COURSE DATA

Data Subject

Code	35122
Name	Social psychology of tourism
Cycle	Grade
ECTS Credits	6.0
Academic year	2023 - 2024

Study (s)

Degree	Center	Acad. year	Period
1317 - Degree in Tourism	Faculty of Economics	2	First term
1926 - D.D. in Tourism-Business Management Administration	Faculty of Economics	2	First term

Subject-matter

Degree	Subject-matter	Character
1317 - Degree in Tourism	19 - Social psychology I	Obligatory
1926 - D.D. in Tourism-Business Management Administration	3 - Asignaturas de segundo curso	Obligatory

Coordination

Name	Department
MURGUI PEREZ, SERGIO	306 - Social Psychology

SUMMARY

Social Psychology of Tourism is a subject of the Department of Social Psychology, from the School of Psychology at the University of Valencia. It Is inserted into a module of the Degree in Tourism (Subject: Social Psychology I, 12 ECTS) that includes two compulsory subjects with specific content of Tourism: a) Social Psychology of Tourism, b) Social skills and team work for tourism rofessionals; and an optional subject: c) Leadership styles and negotiation techniques (4.5 ECTS).

It is linked in a special way with the subjects "Psychological activity and human behavior", focused on the study of the psychological processes that help to describe, predict and explain the cognitive and behavioral activity of the human being; "Psychology and sex-gender system, centered in the psychological aspects of the sex-gender dimension, and "Psychological development in the life cycle" whose objective is to train students in relevant knowledge about psychological activity and behavior that characterize the different stages of life cycle. Closely related to this goal, the course aims to enable

students to apply the theoretical content to different areas of life and professionals skills related with tourism. As it is a compulsory subject, only the initially access requirements to the degree studies are necessary.

Social Psychology of Tourism is taught in the second course of the degree, during the first half of the course. It consists of 6 theoretical and practical credits equivalent to 150 hours of student work. The subject is going to be developed over 15 weeks and 24 sessions, combining classroom teacher presentations, individual and group exercises, seminars and audiovisual sessions with individual or group work.

Tourism graduates perform their professional work in organizations that require direct contact with people, and where it is necessary to cover the costumer's needs in terms of leisure, free time and vacations.

Communication as a basic tool of social interaction, formation of individual identity and social relations with others (attraction, helping behaviors and aggressive behaviors) are explained in the course of Social Psychology of Tourism.

Elliot Aronson said that 'Man is a social animal'. People's behaviors are determined by their attitudes, which are influenced by the processes of social interaction within belonging or external groups. How do groups interact with each other and seen each other? And how can individuals learn to live harmoniously with others belonging to different groups and having different norms, values, and ways to communicate? Relations between groups are influenced by social identity, and it is necessary toknow the functioning of stereotypes, prejudice and discrimination that may exist between the groups.

Social psychology studies the social origins of behavior, emotions, belief systems or mental processes (perceiving, judging, and memory). Among the key processes, are include social interaction, social influence and social communication. It is argued that higher mental processes are linked to

social context and the position of the individual in that context, the definition of these social positions is given primarily by membership and reference groups of individuals. This discipline is a sui generis approach, by articulating the psychology and sociology. Depending on the orientation, this link between social and mental is studied on four levels: the intraindividual the interindividual, the group and the ideological.

The Social Psychology of Tourism program aims to provide an historical, theoretical and conceptual overview of the discipline. In this course, students are going to be taught basic concepts, research methods, and the main fields of application of the social psychology of tourism. We recommend a knowledge of English and basic knowledge of statistics and research design.

PREVIOUS KNOWLEDGE

Relationship to other subjects of the same degree

There are no specified enrollment restrictions with other subjects of the curriculum.

Other requirements

As it is a compulsory subject, only the initially access requirements to the degree studies are necessary.

OUTCOMES

1317 - Degree in Tourism

- Understand the principles of tourism: its spatial, social, cultural, political, labour and economic dimensions.

- Understand the dynamic and evolving nature of tourism and of the new leisure society.

- Have communication skills.

- Plan and manage the human resources of tourism organisations.

