

Course Syllabus:

**Tourism studies MA, Quantitative Methods in Tourism,
7.5 credits**

General data

Code	TR012A
Subject/Main field	Tourism Studies
Cycle	Second cycle
Orientation (name)	
Credits	7.5
Progressive specialisation	A1N , Second cycle, has only first-cycle course/s as entry requirements
Answerable institution	Economics, Geography, Law and Tourism
Adapted	2016-02-02
Established	2016-04-13
Date of change	2020-04-29
Valid from	2021-08-15

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.

Campus course:

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).

Distance course:

The second part aims at enhancing 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

A bachelor's degree of at least 180 credits (ECTS) and English course 6/English course B from Swedish Upper Secondary School (Gymnasium) or the equivalent.

Selection rules and procedures

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

Teaching form

Campus course:

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

Distance course:

The distance course's education consists of published material and communication in an online education program, as well as compulsory assignments. The distance course has no physical meetings. Access to a computer, which meets system requirements for installation of SPSS Statistics and has an internet connection, is required for the completion of the course assignments. Mid Sweden University has an agreement, which covers licenses for installation of SPSS software on students' private computers at no extra cost if the use of SPSS software is part of the course. The agreement covers SPSS Statistics for both Windows and MacOS.

Examination form

0015: Assignment II, group essay , 3,0 credits

Grading: Seven-grade scale, A, B, C, D, E, Fx and F. Fx and F represent fail levels.

0016: Multiple choice test , 0,0 credits

Grading: Fail (U) or Pass (G)

0017: Final individual report , 3,0 credits

Grading: Seven-grade scale, A, B, C, D, E, Fx and F. Fx and F represent fail levels.

0018: Assignment I, SPSS exercise , 1,5 credits

Grading: Seven-grade scale, A, B, C, D, E, Fx and F. Fx and F represent fail levels.

Written tests and home assignments. At home examinations or other written assignments, a complementary oral presentation may be requested by the teacher. The student should hence demonstrate the necessary knowledge to ensure that the student is the actual sender and the author of the written work.

Students admitted to the previous version of this course have the right to graduate 3 times within 1 year according to that syllabus. Thereafter the students are transferred to this syllabus.

Grading system

Seven-grade scale, A, B, C, D, E, Fx and F. Fx and F represent fail levels.

Other information

The examiner has the right to offer alternative examination arrangements to students who have been granted the right to special support by Mid Sweden University's disabilities adviser.

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, Rodolfo., & Klobas, Jane.
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, Mick., Elliott-White, Martin, & Walton, Mike
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

Author: Tim Coles, David T. Duval, & Gareth Shaw
Title: Student's Guide to Writing Dissertations and Theses in Tourism Studies and Related Disciplines
Edition: Latest edition
Publisher: Routledge