

# Teaching guide

## IDENTIFICATION DETAILS

Degree:	Gastronomy
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Field of Knowledge:	Science
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Faculty/School:	Legal and Business Science
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Course:	CONSUMER BEHAVIOR IN THE HOSPITALITY MANAGEMENT INDUSTRY
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Type:	Compulsory	ECTS credits:	3
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Year:	2	Code:	1439
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Teaching period:	Third semester
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Area:	Hotel and restaurant administration
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Module:	Discipline
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Teaching type:	Classroom-based
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Language:	English
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Total number of student study hours:	75
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Teaching staff	E-mail
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## SUBJECT DESCRIPTION

This course focuses on understanding, from a marketing science perspective, the key processes in consumer behavior and purchasing decisions and their implications in customer service strategy in the hospitality industry.

The course is divided into 3 blocks.

In the first part we introduce basic concepts and methodological tools for market research considering new realities and new strategies that arise in the new information society. We also make a small introduction to consumer behavior.

The second block deepens in the study of the theory of consumer behaviour. This is the core of the subject; psychological and sociological facts that determine human behaviour when acting as customers. Segmentation and the study of new profiles and trends in the hospitality industry are other cornerstones of this section. This part also recalls the need for companies to adapt to its customers.

Block number 3 explains the integration of consumer behaviour in business strategy and offers a broad explanation of customer behaviour knowledge in the hospitality industry.

## GOAL

The aim of this course is that students understand consumer behavior and decision-making processes when customers face a buying process. The content is oriented towards the hospitality (hotel and restaurant) industry. On a second stage the student should be able to implement the most suitable business strategy considering customer behaviour analysis.

The specific aims of the subject are:

Students must realize the importance of understanding and identifying customers' needs in order to successfully meet their wants and needs and ensure customer satisfaction and hence the companies' success.

Students should know that only by implementing a business strategy based on the identification of customer behaviour can their company be successful. This is especially true in the hospitality industry, by definition a more customer focussed industry.

Market research tools (to study and identify customer behaviour) in a IT environment are changing at enormous speed. Students should be aware of this changes and new trends. Only with an up-to-date approach to new trends in customer behaviour research and analysis can this field of knowledge be useful.

Students must understand the sociological and psychological background of the customer behaviour science - based on the study of human behaviour and decision making processes - and realize the complexity of this science. They must approach this subject with an open mind and a disposition to learn new ways of understanding the world that surrounds them.

## PRIOR KNOWLEDGE

The student should know the basics of marketing and the structure and functioning of the service companies (specifically in the field of the hotel and restaurant industry).

Specific subjects that should have been studied previously are:

Introduction to the Food and Hospitality Business Sector  
Fundamentals of Marketing

## COURSE SYLLABUS

This is the complete index of the course, clearly divided into 3 different blocks:

### PART I. PRELIMINARY CONSIDERATIONS. KEY TOPICS

#### UNIT 1 – THE IMPORTANCE OF INFORMATION GATHERING. MARKET RESEARCH

##### 1. INFORMATION GATHERING AND FORECASTING

##### 2. MARKET RESEARCH

###### 2.1 A SHORT INTRODUCTION TO MARKETING

###### 2.2 WHAT IS MARKETING RESEARCH

###### 2.3 CONSUMER BEHAVIOUR AND DECISION MAKING

##### 3. AIMS OF MARKET RESEARCH

##### 4. METHODS AND TOOLS USED IN MARKET RESEARCH. FROM QUESTIONNAIRES TO CRM AND BIG DATA

###### 4.1 CLASSICAL METHODS FOR MARKET RESEARCH

##### 5. APPENDIX. CASE STUDIES

#### UNIT 2 – TOWARDS A NEW ERA IN THE MARKETING BUSINESS. THE DIGITAL WORLD, KNOWLEDGE

## MANAGEMENT AND BUSINESS INTELLIGENCE. A METHODOLOGICAL BASIS

1. THE KNOWLEDGE SOCIETY: THE BATTLE FOR INFORMATION
  - 1.1 INFORMATION SOCIETY AND MARKET RESEARCH
2. NEW CONCEPTS AND NEW STRATEGIES IN BUSINESS
  - 2.1 THE P2P MODEL AND THE SHARING ECONOMY
  - 2.2 THE EXPERIENCE ECONOMY
3. CHANGES IN THE HOSPITALITY INDUSTRY: FROM TOURISM 2.0 TO THE NEW TOURISM 3.0 CONCEPT
4. BIG DATA
  - 4.1 IMPORTANCE OF BIG DATA
  - 4.2 DATA, INFORMATION AND KNOWLEDGE/INTELLIGENCE
  - 4.3 BIG DATA IN THE TOURISM AND LEISURE INDUSTRY
    - 4.3.1 The example of "Food genius"
5. MARKETING RESEARCH TOOLS IN THE NEW ERA
6. OTHER IMPORTANT CONCEPTS RELATED TO MARKETING AND CONSUMER BEHAVIOUR
  - 6.1 NEUROMARKETING
  - 6.2 RELATIONSHIP MARKETING
  - 6.3 SOCIAL MEDIA MARKETING
  - 6.4 THE 'SOLOMO' CONCEPT
  - 6.5 INTERNET OF THINGS

