

## Unit 12 - Quantitative Analyses for Tourism (THM2003)

Competences: – at the end of the module/unit the learner will have acquired the responsibility and autonomy to:
<ul style="list-style-type: none"><li>a) Use basic mathematical and statistical techniques for basic evaluation purposes</li><li>b) Adopt an objective and reliable stance when evaluating problems</li><li>c) Recognise any subjectivity in research methodology.</li><li>d) Reduce and restructure a complex problem to a limited number of variables.</li><li>e) Recognise relationships between variables.</li></ul>
Knowledge – at the end of the module/unit the learner will have been exposed to the following: (This can be a list of knowledge/content items)
<ul style="list-style-type: none"><li>a) An understanding of relevant statistical/research techniques applicable to the tourist/hospitality industry.</li><li>b) A knowledge of the necessary tools and conceptual foundations in quantitative reasoning to extract information intelligently.</li><li>c) An appreciation of the advantages and limitations of specific techniques in tourism research.</li></ul>
Skills – at the end of the module/unit the learner will have mastered the following skills:
<p><b>Applying knowledge and understanding</b></p> <p>The learner will be able to:</p> <ul style="list-style-type: none"><li>a) Apply suitable quantitative techniques to business problems requiring inputs ranging from problem definition to final solution.</li><li>b) Provide suitable data inputs for analysis undertaken through the use of appropriate computer software.</li><li>c) Examine data outputs resulting from analysis undertaken with the aid of appropriate computer software.</li><li>d) Present in appropriate form raw, processed and solution data.</li><li>e) Utilise relevant mathematical and statistical functions of proprietary software package.</li></ul>
<p><b><i>Judgment Skills and Critical Abilities</i></b></p> <p>The learner will be able to:</p> <ul style="list-style-type: none"><li>a) Determine when to use quantitative vs qualitative research.</li><li>b) Determine which technique to apply for quantitative analysis.</li><li>c) Critically evaluative research methodologies and conclusions.</li></ul>

