



Course Syllabus:

Tourism studies AV, Quantitative Methods in Tourism, 7,5 credits

General data

Code	TR012A
Subject/Main field	Tourism Studies
Cycle	Second cycle
Credits	7.50
Progressive specialisation	Second cycle, has only first-cycle course/s as entry requirements
Answerable department	Tourism Studies and Geography
Established	2016-02-02
Date of change	
Version valid from	2015-09-10

Aim

The course is organized into two parts. Part one introduces into the quantitative research paradigm for theory testing in the field of tourism studies. More concretely, the type, quality, and various sources of tourism data are critically discussed. Moreover, the survey research process is highlighted by elaborating the link between the theoretical framework and the study design. Finally, the first course part introduces into the various methods of data collection and into the development and testing of questionnaires.

Course part two introduces into the various methods for analysing tourism data. At the one side, descriptive data analysis designs critically deal with univariate analysis techniques, bivariate analysis techniques, and multivariate analysis techniques. At the other hand, inferential data analysis designs introduce into univariate analysis designs, bivariate analysis designs, and multivariate analysis designs. Finally, course part two concludes with an outlook into the basics of Linear Structural Equation Modelling (SEM).

Course objectives

Upon successful completion of the course, students will be able to:

- Critically engage in issues of scientific rigor in the context of data analysis for hypothesis testing and validation of Social Science-based theories.
- Understand a range of approaches to quantitative data analysis.
- Apply course concepts and techniques of quantitative data analysis towards the development of individual work.

Content

The course is organized into two components. The first part introduces into the quantitative research paradigm for theory testing in the field of tourism studies. After rolling out the nature and role of data in tourism research, the steps of a typical survey research process are passed through. Thereby, the link to the theoretical model, major criteria of a study design and questionnaire development, as well as data collection are highlighted and critically discussed.

As the course in quantitative methods is designed to directly support student thesis work, the second part of the course is partly conducted in the Computer Lab to enhance students' practical skills in analyzing quantitative data with SPSS (Statistical Package for the Social Sciences®). By using existing real-world tourism (survey) data, most prominent methods of data analysis in tourism research are critically discussed and applied. The 'toolkit' of examined methods especially accounts for the purpose of analysis (i.e. descriptive and inferential data analysis designs) and the number of variables included in the analysis (i.e. uni-/bi- and multivariate analysis designs).

Entry requirements

Bachelor exam in human geography, tourism studies or similar disciplines. TOEFL with a minimum score of 550 on a paper-based test and not below 4.0 on the TWE, or 213 on a computer-based test and not below 4 on Essay Rating, or a minimum score of 79 on internet based test and not below 17 on the TWE.

- IELTS (Academic Training) with a minimum overall score of 6.0 and a minimum score on the specific parts of at least 5.0

Selection rules and procedures

The selection process is in accordance with the Higher Education Ordinance and the local order of admission.

Teaching form

Classroom teaching, tutorials, and teaching in the computer laboratory.

Examination form

Written tests and home assignments.

Grading system

The grades A, B, C, D, E, Fx and F are given on the course. On this scale the grades A through E represent pass levels, whereas Fx and F represent fail levels.

Course reading

Required literature

Author: Veal, A. J
Title: Research Methods for Leisure and Tourism – A Practical Guide
Edition: Senaste upplagan
Publisher: Prentice Hall

Reference literature

Author: Baggio, R., & Klobas, J.
Title: Quantitative methods in tourism: a handbook.
Edition: Senaste upplagan
Publisher: Channel View Books
Comment: Valda delar.

Author: Cramer, D.
Title: Fundamental statistics for social research: step-by-step calculations and computer techniques using SPSS for windows
Edition: Senaste upplagan
Publisher: Routledge

Author: Creswell, John, W.
Title: Research Design: Qualitative, Quantitative, and Mixed Method Approaches
Edition: Senaste upplagan
Publisher: Sage Publications

Author: Finn, M., M, Elliott-White., & M Walton
Title: Tourism and leisure research methods: data collection, analysis, and interpretation
Edition: Senaste upplagan
Publisher: Longman

Author: Forza, C.
Title: Surveys. In Karlsson, Ch. (ed.) Researching Operations Management,
Edition: 2009
Publisher: Routledge
Comment: Valda delar/kapitel

Additional research articles will be determined by the course coordinator.