



Università degli Studi di Genova

Genoa University



Scuola di Scienze Sociali

BA TOURISM SCIENCES: BUSINESS, CULTURE AND TERRITORY

TOURISM PSYCHOLOGY

Teaching Unit No. 6

TEACHER: Guido F. Amoretti
Department of Education Sciences



JOURNEY'S PSYCHOLOGICAL REASONS

BUSINESS TOURISM

- **TRANSFERIST:**
 - medium-long periods
 - the opportunity to get to know the host country in depth
 - using that country as a base for visiting other countries
- **MANAGER/EMPLOYEE**
 - short stays
 - more superficial knowledge of the host country
 - prevalent cultural and enogastronomic interest

RELAX TOURISM

- It is the stereotypical form of tourism
- The basic reason is to disconnect with everyday life
- It is achieved by changing environment and dedicating oneself to activities of all rest
- It is characterised by the following guarantees
- Interesting large masses of tourists mainly families

TOURISM FOR RELAXATION...MENTAL AND PSYCHOPHYSICAL WELLNESS

- It is an expanding phenomenon
- It concerns a relatively small segment of tourists
- It is in line with the search for wellbeing in a hedonistic key
- Attention to physical and mental health
- Search for the right diet and lifestyle
- It is carried out in facilities equipped with a spa, in spa facilities and in facilities with fitness equipment
- Even more niche is the search for a psychophysical balance that also passes through nutrition but requires meditation and more relaxed attitudes towards life.
- Frequently carried out in dedicated structures characterised by health aspects

DISCOVERY TOURISM

- It is a tourism innate to the human being and to his desire to explore
- It is not necessarily adventurous even though some agencies have specialised in adventurous tours
- It is a tourism motivated by curiosity, the desire to get to know places, customs and people who do not know each other.
- In its most adventurous version it is linked to the phenomenon of sensation seeking
- The two main forms are:
- The Indiana Jones tourism, based on the need for adrenaline and possible only in places with particular characteristics
- Cultural tourism outside the circuits of mass tourism can take place in any location as long as it has beautiful landscapes and/or art treasures.

BACK TO THE ORIGINS TOURISM

- It is a consequence of the phenomenon of emigration
- We can identify two back to the origins tourism
- At regular intervals, often annually, it involves those who have emigrated to countries not particularly far from their countries of origin. Its aim is to maintain the link with the family environment. It generally involves first generation emigrants
- Episodic, occurs once or twice in a lifetime generally due to the cost of travel. It frequently involves second and third generation emigrants curious to visit the birthplace of their ancestors.

FOOD AND WINE TOURISM

- It's one of the growing tourism
- It develops as a complement to the tourist offer by exploiting the food and wine traditions of the various localities [in the process of getting to know a place, not only the cultural and landscape attractions but also the food and wine attractions that represent testimonies of the local culture come into play].
- Italy has always been at the forefront in the protection of food and wine products [D.O.C. Denominazione di Origine Controllata and D.O.C.G. Denominazione di Origine Controllata e Garantita] which have been included in the EU D.O.P. Denominazione di Origine Protetta and I.G.P. Protected Geographical Indication.
- Recently real tours centred on the tasting of local products are being born