

Teaching guide

IDENTIFICATION DETAILS

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

SUBJECT DESCRIPTION

This course focuses on the key processes of behavioural and purchasing decisions from a scientific marketing perspective, and their implications in customer service strategy in the hospitality industry. The course is divided into 3 blocks: In the first part, the course introduces basic concepts and methodologies for market research, considering a new reality and new strategies that have arisen in the new information society. It also provides an introduction into consumer behaviour. This first section will give students an understanding of the enormous implications of digital transformation and customer behaviour may be the area where companies are making the greatest investment, often the cornerstone of their business strategy. This is the case in the world's leading new companies: Google, Facebook, Amazon, etc.). The second block delves into the study of consumer behaviour theory. This is the core of the course; identifying the information, psychological and sociological data that determine human behaviour. Here the course will also deal with market segmentation and the study of new profiles and trends in the hospitality industry and the need for companies to adapt to their customers. Block 3 explains the integration of consumer behaviour into business strategy and provides an explanation of customer behaviour in the hotel industry. Once again, new technologies and digital transformation are considered for an understanding of new ways of doing business and how future trends will affect business strategy.

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.

To be able to analyse the meaning and basis of human dignity, the basic elements of mankind, the evolution of the different anthropologies over history and their practical implications on the sector.

DISTRIBUTION OF WORK TIME

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