



Course description

COURSE DESCRIPTION		
Course instructor	Dina Lončarić, PhD, Associate professor	
Name of the course	Consumer Behaviour	
Study programme	Graduate studies "Tourism Management"	
Status of the course	Compulsory	
Year of study	1 st	
ECTS credits and manner of instruction	ECTS credits	6 ECTS
	Number of class hours (L+E+S)	60 (30+0+30)
1. Course objectives		
<p>Consumer behaviour is one of the most important areas of marketing, because knowing the needs and wants of consumer and achieving consumer satisfaction are primary factors of effective marketing strategies in the performance of diverse businesses, including tourism enterprises. Accordingly, the basic course objectives are:</p> <ul style="list-style-type: none">– to teach students the concept and importance of consumer behaviour– to enable students to master the knowledge needed to understand consumer behaviour in a variety of buying situations by helping students to acquire specific knowledge about business-to-consumer (B2C) markets and business-to-business (B2B) markets, models of consumer behaviour, and the factors that affect consumer behaviour and the buying decision process– applying the acquired theoretical knowledge to a concrete marketing context in tourism		
2. Course enrolment requirements		
None.		
3. Expected learning outcomes		
<p>After passing the course examination, students should be able to:</p> <ul style="list-style-type: none">– correctly explain the concept of consumer behaviour– explain and interpret the importance of consumer behaviour in the effectiveness of marketing– distinguish between B2C markets and B2B markets– describe the specific traits of the tourist market– describe the process of researching consumer behaviour– describe and compare consumer behaviour models on B2C markets and B2B markets– identify the factors influencing consumer behaviour and describe their impact on making buying decisions on the B2C market and the B2B market– distinguish and describe the buying decision process on the B2C market and the B2B market– explain contemporary trends on the B2B market and their influence on the B2B buying decision process– analyse, make a case for, describe and interpret the types of consumer behaviour by implementing the acquired theoretical knowledge to concrete situations on the tourist market		
4. Course content		
<p>The concept and field of consumer behaviour. The characteristics of the B2C market and the specific traits of the tourist market. Researching consumer behaviour. Consumer behaviour models on the B2C market. The influence of the environment on consumer behaviour. Psychological factors and consumer behaviour. Consumer behaviour and personal characteristics. The B2C buying decision process. The characteristics of the B2B market and the specific traits of business consumption in tourism. The impact of factors on B2B</p>		



consumer behaviour. Behaviour models and the B2B buying process. Contemporary trends on the B2B market and B2B consumer behaviour.

5. Manner of instruction	X lectures	X individual assignments
	X seminars and workshops <input type="checkbox"/> exercises <input type="checkbox"/> distance learning <input type="checkbox"/> fieldwork	<input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input type="checkbox"/> mentorship <input type="checkbox"/> other

6. Comments

7. Student responsibilities

Class attendance and accomplishment of teaching duties.

8. Monitoring of student work¹

Class attendance	2,4	Class participation		Seminar paper	0,5	Experimental work	
Written exam	1,1	Oral exam		Essay		Research	0,3
Project		Continuous assessment	1,7	Report		Practical work	
Portfolio							

9. Assessment of learning outcomes in class and at the final exam (procedure and examples)

Assessment and evaluation of students in classes and at the final exam is conducted under the Rulebook on evaluation of students at the Faculty of tourism and hospitality management. For each course it is made a detailed course syllabus which coordinates activities, student load, learning outcomes and evaluation methods.

10. Mandatory literature (at the time of submission of study programme proposal)

1. Grbac, B., Lončarić, D.: Ponašanje potrošača na tržištu krajnje i poslovne potrošnje – osobitosti, reakcije, izazovi, ograničenja, Sveučilište u Rijeci, Ekonomski fakultet Rijeka, Rijeka, 2010.
2. Kotler, Ph., Bowen, J.T., Makens, J.C.: Marketing u ugostiteljstvu, hotelijerstvu i turizmu, MATE & Zagrebačka škola ekonomije i managementa, Zagreb, 2010.

11. Optional/additional literature (at the time of submission of the study programme proposal)

1. Kesić, T.: Ponašanje potrošača, II. izmjenjeno i dopunjeno izdanje, Opinio d.o.o., Zagreb, 2006.
2. Swarbrooke, J., Horner, S.: Consumer Behaviour in Tourism, Second Edition, Butterworth-Heinemann, 2006.
3. Williams, A.: Understanding the Hospitality Consumer (Hospitality, Leisure and Tourism), 1st edition, Butterworth-Heinemann, 2003.

12. Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences

The quality of the programme, teaching process, teaching skills and level of acquired course matter will be evaluated in writing, by means of extensive questionnaires and by employing other methods that are in accordance with the accepted standards and with the Book of regulations on the quality of the University of Rijeka, as well as the Book of regulations on the quality of the Faculty of tourism and hospitality management.

¹ IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.