UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Statistical Methods for Tourism Services Evaluation

2425-2-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) INTRODUCTION and ITEM ANALYSIS
Veal (2018) Research methods for Leisure and Tourism, Pearson (Fifth edition), chapters 1, 2, 5, 10, 13

b) 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.

c) 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

d) 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

Prerequisites

Knowledge of Descriptive Statistics.

Teaching methods

The module includes 24 hours of didactic activity (lectures in the classroom) and 8 hours of interactive activity in the statistical laboratory (using SPSS).

If the laboratories are unavailable due to building renovations, part of the laboratory activities will be conducted in person (about 2 hours) and part remotely (about 6 hours).

Assessment methods

The assessment includes:

- a personal written test on the theoretical knowledge of the topics;
- a group project, which includes an oral presentation and a report on an original investigation on the topic of tourism.

The final grade for the module will be a weighted average of the personal test (30% weight) and the group project (70% weight).

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).
- Veal (2018) Research methods for Leisure and Tourism, Pearson (Fifth edition)

Semester

Second semester

Teaching language

English

Sustainable Development Goals

SUSTAINABLE CITIES AND COMMUNITIES