

**COURSE DATA****Data Subject**

<b>Code</b>	35100
<b>Name</b>	Statistics
<b>Cycle</b>	Grade
<b>ECTS Credits</b>	6.0
<b>Academic year</b>	2023 - 2024

**Study (s)**

<b>Degree</b>	<b>Center</b>	<b>Acad. Period</b> <b>year</b>
1317 - Degree in Tourism	Faculty of Economics	1    Second term

**Subject-matter**

<b>Degree</b>	<b>Subject-matter</b>	<b>Character</b>
1317 - Degree in Tourism	5 - Statistics	Basic Training

**Coordination**

<b>Name</b>	<b>Department</b>
MARTINEZ VERDU, ROSARIO	110 - Applied Economics

**SUMMARY**

Statistics is a basic training subject that forms part of the Statistics module. It is linked to the area of Quantitative Methods for Economics and Business. It is taught in the second term of the first year of the degree in Tourism with a teaching load for the student of 6 ECTS credits.

This subject is distinctive in its instrumental character, which serves as support to other subjects such as Tourism Short term Analysis or Tourism Market Research. Some of the aspects that are addressed in the subject, related to management of statistical sources and tourism data, are developed further in the third year subject Tourism Short Term Analysis.

The main objective of the subject of Statistics in the Tourism degree course is to provide future graduates with the ability to interpret the statistical information generated in the tourism sector as well as to train them in the basic skills of report writing, both of which are useful skills for the management and planning of a territory or a tourism company.



This course addresses the main statistical tools necessary for the interpretation and use of tourist information. An extensive review of the descriptive statistical tools available for the treatment of quantitative information is carried out. A lesson is also dedicated to methods for qualitative data analysis; an analysis tool considered crucial for the tourism sector. Finally, an introductory theme to probability models is included to provide another tool that can help build theoretical models from the frequency distributions of statistical information.

## PREVIOUS KNOWLEDGE

### Relationship to other subjects of the same degree

There are no specified enrollment restrictions with other subjects of the curriculum.

### Other requirements

Some knowledge of word processor, spreadsheet and basic concepts of mathematics are highly recommended.

For foreign students from non-Spanish speaking background it is required to complete the subject the accreditation of a Diploma of Spanish as a Foreign Language in at least level B2 or "Certificat de Coneiximents de Valencià" level B2 ("Intermedi").

## OUTCOMES

### 1317 - Degree in Tourism

- Analyse, synthesise and critically summarise the economic situation and assets of tourist organisations.

## LEARNING OUTCOMES

- Basic knowledge about statistics.
- Basic knowledge about concepts and tourism variables.
- Ability to analyze the data generated by tourism activity.
- Ability to describe and characterize the nature of tourism based on its data and statistics.
- Ability to organize, present and communicate data, statistics and tourism indicators.



## **DESCRIPTION OF CONTENTS**

### **1. VARIABLES AND TOURISM DATA**

1. Classification of variables and data.
2. Tourism Variables and Measurement of the impact of Tourism Activity.
3. Sources of Tourism Statistics and Data.

### **2. ONE-DIMENSIONAL TOURISM DATA ANALYSIS**

1. Presentation of data: frequency distributions, frequency tables and graphic presentations.
2. Measures of Central and Non Central Tendency.
3. Measures of variability and shape.
4. Atypical values and box plots.
5. Measures of Inequality.

### **3. TWO-DIMENSIONAL TOURISM DATA ANALYSIS**

1. Two-dimensional frequency distributions and scatter plot.
2. Covariation and correlation.
3. Linear regression
4. Analysis of Goodness of Fit and prediction.

### **4. QUALITATIVE ANALYSIS OF TOURISM**

1. Association between nominal variables
2. Correlation between ordinal variables

### **5. TIME SERIES**

1. Components of a Time series.
2. Analysis of the Trend component.
3. Analysis of the Seasonality component. Seasonal Adjustment of time series
4. Forecasting.

### **6. INDEX NUMBERS AND VARIATION RATES**

1. Types of index numbers: simple and complex.
2. Link and base period change.
3. Index numbers related to Tourism.
4. Deflation of statistical series in monetary values.
5. Variation Rates.

