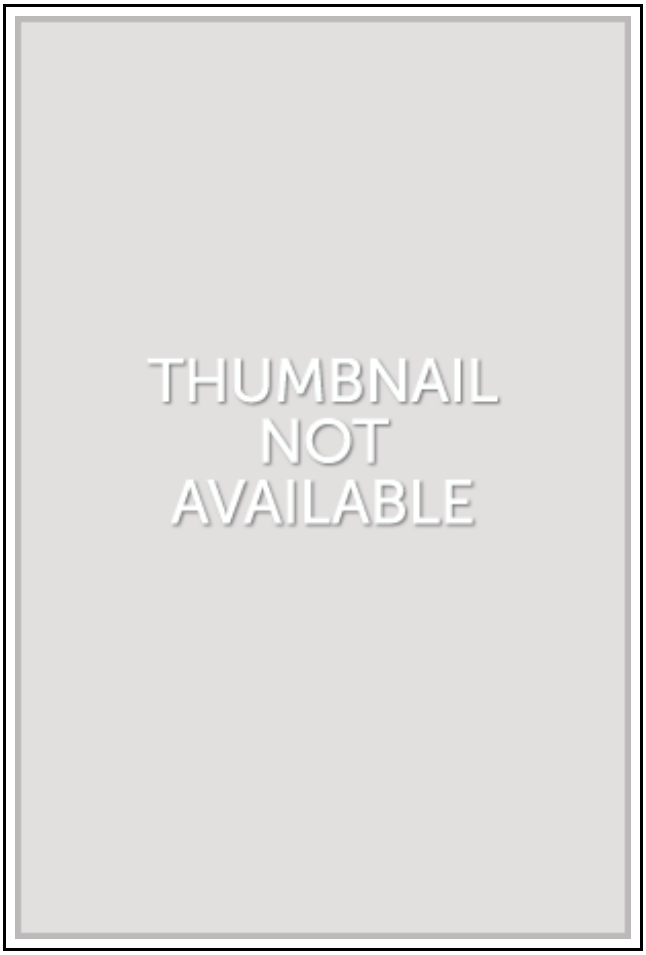
# SOCIAL PSYCHOLOGY OF TOURISM. SECOND EDITION




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OMM PRESS, Madrid, 2016. Rustica (tapa blanda). Book Condition: Nuevo. Dust Jacket Condition: Nuevo. 2. This teaching text attempts to synthesize the most relevant aspects of an emerging area of Psychology, Social Psychology of Tourism. The issue we are trying to synthesize is the relationship between Social Psychology and Tourism as well as the most important research topics developed in recent years in this area. In this sense, this fi rst issue with an approach to the main research tools applied in the area of Social Psychology Tourism classes. Topic two presents the main models developed to present typologies of tourists and behavioral variables that distinguish each of the existing typologies in diferent models (Pearce, Plog, Cohen). Topic three summarizes the concept of destination image and models explain. As tourists perceive a destination, sometimes when they have been predetermined or not yet known. Likewise an approximation to the concept of authenticity and their relationships in the processes of perception of tourist destinations is included. The fourth topic describes one of the key aspects and the Social Psychology of Tourism, tourist motivation. It develops one of the most important models in the area, the Plog model and it is related in part with the concept of satisfaction. Topic fi ve applies to one of the fi ve most important concepts of Social Psychology, attitudes and its application to relations between hosts and guests in the tourism context. Finally, topic six presents six key impacts that tourism generates at a psychosocial level. This teaching text closes the presentation of the concept of intercultural stress and orientation programs in order to reduce the impacts produced on tourists. LIBRO.

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