

# NRRT 602: Quantitative Analysis in Tourism Management II

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## Course Syllabus

Spring 2017

Class Meeting Place: HMMGT 113

Class Meeting Time: Thursdays 3:30 p.m. to 4:45 p.m.

Instructor: Sam Martin

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222 W. Laurel Street

Office Hours: Thursday 2:00 p.m. to 3:00 p.m. and by appointment

### 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.

The course will include online and live lecture, course readings and materials, weekly Discussion Exercises (DE’s) and three Individual Analysis Assignments (IAE’s). Each assignment is designed to aid students in the synthesis and application of information presented in the course.

Course modules, materials and grading will be available through the Canvas learning management system (LMS).

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.

Optional Texts:

Goeldner, Charles R. & Ritchie, J.R. (2009). *Tourism: Principles, practices, philosophies*. Hoboken, NJ: John Wiley & Sons.

Davenport, Thomas H. & Harris, Jeanne G. (2007). *Competing on analytics*. Boston, MA: Harvard Business School Press.

Course resources and required readings:

A series of refereed journal articles, book chapters, websites and reports assigned weekly. All required course materials are available through the CSU Library Electronic Reserve, or linked directly through the module content in Canvas.

Grading:

Assignment	Points
Individual Assignment – IAE (3 @ 100 points)	300
Weekly Discussion Exercises – DE (8 @ 25 points each)	200
In-Class Participation	50
<b>Total</b>	<b>550</b>

Grade Scale:

A	90.0% - 100.0%
B	80.0% - 89.9%
C	70.0% - 79.9%
D	60.0% - 69.9%
F	59.9% and below

## **Course Assignments:**

### ***Discussion Exercises (DE; 25 points each week)***

Each week, students will be assigned a **Discussion Exercise** assignment (DE; total of 8) in two parts.

**Part I (20 points each):** Each DE will be submitted through Canvas, under that week's DE assignment link; and will require a brief summary of the weekly module content including citation of specific source material from the content in the module and demonstrated application of the module material to examples provided, or individual student experiences or interests. DE assignments should be 1 to 2 pages in length in an MS Word document with an 11 point font and 1.5 line spacing.

**Part II (5 points each):** In addition, each student will post two comments in response to posts by other members of their discussion group. These responses should demonstrate critical analysis of the fellow group members' posts, asking questions about conclusions and providing either support for or challenging the assumptions made in the post. The response comments should reference ideas and concepts from the module, other content areas in the course, other course in the MTM program, or outside experiences.

Each weekly Discussion Exercise (DE) will be worth a **total of 25 points** and will be graded by rubric. Part I of the DE is due by **Midnight on Friday** of each week. Group member **responses are then due by Midnight on Sunday** of each week (see the **Course Schedule** for more details).

### ***Individual Analysis Exercises***

Students will complete three **Individual Analysis Exercises (IAE's)** due by **Midnight on Wednesdays** approximately every two weeks (See the course schedule for specific due dates).

**Individual Analysis Exercises (100 Points each):** The individual analysis exercise assignment details will be provided during the first week of class. Each assignment will require students to apply in tourism-related context data manipulation and analysis techniques learned in this course and in review of skills learned during NRRT 601.

### ***Academic Integrity***

All students are expected to familiarize themselves with the university academic integrity policy. An update about this policy and an amendment to the Faculty and Professional Manual, as passed by the Faculty Council, was forwarded to the Board of Governors. It was approved on June 20, 2011. The revised academic integrity section of the manual, section I.5 can be seen in its entirety here. It is our intent to adhere to the Academic Integrity Policy of the General Catalog and the Student Conduct Code.

**HONOR PLEDGE:** *"I will not give, receive, or use any unauthorized assistance."*

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### Course Schedule:

Dates	Topics	Assignments
<b><i>Section 1. Competitive Analytics and Measurement of Tourism Demand and Supply</i></b>		
Week 1 – 3/20 to 3/26/17	Learning Module 1. Introduction to Competitive Analytics in tourism.	Reading Assignment: See Module. DE #1 due Friday 3/24 by Midnight. DE #1 responses due Sunday 3/26.
Week 2 – 3/27 to 4/2/17	Learning Module 2. Measuring Tourism demand	Reading Assignment: See Module. DE #2 due Friday 3/31 by Midnight. DE #2 responses due by Sunday 4/2.
Week 3 – 4/3 to 4/9/17	Learning Module 3. Measuring Tourism Supply	Reading Assignment: See Module DE #3 due Friday 4/7 by Midnight. DE #3 responses due Sunday 4/9. <b>IAE# Due Wednesday 4/5/17.</b>
Week 4 – 4/10 to 4/16/17	Learning Module 4. Tourism Satellite Account data analysis and application	Reading Assignment: See Module DE #4 due Friday 4/14 by Midnight. DE #4 responses due Sunday 4/16.
<b><i>Section 2. Capacity building and use of Competitive Analytics in Marketing and Strategic Planning</i></b>		
Week 5 – 4/17 to 4/23/17	Learning Module 5. Capacity Building and evaluating Tourism Measurement capacity	Reading Assignment: See Module DE #5 due Friday 4/21 by Midnight. DE #5 responses due Sunday 4/23. <b>IAE#2 Due Wednesday 4/19/17.</b>
Week 6 – 4/24 to 4/30/17	Learning Module 6. Competitive Analytics, Branding and Tourism Marketing	Reading Assignment: See Module DE #6 due Friday 4/28 by Midnight. DE #6 responses due Sunday 4/30.
Week 7 – 5/1 to 5/7/17	Learning Module 7. Environmental Analysis and Strategic Planning in Tourism	Reading Assignments: See Module DE #7 due Friday 5/5 by Midnight. DE #7 responses due Sunday 5/7. <b>IAE#3 Due Wednesday 5/3/17.</b>
Week 8 – 5/8 to 5/14/17	Learning Module 8. DMAI and WTO Data Standardization and Local Tourism Organizations (DMO's)	Reading Assignment: See Module <b>DE #8 due Wednesday 5/10 by Midnight.</b> <b>No Responses due for DE#8</b>