UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Statistical Methods for Tourism Services Evaluation

2122-2-F7601M007-F7601M036M

Learning objectives

The course will give students the statistical tools for collecting, processing and analysing tourism data.

Students will have the tools to develop and learn the concepts and quantitative methods proposed during the course.

They will conduct basic research or surveys on issues related to the tourism sector.

They will be able to communicate in a critical and exhaustive research findings related to the tourism sector.

Contents

For the course of *Statistical methods for the evaluation of tourism services* the main methods for assessing the quality of services and related quantities (satisfaction, loyalty) will be introduced. The course will outline the models for the measurement of expected and perceived quality and, therefore, will focus on the methods to deal with the latent variables The methodological part will be followed by the discussion and the resolution of case studies through the use of SPSS software.

1) Introduction to the course.

2) Item analysis

3) Servqual and possible extensions.

4) Methods of data reduction.

5) Logistic regression model.

Detailed program

a) SERVQUAL

Zeithaml, Parasuraman and Berry (1990 or others) , Delivering Quality Service - Balancing Customer Perceptions and Expectations, The Free Press, New York, chapters 1, 2, Appendix A.

b) LOGISTIC REGRESSION

Agresti A. (2007) An Introduction to Categorical Data Analysis, John Wiley & Sons,

- Chap. 3 Generalized linear model, pag. 70-72
- Chap. 4 Logistic regression, pag. 99-106;110-113; 115-121
- Chap. 5 Building and Applying Logistic regression Models, pag.137-139; 141-143; 144-152;
- Chap. 6 Multicategory Logit Models, pag. 173-187

c) PRINCIPAL COMPONENT ANALYSIS

Bartholomew D.J., Steele F., Moustaki I., Galbraith J.I., Analysis of Multivariate social science data, CRC Press (Second Edition), Chap 5

d) ITEM ANALYSIS

- Scaling for attitudes
- Reliability of a test

Prerequisites

Knowledge of Descriptive Statistics.

Teaching methods

During the Covid-19 emergency period, lessons will be held remotely asynchronously with synchronous videoconferencing events.

In the non-emergency period the lessons will be frontal.
During the lectures, the topics explained will be dealt with from a theoretical point of view and through empirical cases.
The SPSS software will also be shown

Assessment methods

In the Covid-19 emergency period, exams will only be online. They will be carried out using the WebEx platform and on the e-learning page of the course there will be a public link for access to the examination of possible virtual spectators

The assessment includes a written exam and a group work. The written exam will evaluate the theoretical knowledge of the topics. The group work will consist in the planning and implementation of a statistical survey on tourism.

Textbooks and Reading Materials

- Zeithaml, Parasuraman and Berry (1990 or others) , Delivering Quality Service - Balancing Customer Perceptions and Expectations, The Free Press, New York,
- Agresti A. (2007) An Introduction to Categorical Data Analysis, John Wiley & Sons.
- Bartholomew D.J., Steele F., Moustaki I., Galbraith J.I., Analysis of Multivariate social science data, CRC Press (Second Edition).

Semester

Second semester

Teaching language

Englsih