Universitat de les Illes Balears

Syllabus

Subject

Name	11492 - Generating and Gathering Quantitative Information for Tourism
Credits	0.72 in-class (18 hours) 2.28 distance (57 hours) 3 total (75 hours).
Group	Group 1, 1S (Campus Extens)
Period	First semester
Language	English

Lecturers

Lecturers	Office hours for students					
	Starting time	Finishing time	Day	Start date	End date	Office
Miguel Quetglas Oliver miquel.quetglas@uib.es	17:00	18:00	Thursday	01/09/2017	31/08/2018	DB-200 (Cita prèvia per mail)

Context

One of the essential steps of anobjective analysis is the information collection. In order to study wheather the past evolution of the tourism or forecast it or even for new studies, it's needed data, which has to be enough accurated and suitable.

This course is aimed to give to the students the basics of the sampling theory, as well as the main tourism sources.

Requirements

There are no prerequisites to take this course. Anyway, it is recommendable to have a basic knowledge of Probability and Statistics.

Recommended

Probability and its properties (Random variables and distribution functions in one and several dimensions. Moments. Characteristic functions. Limit theorems).

Point estimation - unbiased and consistent estimators.

Interval estimation.

Minimum variance and maximum likelihood estimators.

Testing of hypotheses.

Regression, correlation and analysis of variance.

Sampling distributions.

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Elements of non-parametric methods.

Skills

Specific

* To be able to collect, generate, process and analyse statistical data to support monitoring and evaluation activities. (CE7).
* To develop skills that facilitate integration into labour markets related to the tourism industry and, especially, to the companies and institutions that monitor and evaluate projects and programmes in the tourism environment. (CE10).
* To be able to structure the work undertaken, as well as the results obtained, with the purpose of presenting reports in the fields of monitoring and evaluation. (CE11)..

Generic

* To develop an innovative capacity by applying the acquired knowledge to the resolution of problems in new environments related to the tourism sector. (CG2).
* To develop an innovative capacity by applying the acquired knowledge to the resolution of problems in new environments related to the tourism sector. (CG7).
* To know how to apply information and communications technology (ICT) in the context of tourism projects. (CG8).

Basic

* You may consult the basic competencies students will have to achieve by the end of the Master's degree at the following address: http://estudis.uib.cat/master/comp_basiques/

Content

The main topics of this course are:

- Primary and secondary data sources for tourism
- Design and implementation of surveys
- Selection of representative samples
- Sampling typologies

Theme content

I. Sources for Tourism

    1. International standards

    2. International sources for tourism

    3. Collected information about tourism

II. Survey Fundamentals

    1. Design Survey Process

    2. Question Principles

    3. Collect Data

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4. Analyze Data

III. Sampling Theory

1. Basic conceps of sampling

2. Biases and nonsampling errors in survey results

3. Sample designs

4. Simple Random Sampling (SRS)

5. Stratified sampling

6. Cluster sampling

7. Estimating variances

Teaching methodology

The character of the subject is very practical. However, some theorycal classes are mandatory to understand the steps and the desing of a survey.

In-class work activities

Modality	Name	Typ. Grp.	Description	Hours
Theory classes	Lectures	Large group (G)	The lectures give a detailed exhibition of themost important in each topic, including newconcepts and examples.The theoretical classes consist of 10hours.	10
Practical classes	Practices	Large group (G)	When finalizing a theoretical subject the student will make exercises and practices to assimilate and to apply the theory reviewed in class.The practical exercises consist of 6hours.	6
Assessment	Assessment	Large group (G)	Each studentwill prepare a complet study about how to design a survey related to a tourism topic.The analysis should, for example, include a discussion concerning the purpose of the survey, the questionareusedand how select the sample. The report will be presented in a structured form for the rest of the group. The presentations are made in a session of 2 hours.	2

At the beginning of the semester a schedule of the subject will be made available to students through the UIBdigital platform. The schedule shall at least include the dates when the continuing assessment tests will be conducted and the hand-in dates for the assignments. In addition, the lecturer shall inform students as to whether the subject work plan will be carried out through the schedule or through another way included in the Campus Extens platform.

Distance education work activities

Modality	Name	Description	Hours
Individual self-study	Final report	This is the final reports that also are an important part of the assessment of the course.	40

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Modality	Name	Description	Hours
Group or individual self-study	Studies of theoretical and practical character	It is recommendable to read the corresponding material before attending the lectures to facilitate the learning of the content. Also it is important to review the topics after each class to make sure that all the doubts have been solved. To study the literature and the resources offered by the professors is important to deepen the learning and to see the context of each section of the course.	17

Specific risks and protective measures

The learning activities of this course do not entail specific health or safety risks for the students and therefore no special protective measures are needed.

Student learning assessment

Assessment

Modality	Assessment
Technique	Papers and projects **(retrievable)**
Description	Each studentwill prepare a complet study about how to design a survey related to a tourism topic.The analysis should, for example, include a discussion concerning the purpose of the survey, the questionareusedand how select the sample. The report will be presented in a structured form for the rest of the group. The presentations are made in a session of 2 hours.
Assessment criteria	
Final grade percentage: 100%	

Resources, bibliography and additional documentation

The material that will be used throughout the course will be a dossier with transparencies that is used for the exhibition of each subject. Also, on Campus Extensit will be possible to download the material.

Basic bibliography

* Hansen, M.H., Hurwitz, W.N., and Madow, W.G. (1953). Sample Survey Methods and Theory, Volume I. Wiley Classics Library Edition, 1993. New York: Wiley and Sons.
* Hansen, M.H., Hurwitz, W.N., and Madow, W.G. (1953). Sample Survey Methods and Theory, Volume II. Wiley Classics Library Edition, 1993. New York: Wiley and Sons. * Kish, Leslie (1965). Survey Sampling. Wiley Classics Library Edition, 1995. New York: Wiley and Sons.
* Cochran, W.G. and Cox G. M. (1957). Experimental Designs. Wiley Classics Library Second Edition, 1992. New York: Wiley and Sons.

Complementary bibliography

* Pérez, Cesar (1999). Técnicas de Muestreo Estadístico. Teoría, práctica y aplicaciones informáticas. Madrid. RA-MA Editorial.
* Sánchez-Crespo J.L. and de Parada, J. (2007). Ejercicios y problemas resueltos de muestreo en poblaciones finitas. Madrid. Instituto Nacional de Estadística.

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* Mirás, Julio (1985). Elementos de muestreo para poblaciones finitas. Madrid. Instituto Nacional de Estadística, 2000.

Other resources

* World Tourism Organization (http://www2.unwto.org/)
* Eurostat (http://ec.europa.eu/eurostat)
* Ibestat (http://www.ibestat.cat)