UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Statistical Methods For Tourism

2122-3-E3301M137

Learning objectives

By the end of this course, students will be able to define the basic concepts related to tourism, describe data sources of tourism statistics and apply adequate statistical methods to the analysis of tourism data.

They can achieve this by doing the following:

- discuss the conceptual and operational definition of tourism
- define basic concepts related to the demand and supply of tourism
- describe national and international data sources of tourism statistics
- apply statistical indicators of tourism: compute, interpret and communicate the results
- apply statistical mathods for the origin-destination analysis of interregional tourism flows: compute, interpret and communicate the results
- apply estimation and hypothesis testing to inferential problems in the field of tourism: compute, interpret and communicate the results

Contents

1. Definitions and classification of tourism
2. Data sources and surveys on tourism phenomena
3. Statistical indicators of tourism
4. Origin-destination analysis of interregional tourism flows
5. Statistical inference

Detailed program

1. Definitions and classifications of tourism

- Conceptual and operational definitions of tourism
- Types of tourism
- Basic concepts and definitions of tourism demand
- Basic concepts and definitions of tourism supply
- Other aspects of tourism

2. Data sources and surveys on tourism phenomena

- The measurement of tourism
- Italian surveys (ISTAT, UIC and Bank of Italy)
- International surveys
- Other surveys

3. Statistical indicators of tourism

- Indicators of tourist demand
- Indicators of tourist supply
- Indicators of other aspects of tourism

4. Origin-destination analysis of interregional tourism flows

- Matrices of tourist flows
- Market shares and analysis of the tourism "origin-destination"
- Regional attraction of domestic tourism

5. Statistical inference

- Point estimates and confidence intervals
- Hypothesis testing
- Applications in the field of tourism

Prerequisites

Statistics I

Teaching methods

Lecture. Concepts and methods are illustrated and practiced using examples and applications in the field of tourisms.

Assessment methods

Written exams with exercises and questions related to definitions and theory (oral optional)

Textbooks and Reading Materials

- Candela G., Figini P. (2005), Economia dei sistemi turistici, Chapter 1, McGraw-Hill.
- Pasetti P. (2015), Statistica del Turismo, Carrocci Editore, Roma.

Further material made available during the course

Semester

First semester

Teaching language

Italian