**WORKLOAD**

ACTIVITY	Hours	% To be attended
Theory classes	30,00	100
Classroom practices	30,00	100
Attendance at events and external activities	0,00	0
Development of group work	15,00	0
Development of individual work	0,00	0
Study and independent work	21,00	0
Readings supplementary material	0,00	0
Preparation of evaluation activities	12,00	0
Preparing lectures	15,00	0
Preparation of practical classes and problem	16,00	0
Resolution of case studies	0,00	0
Resolution of online questionnaires	11,00	0
<b>TOTAL</b>	<b>150,00</b>	

**TEACHING METHODOLOGY**

- Teaching in the theoretical sessions:
  - presentation of information with problem solving to illustrate the concepts explained. Students can participate in solving problems and exercises.
- Teaching in practical sessions
  - -presentation of information in a computer classroom to solve the proposed exercises.
- class work in groups.
- seminar on the computer programs necessary for the resolution of practical tasks and the preparation of reports.
- Tutorials:
  - Individualized and optional for the student to solve aspects related to the theoretical teaching and the resolution of problems and exercises worked in the classroom
  - In group and optional to solve aspects related to the tasks to be delivered during the course.



## EVALUATION

The following competency assessment procedure is used:

- Final exam: Written exam that will consist of theoretical and/or theoretical-practical issues and/or problems on the whole content of the subject that appears in the Teaching Guide. This exam will attract 70% of the student's mark.
- Evaluation of compulsory practical activities on the contents that appear in the Guide, detailed in the annex to the teaching guide. Continuous evaluation and practical activities will make up 30% of the student's mark. The continuous assessment activities are NOT RECOVERABLE.
- Continuous assessment of each student: based on the participation and degree of involvement of the student in the teaching-learning process.

The final grade will be the weighted sum of the final exam and of continuous evaluation and practical activities, only if the final exam is passed. In the event that the final exam is not passed, the final mark cannot be higher than 4.5. The student who does not participate in continuous assessment or the classroom practicals can be evaluated based on the final exam and can obtain up to a maximum final mark of 7. In order to pass the subject, he/she must have obtained a minimum of 5 out of 7 points in the exam.

**\* Copying in an exam or task and/or plagiarism is a serious fault that goes against academic honesty; therefore, it will not be tolerated in this subject.**

## REFERENCES

### Basic

- CEACES, Proyecto (Contenedor Hipermedia de Estadística Aplicada a las Ciencias Económicas y Sociales). Universitat de València. ON LINE: <http://www.uv.es/ceaces>
- ESCUDER, R. y MURGUI, J.S. (2011). Estadística Aplicada. Economía y Ciencias Sociales. Tirant lo Blanch. Valencia, (2ª edición).
- ESTEBAN, J; y otros: Estadística Descriptiva y Nociones de Probabilidad, Ed. Thomson, Madrid, 2005.
- FERNÁNDEZ, A; LACOMBA, B: Estadística Bàsica aplicada al Sector Turístico, Ed Ágora Universidad, Màlaga, 2007.
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- Beamonte, E.(2011). Apuntes de Estadística. Grado en Turismo. Reproexpres S.L., Valencia





### Additional

- LIND D.A, MARCHAL W.G y WATHEN S.A.: Estadística aplicada a los negocios y la economía. Ed. McGraw Hill, México, 2008 (13ª Edición).
- MARTÍN PLIEGO, F.J.: Introducción a la Estadística Económica y Empresarial. Ed. Thomson. Madrid, 2004 (3ª Edición).
- MONTIEL, A.M.; RIUS, F.; BARÓ F.J.: Elementos básicos de Estadística Económica y Empresarial. Ed. Prentice Hall, Madrid, 1997.
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- NEWBOLD, P. y otros (2008). Estadística para Administración y Economía. Ed. Pearson-Prentice Hall, Madrid, 2008 (6ª Edición).
- NEWBOLD, P.: Estadística para los Negocios y la Economía. Ed. Prentice Hall, Madrid, 1997 (4ª Edición).
- SANCHO A.; GARCÍA G., PÉREZ J.M. y CABRER B.: Apuntes de Metodología de la Investigación en Turismo. OMT. Madrid, 2001.