

# 國立高雄應用科技大學觀光管理系教學大綱

## Teaching plan

Course: 觀光餐旅消費行爲 Consumer Behaviors in Tourism and Hospitality  
 Class: 觀光管理系四觀二乙  
 Credit hour: two  
 Obligatory subject  
 Date: 201002 ~ 201006  
 Time: 0910 ~ 1200, Monday  
 Place: 恆春工商  
 Instructor: 李明聰助理教授 Ass. Prof. Ming-Tsung Lee  
 Instructor Office: Room South 308, Department of Tourism Management, National Kaohsiung University of Applied Sciences

Tel: 07-381-4526 Ex.7207  
 Fax: 07-383-8274  
 報告作業繳交: [教師教學檔案資源共享與學生學習成效評估平台](#) 140.127.113.194  
 Office hours: On-line personal webs  
 E-mail 1: [tsungo@gmail.com](mailto:tsungo@gmail.com)  
 E-mail 2: [ming0222@yahoo.com.tw](mailto:ming0222@yahoo.com.tw)  
 Skype: tsungo  
 Yahoo Messenger: [ming0222@yahoo.com.tw](mailto:ming0222@yahoo.com.tw)  
 Microsoft MSN: [tsungo@hotmail.com](mailto:tsungo@hotmail.com)  
 URL 1: [203.64.89.106](http://203.64.89.106)  
 URL 2: [www2.kuas.edu.tw/prof/tsungo/www](http://www2.kuas.edu.tw/prof/tsungo/www)

### **Reading Material:**

- Swarbrooke, J., & Horner, S. (2007). *Consumer behaviour in tourism* (2nd ed.). Oxford, England: Butterworth-Heinemann.
- Pizam, A., & Mansfeld, Y. (1999). *Consumer behavior in travel and tourism*. Hawork Hospitality.
- Mattila, A. S. (2004). Consumer behavior research in hospitality and tourism journals. *Hospitality Management*, 23, 449-457.
- Moutinho, L. 1987. Consumer behaviour in tourism. *European Journal of Marketing*, 21(10), 5-44.
- Williams, A. (2002). *Understanding the hospitality consumer*. Elsevier Butterworth-Heinemann.
- Hanna, N., & Wozniak, R. (2001). *Consumer behavior an applied approach*. Prentice Hall.
- 樓永堅、蔡東峻、潘志偉、別蓮蒂，2003，消費者行爲，國立空中大學。
- 林靈宏，1999，消費者行爲學，五南圖書。
- 榮泰生，1999，消費者行爲，五南圖書。
- 漆梅君，2001，透視消費者—消費行爲理論與應用，學富文化。
- 吳俊彥，2001，消費者行爲，高立圖書。

### **Sequent Reading Papers**

- Lalwani, A. K. (2002). Interpersonal orientation of spouses and household purchase decisions: The case of restaurants. *The Service Industries Journal*, 22(1), 184-200.
- Park, C. (2004). Efficient or enjoyable? Consumer values of eating-out and fast food restaurant consumption in Korea. *Hospitality Management*, 23, 87-94.
- Knight, A., & Warland, R. (2004). The relationship between sociodemographics and concern about food safety issues. *The Journal of Consumer Affairs*, 38(1), 107-120.
- Ness, M., Gorton, M., & Kuzenesof, S. (2002). The student food shopper, segmentation on the basis of attitudes to store features and shopping behaviour. *British Food Journal*, 104(7), 506-525.
- Tse, A. C. B. (2001). How much more are consumers willing to pay for a higher level of service? A preliminary survey. *The Journal of Services Marketing*, 15(1), 11-18.
- Clark, M. A., & Wood, R. C. (1998). Consumer loyalty in the restaurant industry: A preliminary exploration of the issues. *International Journal of Contemporary Hospitality Management*, 10(4), 139-144.
- Krystallis, A., Arvanitoyannis, I. S., & Kapirti, A. (2003). Investigating Greek consumers' attitudes towards low-fat food products: A segmentation study. *International Journal of Food Sciences and Nutrition*, 54(3), 219-233.

- Kaneko, N., & Chern, W. S. (2003). Consumer acceptance of genetically modified foods: A telephone survey. *Consumer Interests Annual*, 49, 1-13.
- Kivela, J., Reece, J., & Inbakaran, R. (1999). Consumer research in the restaurant environment. Part 2: research design and analytical methods. *International Journal of Contemporary Hospitality Management*, 11(6), 269-286.
- Laroche, M., Bergeron, J., & Barbaro-Forleo, G. (2001). Targeting consumers who are willing to pay more for environmental friendly products. *Journal of Consumer Marketing*, 18(6), 503-520.
- Moon, W., & Balasubramanian, S. K. (2003). Willingness to pay for non-biotech foods in the U.S. and U.K. *The Journal of Consumer Affairs*, 37(2), 317-339.
- Moschis, G., Curasi, C. F., & Bellenger, D. (2003). Restaurant-selection preferences of mature consumers. *Cornell Hotel and Restaurant Administration Quarterly*, August, 51-60.
- Rimal, A., Fletcher, S. M., McWatters, K. H., Misra, S. K., & Deodhar, S. (2001). Perception of food safety and changes in food consumption habits: a consumer analysis. *International Journal of Consumer Studies*, 25(1), 43-52.
- Wansink, B., Painter, J., & Ittersum, K. (2002). How descriptive menu labels influence attitudes and repatronage. *Advances in Consumer Research*, 29, 168-172.
- Williams, P. R. D., & Hammitt, J. K. (2000). A comparison of organic and conventional fresh produce buyers in the Boston area. *Risk Analysis*, 20(5), 735-746.

### 教學目標(Course Description)

使修讀學生瞭解觀光與餐旅相關產業之消費者行為發展趨勢，並透過課程教導、分組討論、專題研討等教學方式加深修讀學生對觀光與餐旅之消費者行為的認識。

### 教學計畫(Course Schedule)

Week	Topics	Date
1	Introduction	0222
2	Main concepts in consumer behavior, including models of consumer behavior adapted for tourism	0301
3	Motivators	0308
4	Determinants	0315
5	Models of the purchase decision-making process	0322
6	Typologies of tourist behavior and segmentation of the tourism market	0329
7	The global pattern of tourism demand	0405
8	National differences: domestic, outbound and inbound	0412
9	Midterm examination	0419
10	The nature of demand in different segments of the tourism market	0426
11	Consumer behavior and markets in the different sectors of tourism	0503
12	Researching tourist behavior: marketing research	0510
13	The marketing mix and tourist behavior	0517
14	The green tourist: myth or reality?	0524
15	Rise of the global/Euro tourist?	0531
16	The emergence of new markets and changes in tourist demand	0607
17	Quality and tourist satisfaction	0614
18	Final examination	0621

### 教學方法(Teaching Methods)

1. 課堂講解

2. 研究案例研討

3. 專題報告

4.分組討論

5.專題演講

**教學效果評量(Result grade)：**[老師決定全班不執行評量的項目，該項目分數(比率)依據其他有執行評量項目之原始比率，填補至其他有執行評量的項目中，使滿分維持 100 分，各項評量比率和維持 100 %。]

1.小考(10 %)

3.期末考(30 %)

2.期中考(30 %)

4.課程作業(30 %)

需要常常上老師網站教學課程公佈欄和教學平台瀏覽，課程相關的公告隨時更新！

上課攜帶英文字典