



The Federal State Autonomous Institution of Higher Education
"National Research University – Higher School of Economics," Saint Petersburg
School of Economics and Management St. Petersburg Campus

Department of Management

“Consumer behavior in cultural tourism”

Areas of studies: 38.03.03 «Management», 38.03.04 «State and municipal management», 46.03.01 «History», 41.03.03 «Politology», 39.03.01 «Sociology», 38.03.01 «Economics», 40.03.01 «Jurisprudence», 41.03.03 «Eastern and African area studies», 45.03.01 «Philology» for Bachelor level
(for minor «Creative industries»)

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**Санкт-Петербургский филиал федерального государственного автономного
образовательного учреждения высшего образования
«Национальный исследовательский университет «Высшая школа экономики»
Факультет Санкт-Петербургская школа экономики и менеджмента
Департамент менеджмента
Рабочая программа дисциплины**

Культурный туризм: модели поведения потребителей

для направлений 38.03.02 «Менеджмент», 38.03.04 «Государственное и муниципальное управление», 46.03.01 «История», 41.03.03 «Политология», 39.03.01 «Социология», 38.03.01 «Экономика», 40.03.01 «Юриспруденция», 41.03.03 «Востоковедение и африканистика», 45.03.01 «Филология»
подготовки бакалавра
(для майнора «Креативные индустрии»)
2 курс (3-4 модуль 2017/2018 уч. года)

Авторы:

Кузьмина К.А., PhD, департамент менеджмента

Согласована начальником ОСУП в бакалавриате по направлению «Менеджмент»

К.А. Бойко _____ « » 2017 г.

Утверждена академическим советом ОП «Менеджмент» _____

Академический руководитель майнора «Креативные индустрии»

М.В. Матецкая _____ « » 2017 г.



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Аннотация курса (читается на английском)

1. Общая информация

Культурный туризм: модели поведения потребителей, 5 ECTS (5 з.е.), 3-4 модуль 2017-2018 учебного года, 20 часов лекций, 40 часов семинаров.

2. Автор курса

Кузьмина К.А., PhD, доцент департамента менеджмента

Целью курса «Культурный туризм: модели поведения потребителей» является изучение теоретических концепций потребительского поведения для последующей выработки менеджериальных навыков по управлению потребительским поведением в культурных и креативных индустриях, туризме.

Основными задачами и направлениями изучения являются: сегментирование целевой аудитории по формам потребительского поведения, изучение интернальных и экстернальных факторов, влияющих на принятие решение, модели потребительского поведения в туризме, продвижение туристских продуктов. В рамках курса будут подробно изучены основные формы и характеристики потребительского поведения в разных видах культурного туризма; маркетинговые программы, применяемые в организациях культуры и туризма; процессы коммерциализации объектов культуры и искусства. Также будут подробно изучены новые тенденции в туризме, связанные с быстрым увеличением доли индивидуальных туристов, с ориентацией многих групп туристов на виртуальные сервисы и интерактивные практики. Основной упор будет сделан на изучение потребительских практик при выборе и посещении объектов культурного наследия и объектов современного искусства. Особое внимание будет уделено изучению роли гидов и экскурсоводов в формировании потребительского поведения, анализу интерпретаций и значений, придаваемых гидами историческим событиям и туристическим местам.

Студенты анализируют кейсы, требующие предварительной подготовки, работы в команде и выполняют исследовательские проекты. Студенты в командах из 4-5 человек работают над кейсами и проектами, результат которых – презентации, аналитические документы. Также есть индивидуальные домашние задания.

4. Тематический план учебной дисциплины

№	Topic	Всего часов	Аудиторные часы		Самостоятельная работа
			Лекции	Семинары	
1	Интернальные факторы, влияющие на потребительское поведение в культурном туризме	10	4	8	20
2	Экстернальные факторы, влияющие на потребительское поведение в культурном туризме	13	4	8	20
3	Методы исследования потребительского поведения	18	4	8	40
4	Потребительское поведение: маркетинговые технологии	18	4	8	30
5	Управление потребительским	24	4	8	20



	поведением				
	Итого	190	20	40	130

5. Требования

Обязательное: знание английского на уровне «intermediate» или «advanced», прохождение курса «Креативные и культурные индустрии» майнора «Креативные индустрии».

