UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
Tourism Sociology

Academic Year 2023/2024

1. Organic Unit

Faculty of Business and Economic Sciences

2. Course

Tourism Management

3. Cycle

1st

4. Course Unit

Tourism Sociology (V2114)

5. Scientific Area

6. Curricular Year

2nd

7. Type of Curricular Unit / Semester

1st Semester

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8. Class type and workload (work time)

Theoretical classes:	
Practical classes:	
Theoretical-Practical Classes	30,00
Tutorial Guidance:	20,00

9. ECTS Credits

6,00

10. Scientific Area Coordinator

11. Regent

Prof. Doutor ANTÓNIO AUGUSTO TEIXEIRA DA COSTA

12. Assistants

13. Teaching Language

Portuguese

14. General Objectives

- Know the most important concepts of Sociology of Tourism;
- Studying personal, interpersonal and transpersonal behavior in relation to tourist activities, both in terms of demand and supply;
- Analyze the globalization of tourist activities.

15. Specific Objectives

- Understand the motivations of tourists;
- Apply the concept of sustainability to tourist activities;
- Understand the seasonality of tourist activities

16. Skills to be acquired

- Apply the instruments of sociological analysis to tourist activities;
- Internalize the relevance of motivations in the tourist phenomenon;
- Understand texts on the sociology of tourism.

17. Teaching Methodology

The course is of a theoretical-practical nature. It is based on the exposition of concepts and instruments of analysis using the main information and communication technologies (ICT) and subsequent application. It also uses the method of "case studies".

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18. Course Unit Program

1- Concepts

2- Social behavior in the tourism sector
2.1. Groups and organizations in the tourist activity
2.2. Group dynamics in the sociology of tourism

3- Stratification and social status in tourism
3.1. Social classes and tourism
3.2. The tourist demography
3.3. Elite tourism and mass tourism
3.4. social tourism

4- The socio-cultural effects of tourism
4.1. Description
4.2. Strengthening cultural identity
4.3. The socio-cultural impacts

5- Seasonality as psychosocial behavior

5.1. Characteristics
5.2. Psychosociological causes
5.3. Sociological measures to correct for seasonality

6- Tourist destination: life cycle, tourists and residents
6.1. Description
6.2. Tourist typology and irritability index

7- The psychosociology of the tourist offer
7.1. The psychosociology of marketing, advertising and tourist public relations

8- The psychosociology of tourist demand
8.1. the motivations
8.2. The psychosociology of tourist consumption
8.3. The psychosociology of tourism source markets

9- Sustainable tourism development
9.1. Historical evolution of the concept of sustainability
9.2. Sustainable development and tourism
9.3. Prospects for sustainable tourism development

10- Tourism and globalization

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19. Assessment Methods

Individual or group work.
Two written tests.

20. Didactic Resources

Power point
Case studies
Questions for Discussion.

21. Sustainability Objectives

Tourism activity can contribute, with greater intensity, to the following Sustainable Development Goals:
8- Decent work and economic growth;
12- Sustainable production and consumption;
13- Climate action;
14- Protect marine life and
15- Protect terrestrial life.

22. Keywords

Tourism, Sociology, Sustainability, Globalization.

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23. Main Bibliography

Author(s):	Marujo, Noémi		
Title:	Sociologia do Turismo- Temas de investigação		
Edition:	1ª	Year:	2020
Local:	São Paulo		
Publisher:	Vozes		

Author(s):	Dann,G,;Parrinello, G.L. (eds)		
Title:	The Sociology of Tourism -European Origins and Developments		
Edition:	1ª	Year:	2009
Local:	United Kingdom		
Publisher:	Emerald		

Author(s):	Dias, Reinaldo		
Title:	Sociologia do turismo		
Edition:	2ª	Year:	2003
Local:	São Paulo		
Publisher:	Atlas		

24. Complementary Bibliography

Author(s):	Montejano, Jordi Montaner		
Title:	Psicosociologia del Turismo		
Edition:	2ª	Year:	2002
Local:	Madrid		
Publisher:	Síntesis		

Author(s):			
Title:			
Edition:		Year:	
Local:			
Publisher:			

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Ficha técnica MIP / MIP Datasheet	
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Autor / Author	Prof. Doutor ANTÓNIO AUGUSTO TEIXEIRA DA COSTA
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