Course	**Turismo e Lazer / Tourism and Leisure**		*Academic year*	2020/2021	
Subject	**Análise e Tratamento de Dados no Turismo / Analysis of Tourism Data**		*ECTS*	4	
Type of course	**Compulsory**				
Year	**2º**	*Semestre* **1st semester**	*Student Workload:*		
Professor(s)			*Total*	108	*Contact* 45
Area Coordinator	**José Miguel Rodrigues Salgado**				

Planned SD

1. LEARNING OBJECTIVES

a. The curricular unit aims underpin knowledge gained through the use and application of data to different realities of the tourism phenomenon. Thus aims to provide students with a set of research skills, statistics analysis and treatment that contribute to aid decision making in a context of increasing variability and uncertainty within the sectors of tourism. In this sense, it is intended:

> i. Learn, work and interpret index numbers;

> ii. Recognize and analyze time series and to forecast scenarios in tourism;

> iii. Know and use secondary information sources and tools and organize and process the data at different scales, from global to regional (NUTS II);

> iv. Analyze tourist activity at socio-economic level, especially in quantitative terms, as well as key indicators in the world, in Europe and in Portugal, based on the most important sources of information on tourism;

> v. Process and analyze data from primary and secondary information through the tools available, including properly using statistical basis and Excel and SPSS tools.

b. Create enough knowledge bases for the use of concepts to grasp and delve into other Subjects.

c. Stimulate a critical and analytical attitude in students towards the need for the use of Statistics at the professional and personal level.

2. PROGRAMME

1. Index Numbers

    1.1. Simple indexes

    1.2. Complex indexes

2. Chronologic series

    2.1. Tendency

    2.2. Seasonality

    2.3. Prediction

3. Portals with statistical information about tourism

   3.1. OMT, WTTC, Eurostat

   3.2. INE, Pordata, Turismo de Portugal

   3.3. Other sources

4. Main touristic activity indicators

   4.1. World

   4.2. Europa

   4.3. Portugal

5. Analysis of data with Excel and SPSS

   5.1. One variable Statistics

   5.2. Two variable Statistics

   5.3. Statistical Inference

3.   COHERENCE BETWEEN PROGRAMME AND OBJECTIVES

All syllabus compete sequentially and chained or in a complementary way, to provide students with the opportunity to consolidate acquired knowledge and acquire new one, which may form the basis of components of other curricular units. In addition, the content taught allow students to acquire a basic knowledge of index numbers and chronological series which, together with the approach to be realized from secondary and primary sources, and in particular their treatment and statistical analysis through Excel outputs and SPSS, will give students the ability to take decisions in a context of variability and uncertainty in the context of tourism. In line with the active methodologies implemented teaching and the use of Excel and SPSS software, the program contents allow to stimulate in students a critical and analytical attitude as readers, analyzers and collectors of statistical information, and as producers and communicators of contextual analysis and strict that information using with accuracy and adequacy statistical tools, whether at the corporate level and public administration, whether in the development of scientific or applied research projects.

4.   MAIN BIBLIOGRAPHY

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- Hair, J., Tatham, R., Anderson, R. e Black, W. (2009). *Análise Multivariada de Dados*. Bookman, S. Paulo.

- Hill, M., Hill, A. (2000). *Investigação por questionário*. Edições Sílabo, Lisboa.

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- OMT (2011). *Tourism Towards 2030: Global Overview*, OMT, Madrid.

- Pardal, L., Correia, E. (1995). *Métodos e Técnicas de Investigação Social*. Areal Editores, Lisboa.

- Pereira, A. (2006). *SPSS - Guia prático de utilização*. 6.ª Edição, Edições Sílabo, Lisboa.

- Pestana, M. e Gageiro J. (2008). *Análise de dados em Ciências Sociais - A complementaridade do SPSS*. 4.ª Edição, Edições Sílabo, Lisboa.

5. TEACHING METHODOLOGIES (INCLUDING EVALUATION)

Teaching methodologies: It uses the theoretical exposition followed by practical work and laboratory classes of technological nature, using examples and real data related to the area of the course and their curricular units. They are used also working methods in groups / pairs, debate, problem solving and exercises and simulation. To enhance the learning process, in an interconnected way it is also conducting individual investigative work and project work in groups to follow, even out of classes, while ensuring high levels of motivation, commitment and learning.

Evaluation rules: The assessment is carried out according to the rules of the respective regulation.

6. COHERENCE BETWEEN TEACHING METHODOLOGIES AND OBJECTIVES

The varied and complementary teaching methods mentioned above, as well as the ongoing evaluation process that gives great importance to implementation of work, allow students a sequential, linked, connected and consolidated acquisition of knowledge and skills within this course as well and its implementation. This gives them varying conditions of reflection in the learning process and conditions to develop their skills of interpretation and reporting (oral and written) using statistical tools and simultaneously technology. The use of examples related to the hospitality and tourism also induces the creation of bases for the use of this contents in other units of the course. Methodologies focused on an active, reflective and involved student´s participation also ensure the stimulus for a critical and analytical attitude towards increasingly frequent and visible presence of different aspects of data processing and analysis at work and in everyday life.