## UNIT 3 – SEGMENTATION IN THE HOSPITALITY INDUSTRY

1. SEGMENTATION, TARGETING AND POSITIONING
2. SEGMENTATION. DEFINITION AND PROCESS
  - 2.1 SEGMENTATION CRITERIA USED IN MARKET SEGMENTATION
  - 2.2 SEGMENTATION IN THE HOSPITALITY INDUSTRY
  - 2.3 BENEFITS OF MARKET SEGMENTATION
3. SEGMENTATION AND STRATEGIC OPTIONS
  - 3.1 MAIN FEATURES OF THE CHOSEN SEGMENT
4. TARGETING
5. POSITIONING

## PART II. CONSUMER BEHAVIOUR

### UNIT 4 – GETTING TO KNOW OUR CLIENTS

1. CONSUMER BEHAVIOUR. KEY FACTS
  - 1.1 THE BLACK BOX MODEL
2. STEPS IN THE BUYER DECISION-MAKING PROCESS
  - 2.1 ACTORS IN THE DECISION MAKING PROCESS
3. INTERNAL INFLUENCES IN THE BUYING PROCESS. CUSTOMERS' CHARACTERISTICS
  - 3.1 MOTIVATION
    - 3.1.1 Push motivations
    - 3.1.2 Pull motivations
  - 3.2 PERCEPTION
  - 3.3 LEARNING AND EXPERIENCE
  - 3.4 ATTITUDES
    - 3.4.1 Beliefs
    - 3.4.2 Affect
    - 3.4.3 Behavioral Intention
    - 3.4.4 Attitude change strategies
  - 3.5 PERSONAL FACTORS (PSICOGRAPHIC & DEMOGRAPHIC)
    - 3.5.1 Personality
    - 3.5.2 Lifestyle
4. EXTERNAL INFLUENCES THAT DETERMINE CONSUMER BEHAVIOUR
  - 4.1 MACROENVIRONMENT
    - 4.1.1 Demographic environment
    - 4.1.2 Political/legal framework
    - 4.1.3 Natural environment
    - 4.1.4 Technological environment
    - 4.1.5 Culture
  - 4.2 MICROENVIRONMENT
    - 4.2.1 Social class
    - 4.2.2 Groups of influence
    - 4.2.3 Family
    - 4.2.4 Situational conditions
    - 4.2.5 Other influences
5. CONSUMER BEHAVIOUR AND ONLINE SHOPPING

### UNIT 5 – NEW PROFILES AND NEW TRENDS IN THE HOSPITALITY INDUSTRY

1. CLASSIC PROFILES IN THE HOSPITALITY INDUSTRY
2. NEW PROFILES IN THE HOSPITALITY INDUSTRY
  - 2.1 SPECIFIC SEGMENTS IN THE RESTAURANT INDUSTRY
3. NEW TRENDS IN THE HOTEL AND RESTAURANT INDUSTRY
4. CLIENTS HAVE CHANGED. SO MUST COMPANIES AND BUSINESS

## PART III. APPLYING CUSTOMER BEHAVIOUR KNOWLEDGE

### UNIT 6 – INTEGRATING CONSUMER BEHAVIOUR IN THE BUSINESS STRATEGY

#### 1. APPLICATIONS OF CONSUMER BEHAVIOUR KNOWLEDGE

##### 1.1 SPECIFIC FIELDS WHERE CONSUMER BEHAVIOUR IS USED

##### 1.2 IMPLEMENTING A STRATEGY TO GATHER CONSUMER BEHAVIOUR DATA

#### 2. HOW CONSUMERS CHOOSE A HOTEL

#### 3. HOW DO RESTAURANTS USE PSYCHOLOGY AND CONSUMER BEHAVIOUR KNOWLEDGE

##### 2.1 SITUATIONAL INFLUENCES AND EATING HABITS

### APPENDIX 1. RESEARCH DISCOVERIES. FACTS REGARDING CONSUMER BEHAVIOUR IN RETAIL STORES

#### A.1 IMPULSE PURCHASING VS. UNPLANNED SHOPPING

#### A.2 THE 5 TYPE OF SHOPPERS

### APPENDIX 2. REAL TIME MARKETING

## EDUCATION ACTIVITIES

Lectures: presentation of topics by the teacher. The active participation of students both spontaneously and upon request of the teacher will be promoted. Debate, critical attitude and exposure of different point of views will also be stimulated. The student must have the leading role in the learning process.