LEARNING OUTCOMES

GLOBAL OBJECTIVES: students get basic training in social psychology of tourism and the many uses in everyday professional performance of the graduate in tourism

SUBJECT OBJECTIVES:

CONCEPTUAL:

- Acquire and master the basic knowledge on the subject SOCIAL PSYCHOLOGY OF TOURISM.

- To deepen in the knowledge and understanding on the tasks and functions performed by the Tourism Graduate raised by social psychology (basic concepts and main theories).

- Encourage the student to reflect on the contributions raised by the Social Psychology (basic concepts and major theories) as well as instrumental proposals raised from social psychology on the tasks and functions performed by the Tourism Graduate.

- Enable the student to establish relationships between theoretical concepts of the subject Social Psychology and the problems of Tourism.

- Know the processes, elements and principles that shape and explain social interaction in its dimensions: individual, interpersonal, intragroup and intergroup.

- To Use in a correct way the subject terminology.

- To train the students to analyze different tourist problems from the basic processes of social interaction in its dimensions: individual, interpersonal, intragroup and intergroup.

- To Know the influence of the social in mental functioning

- To Know the models and theories of social psychology

- To know concepts, methods and techniques of social psychology and its usefulness and relevance in the field of tourism.

- To Understand and analyze certain basic social processes as social perception, attribution of causation, motivation and attitude change.

- To Know and analyze some of the processes of social and group interaction as social interaction or interpersonal communication.

- To know the social dimension of human being from an historical and cultural approach.

SKILLS:

- To know the methods and techniques used by SOCIAL PSYCHOLOGY to analyze social interaction and human behavior, and to know how to apply them into the design of intervention programs in social problems.

- To be able to make searches of bibliographic sources and / or documentation for use in the theoretical justification of social projects.

- To be able to write proposals and reports focused on social problems.

- To conceptualize emerging tourist phenomena.

- To analyze the conflict and social change in tourism.

- To elevate the level of certain skills and interpersonal knowledge can have on the professional aspect.

ATTITUDINAL:

- Ability to understand the social dimension of the subjective processes and the formation of personal and social identities.

- Develop a critical understanding of the tourism phenomena.

- Ability to consider the needs and circumstances of people in different situations.

- Ability to solve tourism problems.

- Ability to use ideas, theories and concepts of social psychology and the ability to apply them in concrete situations to solve real tourism problems.

- Capacity for analysis and synthesis of tourism problems.

- Ability to project the learning from text analysis, research, and essays about tourism.

- Ability to recognize and manage one's emotions and those of others.

- Communication and interpersonal skills, especially active listening and empathy for others.

- Ability of expression by verbal, nonverbal, written and telephone.

- Ability to influence others, to advice, support and establish links.

- Cooperation, teamwork and conflict negotiation, the basis of work in multidisciplinary teams.

- Adaptability, ability of organization and scheduling, problem solving and decision making.

- Ability to manage and analyze information from scientific and professional texts related to psychology.

- Ability to assess and discuss their work and that of others, through criticism and self-criticism.

- Ability to transfer academic knowledge to different real situations.

- Ability to recognize diversity and multiculturalism.

- To apply personal and professional ethics in all actions to be developed.

- Motivation for total quality and independent learning.

- Capacity of initiative, creativity and entrepreneurship.

- Ability to develop measuring instruments in social psychology.

- Capacity of collection, management, analysis and interpretation of information.

- Ability to conduct research in social psychology of tourism.

- Ability to read scientific articles in social psychology applied to tourism

DESCRIPTION OF CONTENTS

1. Social Psychology. Social Psychology applied to tourism

Gordon Allport wrote in 1954 that although the roots of social psychology are in the substrate of the Western tradition as a whole, we must recognize that its actual growth is an American phenomenon. And he was right, depending on what we mean by social psychology. From its roots in nineteenth-century thinking, social psychology might have followed different paths and defined different objects. However, among all of them, the psychological approach cognitive and experimental- of the American academics has appropriated for itself the name of discipline.

