



TQF.3

Bachelor's Degree

Master's Degree

Course Specification

Course Code : HHM2205

Course Title : Consumer Behavior in Hospitality Industry

Credits : 3 (3-0-6)

Program : Hotel and Hospitality Management International College
Suan Sunandha Rajabhat University
(SSRUIC)

Semester : 1 **Academic Year :** 2017

Section 1 General Information

1. Code and Course Title :

Course Code: HHM 2205
Course Title (English): Consumer Behavior in Hospitality Industry
Course Title (Thai): พฤติกรรมผู้บริโภคในอุตสาหกรรมบริการ

2. Credits : 3 (3-0-6)

3. Curriculum and Course Category :

3.1 Curriculum: Bachelor of Business Administration, Program in Tourism Management, International College.

3.2 Course Category:

General Education Required Course
 Elective Course Others

4. Lecturer Responsible for Course and Instructional Course

Lecturer (s) :

4.1 Lecturer Responsible for Course: Ms.Yanika Chuentako

4.2 Instructional Course Lecturer(s): None

5. Contact/Get in Touch

Room Number Tel. 092-745-5979 E-mail yanika.ch@ssru.ac.th

6. Semester/ Year of Study

6.1 Semester: 1 Year of Study 2017

6.2 Number of the students enrolled 1 class (14 students)

7. Pre-requisite Course (If any)

Course Code: None Course Title None

8. Co-requisite Course (If any)

Course Code: None Course Title None

9. Learning Location

Building: International College, Nakhon Pathom Education Center

Room Number: 407

Date: Friday, 09.00-12.00

10. Last Date for Preparing and Revising this Course:

Date 23rd Month August Year 2017

Section 2 Aims and Objectives

1. Course Aims

At the end of this course, the student will reach to five domains in the following areas of performance:

1.1 Morals and Ethics

- (1) Be aware of values and morality, ethics, generosity, integrity and honesty as well as be able to solve critical problems and disputes;
- (2) Have positive attitudes towards service careers;
- (3) Be able to lead and follow group members, work in team and be a role model for others; and
- (4) Have self-discipline, be punctual, responsibility to self, profession and society.

1.2 Knowledge

- (1) Have up-to-date knowledge in the management and operation of businesses in the hospitality industry both theories and practices widely, systematically and internationally;
- (2) Have integrated knowledge in other related disciplines; and
- (3) Have knowledge and understanding in research process and techniques which will be benefit in solving problems and adding up to the knowledge in the career.

1.3 Cognitive Skills

- (1) Be able to analyze the causes of problems and conflicts as well as be able to solve problems systematically and find out proper solutions to the problems;
- (2) Be able to apply both theoretical and practical knowledge into real-life problem; and
- (3) Be able to apply innovation and knowledge from other related academic fields in developing working skills.

1.4 Interpersonal Skills and Responsibility

- (1) Have responsibility for individual and group assignments as well as be able to help and facilitate others in solving problems; and
- (2) Be responsible for the improvement of self-academic learning and the profession continuously.

1.5 Numerical Analysis, Communication and Information Technology Skills

- (1) Be competent in foreign languages in listening, speaking, reading, writing and summarizing the main points effectively;
- (2) Be able to communicate with foreigners effectively in the appropriate contexts;
- (3) Be able to use technology to communicate and present effectively; and
- (4) Be able to apply statistical or mathematical knowledge in analyzing and interpreting the data.

2. Objectives for Developing / Revising Course (content / learning process / assessment / etc.)

This course should encourage students in analyze ideas for the development of sociological perspective in consumer behavior in Hospitality Industry. The characteristics of culture and Hospitality Consumer Behavior.

Section 3 Characteristics and Operation

1. Course Outline

(English) Definitions of consumers in hospitality industry, especially tourists, differences between consumers in hospitality industry and products, concepts and theories of consumer behavior, significance of studying consumer behavior, determinants, purchase decision-making process, motivations and experiences of consumers.

