

<b>Course</b>	
<b>Course Number</b>	126
<b>Exam Number</b>	126
<b>Course Frequency</b>	Summer Semester
<b>Duration</b>	1 Semester
<b>Contact Hours per Week</b>	2
<b>Teaching and Learning Forms</b>	1 SWS Seminar 1 SWS Project Work / Case Studies
<b>ECTS Credit Points</b>	2,5
<b>Workload</b>	62,5 hours <ul style="list-style-type: none"> <li>- Attendance time in courses: 28 hours</li> <li>- Self-study: 34,5 hours</li> </ul>
<b>Language</b>	English
<b>Prerequisites for Participation</b>	None
<b>Content</b>	<p><b>Application of psychological theories to explore how to change tourist behaviour for the benefit of the environment and host cultures</b></p> <p><b>Introduction to cognitive psychology, especially perception, learning and memory</b></p> <p>Topics:</p> <ul style="list-style-type: none"> <li>- Basic functioning of the memory</li> <li>- Psychophysics (absolute stimulus threshold and difference threshold, methods of threshold determination)</li> <li>- Gestalt Psychology</li> <li>- Classical (including evaluative) conditioning, operant conditioning</li> </ul> <p><b>Introduction to motivational and emotional psychology</b></p> <p>Motivational psychology:</p> <ul style="list-style-type: none"> <li>- Content models of motivation (e.g. performance, power and connection motives (basic motives according to McLelland), alternatively the system according to Häusel or Bischof: balance, stimulus, dominance)</li> <li>- Process models of motivation, regulative functions of motivation, homeostasis models of motivation, expectation-value model</li> </ul>

Course	Tourism Psychology
	<p>Emotional psychology:</p> <ul style="list-style-type: none"> <li>- Physiological, conceptual and behavioural aspects, models of emotion development and regulation</li> </ul> <p><b>Consumer behaviour/consumer psychology</b></p> <p>Application of cognitive psychological and social cognitive theories to consumer behaviour:</p> <ul style="list-style-type: none"> <li>- Phenomena of implicit memory, in particular the effect of mere presentation, implicit attitudes and their measurement</li> <li>- Decisions, decision heuristics, decision errors, problem of rationality of consumption/travel decisions</li> <li>- Psychological consistency (e.g. theory of cognitive dissonance) and reactance</li> </ul> <p><b>Attitudes and changing attitudes</b></p>
<b>Target Competencies</b>	<p>The students will gain basic knowledge in the fields of (tourism) psychology, i.e. human perception/awareness, learning, memory, motivation and emotion as well as decisions and attitudes. They will be able to apply this knowledge to the decision-making and travel behaviour of tourists or to the behaviour of employees in the tourism industry.</p> <p>They will gain a basic knowledge of the models in the field of cognitive as well as motivational, emotional and consumption psychology and are able to select and apply suitable methods for specific scientific questions. Furthermore, students will be able to transfer the scope of the knowledge gained to real-life situations and cases in this way and will be able to evaluate components of psychology in tourism methodically. The unit emphasises the impartment knowledge and skills. Teaching methods will include discussion, lectures, simulations, workshops and case studies.</p> <p>This course thus imparts competencies at level 2 of the Qualifications Framework for German Higher Education Qualifications (HQP) at Master level. This applies in particular to the following areas:</p> <ul style="list-style-type: none"> <li>- Knowledge and understanding</li> <li>- Use, application and creation of knowledge</li> <li>- Communication and cooperation</li> <li>- Scientific self-perception / professionalism</li> </ul>
<b>Examination and Course Achievement</b>	<p>The primary form of examination is the presentation.</p>
<b>Basic Literature</b>	<p>Anderson, J.R. (2007). Kognitive Psychologie (6th Edition). Heidelberg: Spektrum.</p>

**Course**

**Tourism Psychology**

Clayton, S., Myers, G. (2015). Conservation psychology: Understanding and promoting human care for nature. John Wiley & Sons.

Eysenck, M.W., Keane, M.T. (2015). Cognitive Psychology (7th Edition). Hove, East Sussex.

Felser, G. (2015). Werbe- und Konsumentenpsychologie (4th Edition). Berlin/Heidelberg.

Filep, S. (2012). Positive psychology and tourism. In Handbook of tourism and quality-of-life research (pp. 31-50). Dordrecht: Springer.

Font, X., Hindley, A. (2017). Understanding tourists' reactance to the threat of a loss of freedom to travel due to climate change: a new alternative approach to encouraging nuanced behavioural change. Journal of Sustainable Tourism. 25(1), 26-42.

Fridgen, J. D. (1984). Environmental psychology and tourism. Annals of tourism research. 11(1), 19-39.

Lück, M., Porter, B. A. (2018). The ethical dilemma of provisioning pelagic birds in exchange for a close encounter. Journal of Ecotourism. 17(4), 401-408.

Müsseler, J., Prinz, W. (Hrsg.) (2015). Lehrbuch Allgemeine Psychologie (2nd Edition). Heidelberg.

Pearce, P. L., Packer, J. (2013). Minds on the move: New links from psychology to tourism. Annals of Tourism Research. 40, 386-411.

Scott, N. (2020). Cognitive psychology and tourism - surfing the "cognitive wave": a perspective article. Tourism Review.

Sharpley, R. (2020). Tourism, sustainable development and the theoretical divide: 20 years on. Journal of Sustainable Tourism. 1-15.

Skavronskaya, L., Scott, N., Moyle, B., Le, D., Hadinejad, A., Zhang, R., ... Shakeela, A. (2017). Cognitive psychology and tourism research: state of the art. Tourism Review.