1.1. Introduction.
1.2. Social psychology.
1.3. Applied Social Psychology tourism and social psychology applied to tourism.
1.4. The social psychology of tourism and other scientific disciplines

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2. The psychosocial perspective of tourism

2.1. Introduction.

2.2. Definition of the tourist phenomenon

2.3. The tourist: types and psychosocial characteristics

2.4. Organization and services: characteristics

2.5. The destination: the image-destination

3. Perception and impressions of people. Social identity and attribution

When we know someone for the first time, we actively seek evidence to allow us to deduce what kind of person is, because that is essential to select an appropriate pattern of behavior. Asch's pioneering research with lists of features descriptors started an entire classic field on social psychology, concerned to investigate how we form impressions about people. Theories of attribution, suggest that the human being acts as a naive psychologist, and considering the actions of others struggle to find an explanation to predict their future behavior. In this issue we will see both the different models have been postulated on how to integrate information about the others, as well as the various factors that influence people's perception and the interpretation of their behavior.

3.1. Introduction.

3.2. Perception of people and formation of impressions in tourism

3.3. The social identity of the tourist

3.4. Attribution in tourism: biases and consequences of attributions

4. Motivation.

Motivation plays an important role in society, since it is linked to job performance, well-being or life satisfaction, consumer behavior, etc.. There are several perspectives from which one can approach their study, the hierarchy Maslow's needs, the motives of Mc Clelland, of fairness theories or expectations, conditioning, each of which provides a framework and a working methodology.

4.1. Introduction.

4.2. Needs and reinforcements

4.3 Theories of tourist motivation

4.4 Motivation and tourist satisfaction

5. Attitudes, persuasion and conformity

Quan escoltem el discurs dun polític, què ens influïx més? La solidesa dels seus arguments, la convicció amb què parla, la simpatia del seu somriure? Hi ha molts factors que incrementen la nostra capacitat de persuasió. la nostra credibilitat, el nostre atractiu, el nostre poder de coerció. No obstant això, cada un dells té major efecte en unes condicions que en altres; i a més, les conseqüències que cada un dells té en la modificació de les actituds són també diferents. Hovland, Janis, McGuire i altres investigadors de la universitat de Yale van analitzar cuidadosament limpacte que les característiques de la font, del missatge i del receptor tenien en el canvi dactituds. A partir dells, les actituds i els seus processos de canvi es van establir com un dels temes més clàssics en psicologia social. Després, molts autors han distingit entre persuasió 'racional' o central i persuasió 'superficial' o perifèrica. Dos autors nord-americans, Petty i Cacioppo, han integrat ambdós 'vies' de persuasió en un model el Model de la Probabilitat dElaboració- que especifica en quines circumstàncies ens deixarem influir més per un o altre tipus de factors.

5.1. Introduction.
5.2. Definition and components of attitudes.
5.3. Functions, consequences and change of attitudes in tourism
5.4. Conformity and condescension

6. Stereotypes, prejudice and discrimination.

The Holocaust is the most tragic and extreme example of where prejudices can lead social relations. After the Second World War, social psychology acquired a special consideration and strength in the effort to understand how human beings could reach such heights of irrationality. Front lines of previous research had found prejudice as a phenomenon linked to pathological personality traits, Tajfel was the author who developed the best analysis of social stereotypes as a result of the categorization process.
He presented the pessimistic paradox that the root of such irrationality was
at the rational human effort to give meaning to the world around him. We will see in this issue how we form prejudices about the groups, why keep them, and how they can be measured and changed.

6.1. Introduction.
6.2. Definition of stereotype, prejudice and discrimination
6.3. Formation and effects of stereotypes and prejudices in tourism
6.4. Change of stereotypes and discrimination in tourism

7. Environmental psychology and tourism

The sections of the theme:

7.1. Introduction
7.2. Environmental psychology, physical environment and environmental conditions
7.3. Cognition and perception of the environment in tourism
7.4. Attitudes towards the environment in tourism

8. Psychology of tourism organizations.

The sections of the theme are:

8.1. Introduction

8.2. Planning and organization of people in tourist establishments

8.3. Selection, reception and training of people

8.4. Employee evaluation, retribution and separation

WORKLOAD

ACTIVITY	Hours	% To be attended
Theory classes	30,00	100
Classroom practices	30,00	100
Development of group work	10,00	0
Study and independent work	10,00	0
Readings supplementary material	14,00	0
Preparation of evaluation activities	35,00	0
Preparation of practical classes and problem	10,00	0
Resolution of case studies	10,00	0
Resolution of online questionnaires	1,00	0
TOTAL	150,00	

TEACHING METHODOLOGY

Social Psychology of tourism consists of eight themes, some of which have been selected two types of text:

• A basic text, which corresponds to the essential content of the topic. Its purpose is to establish the minimum content that all students must acquire on each subject to pass the course (exam).

