

<b>Study programme:</b> BAS Tourism		
<b>Subject:</b> Tourism consumer behaviour and protection (T205)		
<b>Teacher</b> <a href="#">dr Lukrecija L. Djeri</a> , associate professor		
<b>Status:</b> optional		
<b>ECTS:</b> 5		
<b>Requirements:</b>		
<b>Learning objectives</b> The goal of this course is to gain knowledge about what influences the behavior of tourists and what we want to provoke a reaction among the tourists (domestic and foreign) in different segments and types of tourist travel. The second part treats the subject of consumer protection issues in tourism, and so the aim is to familiarize students with legal regulations, ethical and professional codes of practice to be applied in order to protect the tourism demand.		
<b>Learning outcomes</b> Based on the present and approved the contents studied the issue, students should develop general and subject-specific skills: critical thinking, synthesis of various phenomena and the emergence of different levels of mastery of academic analysis of the treated problem.		
<b>Syllabus</b> <i>Theoretical classes</i> Consumer behavior in tourism (general overview of attitudes); interdisciplinarity of consumer behavior in tourism; motivational process of potential tourists; classification of factors that influence the behavior of potential tourists (geographic, demographic, sociological, psychological, economic, situational, etc..) Decision-making process of potential tourists the choice of tourist destinations; models of consumer behavior, 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 should through practical training (on the ground) identify and analyze the behavior of tourists, and the possibility of protection of tourists in different situations.		
Literature: <ol style="list-style-type: none"> <li>1. Peter, J., P. (2010): Consumer behavior and marketing strategy. McGraw Hill Higher Education; 9th Revised edition edition. ISBN-13:978-0071267816</li> <li>2. Solomon, M.R. (2014): Consumer Behavior: Buying, Having and Being. Pearson Education, Inc. Publishing as Brady/ Prentice Hall/ Addison Wesley.</li> </ol>		
<b>Weekly teaching load:</b>	<b>Lectures:</b>	<b>Exercises:</b>