

## Liverpool John Moores University

Title: The Hospitality and Tourism Consumer  
Status: Definitive  
Code: **6073TEF** (119017)  
Version Start Date: 01-08-2016

Owning School/Faculty: Sports Studies, Leisure and Nutrition  
Teaching School/Faculty: Sports Studies, Leisure and Nutrition

Team	Leader
Martin Selby	Y

**Academic Level:** FHEQ6      **Credit Value:** 24      **Total Delivered Hours:** 48  
**Total Learning Hours:** 240      **Private Study:** 192

### Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	20
Seminar	20
Workshop	8

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	5000 Word Assignment	100	

### Aims

*The module aims to critically evaluate approaches to understanding the hospitality and tourism consumer and analyse strategies and practices designed to respond to their needs.*

### Learning Outcomes

After completing the module the student should be able to:

- 1 Critically evaluate and apply the theories and concepts underpinning consumer behaviour within hospitality and tourism contexts.
- 2 Analyse the needs and expectations of different hospitality consumers and develop appropriate processes and services.
- 3 Analyse the quality of the service encounter and its impact on the hospitality / tourism consumer and the service provider.

### **Learning Outcomes of Assessments**

The assessment item list is assessed via the learning outcomes listed:

Report	1	2	3
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### **Outline Syllabus**

*This module will address issues associated with consumer behavior in the context of hospitality and tourism organizations. Students will engage with and critically evaluate consumer behaviour models and experiential research relating to consumers. Students will be encouraged to apply theories of consumer behaviour and research in order to analyse the needs and expectations of specific market segments in the hospitality and tourism sectors. The module will also address the evaluation of the service encounter and the analysis of service quality. The syllabus will include an evaluation of the components of service quality, specific quality systems, and strategies for improving the service encounter.*

### **Learning Activities**

The module uses a combination of lectures, seminars and workshops. Key material is presented through lectures. However, much of the learning experience is participatory, with small group discussions, exercises and case studies. Learning is student-centred, facilitating a critical engagement with prescribed reading.

### **Notes**

Throughout the study of this module students will be able to identify the contribution of research into consumer behaviour and consumer psychology to the hospitality and tourism sectors, and of the implications for managing organisations in these sectors.