



COURSE DATA

DATA SUBJECT

Code: 35122
Name: Social psychology of tourism
Cycle: Undergraduate Studies / OCU Studies
ECTS Credits: 6
Academic year: 2025-26

STUDY (S)

Degree	Center	Acad. year	Period
1317 - Degree in Tourism	Facultat d'Economia	2	First quarter
1926 - Double Degree Program Tourism and BMA	Facultat d'Economia	2	First quarter

SUBJECT-MATTER

Degree	Subject-matter	Character
1317 - Degree in Tourism	Social psychology I	COMPULSORY
1926 - Double Degree Program Tourism and BMA	Asignaturas de segundo curso	COMPULSORY

COORDINATION

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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 professionals; 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 professional 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 customer'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 to know 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.

COMPETENCES / LEARNING OUTCOMES



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Have communication skills.

Plan and manage the human resources of tourism organisations.

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

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

DESCRIPTION OF CONTENTS

1. Social Psychology. Social Psychology applied to tourism

Since the decisive contribution of Philip L. Pearce in 1982, the social psychology of tourism is its own discipline that uses specific methods and tools. Its purpose is the study of the psychological processes and behaviors involved in any situation related to tourism in which people participate. This perspective transcends the reductionism of considering the phenomenon of tourism as something more than an economic transaction or business decisions, by considering the psychological processes of both the tourist, the employee, the employer, and the manager in their social and work context.

1.1. Introduction: tourism as a phenomenon of a leisure society

1.2. From social psychology to the social psychology of tourism

1.3. social psychology of tourism for tourism graduates

1.4. The social psychology of tourism and other scientific disciplines

2. The psychosocial perspective of tourism

From the social psychology of tourism, tourist behaviors are analyzed and categorized, establishing types or profiles. In addition, the psychological processes by which the image and identity of the tourist destination perceived by the consumer are formed and developed. It also analyzes the different types of tourism organization, all within an environment of social change that affects tourists, destinations and organizations.

2.1. Introduction: changing characteristics of the tourist, the destination and tourism organizations

2.2. The tourism phenomenon from the psychosocial point of view



23. Types and characteristics of tourists from the social psychology of tourism

2.4. The organization and tourist services: characteristics

2.5. Formation and mental development of the destination-image

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

Tourism presents the opportunity to interact massively with new people in a close way. This gives the opportunity to re-create a new identity in the participants of this interaction. The behaviors we exhibit in front of new people, from other cultures or with different characteristics, modulate how they perceive us and, in turn, the impression we have of them. Identity, gender, and the culture and ethics of the country of origin affect how residents perceive tourists. Residents' behaviors affect tourists' perceptions of them. Changes in the tourists' home societies and in the residents' societies affect their impressions of each other, for better and worse.

3.1. Introduction: tourism as a generator of changes and impressions

3.2. People perception and impression formation in tourism

3.3. The construction of the tourist's social identity

3.4. Biases and attribution in tourism: consequences

4. Motivation

Tourist motivations are a topic widely studied in the social psychology of tourism, and are also an important determinant of consumer behavior, their satisfaction and, therefore, their loyalty. Part of the origin of these motivations can be located in the field of globalization and mass society and current leisure and be a consequence of the working and socioeconomic conditions of people. These motivations allow tourists to be categorized into groups or segments and are often related to behaviors at the destination related to their ethics and values.

4.1. Introduction to tourist motivations

4.2. Basic tourist motivations: needs and reinforcements

4.3. Psychological theories of tourist motivation

4.4. From motivation to tourist satisfaction

5. Attitudes, persuasion and conformity



The relevance of attitudes in the social psychology of tourism is constantly appreciated in the news when reporting on so-called tourismphobia. The effect of tourism in welcoming societies on changing residents' attitudes is also an area of study in the social psychology of tourism, that is, social and cultural impacts. Whether these attitudes can change towards positive evaluations depends on how people perceive tourists' behaviors. Processes of conformity and condescension often occur in which residents compromise for reasons and circumstances beyond their control (political, economic, social). The conflict thus buried can, finally, be magnified and cause serious social consequences.

5.1. Introduction: the definition of tourismphobia

5.2. Definition and components of psychological attitudes

5.3. Functions and consequences of attitudes in tourism

5.4. Changing attitudes: conformity and condescension

6. Stereotypes, prejudice and discrimination

The social psychology of tourism studies the role of preconceived ideas about groups and people in destinations and about the visitors who go to those same destinations. Fighting stereotypes and prejudices, without it being an excuse to gain clients, implies a code of ethics, promoting gender equality, diversity and inclusion, and, when traveling to the destination, the interculturality that tourism must promote due to its importance in the current leisure society promoting positive social and cultural change. Phenomena such as pinkwashing or gay friendly statements give an idea of the importance of certain groups and the change in values in the tourism field, whether real or apparent.

6.1. Introduction: the differences between thought and behavior

6.2. Definition of stereotype, prejudice and discrimination

6.3. Formation and effects of stereotypes and prejudices in tourism

6.4. Changing stereotypes and discrimination in tourism

7. Environmental psychology and tourism

The characteristics of the environment that surrounds the person determine how they value and define it, the overcrowding that tourists perceive, the privacy perceived by residents, the route that tourists follow and for what reason are examples of this. Furthermore, tourism is one of the human activities that most affects the environment. Concern for the environment is an important factor to consider in the tourism field, beyond the greenwashing of many companies and tourist destinations, both organizations, residents and tourists themselves concerned about the effect of tourism on the environment (tourismification).). This concern is expressed in the concept of sustainability of tourism practices in the face of the devastation of ecosystems caused by tourism as a mass phenomenon and the approaching climate crisis.



- 7.1. Introduction to environmental psychology
- 7.2. The perception of the physical environment and environmental conditions
- 7.3. Cognitive maps and environment in tourism
- 7.4. Attitudes towards the environment in tourism

8. Psychology of tourism organizations

Tourism is one of the main sources of income for the Spanish economy, contributing 12-14% to GDP. Tourism organizations are, therefore, very relevant in the Spanish and Valencian economy, very dependent on tourism. The analysis of working conditions and the role of people in them is, therefore, relevant. The social psychology of tourism analyzes the conditions in which people could be trained and fulfilled in this often highly precarious field of work. In addition, it also studies how organizations should offer their services in order to guarantee high quality standards.

- 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, remuneration and separation

WORKLOAD

PRESENCIAL ACTIVITIES

Activity	Hours
Theory	30,00
Classroom practices	30,00
Total hours	60,00

NON PRESENCIAL ACTIVITIES

Activity	Hours
Attendance at other activities	0,00
Individual or group project	10,00
Independent study and work	24,00
Preparation of lessons	10,00
Preparation for assessment activities	36,00
Resolution of case studies	10,00
Total hours	90,00

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 qualification).

The final qualification 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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