

COURSE SYLLABUS

Course title: Tourism data sources and analysis

Study programme and level: Tourism Enterprise Management, 1st / Bachelor's degree study programme

Content (Syllabus outline):

- Basic concepts in methodology of social sciences
 - Theory, empiry, objectivity in science
 - Steps in scientific research
 - Qualitative and quantitative methods
 - Research design and ethics
- Data sources in tourism
 - Definition and importance of data in tourism
 - Types of data
 - Main data sources in tourism
- Data collection methods
 - Observation methods (types and characteristics)
 - Survey data collection (modes and techniques)
 - Measurement basics in social sciences
 - Digital tools for data collection and analysis
- Qualitative methods
 - Elementary principles of qualitative research
 - Qualitative data collection and analysis, and interpretation of results
 - Researcher's involvement
 - Subjectivity and reflexivity in qualitative research
- Statistical terminology
 - Descriptive and inference statistics
 - Types of variables and measurements
 - Scales of measurement in social sciences
 - Data presentation, statistical series visualization
- Descriptive statistics
 - Measures of central tendency (arithmetic mean, median, mode)
 - Variability measures
 - Frequency distribution
 - Standardization (z-values)
- Correlation and regression
 - Corellations and linear regression model
 - Differences of two or more independent samples
 - Non-parametric statistics and its importance in research of tourism
 - Interpretation of results, statistical significance



Time series

- Time series in general
- Time series visualization for purposes sustainable tourism development
- Indexes (base index, chain index)
- Linear trend