• A supplementary text, which deals with phenomena and processes of the topic that are not covered in the basic text. Its purpose is therefore to remedy the shortcomings of the basic text to give a complete and balanced perspective of the subject.

The class dynamics

For each topic will be devoted to a number of different sessions, depending of difficult and the depth of the subject to be taught. The theoretical sessions will be used to explain the basic contents of each issue, with practical illustrations and exercises that are appropriate for understanding's help.

Once the program will be expounded, the last session will be used for tutoring and guidance tasks in group, reviewing key issues and clarify doubts.

EVALUATION

Evaluation

The evaluation of the theoretical contents of the subject by exam will compute 60% of the final grade. To pass the subject it will be necessary to obtain at least 2.5 points (out of a total of 6) in the theoretical exam.
The rest of the note consists of: - complementary activities (throughout the course in theory classes, 10%), - practical activities (through practical activities, 30% of the calification).
The final calification of the subject will be a single final score from 0 to 10 and its qualification will be subject to the provisions of the University of Valencia Standards of Qualifications (ACGUV 12/2004), that is, to pass the subject a note of 5 or higher.

THEORETICAL ASPECTS: Up to 6 points.
Written examination of the theoretical material of the subject. The exam may include one of the following types of questions: closed-ended questions (test type, two or more alternative answers) or theoretical questions or with open-ended case studies (text written by the student) . The type of exam questions and their number will be determined by the faculty of the module and will have the same format, number of questions and contents in both calls.

PRACTICAL ACTIVITIES: Up to 3 points.

The practical activities will be evaluated through three types of activities:

- activities in the classroom (work supervised by the teaching staff)

- activities outside the classroom

- preparation of a subsequent report (optionally, it may include public presentation of the results of the previous parts)

The sum of the note in each of the parts will constitute the note of each practice. The final grade of the practical activities will be carried out in accordance with current legislation and will be a single score from 0 to 3. This note will be added to the exam note if more than 2.5 is obtained in the theoretical exam.

At least one of the practices will consist of a research work on social psychology of tourism, with a value assigned to it, of at least one point.

The final grade of the practical activities will not be recoverable in second call.

The delivery of work outside the indicated date will not be allowed.

COMPLEMENTARY ACTIVITIES: Up to 1 point.

In the different topics will be proposed practical activities of complementary type that will be added to the exam note (if you get more than 2.5 in the theoretical exam). These activities will be proposed by the teacher, by the means they consider appropriate (in the class itself, by virtual classroom, etc.). The combination, use or exclusion of each type of questions or activities will be at the discretion of the teacher. The active participation of the students can be taken into account both in the classes in the classroom, as well as in the individual or group tutorials, as well as their motivation for the quality of the learning results. The delivery of work outside the indicated date will not be allowed.

In the case of an advance notice, the evaluation will consist of a written examination whose weighting in the final grade will be 80% of the final grade, and of the performance of practices whose weighting in the final grade will be 20%. The consultation and challenge of the qualification obtained in evaluation tasks, will be subject to the provisions of the Regulation of Challenging Qualifications (ACGUV of April 29, 2008).

Plagiarism and tutorials
The copying or manifest plagiarism of any task part of the evaluation will suppose the impossibility of surpassing the subject, being then subjected to the appropriate disciplinary procedures. Note that, according to article 13 d) of the University Student Statute (RD 1791/2010, of December 30), it is the duty of a student to refrain from using or cooperating in fraudulent procedures in the evaluation tests , In the works that are carried out or in official documents of the university. On the other hand, during tutoring hours, teachers may request individual or group interviews to verify the degree of participation and achievement in the objectives set for any task developed. Not accepting such verification will mean not to exceed the task or activity in question.

Recoverable and non-recoverable activities:
By their very nature and characteristics of the subject, group activities (both theory and practice) will not be recoverable.

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