



UNIVERSITÀ  
DEGLI STUDI DI MILANO-BICOCCA

## SYLLABUS DEL CORSO

### Metodi Statistici per il Turismo

2021-3-E3301M137

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#### Learning objectives

"Statistical Methods for Tourism" aims to give students important \_\_\_\_\_

#### Contents

"Statistical methods for tourism" has the following contents:

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- 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 .
  - 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 \_\_\_\_

## **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 ...

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

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

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