General information	
Academic subject	***Statistics for Tourism***
Degree course	L-15 New tourism
Academic Year	2023-2024
European Credit Transfer and Accumulation System (ECTS)	9 CFU
Language	*Italian*
Academic calendar (starting and ending date)	First Semester 25.09.2023 – 13.12.2023
Attendance	*Non compulsory*

Professor/ Lecturer	
Name and Surname	Corrado Crocetta
E-mail	corrado.crocetta@uniba.it
Telephone	
Department and address	*DIRIUM*
Virtual headquarters	
Tutoring (time and day)	

Syllabus	
Learning Objectives	Prerequisites: The student will have the basic elements of mathematics and the elementary concepts of probability calculus. Knowledge and understanding: The student will have to demonstrate that he is able to appropriately choose the statistical indices useful for synthesizing complex phenomena. Being able to summarize complex phenomena through graphs and tables. Autonomy of judgment: The student will have to demonstrate to be able to independently process data and to know how to use them to make decisions Communication skills: The student must be able to analyze complex phenomena and to communicate the results through the tools of graphic representations, tables and through synthetic indicators. Ability to learn: Having acquired the statistical methods and tools, the student will have to demonstrate that he can apply them to real problems and phenomena.

Course prerequisites	Basic knowledge (at high school level) of arithmetic, algebra, and geometry.
Contents	**Course program** 1. Data collection and classification. Survey design. Sample surveys. Data collection. Intensity, categories, and frequencies. Various types of variables. 2. Statistical observation. Quantitative and qualitative variables. Time series and territorial series. Two way and multiple variables. 3. Graphical representations of data. Purpose of graphical representations. Cartesian diagrams. Orthograms and histograms. The area method. The polar diagram. The cartograms. 4. The construction of the questionnaire, the relevance of the questionnaire, the pitfalls that arise in the construction of the questionnaire: substance and forms of the questions, the formulation of the questions, batteries of questions, the arrangement of the response methods, the pre-test, instructions for the interviewer. 5. Interviews and inquiries. Methods of detection, diachronic inquiries. 6. Mean values (mode, median, quantiles, arithmetic, harmonic, geometric, quadratic mean). Mean Properties. 7. Variability measures (range, interquartile range, deviance, variance, standard deviation, coefficient of variability, Gini's ratio). 8. Regression and correlation. Dependent, independent, and interdependent characters. Regression lines. Linear correlation coefficient. Regression variance. Quadratic connection index. 9. Time series analysis and spatial statistics
Books and bibliography	Stats Means Business: Statistics and Business Analytics for Business, Hospitality and Tourism, John Buglear, Routledge editors, 2001, ISBN-13 : 978-0750653640
Additional materials	

Work schedule	

Total	Lectures	Hands on (Laboratory, working groups, seminars, field trips)	Out-of-class study hours/ Self-study hours
Hours			
225	*63*	*162*	
ECTS			
Teaching strategy			
Expected learning outcomes			
Knowledge and understanding on:	o The student will have to demonstrate that he is able to interpret statistical data analysis		

Applying knowledge and understanding on:	o The student must demonstrate that he is able to identify the determinants of the statistical phenomena analysed.

Soft skills	*Making informed judgments and choices*
	        Students will show that they are able to describe and discuss phenomena according to the available statistical sources.
	Communicating knowledge and understanding
	        The student will have to demonstrate that he is able to describe and discuss phenomena studied.
	Capacities to continue learning
	        Students has to demonstrate that they can apply acquired knowledge and skills to discuss the results obtained..

Assessment and feedback	
Methods of assessment	
Evaluation criteria	*Knowledge and understanding:* *The student will have to demonstrate that he is able to interpret the results of the statistical analyses.* *Applied knowledge and understanding:* *The student must demonstrate to be able to identify the determinants of the statistical phenomena analysed.* *Autonomy of judgment:* *The student will have to demonstrate that they he is able to formulate hypotheses and interpret the results of the phenomena analysed* *Communication skills:* *The student will have to demonstrate that he is able to describe and discuss phenomena on the basis of the available statistical sources.* *Ability to learn:* *The student must demonstrate that he is able to independently apply acquired knowledge and skills to discuss the results obtained.*
Criteria for assessment and attribution of the final mark	*The final exam will consist of an oral interview. Partial exemptions will be provided for students who carry out in-depth work during the course.* *The exam calendar is published on the Degree Course website and on Esse3. To register for the exam, it is mandatory to use the Esse3 system.*
Additional information	