acts of academic dishonesty may include but are not limited to the following types:

Cheating: Using or providing unauthorized aids, assistance or materials while preparing or completing assessments, or when completing practical work (in clinical, practicum, or lab settings), including but not limited to the following:

- Copying or attempting to copy the work of another during an assessment;
- Communicating work to another student during an examination;
- Using unauthorized aids, notes, or electronic devices or means during an examination;
- Unauthorized possession of an assessment or answer key; and/or,
- Submitting of a substantially similar assessment by two or more students, except in the case where such submission is specifically authorized by the instructor.

Fraud: Creation or use of falsified documents.

Misuse or misrepresentation of sources: Presenting source material in such a way as to distort its original purpose or implication(s); misattributing words, ideas, etc. to someone other than the original source; misrepresenting or manipulating research findings or data; and/or suppressing aspects of findings or data in order to present conclusions in a light other than the research, taken as a whole, would support.

Plagiarism: Presenting or submitting, as one's own work, the research, words, ideas, artistic imagery, arguments, calculations, illustrations, or diagrams of another person or persons without explicit or accurate citation or credit.

Self-Plagiarism: Submitting one's own work for credit in more than one course without the permission of the instructors, or re-submitting work, in whole or in part, for which credit has already been granted without permission of the instructors.

Prohibited Conduct: The following are examples of other conduct specifically prohibited:
- Taking unauthorized possession of the work of another student (for example, intercepting and removing such work from a photocopier or printer, or collecting the graded work of another student from a stack of papers);
- Falsifying one's own and/or other students' attendance in a course;
- Impersonating or allowing the impersonation of an individual;
- Modifying a graded assessment then submitting it for re-grading; or,
- Assisting or attempting to assist another person to commit any breach of academic integrity.

Sexual Violence and Misconduct

All Members of the University Community have the right to work, teach and study in an environment that is free from all forms of sexual violence and misconduct. Policy B401 defines sexual assault as follows:

> Sexual assault is any form of sexual contact that occurs without ongoing and freely given consent, including the threat of sexual contact without consent. Sexual assault can be committed by a stranger, someone known to the survivor or an intimate partner.

Safety and security at the University are a priority and any form of sexual violence and misconduct will not be tolerated or condoned. The University expects all Students and Members of the

University Community to abide by all laws and University policies, including B.401 Sexual Violence and Misconduct Policy and B.401.1 Sexual Violence and Misconduct Procedure (found on Policy page https://www.capilanou.ca/about-capu/governance/policies/)

Emergencies: Students are expected to familiarise themselves with the emergency policies where appropriate and the emergency procedures posted on the wall of the classroom.