6. Итоговая оценка

Накопленная оценка (80%): оценка за работу на лекциях и семинарах (40%, из которых 60 % семинары, 40 % лекции), индивидуальное домашнее задание (30%), групповое домашнее задание (30%).

Итоговый тест (20%), состоящий из открытых и закрытых вопросов, проходят все студенты курса майнора, независимо от накопленной оценки.



1. Course name, ECTS, quarter/semester, contact hours

Consumer behavior in cultural tourism

Academic year: 2017/2018

Status: Minor

The course is held by: St. Petersburg School of Economics and Management, Department of Management;

Venue: Department of Management (St. Petersburg campus)

Hours: 60 class hours (lectures – 20 hours, seminars – 40 hours)

Language: English

Duration: 2 Modules

Program: 38.03.02 Management

5 ECTS

2. Author of the course

Ksenia Kuzmina, PhD

3. Outline

The course «Consumer behavior in cultural tourism» is focused on both the study of the theoretical concepts of consumer behavior in tourism (particularly in cultural tourism) and the development of managerial skills: to analyze the consumer decision process (internal and external influences on consumer behavior), to segment the target audience, to conduct market consumer research, to use marketing communication tools in order to promote products of cultural tourism, to manage the cultural tourism attractions. The course includes studying of the basic characteristics of consumer behavior in different kinds of cultural tourism; marketing programs used in the cultural and tourism organizations; processes of commercialization of art and culture. New trends (a rapid increase of the share of individual travelers, tourists' orientation on the virtual services and interactive practices) will be analyzed in details. Предлагаю убрать это

4. Objectives of the course

The course objectives are:

- to study the foundations of consumer behavior and the consumer decision making process and how to use this knowledge in the formulation of effective marketing strategies and tactics in cultural tourism;
- to study tools and methods for the effective conduction and interpretation of marketing research for the cultural tourism;
- to provide frameworks for understanding and tools for researching and analyzing consumption experiences and behaviors in cultural tourism;
- to manage cultural tourism attractions and associated consumption experiences;
- to distinguish consumer preferences and practices and to conduct an independent research in project teams.

Students are supposed to acquire the following competencies:

УК-1	Being able to use time management skills, build and implement self-development trajectory based on the principles of education throughout life / Being able to plan individual activities within the self-study courses following assignments in time (following the deadlines).
УК-2	Being able to carry out social interaction and realize own role in the teamwork / Being ready to work in groups of different composition (from mini-groups of 2-3 people to teams 10-12); being able to organize group work in the performance of the overall project, and perform dif-



	ferent roles in the team; being able to communicate (including remotely) with other team members and participate in individual and joint tasks within the framework of the project group.
ПК-А	Being able to collect and analyze data that is necessary for solving the research problems / To possess methods of gathering and organizing information; being able to apply those methods to solve specific problems; being able to define the target audience's needs.
ПК-Б	Being able to develop business plans for the start-ups and projects in the creative industries / Being ready on the basis of the theoretical concepts and practical examples from the field of creative industries to identify niches that are might be successful for the cooperation between culture, creativity and entrepreneurship. Being able to justify the project taking into consideration the analysis of existing and prospective public policy, urban development, creative industries, changes and trends in the tourism market. Being able to develop the online project in the creative sphere/ Being able to develop an innovative approach (tools, products) for the qualitative improvement of the facilities in the creative sector.

(the competencies for the course “Consumer behavior in cultural tourism” are based on the competencies of the Minor “Creative industries”).

5. Structure and content

The course “Consumer behavior in cultural tourism” consists of lectures, seminars, case studies, group and individual projects. Students should have analytical skills to work on individual and group tasks, possess the knowledge of academic English and be able to express their opinion in a clear way.

Course plan

№	Topic	Total hours	Work in class		Self-study
			Lectures	Seminars	
1	Internal influences on consumer behavior in cultural tourism	10	4	8	20
2	External influences on consumer behavior in cultural tourism	13	4	8	20
3	Consumer behavior and consumer research	18	4	8	40
4	Marketing communication tools: particularities in cultural tourism	18	4	8	30
5	Managing consumer behavior in cultural tourism attractions	24	4	8	20
	Total hours	190	20	40	130

Course content

Lecture 1-2. Internal influences on consumer behavior in cultural tourism (4 hours)

Types, meanings, and characteristics of cultural tourism. Consumer as a subject of marketing analysis. Psychological foundations of behavior: learning, attitudes and beliefs, perception, memory, values and motivation. Models of consumer behavior in cultural tourism. ‘Push’ and ‘pull’ factors. Consumer decision making: approaching a decision, decision and consequences.



