

Course Outline - NRRT 602

Course Number:	NRRT 602
Course Title:	Quantitative Analysis in Tourism 2
Credits:	2
Term:	Spring
Prerequisite:	None
Grading:	Traditional

Course Description: Quantitative Analysis II, NRRT 602, is the second installment in quantitative analysis coursework through the Master of Tourism Management Program at Colorado State University. This course is designed to build on practical manipulative and analytic methods covered in NRRT 601 through application of these methods, known as “Analytics,” to real-world tourism problems. The course also introduces students to new concepts; local, regional, national and international data sources; and applications for data-driven, fact-based decision making in the tourism management context.

Fact-based decision-making and “analytic competitiveness” (Davenport & Harris 2007) have become hallmarks of today’s tourism management practice. Understanding markets, trends, impacts and being able to predict outcomes give tourism organizations a basis for strategic planning; and a competitive edge in the fast-changing tourism marketplace. Strategic management is by definition a fact-based decision making paradigm that requires that data be collected and analyzed prior to establishing organizational priorities and developing annual business, marketing and implementation plans. The availability and application of relevant data and meaningful interpretation ensures organizational success in today’s complex tourism environment.

Quantitative analysis, or analytics, is a broad and complex field. In this course we will attempt to narrow the focus to concepts, data sources and analytic techniques that are most closely associated with tourism management.

Course Objectives:

- Demonstrate an understanding of current concepts and theory regarding tourism-based quantitative analysis and competitive analytics.
- Identify secondary data sources and be able to access and analyze data from various local, regional, state, national and international sources.
- Understand and apply quantitative and qualitative data analysis techniques and approaches to strategic planning and organizational decision-making processes in tourism.
- Understand and interpret secondary data summarized in report form and apply summarized data in strategic planning and organizational decision-making.

Module Descriptions

Module 1: Module one offers an introduction to concepts in and philosophies of data collection in the tourism industry. From guidelines produced by the World Tourism Organization, to the applied use of competitive analytics by a major player in the tourism marketplace, data has become a major driver for strategic planning and decision making in the tourism industry.

Module 2: The use of “Big Data,” organic systems that blend different kinds of data, and the evolution of international approaches to tourism statistics all contribute to finding solutions in the tourism context. In Module two, we examine the measurement and prediction of demand. Demand measurement forms a basis for thinking about economic impacts, current and future planning and policy; as well as marketing and development. An important piece of this consideration is the efforts by UNWTO to develop some “standardized” thinking about how demand is tracked and reported throughout the world.

Module 3: Module three is an examination of supply as a component of tourism analysis. With the emerging focus on using data to be more competitive in the tourism marketplace, the inclusion of “Big Data,” both constructed and organic, in decision-making and the evolving standardization of international tourism data and analysis parameters; finding solutions through data has become central to tourism management.

Module 4: Module four is an examination of the economic impact of tourism. As we saw when reviewing the *Tourism Highlights (2008)* UNWTO publication, economic impact is an important measure for planning, promotion and performance review purposes. In this global document, the impact of tourism is reviewed at the national level, but economic impact is also measure in the Canada, the United States and other countries at more regional, state and local levels as well. I will provide a link to an annual study that is commission by the Colorado Tourism Office through Longwood Associates that reviews tourism impacts in Colorado.

Module 5: Module five deals with preparing people and organizations to have the capacity and infrastructure to handle tourism when it comes and to “build capacity” around tourism data collection. OECD identifies the challenge of capacity building in relation to evaluation first and then economic impact (e.g. TSA use and application). Some organizations would suggest that the focus of measurement application is on marketing and advertising. As we look at the role of “Big Data” in reaching understanding and solutions, it is possible that capacity building is more complex. While there is certainly ample application in these areas for data, other implications include product, or tourism capacity development.

Module 6: Data-driven decisions guide tourism marketing initiatives directed at growing or maintaining visitor arrivals and increasing the positive economic impacts of visitor traffic for destinations and attractions. This week’s material is focused on examining examples from around the world that demonstrate how data drives destination and attraction marketing planning and tourism development strategies.

Module 7: This week, we will explore role of environmental measurement in the assessment of tourism activities, their economic impact, the tourism marketing and strategic planning paradigms, and the larger tourism measurement framework of the UNWTO, WTTC and others. When thinking about data and solutions it becomes important to consider how measurement in an environmental context is being addressed through the “big data” tourism frameworks discussed in the course.

Module 8: Module eight explores further the standardization of data collection practices among destination marketing organizations. There are thousands of local destination marketing organizations throughout the U.S. and the world that coordinate and lead tourism initiatives contributing to economic opportunities and community improvement. In each case, the International Destination Management Association (DMAI) has specified basic information and data requirements necessary to be in place for these organizations to be accredited.