

## Course Outline - NRRT 601

**Course Number:** NRRT 601  
**Course Title:** Quantitative Analysis in Tourism  
**Credits:** 2  
**Term:** Spring  
**Prerequisite:** None  
**Grading:** Traditional

**Course Description:** The course covers statistical concepts and applications of decision methods in tourism. Emphasis is placed on understanding data manipulation techniques and what statistics are appropriate for addressing applied decision-making problems. In taking this applied approach, the goal is to achieve the following objectives:

**Goal and Objectives:** Objectives of the course are as follows...

- To provide an overview of the major statistical techniques used by tourism researchers.
- To provide guidelines for understanding what types of statistical techniques are appropriate for analyzing selected types of tourism research questions.
- To learn how to conduct data analysis using IBM SPSS (i.e., Statistical Package for the Social Sciences).
- To provide experience interpreting SPSS computer printouts and constructing data tables / figures for communicating with technical and non-technical audiences.
- To provide assistance and experience in critically evaluating statistical analyses presented in published articles in the tourism literature.

**Main Topics:** The course will focus primarily on the topics below...

- Levels of measurement
- Hypothesis testing – Effect size
- Introduction to SPSS
- Constructing SPSS data files
- Data manipulation
- Frequencies and Descriptive Statistics
- Correlation
- Reliability analysis
- Regression – OLS & dummy variable
- Logistic regression
- Discriminant analysis
- Analysis of variance
- Cluster analysis
- Principal component analysis