

29145 - Tourism: Psycho-Sociology

Información del Plan Docente

Academic Year	2016/17
Academic center	177 - Escuela Universitaria de Turismo
Degree	445 - Degree in Tourism
ECTS	3.0
Course	4
Period	Second semester
Subject Type	Optional
Module	---

1.Basic info

1.1.Recommendations to take this course

1.2.Activities and key dates for the course

2.Initiation

2.1.Learning outcomes that define the subject

2.2.Introduction

3.Context and competences

3.1.Goals

3.2.Context and meaning of the subject in the degree

3.3.Competences

3.4.Importance of learning outcomes

4.Evaluation

5.Activities and resources

5.1.General methodological presentation

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

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- 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.

5.2.Learning activities

Working time (in hours)

Attendance to lectures: 15

Attendance to practical classes: 10

Attendance to tutorials: 5

5.3.Program

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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5.4.Planning and scheduling

- Weeks 1 to 6. Lectures.

- Weeks 7. Examinations.

5.5.Bibliography and recomended resources

Bibliography: <http://psfunizar7.unizar.es/br13/egAsignaturas.php?codigo=29145&Identificador=14834>