(Thai) นิยามของผู้บริโภคในอุตสาหกรรมบริการ โดยเฉพาะนักท่องเที่ยว ความแตกต่างระหว่างผู้บริโภคในอุตสาหกรรมบริการและผลิตภัณฑ์แนวความคิดและ ทฤษฎีพฤติกรรมผู้บริโภคความสำคัญของการศึกษาพฤติกรรมของผู้บริโภคปัจจัยการ ตัดสินใจซื้อกระบวนการแรงจูงใจและประสบการณ์ของผู้บริโภค

2. Time Length per Semester (Lecture – hours / Practice – hours / Self Study – hours)

Lecture (hours)	Remedial Class (hours)	Practice/ Field Work/ Internship (hours)	Self Study (hours)
45 hours	-	-	3

3. Time Length per Week for Individual Academic Consulting and Guidance

(The lecturer responsible for course identifies the information, for example, 1 hour / week)

3.1 Self consulting at the lecturer's office: Room Number 305 Building International College, International College (Nakhonpathom Education Centre/SSRU)

3.2 Consulting via office telephone/mobile phone: 092-745-5979

3.3 Consulting via E-Mail yanika.ch@ssru.ac.th

3.4 Consulting via Social Media (Facebook/Twitter/Line)

Line: [yanika.cee](https://www.line.me/tv/y/yanika.cee)

3.5 Consulting via Computer Network (Internet/Web board)

Teacher website: www.teacher.ssru.ac.th/yanika_ch

Section 4 Developing Student's Learning Outcomes

1. Morals and Ethics

1.1 Morals and Ethics to be developed

- (1) Be aware of values and morality, ethics, generosity, integrity and honesty as well as be able to solve critical problems and disputes;
- (2) Have positive attitudes towards service careers;
- (3) Be able to lead and follow group members, work in team and be a role model for others; and

1.2 Teaching Strategies

- (1) Provide examples on ethical and moral behavior in classroom such as the issue of plagiarism in doing assignments;
- (2) Provide case studies that explain ethics in careers in the hospitality industry; and
- (3) Be strict with classroom attendance and participation, classroom rules, students' uniform that have to be complied with the university rules and regulations.

1.3 Evaluation Strategies

- (1) Class attendance, class participation, and behavior in class;
- (2) On-time submission of report and assignments and their quality; and
- (3) Students' contribution on group assignments

2. Knowledge

2.1 Knowledge to be developed

- (1) Have up-to-date knowledge in the management and operation of businesses in the hospitality industry both theories and practices widely, systematically and internationally;
- (2) Have integrated knowledge in other related disciplines; and
- (3) Have knowledge and understanding in research process and techniques which will be benefit in solving problems and adding up to the knowledge in the career.

2.2 Teaching Strategies

- (1) Use problem-based learning;
- (2) Use cooperative learning techniques; and
- (3) Invite guest speakers who are experts in the field of hospitality management to give special lectures.

2.3 Evaluation Strategies

- (1) Quizzes
- (2) Midterm and final examination
- (3) Assignments

3. Cognitive Skills

4.2 Cognitive Skills to be developed

- (1) Be able to analyze the causes of problems and conflicts as well as be able to solve problems systematically and find out proper solutions to the problems;
- (2) Be able to apply both theoretical and practical knowledge into real-life problem; and
- (3) Be able to apply innovation and knowledge from other related academic fields in developing working skills.

4.3 Teaching Strategies

- (1) Problem-based learning
- (2) Cooperative learning techniques
- (3) Case studies
- (4) Invite guest speakers who are experts in the field of hospitality management to give special lectures.

4.4 Evaluation Strategies

- (1) Quizzes
- (2) Midterm and final examination
- (3) Assignments

4. Interpersonal Skills and Responsibilities

4.1 Interpersonal Skills and Responsibilities to be developed

- (1) Have responsibility for individual and group assignments as well as be able to help and facilitate others in solving problems; and
- (2) Be responsible for the improvement of self-academic learning and the profession continuously.

