

Sociology and Psychology of Tourism

Code: 101226
ECTS Credits: 6

Degree	Type	Year	Semester
2500894 Tourism	OT	4	0

The proposed teaching and assessment methodology that appear in the guide may be subject to changes as a result of the restrictions to face-to-face class attendance imposed by the health authorities.

Contact

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Use of Languages

Principal working language: english (eng)
Some groups entirely in English: Yes
Some groups entirely in Catalan: No
Some groups entirely in Spanish: No

Prerequisites

The subject is developed under analysis of diverse sources of social and human sciences, reason why the continuous reading of academic articles, books, studies, magazines and news is requested like previous prerequisite.

Objectives and Contextualisation

- Argue in a critical and reflective way the characteristics that surround the evolution of tourist phenomenon on a global and local scale.
- Detect the social and cultural factors involved in tourism.
- To know the contribution of the social and human sciences to apply the critical context to the understanding of the aspects of the 21st century tourism activity.
- Observe, analyze and adopt a holistic view on the interpretive models of tourism.
- Understand the characteristics and motivations of the human being as a tourist consumer.

Competences

- Behave responsibly towards the environment.
- Define and apply objectives, strategies and commercial policies in tourism businesses and entities.
- Develop a capacity for independent learning.
- Manage the concepts, instruments and functions related to the planning and commercialisation of tourist destinations, resources and spaces.
- Plan and manage activities on the basis of quality and sustainability.
- Take decisions in situations of uncertainty, taking into account potential consequences of these decisions in the short, medium and long term.
- Work in a team.

Learning Outcomes

1. Apply communication and marketing strategies in public and private tourism organisations and in the public entities that promote tourism.

2. Behave responsibly towards the environment.
3. Develop a capacity for independent learning.
4. Identify the instruments related to the commercialisation and promotion of products, businesses and regions.
5. Plan and manage activities on the basis of quality and sustainability.
6. Take decisions in situations of uncertainty, taking into account potential consequences of these decisions in the short, medium and long term.
7. Work in a team.

Content

PART ONE: Tourism as a social and human science

Topic 1: Psychology and sociology in the field of leisure and tourism

Topic 2: Disciplines that contribute knowledge to tourism

SECOND PART: Sociology of tourism

Topic 3: Notions of social research applied to tourism

Topic 4: Historical contributions during the evolution of the trip and the conception of tourism

Topic 5: Sociological perspective applied to tourism theory during Modernity and Post Modernity

Topic 6: Tourism as a transversal phenomenon facing the challenges of the present

THIRD PART: Social psychology of tourism

Topic 7: Human motivation and tourist consumption in the construction of the psychosocial profile of tourists

Topic 8: Trends in tourism behavior

Methodology

From the methodological point of view, the course will work on the basis of the following criteria:

1. Criterion of the theoretical study of the subject that is concretized in expositions to the face-to-face classes.
2. Criterion of cases and practical activities inside and outside the classroom, in terms of solving problems, understanding situations based on articles and textbooks, specific expositions about a news item.
3. Criterion for the realization of individual or group work previously covered within the scope of the course and which will be followed by tutoring and subsequently exposed.
4. Criterion of the tutorials, face-to-face and online, as a complementary factor and of consultation and help to the student in the theoretical questions and practices proposed.

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Debates and solution of practical cases	15	0.6	1, 3, 6

Master classes	25	1	2, 4
Type: Supervised			
Personal tutor session	5	0.2	3, 4
Type: Autonomous			
Preparation of individual and group work	15	0.6	1, 4, 7
Public presentations	5	0.2	2, 4, 5, 7
Study	50	2	1, 3, 6

Assessment

The evaluation system used is continuous and consists of four sections:

- First section: 50% of the evaluation by partial examination.
- Second section: 30% of the evaluation aimed of the work done individually (critical opinion of articles and magazines) and group (social research), corresponding to hours dedicated by the student outside the classroom.
- Third section: 15% of the evaluation aimed at assessing the practical exercises carried out in the classroom (face-to-face activities).
- Fourth section: 5% corresponding to attendance and participation.

Important note:

- The student must pass all the sections with a minimum of 5.
- Partial or total plagiarism will mean the non-accreditation of the whole subject.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Attendance and participation	5%	5	0.2	3, 5, 6
Final exam	50%	2	0.08	1, 3, 4
Individual work and Group social research	30%	8	0.32	1, 2, 3, 7
Practical cases	15%	20	0.8	4, 6

Bibliography

1. Basic bibliography:

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- Urry John and Larsen, J. (2011). The tourist gaze 3.0. London. Sage

2. Complementary bibliography:

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- Ballester, Patrice (2018). Barcelona and Mass Tourism: Tourismophobia and Coexistence. Barcelona.
- Durán, Alberto (2004). Sociología del consumo. Madrid. Universidad Rey Juan Carlos.
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