



Università degli Studi di Genova

Genoa University



Scuola di Scienze Sociali

BA TOURISM SCIENCES: BUSINESS, CULTURE AND TERRITORY

# TOURISM PSYCHOLOGY

Teaching Unit No. 1

TEACHER: Guido F. Amoretti  
Department of Education Sciences

# Psychology of tourism

[is part of ANTROPOLOGY AND PSICOLOGY OF TOURISM cod. 83685]

Code: 83684 36 hours 6 CFU

Lessons: Monday from 11.00 to 13.00 Classroom O

Monday from 16.00 to 18.00 Classroom O

Teacher: Prof. Guido F. AMORETTI

## RECEPTION

8 March to 11 May 2021

Imperia: Monday 2.00 p.m. – 3.00 p.m.

Genoa: Tuesday 16.00–17.00 Body A – Floor 2 Room 2A9

From 18 May 2021

Genoa: Tuesday 14.00–15.00 Body A – Floor 2 Room 2A9

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# SYLLABUS

The fundamentals of perception, attention, motivation, decision making and psychological well-being will be imparted. The basic knowledge will be applied in the application areas of tourism psychology such as the formulation of the tourist offer, the attention to the characteristics of some target of specific interest, such as "seniors", in preparing initiatives/itineraries/attractions aimed at increasing and making competitive the proposed offer.

# Contract definition

- Difference between frequent and non-attendants
  - frequency check [see instructions]
- in case of falsification of attendance [surprise appeals] exclusion from the end of course check
- at least 60% of hours of presence (22 hours out of 36) to be able to participate in the end of course verification reserved for participants
- the distinction between frequent and non-attendants is valid only for the end of course check and summer session appeals
  - End of course check:
    - 10 May 2020 at 11.00 a.m. – 1.00 p.m. – Computer Room

# Program for attendees

(valid only for end of course verification and summer session appeals)

## Examination texts

1. Amoretti G., Varani N. Psychology and geography of tourism. Dai motivi del turista all'elaborazione dell'offerta, Libreriauniversitaria.it Edizioni, Padova [part I and part III].
2. Amoretti A., Varani N. Traveling in the Third Age. Cases and experiences of senior tourism, Carocci, Rome, 2013.

## Examination modalities

Written test (multiple-choice test by Pc), at the end of the course, covering texts 1 and 2 and what was said in class and not covered by the texts

Oral supplements are permitted

It is compulsory to register for the exam through the Student portal [Online Services]

**N.B.:** It is allowed to take the exam for a maximum of 4 times after the end of the course. Failure to pass the exam at the third and fourth attempt will result in a negative result and, consequently, the impossibility to take the exam in the academic year 2020–21. The student who fails in this case will be able to take the exam again in the academic year 2021–22.



# **Program for non-attendants**

## **Examination texts**

1. Amoretti G., Varani N. Psychology and geography of tourism. Dai motivi del turista all'elaborazione dell'offerta, Libreriauniversitaria.it Edizioni, Padova [part I and part III].
2. Amoretti A., Varani N. Traveling in the Third Age. Cases and experiences of senior tourism, Carocci, Rome, 2013.
3. Albanese A., Cristini C. (edited by) Psychology of tourism: future perspectives. Franco Angeli, Milan, 2007 [chap.7,8,9,13,14,18,19].

## **Methods of examination**

Written test (multiple-choice test via PC) covering texts 1, 2 and 3

Oral supplements are permitted

**You must register for the exam through the Student portal [Online Services]**

**N.B.: You are allowed to take the exam up to a maximum of 4 times. Failure to pass the exam at the third and fourth attempt will result in a negative result and, consequently, the impossibility to take the exam in the academic year 2020-21. The student who fails in this**

