

TEACHING GUIDE

SOCIAL PSYCHOLOGY OF TOURISM

GRADO EN TURISMO (INGLÉS)

ACADEMIC YEAR 2026-27

Publication date: 01-07-2026



I.-Subject Identification	
Type	OBLIGATORIA
Teaching period	1 course, 2Q semester
Nº of credits	6
Language in which the subject is taught	English

II.-Presentation
The main purpose of this course is to provide students with the basic knowledge about the psychological processes that characterize tourist activity, understood as a broad concept that covers certain aspects of implicit human behaviour (such as motivation, attitude, perception, satisfaction, roles, etc.), the interaction (e.g., cultural contact) and the outcomes (such as psychosocial impact, attitude change, etc.) This subject is related to other subjects in the tourism degree such as "Sociology of Tourism and Leisure", "Analysis of the Tourism Market", "Organization of Tourism Business" and "Human Resources Organization and Management". To achieve the objectives of this course, students are recommended to attend classes and actively participate in classroom activities, study the recommended materials, and complete the complementary readings and texts related to the subject.

III.-Learning outcomes
CG02. Ability to study independently. CG16. Critical reasoning. CE02. Ability to analyse the impact of tourism. CE09. Understanding of the principles of tourism: its territorial, social, cultural, legal, political, employment and economic dimensions. CE19. Ability to convert an empirical problem into the subject of research and provide conclusions.
• Key for degrees not adapted to RD 822/21: CB - basic competences, CG - generic competences, CE - specific competences, CT - transversal competences. • Key for degrees adapted to RD 822/21: CON - knowledge, COM - competences, HAB - skills.



IV.-Contents

IV.A.-Syllabus

Thematic unit	Topic	Sections
I.- "Basic of Social Psychology of Tourism"	Topic 1. "Social psychology as a framework to study travel and tourism"	Introduction to Psychology and Social Psychology - Theoretical background and history of Social Psychology - Social Psychology of Tourism: main concepts and definition. - Research methodology
	Topic 2. "Approach to tourist behavior from the Social Psychology"	Introduction: tourism behavior • Psychology of the tourist experience Tourist behavior: . Patterns . Types of tourist roles . Psychosocial tourist profiles
	Topic 3. "Methodology of psychological research applied to Tourism"	Introduction: the scientific method and research • Methods and techniques of research • Techniques of psychological research applied to tourism • Methodology for the analysis of the tourist experience
II.- "Psychosocial processes related to tourism"	Topic 4. "Tourist destination's perception"	Introduction: the process of perception and related phenomena • Processes of perception in the tourist experience. Destination image . Brand image . Destination image: structure and influencing factors . The perception of risks in destinations. - Social perception in tourism. - Stereotypes, prejudices and discrimination.
	Topic 5. "Motivation, travels and tourism"	Introduction: human needs - Tourist motivation: main theories Motivation in the tourist experience. - Relationship between motivation and emotion. - Emotions in the tourist experience



	Topic 6 "Attitudes and tourism"	- Attitudes: definition and measurement - Attitude change: learning models - Prejudice and stereotypes - Influence of travels and tourism on attitudes - Attitudes toward tourism and tourists - Influence of attitudes on tourist behavior. - Residents' attitudes towards tourism
	Topic 7 "The Memory in the framework of travel and tourism"	- Memory in tourism - Memorable tourist experience - The construction of memories in travel - The collective memory in tourism - Memorial tourism or memory tourism
III.- "Effects of tourism"	Topic 8 "Impacts produced by tourism"	- Introduction: tourism and its effects - Economic impacts. - Environmental impacts. - The sociocultural impacts. - Impacts in relation to the SDGs (Sustainable Development Goals) - Perception of the impacts of tourism by the residents.

IV.B.-Training activities	
Type	Title
Practical sessions	Practical task in classtime
Practical sessions	Group project in research/aplication
Lectures	Different readings on bibliography and research articles
Other activities	Participation in different class activities and forums
Other activities	Attendance to class tutorials



V.-Student workload	
Theoretical sessions	41
Resolution of exercises, problems, case studies, etc.	15
Practical sessions in experimental, technological and clinical laboratories, fieldwork, etc.	0
Tests and/or exams	4
Academic tutorials	16
Related activities: conferences, seminars, etc.	32
Preparation of theoretical sessions and self-study	32
Preparation of practical tasks, exercises, case studies, projects, etc.	30
Preparation for tests and/or exams	10
Total student workload	180

VI.-Methodology and academic programme		
Type	Period	Content
Theoretical sessions	Week 1 to Week 14	Master and participatory classes in the classroom, including reading, reflection, and group discussions.
Academic tutorials	Week 1 to Week 14	Tutorials on the content of the course
Practical sessions	Week 2 to Week 14	Planning of activities and practical group exercises, which may be submitted through the assignment tool in the virtual classroom.
Group work	Week 2 to Week 14	Carrying out a short research-application project in groups. Submission via tools available in the virtual classroom. Oral presentation of the project .

