

TO111 - TOURISM PSYCHOLOGY - Ürgüp Sebahat ve Erol Toksöz Turizm Meslek Yüksekokulu - Otel, Lokanta ve İkram Hizmetleri Bölümü

General Info

Objectives of the Course

The purpose of this course is to provide knowledge aimed at understanding the psychological foundations of touristic activities and tourist behavior. It addresses how an individual's emotions, thoughts, attitudes, perceptions, motivations, and personality traits are shaped within the context of tourism, how tourists make travel decisions, and the psychological effects of travel experiences.

Course Contents

This course begins with an introduction to tourism psychology, focusing on fundamental concepts and the scope of the course. The psychological foundations of human behavior are examined to understand how individuals behave in touristic activities. The motivations behind tourists' travel decisions are explored in detail, along with personality traits and various tourist typologies. Additionally, the influence of perception and attitudes on tourist behavior is analyzed, and the role of emotional experiences in tourism psychology is discussed. The impact of culture on tourist behavior is assessed, explaining how cultural differences affect tourism preferences and experiences.

Recommended or Required Reading

Akgündüz, Y. (2016). Turist, turizm ve turist psikolojisi. In, Duran, E. ve Aslan, C.(Eds). Turizmin Sosyal Psikolojik Dinamikleri, 31, 45.
Rızaoğlu, B. (2012). Turizm Davranışı. Detay Yayıncılık.
Reisinger, Y., & Dimanche, F. (2010). International tourism. Routledge.
Reisinger, Y. (2013). International Tourism: Cultures and Behavior. Routledge.
Kozak, M., & Decrop, A. (Eds.). (2009). Handbook of Tourist Behavior: Theory & Practice. Routledge.
Uysal, M., & Jurowski, C. (1994). Testing the push and pull factors. Annals of Tourism Research, 21(4), 844-846.
Pearce, P. L. (2005). Tourist behaviour: Themes and conceptual schemes. Channel View Publications

Planned Learning Activities and Teaching Methods

Lectures: The instructor will explain fundamental concepts, theories, and research findings. Question and Answer Sessions & Discussions: Interactive discussions will be held at the end of each class or when appropriate, encouraging students to ask and answer questions to reinforce the material. Case Studies: Group work on real-life or academic cases related to tourism psychology will be conducted. Videos and Multimedia: Short videos and visual materials illustrating psychological processes and tourist behavior will be used to support learning.

Recommended Optional Programme Components

Active participation: Engaging actively in discussions and case analyses deepens learning. Students are encouraged to ask questions and share their opinions during the course. Reading habits: Course books and articles should be read regularly, and important concepts should be noted. Research and presentations: Students are encouraged to select individual or group research topics and present them during the course.

Instructor's Assistants

Dr. İrem YILDIRIM

Presentation Of Course

This course is conducted at the associate degree (pre-bachelor) level, with 2 hours of theoretical instruction per week delivered face-to-face. Classes are generally held in a classroom setting using an interactive lecture and discussion approach. Active student participation is encouraged, and supporting materials such as presentations, videos, and case studies are used when necessary. In line with the course objectives, fundamental concepts are explained in detail, and students' questions and contributions are integrated into the learning process. Additionally, students' knowledge is regularly assessed through a midterm and final exam.

Dersi Veren Öğretim Elemanları

Dr. Öğr. Üyesi İrem Yıldırım

Program Outcomes

1. Define the fundamental concepts and theories of tourism psychology
2. Explain the psychological processes influencing tourist behavior
3. Analyze tourists' motivations and travel decision-making
4. Evaluate the effects of personality traits and cultural differences on tourist preferences
5. Understand the psychological aspects of touristic experiences and interpret their relationship with customer satisfaction and loyalty
6. Apply psychological approaches related to human relations and service environments in the tourism sector
7. Demonstrate appropriate psychological responses to difficult tourist types and crisis situations
8. Comprehend the effects of travel on individuals' mental health

Weekly Contents

Order	PreparationInfo	Laboratory	TeachingMethods	Theoretical	Practise
1	Course book chapters, introductory articles to be read	None	Lecture, Q&A, Discussion	Introduction to Tourism Psychology and Basic Concepts	None
2	Relevant textbook chapters and psychology articles to be read	None	Lecture, Case Discussion, Q&A	Psychological Foundations of Human Behavior	Group discussion
3	Reading materials on relevant motivation theories	None	Lecture, Examples of Motivation, Discussion	Tourist Motivations and Reasons for Travel	Case study
4	Reading materials on personality theories and tourist typologies	None	Lecture, Typology Examples, Discussion	Personality Traits and Tourist Typologies	Group discussion
5	Basic readings on perception and attitude concepts	None	Lecture, Case Study, Interactive Discussion	Perception, Attitudes, and Tourist Behavior	Case analysis
6	Articles on psychological impacts of touristic experiences	None	Lecture, Video Presentation, Emotion-Focused Discussion	Emotions, Experiences, and Tourism Psychology	Video analysis
7	Resources on cultural differences and tourist behavior	None	Lecture, Cross-Cultural Examples, Group Work	Impact of Culture on Tourist Behavior	Cultural Case Analysis
8	Preparations for reviewing previous weeks	None	Exam	Midterm Exam	Exam
9	Readings on decision-making models and travel preferences	None	Lecture, Decision-Making Examples, Discussion	Decision-Making Processes and Travel Preferences	Case Study
10	Materials related to service environment and psychological effects	None	Lecture, Environment Analysis, Interactive Discussion	Service Environment and Psychological Effects	Environment Evaluation
11	Resources on difficult tourist behaviors and psychological interventions	None	Lecture, Case Examples, Solution-Oriented Discussion	Difficult Tourist Types and Psychological Approaches	Problem Situation Analysis
12	Articles on the effects of travel on mental health	None	Lecture, Current Research, Video Presentation	Relationship Between Travel and Mental Health	Group Discussion
13	Literature on satisfaction and loyalty	None	Lecture, Survey Examples, Discussion	Tourist Satisfaction and Loyalty	Survey Analysis
14	Review of all course materials	None	Review, Case Discussion, Student Feedback	General Review, Case Studies, and Course Closure	Q&A
15	Course notes, previous exams, and review materials	None	Exam	Final Exam	Exam implementation