Seminars 1-4 (8 hours): Individual and group work on psychological aspects of consumer behavior and its influence on behavior in cultural tourism sites (discussing research results described in articles). Presentations: influence of tourist attitude and motivation on future travel behavior; travel motivations and destination choice. Construction of consumer behavior models in different cultural attractions (examples from Russia and worldwide). Group discussions about travel behavior (pre-visit, on-site visit, post-visit factors). Influence of consumer experience on further choice (recommendations, wish to come back).

Literature:

Cohen, S.A., Prayag, G., & Moital, M. (2014). Consumer behavior in tourism : concepts, influences and opportunities. *Current Issues in Tourism*, 17 (10): 872-909.

Kardes, F. R., Cronley, M. L., & Cline, T. W. (2011). *Consumer behavior*. Mason: South-Western Cengage Learning.

Jang, S.C., & Cai, L.A. (2002). Travel motivations and destination choice: A study of British outbound market. *Journal of Travel & Tourism Marketing*, 13(3): 111-133.

Lee, T., H. (2009). A Structural Model to Examine How Destination Image, Attitude, and Motivation Affect the Future Behavior of Tourists. *Leisure Sciences*, 31 (3): 215-236.

Moscardo, G, Konovalov, E., Murphy, L., & McGehee, N. (2013). Mobilities, community well-being and sustainable tourism. *Journal of Sustainable Tourism*, 21 (4): 532-556.

Prayag, G. & Ryan, C. (2011). The relationship between the ‘push’ and ‘pull’ factors of a tourist destination: the role of nationality – an analytical qualitative research approach. *Current Issues in Tourism*, 14 (2): 121-143.

Richards, G. (1996). Production and consumption of European Cultural Tourism. *Annals of Tourism*, 23 (2): 261-283.

Richards, G., & Wilson, J. (2006). Developing creativity in tourist experiences: A solution to the serial reproduction of culture? *Tourism Management*, 27: 1209-1223.

Schmitt, B. (2011). Experience Marketing: Concepts, Frameworks and Consumer Insights. *Foundations and Trends in Marketing*, 5 (2): 55-112.

Smith, M. K., & Robinson, M. (2005). Cultural Tourism in a Changing World. Politics, Participation and (Re)presentation. Cromwell Studies.

Solomon M., Bamossy, G., Askergaard, S., & Hogg, M.K. (2006). *Consumer Behavior*. A European Perspective. 3rd ed. Essex: Pearson Education Limited.

Swarbrooke, J., & Korner, S. (2007). *Consumer behavior in tourism*. 2nd ed. Amsterdam: Routledge.

Woodside, A. G., & Lysonski, S. (1989). A general model of traveler destination choice. *Journal of Travel Research*, 27 (4).

Lecture 3-4. External influences on consumer behavior in cultural tourism (4 hours)

Consumer society: high vs massive consumer behavior. The role of Age, Personality, Income, Gender, Nationality on tourist choices. Influence of groups, social class and family structure. Cultural Influences on consumer behavior. Destination image and its influence on tourist choice. The role of tour guide and interpretations of meanings.

Seminars 5-8 (8 hours): Individual and group work on different types of external influences on consumer behavior. Case studies on what stakeholders of tourist market can learn from the external factors that influence consumer behavior. Presentations: meanings and interpretations of tour guides; co-constructing the narrative experience; the role of nationality, gender, opinion leaders, family members in travel planning and purchasing.

Literature:



Chronis, A. (2008). Co-constructing the narrative experience: staging and consuming the American Civil War at Gettysburg. *Journal of Marketing Management*, 24 (1-2): 5-27.

Chung, N., Lee, H., Lee S.J., & Koo, C. (2015). The influence of tourism website on tourists' behavior to determine destination selection: A case study of creative economy in Korea. *Technological Forecasting & Social Change*, 96: 130-143.

Featherstone, M. (2007). *Consumer culture and Postmodernism*. SAGE Publications.

Kardes, F. R., Cronley, M. L., & Cline, T. W. (2011). *Consumer behavior*. Mason: South-Western Cengage Learning.

