

## 29145 - Tourism: Psycho-Sociology

### Información del Plan Docente

<b>Academic Year</b>	2018/19
<b>Subject</b>	29145 - Tourism: Psycho-Sociology
<b>Faculty / School</b>	177 - Escuela Universitaria de Turismo
<b>Degree</b>	445 - Degree in Tourism
<b>ECTS</b>	3.0
<b>Year</b>	4
<b>Semester</b>	Second semester
<b>Subject Type</b>	Optional
<b>Module</b>	---

### **1.General information**

#### **1.1.Aims of the course**

#### **1.2.Context and importance of this course in the degree**

#### **1.3.Recommendations to take this course**

### **2.Learning goals**

#### **2.1.Competences**

#### **2.2.Learning goals**

#### **2.3.Importance of learning goals**

### **3.Assessment (1st and 2nd call)**

#### **3.1.Assessment tasks (description of tasks, marking system and assessment criteria)**

### **4.Methodology, learning tasks, syllabus and resources**

#### **4.1.Methodological overview**

The learning process that is designed for this subject is based on the following:

expository and practical presentation of the agenda, which corresponds to the following points:

- Psychosociology applied to tourism
- The economy: concept and types of tourist roles.

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- Tourist destinations from the psychosocial point of view.
- The process of formation of the influencers and target-image: security. Elements involved in the choice of destination.
- The psychosocial impacts
- Other impacts: Barriers tourism and accessible tourism.
- Study of Tourism Demand: general motivations for the trip. Motivations and tendencies of different segments of demand.

The focus will be practical, seeking to implement the given class to promote learning.

### 4.2.Learning tasks

Working time (in hours)

Attendance to lectures: 15

Attendance to practical classes: 10

Attendance to tutorials: 5

### 4.3.Syllabus

Tourists, tourism and Tourist Psychology

The Social Role of the Tourist

An Approach to Tourist Motivation

Social Contact between tourists and hosts

Tourists and the environment.

Inside the Tourist's Perspective.

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### **4.4.Course planning and calendar**

- Weeks 1 to 6. Lectures.

- Weeks 7. Examinations.

### **4.5.Bibliography and recommended resources**