Case discussions and problem-solving class sessions: Students will be faced with practical exercises to be solved independently or in groups, both in class or as an out of class activity. The professor will preferably act as a guide or advisor in the case resolution processes and final project.

Group work. Students are required to perform group works during the course. Students must develop the ability to work in groups and carry out if necessary investigation processes which together with the theory learned in class must secure knowledge in investigating and understanding customer behaviour and determine its importance in defining business strategy.

Tutorials: These consist of individual attention to students in order to review and clarify the issues presented in class and clarify any doubts that have arisen. It will also guide students on all elements of the learning process.

Videos. Through videos and other audiovisual materials it will be intended to facilitate the acquisition of knowledge, attitudes, skills and new abilities. The audiovisual material should complement the theoretical knowledge acquired during the course.

Article reading & discussion. To stay updated and knowing what's going in the "real world", it's essential to read on a daily basis latest news about the hospitality industry. Reading specialized magazines and newspapers are a must in this course.

The activities held to ensure the best academic training are:

PARTICIPATORY LESSONS

COOPERATIVE WORK IN REDUCED GROUPS

PROBLEM SOLVING LEARNING SYSTEMS.

TUTORIALS

INVESTIGATION ABOUT THE AREAS STUDIED.

## DISTRIBUTION OF WORK TIME

CLASSROOM-BASED ACTIVITY	INDEPENDENT STUDY/OUT-OF-CLASSROOM ACTIVITY
30 hours	45 hours

<p>-Classes include expository sessions and lectures. Students will be stimulated to participate in the classroom expressing opinions, discussing issues and deepening on the studied topics. 22h</p> <p>-Case discussions and problem-solving class sessions will be a cornerstone in this course, emphasizing in pupils' ability to solve individually or in groups the presented issues harnessing their creative capacity and critical thinking. 3h</p> <p>-Teamwork: Students will be stimulated to work in small teams to deepen knowledge on specific topics. 2h</p> <p>- Article discussion, extracted form professional magazines and newspapers. 1h</p> <p>- Exam tutorships. 2h</p>	<p>- Teamwork &amp; Final Project: A broad final group work will be requested related to any of the major subjects studied in the subject. 15h</p> <p>- Group work. A group work related to one of the topics learned in class should be carried out. 5h</p> <p>- Personal research &amp; survey. 5h</p> <p>- Theoretical and practical study: study of the contents of the program, both on a theoretical and practical basis. 15h</p> <p>- Reading articles and lectures about the issues presented during the course is a fundamental part of the course in order to obtain an up-to-date view of what is going on the real world regarding the hospitality industry. 5h</p>
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## SKILLS

### Basic Skills

Students must have demonstrated knowledge and understanding in an area of study that is founded on general secondary education. Moreover, the area of study is typically at a level that includes certain aspects implying knowledge at the forefront of its field of study, albeit supported by advanced textbooks

Students must be able to apply their knowledge to their work or vocation in a professional manner and possess skills that can typically be demonstrated by coming up with and sustaining arguments and solving problems within their field of study

Students must have the ability to gather and interpret relevant data (usually within their field of study) in order to make judgments that include reflections on pertinent social, scientific or ethical issues

Students must be able to convey information, ideas, problems and solutions to both an expert and non-expert audience

Students must have developed the learning skills needed to undertake further study with a high degree of independence

### General Skills

To adopt a personal and institutional ethical commitment in the workplace.

To develop professional skills such as humility in the workplace, consistency in practice, tidiness and discipline, objective self-criticism and the spirit of achievement.

To assume and be familiar with the principles of performing management duties at department, project and company level in the hotel and catering sectors.

To be able to apply the theory and knowledge acquired to real situations and practical actions.

To adopt an attitude of intellectual eagerness, scientific interest and the search for knowledge and truth in all professional and personal undertakings.

### Specific skills

To understand and know how to keep up to date on the current situation in the field of gastronomy: the needs, the market and the applications of the gastronomy, hotel and culinary arts sector.

To always consider the customer as the *raison d'être* of the company.

An ability to organise the commercial and promotional activities of the company, seeking quality as a customer's right and as a competitive advantage of marketing.

To develop inter-personal and group communication skills and understand the process of their application in the company and among its workforce, in general and functional management, departments and projects in the sector.

