

STRATEGIC CONSUMER BEHAVIOUR



John Swarbrooke

MODULE LEADER

John Swarbrooke is Director of CITouR, the Centre for International Tourism Research at Sheffield Hallam University in the UK. He is also a Fellow of the Royal Society for the Arts, Science and Manufacture in the UK. Since 1999, he has been Professeur Visitant at IMHI, Institut Management Hotelier International, in Paris. He is a founder and former Chair of ATLAS, the association of 280 universities worldwide teach and research tourism and hospitality. His eight books are bestsellers in the field of hospitality and tourism management have been translated into a number of languages. Recently he facilitated seminars for hospitality and tourism professionals in over twenty countries including Austria, Brazil, China, Finland, France, Greece, Indonesia, Italy, Russia and Spain and has led a number of consultancy projects around the world.

RECOMMENDED READING

- Swarbrooke, J. and Horner, S., (2005) *Consumer Behaviour in Tourism 2nd Edition*. Elsevier. Oxford. UK, ISBN 0-7506-6735-4
- Williams, A., (2002), *Understanding the hospitality Consumer* Elsevier. Oxford. UK, ISBN 0-7506-5249-7

PRICE

CHF1,800 (~€1,100)

Prices in Euros (€), as at September 2007, are only an indication; payment will be in Swiss Francs (CHF)

MODULE DESCRIPTION

Everyone proposes that success means “meeting the needs of our customers and exceeding their expectations”, yet how much do we actually know about the customers we already have and the millions of people around the world who have never used our products and services. In an increasingly competitive market, understanding the market and trends in consumer behaviour is essential to the success and profitability of hospitality organisations. In a dynamic market with change so rapid many managers and owners find it is impossible to keep up-to-date.

This Module will address the key trends in consumer behaviour and what such trends mean for leading players in the hospitality and tourism sectors. It explores new approaches to market segmentation and how the Internet is affecting purchasing behaviour. The Module addresses the factors that affect customer satisfaction and the value of customer loyalty programmes. Participants will consider the emerging markets of Asia and how to attract new customers from this exciting region. Participants will look at how ethical issues, including the environment, are changing consumer demand and expectations. With world events such as terrorism and health concerns also affecting consumer behaviour you will identify how this impacts on your business. Moreover, participants will learn about some cost-effective practical tools to help your organisation carry out high quality market research.

LEARNING OBJECTIVES

By the end of the module, participants will be able to:

Knowledge

- Explain how the hospitality and tourism market is changing and identify new market opportunities
- Identify the characteristics of different national and cultural markets

Competencies

- Predict how your customers are likely to respond to a range of issues
- Apply a set of tools to improve market research of your consumers
- Chose the best resources to look for data on how the market is changing

Mindset

- Challenge some of the stereotypical views we have of consumer behaviour
- Recognise how market change will affect your organization

LEARNING METHODOLOGIES

Short specialist lectures, case studies, interactive practical exercises, role plays, guided reading and discussions

PARTICIPANTS

Managers and executives in the people industry