

# Bachelor Degree in Tourism and Hospitality Management

Academic Year: 2020-2021

## Teaching guide

Area: Statistics

Subject: Statistics

Period: Semester 3

Lecturers:

Dr. Pere Calleja Cortés

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MODULE: SOCIAL SCIENCES FOUNDATIONS

AREA: STATISTICS

SUBJECT: STATISTICS

CODE: BA3EST

LANGUAGE: ENGLISH

YEAR: 2

PERIOD: SEMESTER 3

CREDITS: 6 ECTS

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## 1. Subject objectives

The course is organized such that the student learns to collect, sort and analyze quantitative and qualitative data from tourism markets, so that its description and interpretation, both numerically and graphically, will facilitate the process of decision making on various relevant tourist aspects.

The course mainly focuses on the study of descriptive statistics, a discipline that provides the tools to synthesize the available information and develop appropriate solutions to the posed problems. The course is devoted to the study of the main statistical measures in the case of one and two variables.

## 2. Competencies developed

### Basic

B01 - Be able to acquire, understand and structure knowledge.

B02 - Be able to apply knowledge.

B03 - Be able to search for and manage information in order to solve problems, transmit reflective judgements and/or make decisions.

B04 - Be able to communicate information and/or knowledge in one's mother tongue, as well as in at least two foreign languages.

B05 - Be able to learn autonomously and continuously

### General

G07 - Team work and collaboration: Cooperates actively and jointly in achieving common objectives.

G11 - Planning and organization: reflects a constant concern for minimizing uncertainty in the environment and comply with established quality parameters.

## Specific

E01 - Understand and analyze the economic dimension of tourism

E19 - Convert an empirical problem into research and draw conclusions.

E20 - Analyze and utilize information technology and communications (ICT) in different areas of the tourism sector.

## 3. Content

Session 1: Unit 1. Frequency Distributions. Introduction to statistics. Population and sample. Classification of variables..

Session 2: Organization and presentation of data. Frequency distributions.

Session 3: Frequency distributions. Arrange data by using intervals. Graphical representations..

Session 4: Unit 2. Statistical analysis with one variable. Statistical centralization measures. The mean, the median and the mode.

Session 5: Statistical centralization measures. The median and the mode.

Session 6: Statistical non-central position measures. Practice: Statistical position measures..

Session 7: Statistical dispersion measures (1).

Session 8: Statistical dispersion measures (2).

Session 9: Statistical shape measures.

Session 10: Statistical concentration measures.

Session 11: Time series analysis. Components..

Session 12: Time series analysis. Moving average and seasonal component.

Session 13: Time series analysis. Applications.

Session 14: Unit 3. Statistical analysis with two variables..

Session 15: Bidimensional distributions.

Session 16: Partial Exam. Units 1 and 2.

Session 17: Marginal distribution and conditional distribution.

Session 18: Dependence between variables. Graphical representations..

Session 19: Analysis of the statistical dependence between two variables: the covariance. .

Session 20: The linear regression coefficient..

Session 21: The regression line..

Session 22: Analysis of the statistical dependence between two qualitative variables..

Session 23: Ordinal attributes: the Spearman coefficient.

Session 24: The Goodman-Kruskal coefficient.

Session 25: Nominal attributes: the Pearson coefficient.

Session 26: Partial Exam. Unit 3.

#### 4. Teaching methodology

**Finding information and preparation and organization of material.** Finding statistical data typical from the tourism sector including time series as well as tourism entries classified by nationalities and destination

**Practical Exercises.** Problem sets adapted to real situations in tourism.

**Plenary Lectures.** Lectures in which the foundations of statistics are presented

**Working individually or in groups.** Individual or group work concerning tourism recent data

#### 5. Assessment activities

##### **Regular examination call**

- **Partial Exam. Units 1 and 2 (Nov, 13/2020)**

Partial exam (Individual - 30%)

Evaluated competences: B1,B2,B3,B5,E1,E19

- **Tourism sector data analysis. (Nov, 20/2020)**

Academic Work (Group - 15%)

Evaluated competences: B1,B2,B3,B4,B5,E1,E19,E20

- **Partial Exam. Unit 3 (Dec, 18/2020)**

Partial exam (Individual - 30%)

Evaluated competences: B1,B2,B3,B5,E1,E19

- **Exercises in class.**

Case analysis (Individual - 25%)

Evaluated competences: B1,B2,B5,E1,E19,E20

For every partial exam, students obtaining a mark equal or greater than 5 remove the corresponding contents.

In the final exam, in January, each student contents will consist of the non removed parts in partial exams.

The final exam consists of two parts: Units 1 and 2 and Unit 3.

In the end, to pass the course it is necessary to obtain a mark equal or greater than 5 for each of the parts, either in the partial exams or in the final one.

To pass the course in the ordinary call it is also necessary to obtain a mark in the exercises in class equal or higher than 5.