An evolving science: past, present and future

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- **Psychology**

It's the scientific study  
of attitude  
and mental processes

Magritte, 1955



# A bit of etymology (1)

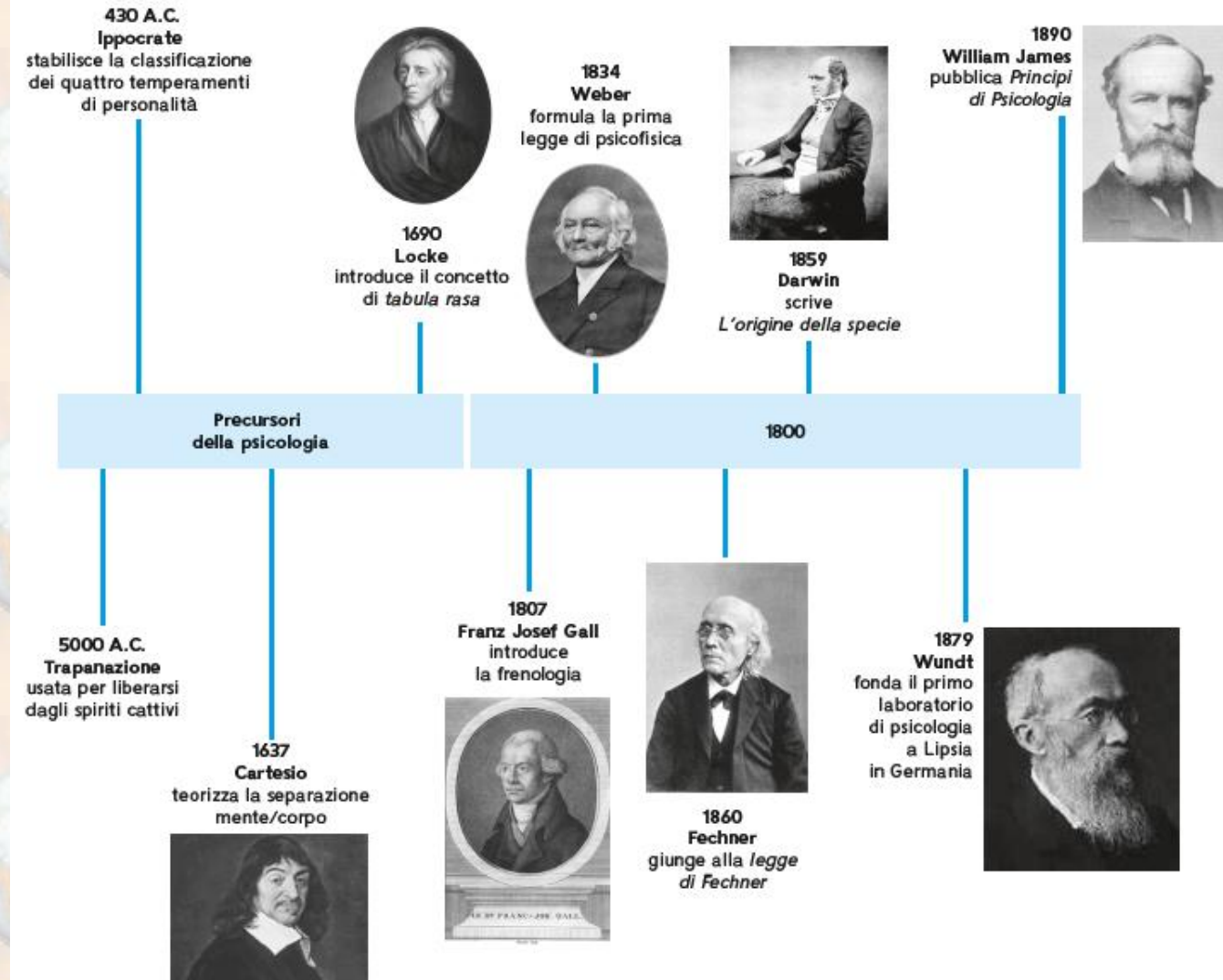
- Psychology = science of the soul ( $\Psi\upsilon\chi\epsilon$  &  $\lambda\omicron\gamma\omicron\varsigma$ )
- The term was born between the 16th and 17th centuries. (Rodolfo Goclenio, 1590)
- In the 18th century it is taken up by Christian Wolff:  $\Psi$  is one of the 4 parts of metaphysics (with ontology, cosmology, theology).
  - empirical  $\Psi$  (deals with psychic facts based on experience)
  - Rational  $\Psi$  (deals with the essence of the soul and its faculties)



# A bit of etymology (2)

- In the second half of the nineteenth century the term  $\Psi$  began to designate a discipline autonomous from philosophy and detached from metaphysical mortgages.
- There have also been previous attempts (with the idéologues, Cabanis in particular) to found a science that dealt with psychic facts using the same principles of natural sciences, but they spoke of "science of morality", "science of man", "anthropology" (in a very different meaning from the present one).

