



**Victoria University
of Bangladesh**

Tourism Behavior Management

**Course Profile
Fall 2016**

Level	Undergraduate
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Unit of Credit	Three(3)
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Duration:	36 Hours
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Course structure: Two lecture of 1.5 hours each per week

Kamrul Hasan Bhuiyan

Lecturer

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Text book:

- Consumer Behavior in Travel and Tourism
By- Abraham Pizam and Yoel Mansfeld

Course Objective:

The objective of the course is to equip students with different theoretical frameworks and field works to make them understood local and international consumer's behavior in the field of travel and tourism, which will enhance their knowledge regarding the consumer models, demographic characteristics, social influences and marketing implications.

Lecture	Chapter	Topic cover
Lecture 01	Chapter 01	Consumer Behavior Related to Tourism
Lecture 02	Chapter 01	Motivation with Tourist Typology
Lecture 03	Chapter 01	Models of consumer Behavior
Lecture 04	Chapter 02	Destination Selection and product Choice
Lecture 05	Chapter 02	Destination Selection and product Choice
Lecture 06	Chapter 04	Role of Image and Perceived constraints
Lecture 07		Case Study
Lecture 08	Chapter 05	Decision Making Process
Lecture 09	Chapter 05	Decision Making Process
Lecture 10	Chapter 05	Family Decision Making and Tourism Behaviours
Lecture 11	Chapter 05	Marketing Implication
Lecture 12		Case Study Based on Previous lecture
Mid Term Exam		
Lecture 13	Chapter 07	Consumer Decision Making and Pre purchase Information search
Lecture 14	Chapter 09	Package Tourism and Customer Loyalty
Lecture 15	Chapter 09	Travel Experiences and customer loyalty
Lecture 16	Chapter 09	Learning and development strategy
Lecture 17	Chapter 12	Tourism expectation formation
Lecture 18	Chapter 13	SERVQUAL
Lecture 19	Chapter 13	SERVQUAL
Lecture 20	Chapter 13	SERVQUAL
Lecture 21	Chapter 18	Cross cultural behavior
Lecture 22	Chapter 19	Developing Travel Lifestyle
Lecture 23		Case study
Lecture 24	A review class for the final Exam	
Final Examination		

Assessment for student

Assessment for the course will be based on-

Worksheet(Class Test, Class Percentage, Class participation and assignment)	25%
Presentation and report	15%
Mid Term Exam	20%
Final Exam	40%

The following Grading and point system will be followed:

Numerical Grade	Letter Grade		Grade Point
80% and above	A+	(A plus)	4.0
75% to less than 80%	A	(A regular)	3.75
70% to less than 75%	A-	(A minus)	3.5
65% to less than 70%	B+	(B plus)	3.25
60% to less than 65%	B	(B regular)	3.0
55% to less than 60%	B-	(B minus)	2.75
50% to less than 55%	C+	(C plus)	2.5
45% to less than 50%	C	(C regular)	2.25
40% to less than 45%	D	(D regular)	2.0
Less than 40%	F	(Fail)	0.0

Note 1: If letter grade I (Incomplete) is awarded to any student in any course ,it will indicate that he/she has attended the course but did not appear in the semester final examination .Letter W indicate withdrawn from the course .

Note 2: Assignment should be 1500-2000 words should at first be sent in the email attachment later by binding process .Presentation should be completed before one week of the semester final examination.