

Academic Year/course: 2021/22

29145 - Tourism: Psycho-Sociology

Syllabus Information

Academic Year: 2021/22

Subject: 29145 - Psicosociología del turismo

Faculty / School: 177 - Escuela Universitaria de Turismo

Degree: 445 - Degree in Tourism

ECTS: 3.0

Year: 4

Semester: Second semester

Subject Type: Optional

Module:

1. General information

2. Learning goals

3. Assessment (1st and 2nd call)

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.
- 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.

4.4. Course planning and calendar

- Weeks 1 to 6. Lectures.
- Weeks 7. Examinations.