4.2 Teaching Strategies

- (1) Group assignments
- (2) Use cooperative learning techniques
- (3) Field trips

4.3 Evaluation Strategies

- (1) Students' contribution and behavior in group assignments; and
- (2) Class presentation

5. Numerical Analysis, Communication and Information Technology Skills

5.1 Numerical Analysis, Communication and Information Technology to be developed

- (1) Be competent in foreign languages in listening, speaking, reading, writing and summarizing the main points effectively;
- (2) Be able to communicate with foreigners effectively in the appropriate contexts;
- (3) Be able to use technology to communicate and present effectively; and
- (4) Be able to apply statistical or mathematical knowledge in analyzing and interpreting the data.

5.2 Teaching Strategies

- (1) Provide assignments that require students to use numerical analysis skills and knowledge;
- (2) Provide assignments that require students to use information technology skills and knowledge;
- (3) Use e-learning;
- (4) Use group discussions ; and
- (5) Use presentation

5.3 Evaluation Strategies

- (1) Assignments;
- (2) Presentation; and
- (3) Observe from students' use of English and/or other language in discussing with other students and lecturers as well as in presenting in front of the class.

Remark: Symbol ● means ‘major responsibility’

Symbol ○ means ‘minor responsibility’

No symbol means ‘no responsibility’

The above symbols were shown in ‘Curriculum Mapping’ of TQF 2.

(Program Specification)

Section 5 Lesson Plan and Assessment

1. Lesson Plan

Week	Topic/Outline	Periods	Learning Activities and Medias	Lecturer(s)
1	<p>Topic 1: An Introduction to the consumption of Hospitality Service</p> <ul style="list-style-type: none"> • Contemporary Hospitality • Consumer VS. Customers • The Value of theory in researching consumer behavior in Hospitality • The development of consumer behavior research • Three broad approaches to consumption 	3 hrs	<ul style="list-style-type: none"> • Pre-test • Direct instruction • E- learning 	Ms. Yanika
2	<p>Topic 2: Consuming Hospitality as Services</p> <ul style="list-style-type: none"> • Hospitality as Service • The Nature of Products, Goods and Services • Good VS. Service • Characteristics of Services • Dimension on consumer behavior 	3 hrs	<ul style="list-style-type: none"> • PBL • Direct instruction • Case study discussion • Exercise • E- learning 	Ms. Yanika
3	<p>Topic 3: Motivations</p> <ul style="list-style-type: none"> • The Number and Range of Motivators • The Motivation Scale • Motivators and The Individual Hospitality Guest • What is motivation? • Type of Motivation • The myth of rational decision-making 	3 hrs	<ul style="list-style-type: none"> • PBL • Direct instruction • Case study discussion • Exercise • E- learning 	Ms. Yanika
4	<p>Topic 4: Determinants</p> <ul style="list-style-type: none"> • Personal Determinant 	3 hrs	<ul style="list-style-type: none"> • PBL • Direct instruction 	Ms. Yanika