## LEARNING RESULTS

The student must understand in detail, identify and know the market research techniques and knowledge management issues in the hotel and restaurant business, fundamentally in the personal research process for the final project.

The student must effectively use the most appropriate techniques to generate useful information for decision-making in the field of customer service management. All activities – projects, case discussions, etc. - during this course will focus on the ability of converting theoretical knowledge in useful practical tools.

The student must identify internal and external influences affecting consumer behaviour, understand the purchasing decision process, consumer involvement in the buying decision and other key determinants of consumer behavior in the hospitality industry. Role play and the final project will require the practical use of this particular learning result.

The student must know how to relate and integrate knowledge on consumer behavior in the overall business strategy and specifically marketing strategy. Again, the second stage in the final project needs the implementation of this point to successfully complete the project.

The student must know, interpret and categorize new trends in consumer behavior and new realities affecting buying behaviour especially those determined by new information technologies. Classroom case discussions and exam will determine the degree of knowledge of these issues.

The student must identify the uses and applications of consumer behaviour in real cases in the hotel and restaurant industry. A second stage in the final project makes it mandatory to apply this ability.

The student should know how to apply the theory and knowledge acquired to reality situations. Case study and problem-solving classroom-based classes will evaluate this ability.

The student must develop interest and curiosity for knowledge and critical skills in current issues, especially in the area of new tourism marketing. All activities formally evaluated or not, will focus on pupil's interests and will be aware about current trends in the hospitality industry.

## LEARNING APPRAISAL SYSTEM

The student will never be allowed to pass the subject just by being successful in one exam.

Students of first enrollment

The evaluation criteria and the comparative weight (expressed in percentages) of each criteria is as follows:

Written or oral tests, essays, short-answer or multiple choice exams: Final exam. 70%

Daily activities and exercises and group work. 20%

Attendance and participation in classroom activities 10%

Continuous evaluation is a cornerstone of the appraisal system. Students' assessment will be carried out on a daily basis and all activities carried out either in the classroom or as part of an out-of-class activity is liable of being evaluated.

Participation will only be assessed positively when, according to the professor, the contribution is relevant, appropriate and produces a positive impact in the class.

If the student enters for resit exams, the assessment criteria will be the same as the assessment criteria determined during the course. This means: 20% of the mark will be made up of daily activities performed during the course and the mark of the group work, 10% will be obtained attending to participation in class criteria and the remaining 70% will be obtained from the result in the resit exam. The student will never be allowed to pass the subject just by being successful in one exam.

To succeed and pass the subject the student will need to get more than a 4 for both; theory and practice

Academic exemption or dispensation

The students that for a justified reason (health problems or any other important matter) and always with the agreement and the approval of the academic director cannot attend the programmed scheduled lessons will be marked just with the written theory exam and the practical work.

Papers presented at the request of the teacher: 30%

The final exam will be the same as for students in regular attendance: 70%

A student may obtain academic waiver in one or more subjects due to the following reasons: work, incompatibility of schedules, illness or other relevant issues, always prior request deemed by the 'Academic Coordination' office and always providing the documentation required for this purpose. Once granted the teachers concerned will be informed.

Students of second or subsequent enrollments.

The students of second or subsequent enrollments will have the two options mentioned before, it is mandatory to communicate the option chosen to the professor at the beginning of the semester. The student will not be able to pass the subject with just one assessment.

Extraordinary examinations.

In this case the assessment criteria applied will be the same as the two previous ones

Always remember the dates of the ordinary and extraordinary (resit) exams will be published on the web and can be consulted in the academic calendar.

## BIBLIOGRAPHY AND OTHER RESOURCES

### Basic

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De Borja, L., Casanovas, J.A. y Bosch, R. (2002). El Consumidor Turístico. Esic Editorial: Madrid.

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Philip T. Kotler, John T. Bowen, James Makens, Seyhmus Baloglu. (2016). Marketing for Hospitality and Tourism (7th Edition). Pearson.

William Winston, Dennis J Cahill (1997). How consumers pick a hotel. Strategic segmentation and target marketing. Routledge, NewYork

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Lindberg, K. y Johnson, R. L. (1997). Modeling resident attitudes toward tourism. Annals of Tourism Research, 24(2), 402-424

#### OTROS RECURSOS

Wikipedia

Material de formación en materia de comportamiento del consumidor y gestión de quejas de hoteles Intercontinental.

El impacto del big data en el turismo. Hosteltur.

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González Fernández, A. (2005). La segmentación del mercado turístico por estilos de vida: Una estrategia empresarial en auge Investigación y Marketing, Monográfico: Marketing turístico.87. 18-24.

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