

MICRO CREDENTIAL COURSE DETAILS

1. Name of Series

Stackable Credential (Upskills / Reskills / Development)

2. Name of Course

Understanding Tourist Behavior in the Era of Uncertainty

3. Synopsis of Course

Knowledge of tourist behavior plays an important role in tourism planning and marketing activities for tourism business managers. It analyzes the role of tourist consumer behavior and tourist typologies in globalization era. In addition, discussions on how knowledge of tourist behavior can be useful in developing, promoting and selling tourism products in an era of uncertainty.

4. For Whom?

- Hospitality and tourism-related Entrepreneurs
- Working professionals
- Teaching Staff
- Students
- General public

5. Course Outcomes

1. Underlying principles of tourist behavior
 - To understand the principles of consumer/tourist behavior.
2. Tourist behavior and trends
 - To identify various approaches to tourist motivations.
 - To apprehend how technology is changing tourist behavior.
 - To understand tourist' concerns for sustainability.
 - To be aware of specific tourist markets
3. Characteristics and factors influencing tourist behavior
 - To understand the factors that affect tourist choices.
 - To understand tourist characteristics.

4. Models of purchase decision-making process
 - To understand the need for market segmentation
5. Tourist buying decision process
 - To understand the decision-making processes
6. Marketing applications and strategies
 - To learn how to design experiences for tourists

6. Delivery Mode

Online Lecture, Online Workshop with discussions, real-life cases and tutorials.

Assessments via quizzes and final project/assignment.

7. Duration of Course

4 weeks' course

10 hours total STL per week

Cumulative learning 40 hours for the total course

8. Level of Course & Micro credential Credit Value

Nil/ Certificate Level (one credit)

9. Course Outline

Module 1: Underlying principles of tourist behavior

- Understanding the principles of consumer/tourist behavior
- Introduction to risk and uncertainty

Module 2: Tourist behavior and trends

- Understanding tourist behavior
- Modern technology affecting travel
- Tourists' concern on sustainability/green tourism
- New tourist markets

Module 3: Characteristics and factors influencing tourist behavior

- Consumption of tourism products by tourists
- Complexity of tourist choice
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Module 4: Models of purchase decision-making process

- How do consumers make decisions?
- Explicative Models for tourist behavior
- Tourist motivations to travel

Module 5: Tourist buying decision process

- Understanding the decision-making process
- Service delivery system approach

Module 6: Marketing applications and strategies

- Designing tourist experiences
 - Components of tourism experiences
 - Market segmentations
 - From market segmentation to target market

10. Course Fee

RM800 per participant (with assessment; transcript and certificate of attendance provided)

11. Trainer

Ms Rajesvare