Lee, T., H. (2009). A Structural Model to Examine How Destination Image, Attitude, and Motivation Affect the Future Behavior of Tourists. *Leisure Sciences*, 31 (3): 215-236.

Mossberg, L. (2007). A Marketing Approach to the Tourist Experience. *Scandinavian Journal of Hospitality and Tourism*, 7 (1), 59-74.

Prayag, G. & Ryan, C. (2011). The relationship between the 'push' and 'pull' factors of a tourist destination: the role of nationality – an analytical qualitative research approach. *Current Issues in Tourism*, 14 (2): 121-143.

Solomon M., Bamossy, G., Askergaard, S., & Hogg, M.K. (2006). *Consumer Behavior*. A European Perspective. 3rd ed. Essex: Pearson Education Limited.

Swarbrooke, J., & Korner, S. (2007). *Consumer behavior in tourism*. 2nd ed. Amsterdam: Routledge.

Lecture 5-6. Consumer behavior and consumer research (4 hours)

Market research methods. Quantitative and qualitative methods. Focus groups and in depth interviews. Observational methods. Ethnographic methods. Surveying consumers. Social media monitoring.

Seminars 9-12 (8 hours): Identification and study of each research method, discussing the research cases (articles based). Group field project on consumer experiences related to a particular service, product, offer, program, company or brand in cultural tourism site in Saint Petersburg (palace, museum, exhibition).

Literature:

Amaro, S., Duarte, P., & Henriques, C. (2016). Travelers' use of social media: A clustering approach. *Annals of Tourism Research*, 59: 1-15.

Chronis, A. (2008). Co-constructing the narrative experience: staging and consuming the American Civil War at Gettysburg. *Journal of Marketing Management*, 24 (1-2): 5-27.

Chronis, A. (2012). Tourists as Story-Builders: Narrative Construction at a Heritage Museum. *Journal of Travel and Tourism Marketing*, 29 (5): 444-459.

Kardes, F. R., Cronley, M. L., & Cline, T. W. (2011). *Consumer behavior*. Mason: South-Western Cengage Learning.

Solomon M., Bamossy, G., Askergaard, S., & Hogg, M.K. (2006). *Consumer Behavior*. A European Perspective. 3rd ed. Essex: Pearson Education Limited.

Stepchenkova, S., Shichkova, E., Kim, H., & Pennington-Gray, L. (2015). Segmenting the 'visiting friends and relatives' travel market to a large urban destination; The Case of Nizhni Novgorod, Russia.. *Journal of Destination Marketing & Management*, 4: 235-247.

Stoddart, M. C. J., & Sodero, S. (2015). From Fisheries Decline to Tourism Destination: Mass Media, Tourism Mobility, and the Newfoundland Coastal Environment. *Mobilities*, 10 (3): 445-465.

Swarbrooke, J., & Korner, S. (2007). *Consumer behavior in tourism*. 2nd ed. Amsterdam: Routledge.

Lecture 7-8. Marketing communication tools: particularities in cultural tourism (4 hours)

Marketing strategy within the corporate strategy of tourism market stakeholders. Impact of various types of media on consumer behavior (in particular decision making process). Particularities and ways of communicating with consumers in cultural tourism. Product/ service/offers positioning in tourism market, advertising and promotion.



Seminars 13-16 (8 hours): Individual and group case studies on different types of communication tools (particular cases connected to the impact of social media on decision making process). Group work focused on elaboration of marketing strategy for a particular company or offer (from cultural tourism market): to use appropriate communication tools; to improve the company's image; to position and promote product/service/offer; to enhance consumer experience; to influence consumer satisfaction and loyalty.

Literature:

Cox, C., Burgess, S., Sellitto, C. & Buultjens, J. (2009). The Role of User-Generated Content in Tourists' Travel Planning Behavior. *Journal of Hospitality Marketing & Management*, 18 (8): 743-764.

Edwards, D., & Griffin, T. (2013). Understanding tourists' spatial behavior: GPS tracking as an aid to sustainable destination management. *Journal of Sustainable Tourism*, 21 (4): 580-595.

Hudson, S. & Thal, K. (2013). The Impact of Social Media on the Consumer Decision Process: Implications for Tourism Marketing. *Journal of Travel & Tourism Marketing*, 30 (1-2): 156-160.

Leung, D., Law, R., van Hoof, H., & Buhalis, D. (2013). Social Media in Tourism and Hospitality: A Literature Review. *Journal of Travel & Tourism Marketing*, 30(1-2): 3-22.