Workload

Activities	Number	PLEASE SELECT TWO DISTINCT LANGUAGES
Vize	1	1,00
Final	1	1,00
Derse Katılım	13	2,00
Ders Öncesi Bireysel Çalışma	15	1,00
Ders Sonrası Bireysel Çalışma	13	1,00
Ara Sınav Hazırlık	1	24,00
Final Sınavı Hazırlık	1	48,00
Ödev	3	3,00

Assesments

Activities	Weight (%)
Ara Sınav	40,00
Final	60,00

Otel, Lokanta ve İkram Hizmetleri Bölümü / Turizm ve Otel İşletmeciliği X Learning Outcome Relation

	P.O. 1	P.O. 2	P.O. 3	P.O. 4	P.O. 5	P.O. 6	P.O. 7	P.O. 8	P.O. 9	P.O. 10	P.O. 11	P.O. 12	P.O. 13	P.O. 14	P.O. 15	P.O. 16	P.O. 17	P.O. 18	P.O. 19	P.O. 20	P.O. 21	P.O. 22
L.O. 1	5	1	1	1		5	2		5	2	3	2			2	2	2	2	3	2	3	5
L.O. 2	5	2	5	2		5			5	4	2	2	3	2	2		2	2			3	5
L.O. 3	2	2	5	3		5			5	4	2	2	3	3	2		1	2			3	5
L.O. 4	1	2	5	4		5			5	5	2	3	4	4	2		2	4	3	4	3	5
L.O. 5	1	3	5	5		5			5	4	2	3	3	4	2		2	2	3		4	5
L.O. 6	3	4	5	5		5			5	4	4	3	3	5	5		5	5	3	5	5	5
L.O. 7	1	4	5	4		5			5	4	3	2		5	2		2	2		3	4	5
L.O. 8	2	2	5	1		5			5	4	2	2	3	4	2		1	2			3	5

Table :

- P.O. 1 :** Describe the basic concepts concerning tourism and hotel management
- P.O. 2 :** Know the legal arrangements and professional standards in the field of tourism and hotel management.
- P.O. 3 :** Know the internal and external environmental factors which have an effect on tourism and hotel management.
- P.O. 4 :** Know how to organize and provide accommodation, food&beverage and other services served in hotel managements.
- P.O. 5 :** Know at least one foreign language at level A2 Europe Language Portfolio.
- P.O. 6 :** Easily apply the theoretical and practical knowledge obtained from school and internship practices.
- P.O. 7 :** Know how to operate computer automation systems used in tourism and hotel managements and use these systems efficiently.
- P.O. 8 :** Use the knowledge of the foreign language in the sector, which they have learnt at school and internship practices.
- P.O. 9 :** With the theoretical and practical experience obtained, they are able to analyze and provide solutions to the problems encountered of the sector.
- P.O. 10 :** Have strong communicative skills and accommodate easily adapt to teamwork
- P.O. 11 :** Communicate efficiently and positively with their juniors and seniors.
- P.O. 12 :** Have the ability to work under work load, stress and pressure.
- P.O. 13 :** Know and take active charge in applications as to menu planning, food production, cuisine services management, services, banquet organization applications made under food&beverage department in hotel managements.
- P.O. 14 :** Know and apply making reservations, room sales, greeting guests, calculations, accounting and registering.
- P.O. 15 :** Attend teamwork as a team member in sales-marketing, congress and fair organizations.
- P.O. 16 :** Know the use and supervision of and apply housekeeping management, cleaning of rooms and common area, laundry management, cleaning products.
- P.O. 17 :** Assist colleagues contribute to junior's developments through continued education.
- P.O. 18 :** Respect seniors and complete the assigned tasks fully; create their personal solutions in case of crisis.
- P.O. 19 :** Prepare reports regarding their task and present them to their seniors.
- P.O. 20 :** Assist colleagues by doing the tasks apart from their own in extraordinary situations.
- P.O. 21 :** Band to national and ethical values and care for these values at work they attend.
- P.O. 22 :** Follow vocational innovations and improve themselves constantly on a continued basis.
- L.O. 1 :** Define the fundamental concepts and theories of tourism psychology
- L.O. 2 :** Explain the psychological processes influencing tourist behavior

- L.O. 3 :** Analyze tourists' motivations and travel decision-making
- L.O. 4 :** Evaluate the effects of personality traits and cultural differences on tourist preferences
- L.O. 5 :** Understand the psychological aspects of touristic experiences and interpret their relationship with customer satisfaction and loyalty
- L.O. 6 :** Apply psychological approaches related to human relations and service environments in the tourism sector
- L.O. 7 :** Demonstrate appropriate psychological responses to difficult tourist types and crisis situations
- L.O. 8 :** Comprehend the effects of travel on individuals' mental health