

29183 - Psychosociology applied to Tourism

Syllabus Information

Academic year: 2024/25

Subject: 29183 - Psychosociology applied to Tourism

Faculty / School: 177 - Escuela Universitaria de Turismo

Degree: 616 - Degree in Tourism

ECTS: 3.0

Year: 4

Semester: Second semester

Subject type: Optional

Module:

1. General information

The aim of the subject is to provide students with knowledge of the psychosociology of tourism, which complements the social and cultural impacts on the host societies, as well as the psychosocial reasons why people decide to undertake tourism activities.

The subject is optional, studied in the fourth year, with three credits of content, and belongs to the module in which are also the subjects Marketing and Quality of Tourism Destinations, Sustainable Tourism Development and Business Organization and accommodation services. First of all, the subject is specifically dedicated to the knowledge of the psychosocial reasons for why people go on tourism.

{These results are aligned with the following Sustainable Development Goals (SDGs) of the United Nations Agenda 2030: goal 10: reducing inequalities, and goal 16: peace, justice and strong institutions, so that the acquisition of the subject learning results provides training and competence to contribute in some measure to their achievement.

2. Learning results

- Know the psychosociology of tourism
- Study the different psychosocial motivations of the tourist activity -Know the different types of tourists and their psychosocial motivations -Know the different types of tourists and their psychosocial motivations.
- Analyze the behavior of demand from a psychosocial point of view with special emphasis on the concept of safety.

3. Syllabus

The thematic sections given are the thematic sections given are as follows:

- 1- Psychology Basic psychological notions.
- 2.- Social Psychology.
- 3.-Psychology Social of tourism. Motivations and other tourist behavioral variables.

4. Academic activities

Attendance to theoretical classes: 15 hours.

Attendance to practical classes: 10 hours.

Attendance to tutorials: 10 hours.

Preparation of theoretical classes: 20 hours.

Preparation of practical classes: 10 hours.

Attendance at various activities (seminars, conferences, company visits): 10 hours.

5. Assessment system

CONTINUOUS ASSESSMENT

Knowledge will be evaluated through development questions on the syllabus and the activities carried out in class.

GLOBAL ASSESSMENT AND EXTRAORDINARY CALL:

Knowledge will be assessed through development questions on the syllabus and activities that can also be disseminated to students who do not attend class regularly.

The student must obtain a minimum of 4 (out of 10) in all the theoretical or practical tests in order to obtain an average (If the student does not reach a 4 in any of the parts, he/she will never obtain more than a 4 in the final average).

6. Sustainable Development Goals

10 - Reduction of Inequalities

16 - Peace, Justice and Strong Institutions