|  |  |
| --- | --- |
| TOU 2118 Quantitative Methods | **Course Title:**  |
| Course Description:Course explains the various forms and measures of quantitative data It equips students with skills of analyzing quantitative data to enable accurate decision making and projections in tourism |
| Course Objectives:* Summarize and present quantitative data
* Analyze and interpret quantitative data in tourism
* Establish relationships between tourism phenomena
 |
| **Course Outline:*** Quantitative and qualitative data
* Measures of central tendency, dispersion, and spatial distribution
* Network analysis. Statistical diagrams. Presentation of statistical data
* Correlation, regression analysis and index numbers
* Time series and forecasting
* Introduction to probability and statistical distribution
* Confidence levels and significance testing
* Tourist data analysis skills
* Decision making and quantitative techniques for tourism
 |
| **Learning Outcomes:*** Learn how to analyze and interpret quantitative data
* Learn how to arrive a decisions based on quantitatively analyzed data
 |
| **Method of Teaching/Delivery:**Lecture Hours – 45Practical Hours – 30 | **Mode of Assessment:*** Course Work
* Practical
* Final written Exam
 |
| **Reading/Reference Materials*** Dicknison, G.C. (1978): Statistical Mapping and presentation of Statistics, Edward Anold
* Gregory, S. (1983) Statistical methods and the Geographer
* Barber, G.M. (1988) : Elementary Statistics for the Geographer
* Sanders, D. H. And Smith, R.K (2000): Statistics, A first course, 6th edition, McGraw-Hill, New York.
* Blalock, H. M (1972): Social Statistics, McGraw-Hill, New York.
*
 |