

Module 3: Customer Insight in Sustainable High-end Tourism

Presentation and Learning objectives

The rising purchasing power and standard of living have promoted the rapid growth of the global luxury travel market over the past few years.

Sustainability is also an important element which has become a relevant issue for the luxury tourists. Therefore, customer insights of luxury tourists are drawing increasing attention from hospitality and tourism academics and practitioners.

During this module, the student will become acquainted with the definitions, benefits, and various types of customer insight in the context of sustainable high-end tourism. He or she will learn the fundamentals of various customer insight tools and methods related to customer insight, consumer behaviour, and trends from a sustainable high-end tourism perspective.

The student will comprehend the significance of the value of the sustainable high-end tourism product for the customer. He or she will be familiar with customer-driven marketing best practices and success stories.

Learning objectives:

1. Get acquainted with the definitions, benefits, and various types of customer insight in the context of sustainable high-end tourism
2. Learn the fundamentals of various customer insight tools and methods related to customer insight, consumer behaviour and trends from a sustainable high-end tourism perspective
3. Comprehend the significance of the value of the sustainable high-end tourism product for the customer