

## Tamkang University Academic Year 112, 2nd Semester Course Syllabus

Course Title	CONSUMER BEHAVIOR IN TOURISM	Instructor	CHUANG, HSIU-HUI
Course Class	TRBXB2B DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 2B	Details	<ul style="list-style-type: none"> <li>◆ General Course</li> <li>◆ Required</li> <li>◆ One Semester</li> </ul>
Relevance to SDGs	SDG9 Industry, Innovation, and Infrastructure SDG10 Reducing inequalities SDG16 Peace, justice and strong institutions SDG17 Partnerships for the goals		
Departmental Aim of Education			
To develop talented managers with international competitive advantage in the tourism industry.			
Subject Departmental core competences			
A. Ability to analyze and solve problems.(ratio:30.00) B. Ability to communicate in English.(ratio:25.00) C. Proper service and work attitude.(ratio:5.00) D. Tourism management knowledge.(ratio:20.00) E. Tourism management skills.(ratio:20.00)			
Subject Schoolwide essential virtues			
1. A global perspective. (ratio:20.00) 2. Information literacy. (ratio:10.00) 3. A vision for the future. (ratio:10.00) 4. Moral integrity. (ratio:10.00) 5. Independent thinking. (ratio:20.00) 6. A cheerful attitude and healthy lifestyle. (ratio:5.00) 7. A spirit of teamwork and dedication. (ratio:20.00) 8. A sense of aesthetic appreciation. (ratio:5.00)			

Course Introduction	This course will provide an overview of consumer behavior theoretically, and the application in tourism field. Based on the theories, students will learn how to apply it in the real world practically.
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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	Students will have the opportunity to do some practical practices of consumer behavior(CB). The objectives of this course by the end of this semester for a student to be able to: <ol style="list-style-type: none"> <li>1. understand and describe CB application (lectures).</li> <li>2. understand how it has been implemented in various organizations and what does it take to ensure a successful implementation (case studies).</li> <li>3. understand how to implement CB for a tourism business (presentations).</li> </ol>	Cognitive

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

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	ABCDE	12345678	Lecture, Discussion, Experience	Testing, Study Assignments, Discussion(including classroom and online), Report(including oral and written), Activity Participation

Course Schedule			
Week	Date	Course Contents	Note
1	113/02/19 ~ 113/02/25	Course introduction	
2	113/02/26 ~ 113/03/03	Introduction to consumer behavior	
3	113/03/04 ~ 113/03/10	Perception	
4	113/03/11 ~ 113/03/17	Learning & memory	
5	113/03/18 ~ 113/03/24	The self: mind, gender and body	
6	113/03/25 ~ 113/03/31	Personality, lifestyles, and values	
7	113/04/01 ~ 113/04/07	Attitudes and persuasive communications	
8	113/04/08 ~ 113/04/14	Guest speech	
9	113/04/15 ~ 113/04/21	Midterm Exam Week	
10	113/04/22 ~ 113/04/28	Decision making / Buying, using and disposing	
11	113/04/29 ~ 113/05/05	Group influences and social media	
12	113/05/06 ~ 113/05/12	Field trip	
13	113/05/13 ~ 113/05/19	Income and social class	
14	113/05/20 ~ 113/05/26	Subcultures	
15	113/05/27 ~ 113/06/02	Culture	
16	113/06/03 ~ 113/06/09	Presentation	
17	113/06/10 ~ 113/06/16	Final Exam Week (Date:113/6/11-113/6/17)	
18	113/06/17 ~ 113/06/23	Flex week, learning activities should be arranged. (Online)	
Key capabilities		self-directed learning Problem solving	
Interdisciplinary			

Distinctive teaching	
Course Content	Logical Thinking
Requirement	If a student's class absence reaches one-third of the total class hours (in a semester) for this course, the course instructor will notify the Office of Academic Affairs, and the student will not be allowed to take part in the remaining course examinations and will receive a semester grade (for this course) of zero.
Textbooks and Teaching Materials	Self-made teaching materials: Handouts, Worksheets Using teaching materials from other writers: Textbooks, Handouts, Videos
References	
Grading Policy	<ul style="list-style-type: none"> <li>◆ Attendance : 15.0 %</li> <li>◆ Mark of Usual : 10.0 %</li> <li>◆ Midterm Exam : 25.0 %</li> <li>◆ Final Exam : 25.0 %</li> <li>◆ Other (quizzes &amp; assignment) : 25.0 %</li> </ul>
Note	<p>This syllabus may be uploaded at the website of Course Syllabus Management System at <a href="http://info.ais.tku.edu.tw/csp">http://info.ais.tku.edu.tw/csp</a> or through the link of Course Syllabus Upload posted on the home page of TKU Office of Academic Affairs at <a href="http://www.acad.tku.edu.tw/CS/main.php">http://www.acad.tku.edu.tw/CS/main.php</a>.</p> <p><b>※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</b></p>