

Study program: Bachelor with Honours in Tourism			
The type and level of study: Bachelor			
Course Title: Tourism Consumer Behaviour and Protection (T205)			
Teacher: Lukrecija L. Djeri, PhD.			
Status: Elective			
ECTS: 5			
Requirements: None			
Learning objectives To understand the influences on the tourists' behaviour and what reactions should be provoked among tourists (domestic and foreign) in different segments and types of tourist travel. Students will gain knowledge about the consumer protection issues in tourism, as well as legal regulations, ethical and professional codes of practice which need to be applied to protect the tourism demand.			
Learning outcomes Students should develop general and subject-specific skills such as critical thinking, synthesis of various phenomena, and master the skills of academic analysis of the topical issue.			
Syllabus <i>Theoretical classes</i> Consumer behaviour in tourism (general overview of attitudes); interdisciplinarity of consumer behaviour in tourism; motivational process of potential tourists; classification of factors that influence the behaviour of potential tourists (geographic, demographic, sociological, psychological, economic, situational, etc.); Decision-making process of potential tourists; the choice of tourist destinations; models of consumer behaviour, protection of tourists in different segments of the travel and tourism by the different subjects the tourism industry (tour operators, carriers, Reception Services: accommodation, meals, additional activities). <i>Practical classes</i> Study and research work; Students identify and analyze the behaviour of tourists and the possibility of their protection in different situations through practical training (on site).			
Literature: 1. Đeri, L. (2013): Ponašanje i zaštita potrošača na turističkom tržištu, skripta, PMF, Departman za geografiju, turizam i hotelijerstvo, Novi Sad. 1. Ђери, Л (2009): Понашање потрошача на туристичком тржишту. Монографска публикација. Задужбина Андрејевић, Београд. 2. Ђери, Л. (2007): Истраживање понашања потенцијалних туриста при избору туристичке дестинације на примеру Бачке (докторска дисертација). ПМФ – Департман за географију, туризам и хотелијерство, Нови Сад. 3. Schiffman, L. G. Kanuk L. L. (2004): Ponašanje potrošača, Mate, Zagreb 4. Маричић, Б. (2002): Понашање потрошача. Савремена администрација, Београд. Закон о туризму, „Службени гласник РС“, бр. 45/05. 5. Кесић, Т. (1999): Понашање потрошача, Адецо, Загреб			
Weekly teaching load 4 (60)			Other classes: -
Lectures: 2	Exercises: 2	Other forms of teaching:	

Methods of teaching

- Field observations;
- A practical method of working tasks in tourism enterprises;
- Direct observation, the research interview, teaching interview, presentation, explanation, description.

Knowledge score (maximum points 100)**Pre obligations****points**activities during the teaching
methods

0-100