	<ul style="list-style-type: none"> • External Determinant • Personality and Lifestyles Determinants • The determinants of group • The role of unforeseen circumstances and opportunism 		<ul style="list-style-type: none"> • Case study discussion • Exercise • E- learning 	
5	Topic 5: Market Research <ul style="list-style-type: none"> • Marketing Research • Function • Qualitative and Quantitative Data Requirements • Benefits • Current Weakness in Research • The Future of Research 	3 hrs	<ul style="list-style-type: none"> • PBL • Direct instruction • Case study discussion • Exercise • E- learning 	Ms. Yanika
6	Topic 6: The influence of reference groups on Hospitality consumers <ul style="list-style-type: none"> • Reference Group • Categories of reference groups • Demographic Segmentation • Type of Influence exerted by Reference Group 	3 hrs	<ul style="list-style-type: none"> • PBL • Direct instruction • Case study discussion • Exercise • E- learning 	Ms. Yanika
7	Topic 7: Social & Cultural Influences on Hospitality Consumers <ul style="list-style-type: none"> • Introduction to environmental aspects of Hospitality Consumption • The development of sociological perspective in consumer behavior • The impact of culture on hospitality consumption 	3 hrs	<ul style="list-style-type: none"> • PBL • Direct instruction • E- learning • Midterm review 	Ms. Yanika
8	Midterm Examination			Ms. Yanika
9	Topic 7: Social & Cultural Influences on Hospitality Consumers <ul style="list-style-type: none"> • The characteristics of culture 	3 hrs	<ul style="list-style-type: none"> • PBL • Direct instruction • Case study discussion 	Ms. Yanika

	<ul style="list-style-type: none"> • Culture and Hospitality Consumer Behavior • Five Symbol roles of products that reflected cultural values • Hospital Consumption as ritual • The influence of subcultures • The influence of social class and status 		<ul style="list-style-type: none"> • Exercise • E- learning 	
10	Self-Study: Greet Hofstede	3 hrs	<ul style="list-style-type: none"> • Self-Study 	Ms. Yanika
11	Topic 8: The End of Marketing Concept <ul style="list-style-type: none"> • The Evolution of The Marketing Concept • What is marketing • Product Oriented Era • Market Segmentation Useful Segmentation 	3 hrs	<ul style="list-style-type: none"> • PBL • Direct instruction • Case study discussion • Exercise • E- learning 	Ms. Yanika
12	Topic 9: Consumer Decision – Making Process in Hospitality <ul style="list-style-type: none"> • The information Search Stage • Evaluation of Alternative 	3 hrs	<ul style="list-style-type: none"> • PBL • Direct instruction • Exercise • E- learning 	Ms. Yanika
13	Topic 10: The Nature of Demand in Different Segments of the Tourism Market <ul style="list-style-type: none"> • The Family Market • Hedonistic Market • The Backpacker Market • The Snowbird Market • The Short-Break Market 	6 hrs	<ul style="list-style-type: none"> • PBL • Direct instruction • Case study discussion • Exercise • E- learning 	Ms. Yanika
14	Topic 11: Researching behaviors: Marketing research	6 hrs	<ul style="list-style-type: none"> • Direct instruction • Case study discussion 	Ms. Yanika
15	Topic 12: The Emergence of New Markets and Changes in Tourist Demand <ul style="list-style-type: none"> • The Hospitality Market Worldwide • The all inclusive Hospitality Concept • The International Hospitality 	6 hrs	<ul style="list-style-type: none"> • PBL • Direct instruction • Case study discussion • Exercise • E- learning 	Ms. Yanika

	Market		
16	Final Examination		Ms. Yanika

2. Learning Assessment Plan

	Learning Outcome	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
1	<p>Morals and Ethics</p> <p>(1) Be aware of values and morality, ethics, generosity, integrity and honesty as well as be able to solve critical problems and disputes;</p> <p>(2) Have positive attitudes towards service careers;</p> <p>(3) Be able to lead and follow group members, work in team and be a role model for others; and</p> <p>(4) Have self-discipline, be punctual, responsibility to self, profession and society.</p>	Attendance criteria	Throughout the semester	10 %
2	<p>Knowledge</p> <p>(1) Have up-to-date knowledge in the management and operation of businesses in the hospitality industry both theories and practices widely, systematically and internationally;</p> <p>(2) Have integrated knowledge in other related disciplines; and</p> <p>(3) Have knowledge and</p>	Midterm & Final Examination	1) Week 8 2) Week 16	25 % 30 %

