

Tamkang University Academic Year 109, 2nd Semester Course Syllabus

Course Title	CONSUMER BEHAVIOR IN TOURISM	Instructor	GEE-CHIN HOU
Course Class	TQTXB2B DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 2B	Details	<ul style="list-style-type: none"> ◆ General Course ◆ Required ◆ One Semester
Relevance to SDGs	SDG9 Industry, Innovation, and Infrastructure		
Departmental Aim of Education			
To develop talented managers with international competitive advantage in the tourism industry.			
Subject Departmental core competences			
<ul style="list-style-type: none"> A. Ability to analyze and solve problems.(ratio:20.00) B. Ability to communicate in English.(ratio:30.00) C. Proper service and work attitude.(ratio:10.00) D. Tourism management knowledge.(ratio:20.00) E. Tourism management skills.(ratio:20.00) 			
Subject Schoolwide essential virtues			
<ul style="list-style-type: none"> 1. A global perspective. (ratio:20.00) 2. Information literacy. (ratio:20.00) 3. A vision for the future. (ratio:20.00) 5. Independent thinking. (ratio:20.00) 7. A spirit of teamwork and dedication. (ratio:20.00) 			

Course Introduction	<p>The course provides students with fundamental approach to tourism and hospitality consumer behavior research methodology and encourages students to apply what they learned within the context of the tourist industry. The major topics are key concepts in tourist behavior survey design, process of survey conduction, and utilization of research findings. Student teams will work with all kinds of travel organizations in Yilan County to do their authentic project, including create promotional media for the cooperating partners according to the results of their study.</p>
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The correspondences between the course's instructional objectives and the cognitive, affective, and psychomotor objectives.

Differentiate the various objective methods among the cognitive, affective and psychomotor domains of the course's instructional objectives.

- I. Cognitive : Emphasis upon the study of various kinds of knowledge in the cognition of the course's veracity, conception, procedures, outcomes, etc.
- II. Affective : Emphasis upon the study of various kinds of knowledge in the course's appeal, morals, attitude, conviction, values, etc.
- III. Psychomotor: Emphasis upon the study of the course's physical activity and technical manipulation.

No.	Teaching Objectives	objective methods
1	<p>Learners will be able to designing and conducting tourism consumer behavior survey and completing research report.</p> <p>Learners will be able to creating promotional media based on the results of the research.</p>	Cognitive

The correspondences of teaching objectives : core competences, essential virtues, teaching methods, and assessment

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	ABCDE	12357	Lecture, Discussion	Report(including oral and written), Project presentation

Course Schedule

Week	Date	Course Contents	Note
1	110/02/22 ~ 110/02/28	Course Introduction, requirements, and project group team up	
2	110/03/01 ~ 110/03/07	Main concepts in tourism consumer behavior; Models of tourism consumer behaviour	
3	110/03/08 ~ 110/03/14	Principles for tourism consumer behavior research design	

4	110/03/15 ~ 110/03/21	Data collection method, Questionnaire Design & sampling method	
5	110/03/22 ~ 110/03/28	Data collection	Research design and questionnaire development
6	110/03/29 ~ 110/04/04	Data analysis	
7	110/04/05 ~ 110/04/11	Drawing conclusion and making recommendation	Research Conduction plan
8	110/04/12 ~ 110/04/18	Reporting wrting	
9	110/04/19 ~ 110/04/25	Report presentation	
10	110/04/26 ~ 110/05/02	Midterm Exam Week	
11	110/05/03 ~ 110/05/09	Coperating project presentation	
12	110/05/10 ~ 110/05/16	Promotional Media production planning	Media production proposal presentation
13	110/05/17 ~ 110/05/23	Script writing, storyboarding, shotlist making	Scripting & production plan
14	110/05/24 ~ 110/05/30	Directing and on-location shooting	Footage review
15	110/05/31 ~ 110/06/06	Voice over recording, rough-cut editing	Rough-cut review
16	110/06/07 ~ 110/06/13	Post production	
17	110/06/14 ~ 110/06/20	Pilot test and revision	
18	110/06/21 ~ 110/06/27	Final Exam Week	
Requirement			
Teaching Facility	Computer, Other (video streaming devices)		
Textbooks and Teaching Materials	1. Susan Horner, etc., (2016) Routledge; 3rd ed. 2. Consumer behavior research in hospitality and tourism journals 3. 吳清津著 · (2019) · 旅遊消費者行為學 · 台北: 崧燁文化		
References			
Number of Assignment(s)	(Filled in by assignment instructor only)		
Grading Policy	◆ Attendance : 10.0 % ◆ Mark of Usual : % ◆ Midterm Exam : % ◆ Final Exam : % ◆ Other (assignment/quiz) : 90.0 %		

Note	<p>This syllabus may be uploaded at the website of Course Syllabus Management System at http://info.ais.tku.edu.tw/csp or through the link of Course Syllabus Upload posted on the home page of TKU Office of Academic Affairs at http://www.acad.tku.edu.tw/CS/main.php .</p> <p>※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</p>
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