

COURSE OUTLINE

(1) General information

FACULTY/SCHOOL	ECONOMIC, BUSINESS AND INTERNATIONAL STUDIES		
DEPARTMENT	TOURISM STUDIES		
LEVEL OF STUDY	UNDERGRADUATE		
COURSE UNIT CODE	TSK401	SEMESTER	4th
COURSE TITLE	CONSUMER BEHAVIOR AND PSYCHOLOGY IN TOURISM		
INDEPENDENT TEACHING ACTIVITIES <i>in case credits are awarded for separate components/parts of the course, e.g. in lectures, laboratory exercises, etc. If credits are awarded for the entire course, give the weekly teaching hours and the total credits</i>		WEEKLY TEACHING HOURS	CREDITS
Lectures		3	6
Add rows if necessary. The organization of teaching and the teaching methods used are described in detail under section 4			
COURSE TYPE <i>Background knowledge, Scientific expertise, General Knowledge, Skills Development</i>	SCIENTIFIC EXPERTISE		
PREREQUISITE COURSES:	NO		
LANGUAGE OF INSTRUCTION:	GREEK		
LANGUAGE OF EXAMINATION/ASSESSMENT:	GREEK		
THE COURSE IS OFFERED TO ERASMUS STUDENTS	YES		
COURSE WEBSITE (URL)	https://eclass.unipi.gr/courses/TOY113/		

(2) LEARNING OUTCOMES

Learning Outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate (certain) level, which students will acquire upon successful completion of the course, are described in detail.

It is necessary to consult:

APPENDIX A

- Description of the level of learning outcomes for each level of study, in accordance with the European Higher Education Qualifications' Framework.
- Descriptive indicators for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and

APPENDIX B

- Guidelines for writing Learning Outcomes

The course positions consumer psychology as a central pillar of strategic marketing by examining how understanding consumer behavior supports value creation, satisfaction, and loyalty—core drivers of organizational success in tourism marketing.

The course explores cultural, psychological, and demographic trends that influence consumer behavior in tourism decision-making.

A key focus is understanding motivations, perceptions, cultural norms, and personality traits that influence travel decisions. Case studies and theory-driven analysis support a deep dive into varied buyer behavior across global tourism contexts.

Students analyze customer decision journeys and post-purchase behaviors, forming a critical foundation for consumer-centered planning.

Through case studies and research assignments, students apply theoretical knowledge to identify and address customer satisfaction and complaint management strategies.

Upon successful completion of this essential course of the Tourism Studies curriculum, the student will be able to:

- **identify** the meaning and content of Consumer Behavior as an essential variable of Marketing in Tourism
- **distinguish** the different forms of tourist-consumer decisions and the corresponding degree of the tourist-consumer involvement in them.
- **acknowledge** the ways of creating and changing the tourists' attitudes, views and preferences.
- **appreciate** the role of culture in tourist consumer behavior
- **recognize** the stages of acceptance of an innovation, as well as the actions of tourists after the completion of a sale.

General Competences <i>Taking into consideration the general competences that students/graduates must acquire (as those are described in the Diploma Supplement and are mentioned below), at which of the following does the course attendance aim?</i>	
<i>Search for, analysis and synthesis of data and information by the use of appropriate technologies,</i>	<i>Project planning and management</i> <i>Respect for diversity and multiculturalism</i>
<i>Adapting to new situations</i>	<i>Environmental awareness</i>
<i>Decision-making</i>	<i>Social, professional and ethical responsibility and sensitivity to gender issues</i>
<i>Individual/Independent work</i>	<i>Critical thinking</i>
<i>Group/Team work</i>	<i>Development of free, creative and inductive thinking</i>
<i>Working in an international environment</i>
<i>Working in an interdisciplinary environment</i>	<i>(Other.....citizenship, spiritual freedom, social awareness, altruism etc.)</i>
<i>Introduction of innovative research</i>
Students upon completion of the course will have acquired the following general skills: <ul style="list-style-type: none"> • Collection, analysis and synthesis of data and information concerning Consumer Behavior in Tourism • Adaptation to the need to understand essential concepts of psychology and social psychology, applicable in the tourism industry. • Individual and team work/assignment. • Respect for diversity/multiculturalism, since the individuality of consumers is a key point of the course as well as of the entire philosophy of Marketing in general and Tourism in particular. • Exercise criticism and self-criticism. • Promoting free, creative and inductive thinking. 	

(3) COURSE CONTENT

This course concerns the introduction to Tourism Consumer Behavior as a field, mainly, of Tourism Marketing, but also of Behavioral Psychology.

The basic model of purchasing decision and behavior in Tourism is analyzed, as well as its variants, since they depend on the degree of the tourist-consumer involvement in the decision making.

The psychological motivations of tourists are presented, as well as the dimensions of their personality as structural elements of decision making.

The effects of the culture of consuming on consumer behavior, tourist-consumer demographics and the individualized perception of reality are analyzed.