# An evolving science: past, present and future



# On the way to psychology: Greek thought

- For a man's science to exist it is necessary that man can be the object of scientific study
- In Greek thought, from Hippocrates to Aristotle, man is part of nature and can be studied with the methods of the natural sciences. Aristotle considers man an animal and tries to construct a psychology of man, an animal and a child psychology.

# On the way to psychology: from the Middle Ages to the Renaissance

- Medieval thought denies the possibility of studying man (Aristotle's recovery only in metaphysical terms).
- It was only with the Renaissance that man once again became an object of study, but we must wait for Descartes, who affirmed the lawfulness of studying man as a mechanism, to come across an "epistemological break" (Bachelard, 1934), a change of "paradigm" (Kuhn, 1962) [but Descartes introduced the dualism between *res cogitans* and *res extensa* and *innate ideas*].

# On the way to psychology: in England (1)

The English empiricists (Locke, Hume, Hartley, the Mill, Bain) are the authors of the transition from an investigation of the essence of the mind to an investigation of its processes.

Locke speaks of intellect, not mind or soul, and refers to a faculty no longer a substance.

Hume studied the processes that take place in the intellect and identified associations as the fundamental processes [among the associationists Thomas Brown (1820) was the first to introduce introspection into psychology].



## An evolving science: past, present and future

Precursori  
della psicologia

FILOSOFIA,  
FISIOLOGIA  
E  
MEDICINA

1868

PSICOLOGIA  
FISIOLOGICA

1879

STRUTTURALISMO

1895

EVOLUZIONISMO  
E  
FUNZIONALISMO

1920

GESTALT

1924

COMPORTAMENTISMO

1938

INTERAZIONISMO  
SIMBOLICO

## On the way to psychology: in England(2)

Hartley deals with the relationship between mind and body ["vibraziuncole"= minimal vibrations that external objects cause through the sense organs in the nervous system].

The Mill, in particular Stuart Mill, introduced the theory of "mental chemistry" by assimilating complex ideas to chemical compounds.

The philosophical father of the scientific Y (without having ever done scientific research) is Alexander Bain who admits the existence of innate factors of behavior organization. He is also the first to use the expression "learning by trial and error" which will be taken up by Thorndike.

# On the way to psychology: in France

After Descartes, the French (La Mettrie, Condillac, Buffon, the idéologues, Cabanis) moved on to a conception of the body no longer as a machine but as an animal organism.

Condillac compares man with animals

With Buffon, man returns to the animal kingdom, even if in a top position.

Cabanis gives primary importance to the nervous system. The "morale" is a function of the nervous system, first of all of the brain, and is a regulating principle of the "physical"; but brain and nervous system, of which the morale is a function, are in turn part of the physical. The unity of man is definitively affirmed...

# On the way to psychology: in Germany (1)

With Kant one overcomes the controversies between rationalists and empiricists (with a priori synthetic judgements) and the Wolffian dualism between rational  $\Psi$  (denied by Kant) and empirical.

For Herbart the  $\Psi$  is an autonomous science, not subordinate either to philosophy or physiology: but not being experimental science it is metaphysics.

Herbart first affirms the need for a measurement of psychic facts but also introduces the concept of the unconscious (70 years before Freud's formulation) and considers introspection as the main method for the study of  $\Psi$ .

Herbart goes from qualitative to quantitative.

## On the way to psychology: in Germany (2)

For Fechner the spirit is but a property of matter. The bridge that he throws to unite body and soul, spirit and matter, is psychophysics (1860).

