

Human Behavior in Tourism I

Syllabus Number

SOP-201

Compulsory Elective
2 credit

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1. Course Description

Human behavior is one of the most interesting topics which receive scholarly attention from various other research areas. This course focuses on the studies of human behavior when they go travelling. The students will learn the following topics: choosing sightseeing as a leisure activity, tourist motivation and personality, typology of tourists, travel career pattern model, information and advertising which effects on tourist behavior, hospitality and consumer's behavior. The students will work on four small work to based on the lectures.