# Living an Optimal Tourist Experience

## Prof. Antonio bova

***COURSE AIMS AND INTENDED LEARNING OUTCOMES***

The course aims to observe and interpret, from a critical perspective, the role and function of psychological dynamics in the field of tourism, and – more in general – the topics related to the impact of tourism on the social and cultural context of a specific territory.

At the end of the course, students will be able to:

* understand the most relevant concepts of psychology related to the creation and communication of a tourist offer (*knowledge and understanding*);
* put into practice what they have learnt during the course, in order to understand/solve the problems related to the creation of tourist offers addressed to specific targets (*ability to apply knowledge and understanding*);
* use their newly acquired skills in a wide variety of contexts – both from a practical and theoretical point of view – and with a high degree of autonomy (*independent judgment*);
* use appropriate terminology to communicate with both experts and amateurs (*communication skills*);
* pursue their studies in this field (*learning skills*).

***COURSE CONTENT***

The course aims to introduce the key concepts and methodologies of the psychology of tourism, that is to say, theories and practices based on the study of the individual (e.g. emotions, expectations, perceptions, motivations, and choices) and social phenomena (e.g. social influence, communication, and narration) related to the field of tourism. It will be structured as follows: the first part of the course will present the origins and evolution of the psychology of tourism, both in Italy and abroad; the second one, instead, will analyse the meaning and function of tourist experiences, as well as the factors at the basis of decision-making processes in the field of tourism, with a focus on tourist behaviour; finally, the third part of the course will explore the concepts of communication and storytelling in the field of tourism. In particular, the course aims to teach students how to carry out a critical analysis of the psychological dynamics having an impact on tourism, as well as identify the effects of tourism on the social and cultural context of a specific territory.

***READING LIST***

\* Maeran, R. (2018).  *Psicologia e turismo.* Rome-Bari: Laterza (chapters 1-2-3-4-5-8-10)

\*\* Amoretti, G., & Varani, N. (2016). *Psicologia e geografia del turismo. Dai motivi del turista all'elaborazione dell'offerta.* Padua: Libreriauniversitaria.it Edizioni. (part 1 and part 3)

***TEACHING METHOD***

The course includes classroom lectures supplemented by multimedia presentations and materials made available online, analysis of operational tools, exercises and simulations

Experiences and case studies will be used in order to link theories to reality.

On the Blackboard platform, students will find all the teaching material produced during the course (Power Point presentations, articles, material relating to case studies) and material useful for preparing the exam.

***ASSESSMENT METHOD AND CRITERIA***

The final exam will vary, according to class attendance.

For attending students (that is to say, those attending at least 75% of the course), it will be based on:

a) the quality of the individual project discussed during the exam (50%). Individual project. Students will have to create a PowerPoint presentation that will be discussed with the lecturer during the exam. It will consist in the analysis of their place of origin using the theories and tools presented in class. In particular, it will have to cover the following aspects: 1) actual situation in terms of tourism, 2) psychological factors that promote/discourage tourism in this area, 3) possible solutions. Further information will be made available during the first lecture of the course.

b) the oral exam (50%), consisting in open-ended questions on the textbooks of the reading list marked with \* and the topics explained in class. Assessment criteria: understanding of the subject, ability to carry out a critical analysis of the topics explained in class, and capacity to use them for the development of the individual project.

Non-attending students (that is to say, those attending less than 75% of the course), instead, will have to take an oral exam based on the textbooks included in the reading list (marked with \* and \*\*).

***NOTES AND PREREQUISITES***

There are no prerequisites for attending the course. However, students should have a basic knowledge of the key concepts of tourism, in order to get a better understanding of the topics explained in class.

Further information can be found on the lecturer's webpage at http://docenti.unicatt.it/web/searchByName.do?language=ENG or on the Faculty notice board.