The sensation is proportional to the logarithm of the stimulus (Weber-Fechner's law).

$$S = k \log R + C$$

S (Sinneswahrnehmung) is the feeling

R (reiz) is the stimulus

k and C are constants (k is called Weber's constant and depends on the sensory mode)



# On the way to psychology: the contributions of other sciences

## **Astronomy (Bessel)**

"physiological times" since 1871 with Exner have become reaction times

the subtractive method of Donders

Psychology can only become science if the duration of mental processes can be measured.

## **Physiology**

reflex arch

Bell-Magendie law on the independence of sensory pathways from motorways

law of specific nervous energy: the quality of the sensations we receive does not depend on the type of stimulation that is exerted on the sense organs, but on the type of sense organs that are excited (Müller, Helmholtz[1856]).

## **Evolutionism**

An evolving science: past, present and future

# Roots of psychology

Structuralism

Functionalism

Gestalt Theory

# Structuralism

- Wundt, 1879 – First experimental laboratory in Leipzig
- Procedure: introspection
- Subject of analysis:  
the constituent elements of the mind:  
perception, memory, ...

## Functionalism

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- Background: Darwin's evolutionist theories
- William James
- Changes in consciousness and its functions in man's adaptation to the environment
- "*stream of consciousness*"
- What the mind does – the functions of mental activity – and the role of behavior in enabling individuals to adapt to their environments

- **Gestalt Theory**

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- Background: Psychology of the Act (Brentano)
- Experimental phenomenological method
- Wertheimer: the stroboscopic movement
- Organisation of perception and thought in the sense of a "whole" rather than individual elements of perception



An evolving science: past, present and future

# Today's Theories

## ❖ Psychodynamics

(Freud, 1900)

## ❖ Behaviourism

(Watson, 1924)

## ❖ Cognitivism

(Miller, Galanter, Pribram, 1960)

## Neobehaviourism

## Modularism

(Fodor, 1975)

## Connessionism

## ❖ Interactionism

(Bateson, Watzlawick, Beavin, Jackson,  
1960-80)

# Psychodynamics

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- Freud (1900)
- Approach to psychology that considers behaviour motivated by internal forces and conflicts of which one has little awareness or control

An evolving science: past, present and future

# **Behaviourism**

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Watson: organism black box

objectively measurable observable behaviour

S R (stimolo-risposta)

Skinner: operant learning; + or - reinforcement

## **Neobehaviourism**

➤ S → O → R (stimulus-organism-response)

# Cognitivism

- Background: interdisciplinary contributions (mathematics, cybernetics, computer science, linguistics)
- mind like an information processor
- TOTE (Miller, Galanter and Pribram: Plans and behaviour structure, 1960)
- Human Information Processing (HIP): analogy between mind and computer
- Cognitive science:
  - modularism** (there are specific and encapsulated knowledge modules)
  - connessionism** (the models of mental architecture are in the structure and functioning of the brain)

# Modularism

Fodor :

- The behaviour of an individual is determined by his mental structure.
- Transducers, mental apparatus that convert environmental stimuli into such a format that they can be treated as representations
- Input systems (modules) and central systems of the mind



The background of the slide features a repeating pattern of small, stylized globes on stands, each showing a different view of the Earth. The globes are light-colored with subtle shading to represent continents and oceans. They are arranged in a grid-like fashion across the entire slide.

# Connessionism

- Background: physical–mathematical theory of complex dynamic systems
- Theoretical paradigm of cognitive science that looks for models of mental architecture in the structure and functioning of the brain.
- Neural networks (input, output, hidden units)
- Behaviour simulation

# Interactionism

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- subject-interaction with the world and with other subjects
- Mead (1938) Symbolic Interactionism
- Systemic School: Bateson, Watzlawick, Beavin, Jackson (1960-80)
- Cultural Interactionism (Bruner)

# Key issues and controversies in psychology



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graph TD; A[Genetics vs. environment] --- B[Free choice vs determinism]; A --- C[Conscious vs. unconscious causes of behaviour]; B --- C; B --- D[Individual differences vs. universal principles]; C --- D; D --- E[Observable behavior vs. internal mental processes];
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Genetics vs. environment

Free choice vs  
determinism

Conscious vs. unconscious  
causes of behaviour

Individual differences  
vs. universal principles

Observable behavior vs. internal  
mental processes