VII.-Assessment methods

The general assessment method is continuous as established in the *Regulation for the Assessment of Learning Outcomes* of Rey Juan Carlos University.

All the assessment systems established in the degree report must be employed, except for those that have a minimum weight of 0%, which can be used by professors in the academic years they consider relevant. Each assessment system may be applied through one or more assessment activities, consistent with the system. No assessment activity can exceed individually 60% of the overall grade for the subject.

The sum of non re-evaluable activities cannot exceed 40% of the overall grade for the subject and, in general, should not have an established minimum grade (except for practical activities in which, strictly speaking, the conditions of the ordinary call cannot be reproduced in the extraordinary call).

Those students who do not manage to pass the subject in the ordinary call, or do not attend this first call, may attend the extraordinary call only for failed re-evaluable assessment activities.

The distribution and characteristics of the assessment activities are described below.

VII.A.-Description and weight of the assessment activities

The system for evaluating degrees in the framework of the European Higher Education Area (EHEA) is continuous assessment. The assessment exercises will be the following:

Assessment System	Re-assessable in resit period	Weighting	Assessment Activity	Minimum Grade	Contents	Date
SE01 – Written assessment test	Yes. Individually for each assessment activity, following the same format as in the ordinary call.	25%	Midterm Exam I	5 out of 10	Topics 1–4	Between weeks 7 and 8
SE01 – Written assessment test	Yes. Individually for each assessment activity, following the same format as in the ordinary call.	25%	Midterm Exam II	5 out of 10	Topics 5–8	Ordinary exam session
SE04 – Practical activities	Yes. Individually for each assessment activity, following the same format as in the ordinary call.	45%	Practical activities, which may include a research-application project	5 out of 10	Topics 1–8	During the teaching period
SE02 – Class and/or virtual participation	No.	5%	Student interventions and contributions	No minimum grade (Cumulative)	Topics 1–8	During the teaching period

Final Grade Calculation

The final grade is calculated as the weighted average of the grades obtained in the different assessment activities, according to the indicated percentages, provided that the minimum required grade has been achieved in each of them. Based on the above, in order to pass the course, the weighted average must be no less than 5 out of 10.

- If one or more assessment activities have not been passed with the minimum grade, the final grade will be the average of all completed assessment activities, but it may not exceed 4 out of 10.
- If the student has not completed any assessable activity, the final grade will be "Not Presented".

Resit Call

In the resit period, students will only be required to complete the assessment activities they did not pass. The final grade in this call will be calculated using the grades of the assessment activities passed during the ordinary period and the grades obtained in the reassessed activities.

- Reassessment of the SE01 activities will take place on the official date established for the resit call.

Other Remarks or Clarifications

PLAGIARISM: Academic activities and assignments must be original. When using content from external sources, these must be properly cited. Cases of total or partial plagiarism may result in the work not being evaluated, especially if more than 20% is detected using plagiarism detection tools. Additionally, the unauthorized or undeclared use of artificial intelligence tools such as ChatGPT or similar tools in any activity may also affect the assessment. If AI is used, students must explicitly declare it, indicating the tool used, how it contributed to the activity, and citing it in APA format when appropriate. If there is suspicion of undeclared or unauthorized use, the student may be called to an in-person tutorial to verify the authorship and accuracy of the explanations provided. If such unauthorized or undeclared use is clearly detected, the activity or practical assignment will receive a grade of 0 and must be retaken in the extraordinary examination period.

EARLY EXAM CALL: Students who request and are granted an early exam call because they meet the requirements established in the URJC Regulations for the Assessment of Learning Outcomes will follow the same assessment system as that applied in the standard call.

STUDENTS WITH ACADEMIC EXEMPTION: Students with an academic exemption must complete the practical activities assigned during the continuous assessment period and meet all established deadlines. They must also take the scheduled exams. As stated in the assessment criteria of this course guide, they may reassess any eligible activities during the resit period.

