Course Outline - NRRT 601

Course Number:  NRRT 601
Course Title:  Quantitative Analysis in Tourism  
Credits:  2  
Term:   Spring  
Prerequisite:  None  
Grading:  Traditional

Course Description:  The course covers statistical concepts and applications of decision methods in tourism. Emphasis is placed on understanding data manipulation techniques and what statistics are appropriate for addressing applied decision-making problems. In taking this applied approach, the goal is to achieve the following objectives:

Goal and Objectives:  Objectives of the course are as follows…
• To provide an overview of the major statistical techniques used by tourism researchers.  
• To provide guidelines for understanding what types of statistical techniques are appropriate for analyzing selected types of tourism research questions.  
• To learn how to conduct data analysis using IBM SPSS (i.e., Statistical Package for the Social Sciences).  
• To provide experience interpreting SPSS computer printouts and constructing data tables / figures for communicating with technical and non–technical audiences.  
• To provide assistance and experience in critically evaluating statistical analyses presented in published articles in the tourism literature.

Main Topics:  The course will focus primarily on the topics below…
• Levels of measurement  
• Hypothesis testing – Effect size  
• Introduction to SPSS  
• Constructing SPSS data files  
• Data manipulation  
• Frequencies and Descriptive Statistics  
• Correlation  
• Reliability analysis  
• Regression – OLS & dummy variable  
• Logistic regression  
• Discriminant analysis  
• Analysis of variance  
• Cluster analysis  
• Principal component analysis