



НИУ ВШЭ – Санкт-Петербург  
Рабочая программа дисциплины «Потребительское поведение в культурном туризме: практика и теория» для направления 38.04.02 «Менеджмент», образовательная программа «Экономика впечатлений: менеджмент в индустрии гостеприимства и туризме» подготовки магистра

**Federal State Autonomous Institution of Higher Education  
National Research University Higher School of Economics**

St. Petersburg School of Economics and Management

Department of Management

Syllabus

**“Consumer behavior in cultural tourism: theory and practice”**

For 38.04.02 «Management», master’s level

Authors:

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## 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 manage consumer behavior, to segment the target audience and promote tourist products. 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. The focus will be as well on consumer practices: visits of cultural heritage sites and objects of contemporary art. Particular attention will be paid to the role of tour guides in shaping consumer behavior, the analysis and interpretation that guides give to historical events and tourist sites. The course «Consumer behavior in cultural tourism» includes:

- The methodological part: studying methodological tools for the analysis of the consumer behavior at the cultural and tourist attractions;
- The managerial part: learning tools for managing consumer behavior in tourism, especially in cultural tourism;
- The practical part: conduction of own research on consumer practices and consumer interactions (for example, objects of cultural heritage and contemporary art in St. Petersburg).

## Syllabus

Course consists of lectures, seminars, case studies, group work and an individual project (presented at the colloquium). It also requires obligatory homework.

- Introduction to Consumer behavior and Cultural tourism
- Current consumer trends and consumption experiences in cultural tourism
- Consumer behavior: types, factors of influence and mechanisms of decision making
- Research methods in exploring consumption experiences in cultural tourism
- Marketing programs used in the cultural and tourism organizations
- Managing cultural tourist attractions

### 3. Prerequisite

The course requires knowledge of:

1. Strategic management in hospitality and tourism.
2. Marketing of new technologies.
3. Dynamic marketing.

### 4. Authors

Kuzmina, Ksenia, Ph.D.

### 5. Examination type

In the end of the course students pass an exam in written form (90 minutes).

### 6. Literature

Crouch, David (2004), "Tourist Practices and Performances," in *A Companion to Tourism*, ed. Alan A. Lew, C. Michael Hall, and Allan M. Williams, Malden, MA: Blackwell, 85-95.



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

Hannam, Kevin and Sujama Roy (2013), “Cultural Tourism and the Mobilities Paradigm,” in Melanie Smith and Greg Richards (Es.), *The Routledge Handbook of Cultural Tourism*,” New York, NY: Routledge, 141-147.

Kerin, Roger A, Steven W. Hartley, and William Rudelius (2013), “Understanding Consumer Behavior,” in *Marketing: The Core*, 5<sup>th</sup> ed., New York, NY: McGraw Hill/Irwin, 79-100.

Lawson R., Todd S. Consumer lifestyles: a social stratification perspective. *Marketing Theory*, , 2002, Vol. 2, p. 295-307.

Simonson, I., Carmon, Z., Dhar, R., Drolet, A., & Nowlis, S. M. (2001). Consumer research: In search of identity. *Annual Review of Psychology*, 52, 249-275.

Smith, Melanie K. (2009), “A Framework for Global Cultural Tourism Studies,” in Melanie K. Smith, *Issues in Cultural Tourism Studies*, New York, NY: Routledge, 15-36.