UNIVERSITÀ DEGLI STUDI DI PALERMO

DEPARTMENT	Scienze Economiche, Aziendali e Statistiche
ACADEMIC YEAR	2018/2019
MASTER'S DEGREE (MSC)	TOURISM SYSTEMS AND HOSPITALITY MANAGEMENT
SUBJECT	ADVANCED TOURISM STATISTICS
TYPE OF EDUCATIONAL ACTIVITY	B
AMBIT	50463-Discipline giuridiche e sociali
CODE	18995
SCIENTIFIC SECTOR(S)	SECS-S/05
HEAD PROFESSOR(S)	DE CANTIS STEFANO Professore Ordinario Univ. di PALERMO
OTHER PROFESSOR(S)	
CREDITS	6
INDIVIDUAL STUDY (Hrs)	114
COURSE ACTIVITY (Hrs)	36
PROPAEDEUTICAL SUBJECTS	
MUTUALIZATION	
YEAR	2
TERM (SEMESTER)	1° semester
ATTENDANCE	Not mandatory
EVALUATION	Out of 30
TEACHER OFFICE HOURS	**DE CANTIS STEFANO** Tuesday 10:00 12:00 Incontro telematico via Teams da concordare (e prenotare) con il docente.Online meeting via MS-Teams to be agreed (and booked) with the professor Thursday 10:00 12:00 Incontro telematico via Teams da concordare (e prenotare) con il docente.Online meeting via MS-Teams to be agreed (and booked) with the professor

DOCENTE: Prof. STEFANO DE CANTIS

PREREQUISITES	Fundamentals of tourism economics. Basics of Statistics and Mathematics
LEARNING OUTCOMES	Knowledge and understanding skills Acquisition of basic methodologies to conduct analyzes needed to describe and measure tourism-related phenomena. It is expected that students will be able to develop the ability to comprehensively understand and elaborate data, texts and graphics that include the use of main tourism indicators. Ability to apply knowledge and understanding The ability to obtain tourism-related data from local, regional and national (ISTAT, Bank of Italy) and international (United Nations, UNWTO and Eurostat) sources, to calculate appropriate measures and to interpret the results obtained. Students are expected to be able to employ their critical knowledge even in relation to the phenomenon and the context they are studying. It refers, for example, to the observation of the mobility of individuals within and outside the national context; to the interpretation of tourism forecasts; To the analysis of changes of tourism behaviours. Autonomy of judgment To be able to interpret autonomously the results of the statistical reports prepared by ISTAT, UNWTO and Eurostat. The nature and contents of the course are particularly geared towards achieving this goal. The main tourism-related (intra-destination mobility and seasonality) events are analyzed within the course, to enable the student to acquire skills that allow him to critically select among the various data analysis tools among the different sources available, those most appropriate to the context in which they will operate. Communication skills Ability to expose and synthesize the results. Students should be able to interpret and communicate effectively and clearly the main elements that describe the tourism phenomena and population whether they are expressed in the form of research results as well as tourism indicators or graphic representations. Learning Capacity Upgrade ability with the consultation of scientific publications in the tourism sector and the collection of official data on-line and consequent use of the knowledge gained during the lessons. Critical reflection on the use of instruments and principles of interpretation of the performance of the tourism flows (in space and in time), is the characteristic and a relevant element of the course.
ASSESSMENT METHODS	Tthe candidate could answer at least four/six questions posed orally, on all parts covered by the program, with reference to the recommended texts. Final assessment aims to evaluate whether the student has knowledge and understanding of the topics, has acquired jurisdiction to interpret and independent judgement. EVALUATION SCALE (pass from 18 to 30) The result of the global oral exam will be considered: EXCELLENT (30-30 laude) if the student will show excellent knowledge of the topics, excellent property of language, good analytical capacity, and the ability to apply the knowledge to solve the problems submitted; VERY GOOD (26-29) if the student shows good mastery of the subject, full property of language and the ability to apply the knowledge to solve the problems submitted; GOOD (24-25) if the student will show to have basic knowledge of the main topics, fairly good property of language, limited ability to independently apply the knowledge for the solution of the problems submitted; MORE THAN SUFFICIENT (20-23) if the student will show not to have full mastery of the main arguments but a good understanding of the same, satisfactory property of language, lack of ability to independently apply the knowledge acquired; SUFFICIENT (18-19) where the student will show minimum basic knowledge of the main teaching and technical language issues, minimum ability to apply the knowledge acquired; INSUFFICIENT (less than 18) if the student does not have an acceptable knowledge of the contents of the topics covered in the teaching. For attending students grading is also based on individual performance and oral presentation of the research project
EDUCATIONAL OBJECTIVES	The course aims to present the main aspects related to the collection and statistical processing of the data with particular reference to tourism-related phenomena. Firstly, the main information sources of official statistics will be presented: in particular the most widespread databases on Tourism flows: on the supply side, on the demand side and on international travelers. Then the problems of tourists' estimation and their characteristics at the territorial levels of single destination will be addressed. Finally, the problems related with tourists' mobility in time and space will be specifically taken in to account

	The course also aims to develop a competence in the statistical analysis of tourist phenomena, with particular emphasis to the measurement and quantification of tourism and its impact on the territory. The course will have a specialization approach and will be performed specific exercises and applications that will favor the interaction and the active contribution of the student.
TEACHING METHODS	Lectures and guided class debates. Oral presentation of a research project with tourism issues and tourism analytics
SUGGESTED BIBLIOGRAPHY	Groves, R. M., Fowler Jr, F. J., Couper, M. P., Lepkowski, J. M., Singer, E., & Tourangeau, R. (2011). Survey methodology (Vol. 561). John Wiley & Sons. - Chapter Two, Inference and error in surveys, pp. 39-66 - Chapter Three, Target populations, sampling frame and coverage error, pp. 67-92 - Chapter Five, Methods of data collection, pp. 137-168 - Chapter Six, Nonresponse in sample surveys, pp. 169-197 De Cantis, S., Ferrante, M., & Vaccina, F. (2011). Seasonal pattern and amplitude–a logical framework to analyse seasonality in tourism: an application to bed occupancy in Sicilian hotels. Tourism Economics, 17(3), 655-675. De Cantis, S., Ferrante, M., Kahani, A., & Shoval, N. (2016). Cruise passengers' behavior at the destination: Investigation using GPS technology. Tourism Management, 52, 133-150. De Cantis, S., Parroco, A. M., Ferrante, M., & Vaccina, F. (2015). Unobserved tourism. Annals of Tourism Research, 50, 1-18. Ferrante, M., De Cantis, S., & Shoval, N. (2016). A general framework for collecting and analysing the tracking data of cruise passengers at the destination. Current Issues in Tourism, 1-26. Ferrante, M., Magno, G. L. L., & De Cantis, S. (2018). Measuring tourism seasonality across European countries. Tourism Management, 68, 220-235.

SYLLABUS

Hrs	Frontal teaching
8	The role of statistics in tourism-related phenomena: fundamentals of Survey methodology: inference and errors in surveys; methods of data collection; nonresponse and sampling errors
8	Introduction to tourism statistics system in European countries
8	Tourism indicators to describe and to compare phenomena in time and space
6	Analisys of tourism phenomena in time: seasonality of tourism flows
6	Tourism flows in space. Tourism mobility