Finally, basic consumer behaviors are analyzed, such as the acceptance of innovation, the loyalty of tourists, the behavior after the purchase, the processes of development and management of complaints, etc.

(4) TEACHING METHODS--ASSESSMENT

MODES OF DELIVERY <i>Face-to-face, in-class lecturing, distance teaching and distance learning etc.</i>	Face-to-face						
USE OF INFORMATION AND COMMUNICATION TECHNOLOGY <i>Use of ICT in teaching, Laboratory Education, Communication with students</i>	<p>Use of ICT in teaching:</p> <ul style="list-style-type: none">-Videos relevant to the module’s content (educative Videos, advertisements, short part of a movies or series free on the internet)- Podcasts (YouTube) relevant to the module’s content-The internet to search for information and to collect data for the relevant exercise/study (in-class or at home)-Voting Technology Applications (Google Forms, Survey Monkey) <p>Use of ICT in the Communication with students:</p> <table><tr><td></td><td></td></tr><tr><td>-Digital Platform of the module (e-class) for exchanging messages, uploading the module’s material, uploading relevant announcements, and submitting assignments, exercises, and case studies)</td><td></td></tr><tr><td>-E-mail exchange</td><td></td></tr></table>			-Digital Platform of the module (e-class) for exchanging messages, uploading the module’s material, uploading relevant announcements, and submitting assignments, exercises, and case studies)		-E-mail exchange	
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<p align="center">COURSE DESIGN</p> <p><i>Description of teaching techniques, practices and methods: Lectures, seminars, laboratory practice, fieldwork, study and analysis of</i></p>	<table> <tr> <th>Activity/Method</th><th>Semester workload</th></tr> <tr> <td>Lectures-Interactive Teaching</td><td>40</td></tr> <tr> <td>case studies, exercises</td><td>30</td></tr> </table>	Activity/Method	Semester workload	Lectures-Interactive Teaching	40	case studies, exercises	30		
Activity/Method	Semester workload								
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<p><i>bibliography, tutorials, Internship, Art Workshop, Interactive teaching, Educational visits, projects, Essay writing, Artistic creativity, etc.</i></p> <p><i>The study hours for each learning activity as well as the hours of self-directed study are given following the principles of the ECTS.</i></p>	<table> <tr> <td>Essay writing</td><td>30</td></tr> <tr> <td>Self-directed study of the relevant literature</td><td>48</td></tr> <tr> <td>Exams</td><td>2</td></tr> <tr> <td>Total</td><td>150</td></tr> </table>	Essay writing	30	Self-directed study of the relevant literature	48	Exams	2	Total	150
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<p align="center">STUDENT PERFORMANCE EVALUATION/ASSESSMENT METHODS</p> <p><i>Detailed description of the evaluation procedures:</i></p> <p><i>Language of evaluation, assessment methods, formative or summative (conclusive), multiple choice tests, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral exam, presentation, laboratory work, other.....etc.</i></p> <p><i>Specifically defined evaluation criteria are stated, as well as if and where they are accessible by the students.</i></p>	<ul style="list-style-type: none"> Language of evaluation: Greek <p>St Students are evaluated with a combination of formative and summative assessment. The final mark is awarded based on summative assessment – final written examination. The examination material is announced in class, on the e-class platform and in the module syllabus at the beginning of classes. The written assessment is composed of the following:</p> <ul style="list-style-type: none"> -Short answer questions -Open-ended questions -Problem solving <p>(Students are given the chance for their performance to be evaluated through oral-assessment, if the fulfil the criteria for disability students or students with special needs, and a written assessment is not possible for them or would be of a disadvantage to them. The relevant proof though needs to be submitted in advance of the examination).</p> <p>Even though the written examination is 100% of the final mark, the final mark could be improved (as described below) before the final assessment/examination. Students can be awarded bonus marks with the following task:</p> <ul style="list-style-type: none"> Written assignment/essay to be awarded up to 3 marks: Conducting, presenting and criticizing a short academic research - survey on a convenient sample of acquaintances, relatives and friends, on a topic of interest in the field of Tourism Consumer Behavior and Psychology. <p>Students get fully informed about their evaluation process throughout the year and provided with relevant assessment examples, in-class, via the module's online platform (e-class), by the module leader.</p>								

(5) SUGGESTED BIBLIOGRAPHY:

-Suggested bibliography:

1. «Consumer Behavior», Georgios Siomkos, Broken Hill Publications, Cyprus, Nicosia, 2020 (In Greek).
2. «Introduction in Marketing», P. Malliaris, 4th Ed., Stamouli Publications, 2012, Athens, (22768833) (In Greek).
3. «Tourism and Hospitality Marketing ». Ph. Kotler et al, Broken Hill Publications, Cyprus, Nicosia, 2019 (In Greek).

- Related academic Journals:

Journal of Consumer Research

Journal of Consumer Psychology

Psychology and Marketing

Advances in Consumer Research

Journal of Hospitality and Tourism Management

Journal of Destination Marketing & Management

Tourism Management Journal