	<p>understanding in research process and techniques which will be benefit in solving problems and adding up to the knowledge in the career.</p>			
3	<p>Cognitive Skills (1) Be able to analyze the causes of problems and conflicts as well as be able to solve problems systematically and find out proper solutions to the problems; (2) Be able to apply both theoretical and practical knowledge into real-life problem; and (3) Be able to apply innovation and knowledge from other related academic fields in developing working skills.</p>	<p>Assignments/ Reports</p>	<p>Throughout the semester</p>	<p>20%</p>
4	<p>Interpersonal Skills and Responsibilities (1) Have responsibility for individual and group assignments as well as be able to help and facilitate others in solving problems; and (2) Be responsible for the improvement of self-academic learning and the profession continuously.</p>	<p>Group work</p>	<p>Throughout the semester</p>	<p>10 %</p>
5	<p>Numerical Analysis, Communication and Information</p>			

<p>Technology Skills</p> <p>(1) Be competent in foreign languages in listening, speaking, reading, writing and summarizing the main points effectively;</p> <p>(2) Be able to communicate with foreigners effectively in the appropriate contexts;</p> <p>(3) Be able to use technology to communicate and present effectively; and</p> <p>(4) Be able to apply statistical or mathematical knowledge in analyzing and interpreting the data.</p>	E-Learning	Throughout the semester	5%
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Section 6 Learning and Teaching Resources

1. Textbook and Main Documents

Schiffman, L.G., & Wisenblit, J. (2015). *Consumer behavior*. Boston: Pearson.

2. Important Documents for Extra Study

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3. Suggestion Information (Printing Materials/Website/CD/Others)

(n.d.). Retrieved August 30, 2017,
from <https://etravelweek.com/imported/introduction-consumption-hospitality-services.html>

Section 7 Course Evaluation and Revising

1. Strategies for Course Evaluation by Students

1.1 Using survey questions to collect information from the students' opinions to improve the course and enhance the curriculum.

The topics include:

- (1) Content objectives
- (2) The instructional materials
- (3) The learning methods and assessment

1.2 Observing students' behavior in classroom.

1.3 Using students' suggestion during classroom.

2. Strategies for Course Evaluation by Lecturer

2.1 Lecturers team observes the class and discuss the results as follow:

- (1) The lecturer is well prepared for class sessions.
- (2) The lecturer answers questions carefully and completely.
- (3) The lecturer uses examples to make the materials easy to understand.
- (4) The lecturer stimulates interest in the course.
- (5) The lecturer made the course material interesting.
- (6) The lecturer is knowledgeable about the topics presented in this course.
- (7) The lecturer treats students respectfully.
- (8) The lecturer is fair dealing with students.
- (9) The lecturer makes students feel comfortable about asking questions.
- (10) Course assignments are interesting and stimulating.
- (11) The lecturer uses technology to enhance learning in the classroom.

2.2 The director/ head of program construct assessment items to evaluate four dimensions of lecturer's competencies: teaching skills, organization and presentation of materials, management of the learning environment, and teaching attitudes

3 Teaching Revision

Lecturer revises teaching/ learning process based on the results from the students' survey questions, the lecturer team's observation, and classroom research.

4 Feedback for Achievement Standards

International College Administrator Committee monitors the assessment process and grading.

5 Methodology and Planning for Course Review and Improvement

- 5.1 Revise and develop course structure and process every three years.
- 5.2 Assign different lecturers teach this course to enhance students' performance.

Curriculum Mapping Illustrating the Distribution of Program Standard Learning Outcomes to Course Level

Courses	1. Morals and Ethics			2. Knowledge			3. Cognitive Skills			4. Interpersonal Skills and Responsibility			5. Numerical Analysis, Communication and Information Technology Skills			6. Other Domain ie. Learning Management Skills		
	● Major Responsibility									○ Minor Responsibility								
Course Category: Tourism Major Course	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3
Course Code: HHM 2205 Course Title: Consumer Behavior in Hospitality Industry	○	●	○	●	○	○	○	●	○	●	○	○	●	○	○	○	○	○