**STATISTICAL METHODS FOR THE EVALUATION OF**

**TOURIST SERVICES**

1. Briefly illustrate the SERVQUAL conceptual framework for GAP5.

The output of SERVQUAL respect to a real case is reported in table 1. Adequately comment on the results and make a graphical representation.

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Table 1: output of a SERVQUAL of a real case.

1. Criteria to decide the number of the components in PCA.

Table 2 reports the output of a PCA respect to the Eigenvalues. Using all non-common-sense criteria, determine the number of Principal Components to extract.

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Table 2: output of PCA (real case).

1. Reliability of a test and measure to assess it.

Comment on the results reported in Table 3

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Table 3: Output of the results for reliability of a test.

1. Advantages/disadvantages of the LIKERT scale.

Table 4 reports the output of a score based on a 1-5 Likert scale with 20 items. Comment the results of table 4, writing the theoretical minimal and maximum of the Likert scale.

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Table 4: results of a Likert scale