

## Faculty of Higher Education

<b>Subject Code</b>	TOM609
<b>Subject Name</b>	Tourist Behaviour
<b>Credit points</b>	6
<b>Study Level</b>	Year 2
<b>Delivery mode</b>	On campus
<b>Location</b>	Melbourne
<b>Prerequisites</b>	None

<b>Subject Coordinator</b>
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<b>Subject Overview</b>	<p>In this subject the driving forces behind individual decisions to engage in tourism related activities will be explored, which include specific characteristics and motivations. Students will examine the theories of decision-making and the consequences of those decisions when a tourist is away from home including, individual behaviours and relationships with others. Studies will also focus on the implications of the socially constructed "tourist" on others and how this is managed within the industry. Key topics include: classic theories of motivation in tourism; market types, segmentation, global tourism flows and the forces shaping these; tourist decision making; the social role of tourists and behaviours away from home; researching the visitor.</p>
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<b>Learning Outcomes</b>	Evaluate approaches to defining visitor markets and motivations
	Distinguish between the key characteristics and behaviours of different tourist groups.
	Analyse the impact of key consumer behaviours on decision making in relation to tourism and hospitality products and services
	Develop management practices or interventions to address a range of tourist behaviours

<b>Assessments</b>	<b>Details</b>	<b>Weighting</b>
	Essay	25%
	Group Report (groups of three)	35%
	Examination	40%

<b>Graduate Attributes addressed in this subject</b>	Ethical and social understanding
	Systematic and coherent body of knowledge
	Cognitive skills to analyse and critique knowledge
	Communication skills