### **Resit examination call**

- **Tourism sector data analysis.**

Academic Work (Individual - 15%)

Evaluated competences: B1,B2,B3,B4,B5,E1,E19,E20

- **Problem sets**

Academic Work (Individual - 25%)

Evaluated competences: B1,B2,B5,E1,E19,E20

- **Retake Exam**

Final exam (Individual - 60%)

Evaluated competences: B1,B2,B3,B5,E1,E19

The retake exam consists of two parts: Units 1 and 2 and Unit 3. Each part weights 30% as in the ordinary call.

To pass the course it is necessary to obtain a mark equal or greater than 5 for each of the two parts. The marks obtained in partial exams or in the final exam relative to each part in the ordinary call (in case of being equal or larger than 5) is hold for the re-sit examination call.

The marks obtained in the ordinary call for the exercises in class and the tourism sector data analysis is hold. In case your mark in any of these activities is smaller than 5 you could improve it up to 5 by doing some extra work facilitated by the teacher.

### **Repeating students without attendance: regular examination call**

- **Tourism sector data analysis.**

Academic Work (Individual - 15%)

Evaluated competences: B1,B2,B3,B4,B5,E1,E19,E20

- **Problem set**

Academic Work (Individual - 25%)

Evaluated competences: B1,B2,B5,E1,E19,E20

- **Retake Exam**

Final exam (Individual - 60%)

Evaluated competences: B1,B2,B3,B5,E1,E19

The final exam consists of two parts: Units 1 and 2 and Unit 3. Each part weights 30% of the final grade. To pass the course it is necessary to obtain a mark equal or greater than 5 on each of the two parts.

### **Repeating students without attendance: resit examination call**

- **Tourism sector data analysis.**

Academic Work (Individual - 15%)

Evaluated competences: B1,B2,B3,B4,B5,E1,E19,E20

- **Problem set**

Academic Work (Individual - 25%)

Evaluated competences: B1,B2,B5,E1,E19,E20

- **Final exam**

Academic Work (Individual - 60%)

Evaluated competences: B1,B2,B3,B5,E1,E19

The final exam consists of two parts: Units 1 and 2, and Unit 3. Each part weights 30% as in the ordinary call. To pass the course it is necessary to obtain a mark equal to or greater than 5 for each of the two parts. The mark obtained in final exam relative to each part in the ordinary call (in case of being equal to or larger than 5), is hold for the re-sit examination call.

The marks obtained in the ordinary call for the problem set and the tourism sector data analysis is hold. In case your mark in any of these activities is smaller than 5 you could improve it up to 5 by doing some extra work facilitated by the teacher.

### **Follow-up meetings**

Week 3 (Oct, 09/2020), 11:30

Week 7 (Nov, 06/2020), 11:30

Week 13 (Dec, 18/2020), 11:30

## 6. Bibliography

### Mandatory readings

Newbold, P., Carlson, W.L. y Thorne, B.M. (2013) Statistics for Business and Economics. Pearson See chapters/pages1,2,3

### Recommended readings

Sarrión-Gavilán, M.D., (2013) Estadística descriptiva. Madrid: McGraw-Hill / Interamericana de España, S.A. See chapters/pages1,2,3

Martín Gúzman et al., (2006) Manual de estadística: descriptiva. Cizur Menor: Editorial Aranzadi. See chapters/pages1-7

Instituto Nacional de Estadística (n.d) [Internet]. Disponible en

World Tourism Organization, Statistics and Tourism Satellite Account (n.d) [Internet]. Disponible en

Departament d'Empresa i Ocupació. Estadístiques turístiques (n.d) [Internet]. Disponible en

## 7. Lecturer/s

**Dr. Pere Calleja Cortés** (Head lecturer) - [pere.calleja@htsi.url.edu](mailto:pere.calleja@htsi.url.edu)

Contact hour: Friday, 8:30-9:30 (please contact by e-mail first)

Degree in Economics. Universitat de Barcelona

PhD in Economics. Universitat de Barcelona

Associate Professor. Universitat de Barcelona

Assistant Professor. Universitat Oberta de Catalunya

Assistant Professor. ESADE

## 8. Observations

\* Information on the academic calendar, exam timetables, and room assignment will be posted on the virtual campus and on the faculty's web site once it is available.

\* Academic norms and regulations is an obligation for all the members of the academic community in the faculty.

In the event of a health emergency, the faculty will resume the academic activity as follows:

[-] The academic board will notify students and lecturers about the change to remote mode, its timeframe and the appropriate recommendations.

[-] The face-to-face activity will be transferred to the remote environment through the virtual classroom and the HTSI videoconferencing tools accessible with the students' credentials.

[-] The academic activity will be maintained in the established schedules and calendars, being able to adapt in other timetables to facilitate the development of the meetings and tutoring activities.

[-] The contents and activities will be maintained as planned. In the case of visits or sessions with

professionals in the classroom, these could be re-planned or adapted by other similar ones depending on the circumstances.

[-] The weight of the evaluation activities is maintained. The delivery dates can be modified if the confinement conditions influence the development of the activity (for example, data collection, interviews ...) so as not to harm the student.