

## 29145 - Tourism: Psycho-Sociology

### Syllabus Information

**Academic Year:** 2020/21

**Subject:** 29145 - Tourism: Psycho-Sociology

**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

#### 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.
- 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.

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