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| 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 – 45  Practical 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. | |