UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Statistical Methods For Tourism

2021-3-E3301M137

Learning objectives

"Statistical Methods for Tourism" aims to give students important statistical tools useful for solving problems related to: definition and classification of tourism, sources and surveys on tourism phenomena and tourism statistical analysis by univariate indicators and bivariate approaches.

Contents

"Statistical methods for tourism" has the following contents:

• definitions and classifications of tourism;

• sources and surveys on tourism phenomena;

• statistical indicators of tourism;

• "origin-destination" analysis of interregional tourism flows;

• topics of statistical inference with applications to tourism.

Detailed program

Detailed program

1. - Definitions and classifications of tourism

1.1. - Definitions and classifications of tourism demand

1.2. - Definitions and classifications of hospitality facilities

1.3. - Definitions and classifications of other aspects of tourism

2. - Data sources and surveys on tourism phenomena

2.1. - Surveys of the National Institute of Statistics (ISTAT)

2.2. - Survey of the international tourism in/out Italy (UIC and Bank of Italy)

2.3. - Other surveys on tourism

3. - Statistical indicators of tourism

3.1. - Indicators of tourist accommodation

3.2. - Indicators of tourism demand

3.3. - Indicators of other aspects of tourism

4. - "Origin-destination" analysis of interregional tourism flows

4.1. - Matrices of tourist flows

4.2. - Market shares and analysis of the tourism "origin-destination"

4.3. - Regional attraction of domestic tourism

5. - Topics of statistical inference

5.1. - Estimate and confidence intervals (basics)

5.2. - Hypothesis testing

5.3. - Applications of hypothesis testing in the tourist field

Prerequisites

STATISTICA I examination.

Teaching methods

Lectures, systematically integrated with examples and applications of statistical methods in the field of tourism.

Assessment methods

The learning assessment is based on written exam. The exam consists of questions about theory and exercises. The former test students’ knowledge and understanding of the main concepts of the subject. The latter measure students’ ability in the application of such concepts to solve simple practical problems.

Textbooks and Reading Materials

Ballatori E., Vaccaro G., Elementi di statistica per il turismo, III ed., Franco Angeli, Milano, 1992.

Candela G., Figini P., Economia dei sistemi turistici, McGraw-Hill, Milano, 2005.

Pasetti P., Statistica del turismo, Carocci Editore, Roma, 2002.

Tassinari G., Appunti di statistica del turismo, CLUEB, Bologna, 1997.

Vaccaro G., La statistica applicata al turismo, Hoepli, Milano, 2007.

Semester

Second semester.

Teaching language

Italian