VII.B. Assessment of students with academic exemption from class attendance

Having Academic Exemption from Class Attendance (DAAC) does not imply that students are automatically exempt from participating in the continuous assessment activities or in the training activities of compulsory attendance as established in the teaching guide. Once the exemption has been granted, students must contact the subject's teaching staff, who will propose the adaptations he/she may consider relevant, as long as they guarantee the acquisition and adequate assessment of the learning goals established. Students must maintain adequate communication with the teaching staff so that they may provide information on the dates for training and assessment activities, if these are not established in the programme and available for students at the time of achieving the exemption.

Subject with possibility of academic exemption: Yes.

VII.C. Review of assessment activities

In accordance with the Regulation for the Assessment of Learning Outcomes of Rey Juan Carlos University.

VII.D.-Students with a disability or special educational needs



In order to guarantee equal opportunities, non-discrimination, universal accessibility and academic success, students with disabilities or especial education needs may request curricular adaptations to follow their studies. These adaptations will be provided by the Unit of Attention to People with Disabilities of Rey Juan Carlos University, in accordance with the regulation which regulates the service for the Attention of People with Disabilities at the University. This Unit will issue a report for curricular adaptations, so that students with disabilities or special education needs must contact the service (at e-mail discapacidad.programa@urjc.es) in order to provide relevant information for different educational alternatives.

VII.E.-Academic behaviour, academic integrity and honesty

Rey Juan Carlos University is fully committed to the highest standards of academic integrity and honesty, so studying at the URJC means assuming and subscribing to the values of integrity and academic honesty set out in the University's Ethical Code. To support this process, the University has Rey Juan Carlos University's Academic Conduct Regulation as well as different tools (anti-plagiarism, supervision...) that offer a collective guarantee for the full development of these essential values.



VIII.-Teaching resources and materials

Basic bibliography

Castaño Blanco, J. M. (2005). Psicología social de los viajes y del turismo. Thomson Paraninfo.

Morales, J. F., Moya, M., Gaviria, E., & Cuadrado, I. (Eds.). (2007). Psicología social (3.ª ed.). McGraw-Hill.

Pérez-Torres, V., Peláez-Fernández, M. A., & López-Sáez, M. A. (2023). Psicología social del turismo. Pirámide. ISBN 9788436848786

Consultation bibliography

Baron, R. A., & Byrne, D. (1998). Psicología social. Prentice Hall.

Barriga, S., & León, J. M. (1993). Aspectos psicosociales del ambiente, la conducta deportiva y el fenómeno turístico. Eudema.

Filep, S., Laing, J., & Csikszentmihalyi, M. (2017). Positive tourism. Routledge.

Gómez Jacinto, L. (1995). Aspectos psicosociales de la educación, la cultura, el ocio, el deporte y el turismo. En M. T. Vega & M.

C. Tabernero (Eds.), Psicología social de la educación y de la cultura, ocio, deporte y turismo (pp. 245–272). Eudema.

Gursoy, D., & Celik, S. (Eds.). (2022). Routledge handbook of social psychology of tourism. Routledge.

Hogg, M. A., & Vaughan, G. M. (2010). Psicología social. Panamericana.

McCannell, D. (1984). The tourist: A new theory of the leisure class. Schocken Books.

Montaner Montejano, J. (1996). Psicosociología del turismo. Síntesis.

Pearce, P. L. (1982). The social psychology of tourist behaviour. Pergamon Press.

Ross, G. (1999). The psychology of tourism. Hospitality Press.

Rubio Ardanaz, E. (1995). Aplicación al ocio de un tema de psicología social: los prejuicios. En Turismo y tiempo libre:

Actividades, métodos y organización (pp. 79–93). Escuela de Turismo de la Universidad de Deusto.

San Martín García, J. E. (1997). Psicología del ocio y el turismo. Aljibe.

Smith, V. L. (1992). Anfitriones e invitados. Endymion.

Soler Pujals, P. (1990). La investigación motivacional en marketing y publicidad. Ediciones Deusto.

IX.-Professors

Name and surname	OLIMPIA PEYRONA USERO
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Department	Psicología
Campus	Madrid - Vicálvaro
Category	Profesor/a Asociado/a
Person responsible for the subject	No
Tutorial timetable	Para consultar las tutorías póngase en contacto con el/la profesor/a a través de correo electrónico
Number of quinquennia	0
Number of sexennia	0
No. of positive evaluations by Docencia	0