Swarbrooke, J., & Korner, S. (2007). *Consumer behavior in tourism*. 2nd ed. Amsterdam: Routledge.

Lecture 9-10. Managing consumer behavior in cultural tourism attractions (4 hours)

Prediction of emerging consumer needs. The emerging of new tourist markets. Cooperation of federal and local authorities, local communities and business in creation and promotion of tourist products. Management of tourist cultural attractions with the consideration of consumer needs, consumer experiences and practices. Tourist decision making about visiting Russia and Russian cultural attractions. Tourist participation and co-construction.

Seminars 17-20 (8 hours): individual and group work on promotion of Russian tourist products to different groups of local and international tourists. Presentation of the homework based on consumer research for the elaborated startup.

Literature:

Cohen, S.A., Prayag, G., & Moital, M. (2014). Consumer behavior in tourism : concepts, influences and opportunities. *Current Issues in Tourism*, 17 (10): 872-909.

Edensor, T. (2001). Performing Tourism, Staging Tourism: (Re)producing Tourism Space and Practice. *Tourist Studies*, 1(1): 59-81.

Kim, H., & Stepchenkova, S. (2016). Understanding destination personality through visitors' experience: A cross-cultural perspective. *Journal of Destination Marketing & Management* (2016).

Moscato, G, Konovalov, E., Murphy, L., & McGehee, N. (2013). Mobilities, community well-being and sustainable tourism. *Journal of Sustainable Tourism*, 21 (4): 532-556.

Pike, S., & Ryan, C. (2004). Destination positioning analysis through a comparison of cognitive, affective, and cognitive perceptions. *Journal of Travel Research*, 42(4): 333-342.

Schmitt, B. (2011). Experience Marketing: Concepts, Frameworks and Consumer Insights. *Foundations and Trends in Marketing*, 5 (2): 55-112.

Smith, M. K., & Robinson, M. (2005). Cultural Tourism in a Changing World. Politics, Participation and (Re)presentation. *Cromwell Studies*.

Tan, S.-K., Luh, D.-B., & King, S.-F. (2014). A taxonomy of creative tourists in creative tourism. *Tourism Management*, 42: 248-259.

Volo, S. (2009). Conceptualizing Experience: A Tourist Based Approach. *Journal of Hospitality Marketing & Management*. 18 (2-3): 111-126.



Forms of knowledge assessment

Type of testing	Form of testing	Program units				Parameters
		1	2	3	4	
Current	Homework				*	Homework consists of the group project presentation. Groups involve approximately 3-5 students and present the consumer research for the startup project elaborated within the course “Creative and Cultural Industries” or a new project .
	Individual homework			*	*	Individual homework based on reading articles, discussing and solving cases, preparation stages for the final project presentation.
	Class work			*	*	Individual and group work at seminars. Students are expected to read and analyse assigned literature and be able to participate in discussions in class.
Final task	Exam				*	Test, 90 min.

The final grade is calculated in accordance with the following criteria. The cumulative grade (G_{cum}) consists of the grade for the homework, the grade for the individual homework (G_{ind}) and the grade for the class work (G_{class}) which consists of G_{lect} and G_{sem} . The final grade (G_{fin}) consists of cumulative grade and the grade for the final test (G_{test}).

$$G_{class} = 0,6 * G_{sem} + 0,4 * G_{lect}$$

$$G_{cum} = 0,3 * G_{hom} + 0,4 * G_{class} + 0,3 * G_{ind}$$

$$G_{fin} = 0,8 * G_{cum} + 0,2 * G_{test}$$

Rounding procedure for the grades is following: if the score, which is calculated by the formula above, is greater than or equal to the arithmetic mean between the nearest integer values, then the higher of the nearest integer value is taken, otherwise – the lower of the nearest integer values is used.

All students are obliged to pass the written exam at the end of the course.

Educational methods

The course is a part of Minor on Creative and Cultural Industries for the students of bachelor’s programs “Jurisprudence”, “Management”, “History”, “Economics”, “Politology”, “Sociology”, “Eastern and



African area studies”, “Philology” and consists of lectures and seminars. Among educational methods that are used there are following:

- Case-studies;
- Discussions of prepared homework;
- Group discussions;
- Simulation of situations (training of managerial, organizational, analytical, time management skills);
- Presentations (individual and in a group).

