



Course Syllabus:

Tourism Studies, Advances in tourism consumer behaviour, 7,5 credits

General data

Code	TUR006F
Subject/Main field	Tourism Studies
Cycle	Third cycle
Credits	7.50
Progressive specialisation	First cycle, has only upper-secondary level entry requirements
Answerable department	Faculty of Human Sciences
Established	2016-11-11
Date of change	2017-04-03
Version valid from	2017-03-31

Aim

This course aims to provide perspectives that address such fragmentation of consumer behaviour in tourism as well as address proposed future research agendas. The course considers both behavioural and attitudinal aspects of tourists as consumers as well as tourists's mobility preferences. Understanding the key concepts of consumer behaviour relating to tourism is important, especially since shifts in society continues to rapidly change and thereby influence these very concepts. Also, understanding key concepts of consumer behaviour in tourism is important because contexts keep changing as new types of tourism emerge. As such, consumer behaviour in tourism is important in the overall tourism studies discipline. A focal point of this course is to use state-of-the art research from various research areas in order to discuss key concepts, influences and contexts in contemporary consumer behaviour based on the specific characteristics of tourism. Emphasis is placed on influences on consumer behaviour in tourism and research contexts but the course also introduces some current key concepts that are seen as important in published research. Methodological perspectives are also addressed throughout the course.

Course objectives

After completing this course the student is expected to:

- Understand key consumer behaviour theories and be able to apply them to the study of tourism.
- Be in a position to critically analyze the concepts, influences and contexts of consumer behaviour in tourism
- Be in a position to anticipate the effects of changes in influences and contexts of consumer behaviour in tourism
- Critically assess, evaluate and propose research ideas and disciplinary traditions within consumer behaviour in tourism
- Have knowledge on and critically discuss methodologies applied in consumer behaviour in tourism
- Appropriately synthesise and integrate their ongoing PhD thesis into the broader literature on consumer behaviour in tourism.
- Be able to present their research in oral and written forms as well as review and comment other peoples contributions in the course

Content

Consumer behaviour has a long tradition in tourism research with the terms travel behaviour or tourist behaviour typically used to describe this area of inquiry. Research in tourism consumer behaviour involves studying concepts (such as value, motivation, attitudes, perception, decision making and loyalty), influences (societal influences such as technology and generation changes as well as ethical consumption) and contexts (such as specific segments as well as group versus individual aspects) that link to the pre-visit, on-site and post-visit stages of a consumption process. However, research on consumer behaviour in tourism has been criticized in terms of limitations to advancing knowledge based on the pure application of standard concepts and measures from mainstream consumer behaviour literature (often from the marketing field). It has been suggested that research on consumer behaviour in tourism is fragmented due to 1) the replication of studies using main stream concepts not adapted to tourism, 2) although many studies have examined the same effect, due to their different contexts there is a lack of comparability and generalisation, 3) the dominance of quantitative approaches and few studies using longitudinal and/or holistic approaches. Also, it has been proposed that studies with hedonic and affective aspects are lacking in consumer behaviour in tourism research.

Entry requirements

To be admitted to the course the candidate should be enrolled in a postgraduate program. A candidate permanently employed at Mid Sweden University can be offered a place on postgraduate courses with vacancies, provided that requirements for eligibility and other conditions have been fulfilled and that the person participates in the courses within the terms of his/her employment.

Selection rules and procedures

The selection process is in accordance with the Higher Education Ordinance and the local order of admission.

Teaching form

The course is taught over two separate periods and is structured into 4 parts; key influences, key concepts, key contexts, and methodology.

Presentations and discussions of student papers will be carried out in the second part of the course.

This course includes lectures and seminars, literature reading and student assignments. Lectures and seminars are used to support student learning beyond the course literature. In addition to the primary instructor/s a number of guest speakers are invited both from Mid Sweden University and from other institutions and countries. Students are expected to actively participate in lectures and seminars as well as read the course literature and submit assignments in due time.

Examination form

Students will be examined in two ways:

1. Each student has to give a short presentation on a topic to be determined in agreement with the main course instructor.
2. The main examination vehicle will be a research paper relating to each student's research and the manner in which it ties to the consumer behaviour in tourism discourse.

The research paper is the main examination and will be worth 80% of the grade. 20% are for the presentation and for active class discussion.

Course grades are provided as Pass or Fail.

Grading system

Fail (U) or Pass (G)

Course reading

Required literature

Author: Cohen, S. A., Prayag, G. and Moital M.
Article title: Consumer behaviour in tourism: concepts, influences and opportunities
Journal: Current Issues in Tourism
Year/Volume/nr/pages: 2014/17(10)/872-909

Author: Gnoth, J. and Matteucci X.
Article title: A phenomenological view of the behavioural tourism research literature.
Journal: International Journal of Culture, Tourism and Hospitality Research
Year/Volume/nr/pages: 2014/8(1)/3-21.

Author: Kozinets, R. V.
Title: Netnography - doing ethnographic research online
Edition: 2010

Author: Kumar Dixit, S.
Title: Handbook of consumer behaviour in hospitality and tourism.
Edition: 2017
Publisher: Routledge
Comment: (table of contents see next page)

Author: Mouthino, L.
Article title: Consumer behaviour in Tourism
Journal: European Journal of Marketing
Year/Volume/nr/pages: 1987/21(10)/ 5-44.

Key Readings:

Additional articles relating to each theme of the course will be added when the course schedule is established for each instance of the course.