



AMITY UNIVERSITY

— UTTAR PRADESH —

COURSE CURRICULUM

Course Title: Tourist Psychology & Behavior

Course Code: TTA112

Credit Units: 3

Course Level: UG

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
2	1	-	-	3

Course Objectives:

- To familiarize the students with the perceptions, experiences
- To formulate and processes the making of a judgment on the behaviour of consumers, which will changes frequently over a period of time.

Pre-requisites: Nil

Course Contents/Syllabus:

Course Contents / Syllabus:	
1	Module I Descriptors/Topics
	Introduction to tourist behaviour
	Complexity of tourist behaviour, buying decision process; Research in tourist behaviour.
2	Module II Descriptors/Topics
	Tourist as an individual
	Tourist needs and motivation; Personality and tourist behaviour; Tourists; Perception, learning and attitudes – Concepts, process, important theories
3	Module III Descriptors/Topics
	Tourist as a Member of Society
	Influence of groups of tourist; Concepts of group, types of groups and applications of group concepts for marketer; Social class-concept, social classes in India; Application of social class concept to tourist behaviour, influence of

	Indian Culture on tourist behaviour- Concept and special features of Indian Culture	
4	Module IV Descriptors/Topics	
	Influences of Tourist Behaviour Opinion Leadership; Definition of innovation, government policies and tourist; Protection of tourist from Deceptive Practices. Consumer Protection Act (CPA).	20
5	Module V Descriptors/Topics	
	Future of Tourist Behaviour Quality and tourist satisfaction; the emergence of new markets and changes in tourism demand; green tourist	20

Student Learning Outcomes:

The Student will have a better comprehension about consumer/ tourist behavior and their purchasing patterns

Pedagogy for Course Delivery:

- Power point presentations
- case studies
- Discussions

Lab/ Practicals details, if applicable:NA

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	Total
100%	-	70

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Class Test	Home Assignment	Viva	Attendance	
Weightage (%)	15	5	5	5	70

Lab/ Practical/ Studio Assessment:

	Continuous Assessment/Internal Assessment				End Term Examination		
Components (Drop down)	NA						
Weightage (%)							

Text & References:

- Aggarwal, Surinder: Travel Agency Management, Communication India, New Delhi.

References:

- Kaul, RN.: Dynamics of Tourism – A Trilogy, Sterling Publishers, New Delhi.
- Nagar, Vishnu Dutt & Sudhakar, Principles & Problems of Indian Transport, Kailash Pustak Sadan, Gwalior.
- Nawab, A.W. Comparative Evolution of World Air Transport, National Publishing House, Delhi.
- Negi, Jagmohan, Tourism & Travel, Concept & Principles, Gitanjali Publishing House, New Delhi, 1990.
- Ram Acharya, Civil Aviation & Tourism Administration in India, National, New Delhi.
- Report of the National transport Policy Committee, Planning Commission, Govt. of India, New Delhi, 1980.
- Stratford, A.N. Air Transport Economics in the Supersonicera, Mc Millan, Bristol.
- The world of Travel, National Publishers (1997).
- 'The India' Travel Planners Cross Section Publication, New Delhi.
- Thomas, RS & P.B. Corbin, The Geography of Economic Activity, Mc Grow Hill, New York.
- William, Crook, Travels in India, Oriental Publishers, New Delhi.