

## 29145 - Tourism: Psycho-Sociology

### Información del Plan Docente

Academic Year	2017/18
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.Introduction**

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

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

#### **1.4.Activities and key dates**

### **2.Learning goals**

#### **2.1.Learning goals**

#### **2.2.Importance of learning goals**

### **3.Aims of the course and competences**

#### **3.1.Aims of the course**

#### **3.2.Competences**

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

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

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

#### **5.1.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

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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 tasks

Working time (in hours)

Attendance to lectures: 15

Attendance to practical classes: 10

Attendance to tutorials: 5

### 5.3.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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### 5.4.Course planning and calendar

- Weeks 1 to 6. Lectures.

- Weeks 7. Examinations.

### 5.5.Bibliography and recommended resources

[BB: Bibliografía básica / BC: Bibliografía complementaria]

- [BB] Castaño, José Manuel . Psicología social de los viajes y del turismo Madrid: Thomson, D.L. 2005