Methodological instructions

During the course students work both individually and in groups, the results of individual and collective work are presented in the form of brief or extended presentations. An essential requirement for the participation in seminars is prepared homework in order to understand the following topics. An important requirement is the basic reading course book:

Kardes, F. R., Cronley, M. L., & Cline, T. W. (2011). *Consumer behavior*. Mason: South-Western Cengage Learning.

Tasks for the current and final assessment of student’s work

a. Current assessment

- a) Homework is a form of the current control assessment. Homework consists of the group project presentation. Groups involve approximately 3-5 students. Project is based on the project elaborated within the course “Creative and Cultural Industries” or a new project. It has to include:
 - 1) the study of the consumer behavior for the elaborated project that means that the project team has to exaggerate the internal and external influences that relate to their consumer behavior;
 - 2) the analysis of the decision making process (purchase process, post-purchase process and evaluation stage);
 - 3) the plan for the marketing strategy in order to improve the image/promotion/position of the product/service/offer and to influence consumer satisfaction;
 - 4) the analysis of the product/service/offer development in the competitive market.
- b) Seminar’s work includes different kinds of individual and group work at seminars within two modules. Grades for every assignment (in 10-point scale) are summed up and averaged. Requirements: to work in team, to show the analytical skills, the ability to work with obligatory and optional literature, the ability to systematize (mind-maps), solve cases (logically), to demonstrate understanding of all questions asked and answer them in a satisfactory way.
- c) Individual homework includes different kinds of controlling individual tasks/cases and the preparation for the final project presentation. Grades for every assignment (in 10-point scale) are summed up and averaged. Requirements: to demonstrate understanding of the questions asked and answers them in a satisfactory way; the presence of all required answers (to all questions); an individual student’s input (explanation in own words).

b. Exam

Final exam is in the form of test. The examples of multiple-choice questions:

1. Which of the following signs should be logically excluded?
 - A. Icon
 - B. Picture



- C. Symbol
- D. Index

2. Why people feel the reference groups' pressure? Choose all correct answers.

- A. Commitment;
- B. Cultural pressures;
- C. Fear of deviance;
- D. Group size.

3. What does perception include? Choose all correct answers.

- A. Sound
- B. Touch
- C. Smell
- D. Vision

Methodological and informational provision of the course

a. The main readings

Kardes, F. R., Cronley, M. L., & Cline, T. W. (2011). *Consumer behavior*. Mason: South-Western Cengage Learning.

b. The additional readings

Amaro, S., Duarte, P., & Henriques, C. (2016). Travelers' use of social media: A clustering approach. *Annals of Tourism Research*, 59: 1-15.

Chronis, A. (2008). Co-constructing the narrative experience: staging and consuming the American Civil War at Gettysburg. *Journal of Marketing Management*, 24 (1-2): 5-27.

Chronis, A. (2012). Tourists as Story-Builders: Narrative Construction at a Heritage Museum. *Journal of Travel and Tourism Marketing*, 29 (5): 444-459.

Chung, N., Lee, H., Lee S.J., & Koo, C. (2015). The influence of tourism website on tourists' behavior to determine destination selection: A case study of creative economy in Korea. *Technological Forecasting & Social Change*, 96: 130-143.

Cohen, S.A., Prayag, G., & Moital, M. (2014). Consumer behavior in tourism : concepts, influences and opportunities. *Current Issues in Tourism*, 17 (10): 872-909.

Cox, C., Burgess, S., Sellitto, C. & Buultjens, J. (2009). The Role of User-Generated Content in Tourists' Travel Planning Behavior. *Journal of Hospitality Marketing & Management*, 18 (8): 743-764.

Edensor, T. (2001). Performing Tourism, Staging Tourism: (Re)producing Tourism Space and Practice. *Tourist Studies*, 1(1): 59-81.

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Featherstone, M. (2007). *Consumer culture and Postmodernism*. SAGE Publications.

Hudson, S. & Thal, K. (2013). The Impact of Social Media on the Consumer Decision Process: Implications for Tourism Marketing. *Journal of Travel & Tourism Marketing*, 30 (1-2): 156-160.

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c. Special programs

There is no need for special programs.

Technical support

The needed technical support: PC (or laptop), a multimedia projector and a screen (for lectures’ and seminars’ material and student presentations in the form of Power Point presentations).