

Subject Name	Quantitative Research Methods for Hotel and Tourism Management
Subject Code	HTM6006
No. of Credits	3 credits
Total Contact Hours	30 hours
Prerequisite	Research Methods at MSc Level

Subject Description

The subject is designed to equip students with advanced quantitative research methods in business decision-making and policy analysis. The interactive teaching and case study methods will be used in the delivery of the subject. Upon completion of the subjects, the students should be able to effectively use the quantitative methods learnt in the subjects in analyzing and solving the complex business problems they may face in their working environment.

Subject Outcomes

Upon completion of the subject, students will be able to:

1. Evaluate and discuss various quantitative methods in the context of hotel and tourism management;
2. Apply relevant analytical tools to examine the market demand for and supply of hospitality and tourism product/services;
3. Evaluate the contributions and impacts of hospitality and tourism in social, economic, political, cultural, and other areas with the aid of advanced quantitative techniques;
4. Evaluate, contrast and compare published studies on data analysis and model estimation in the context of hospitality and tourism industry;
5. Effectively communicate their research outputs in oral or written forms to different stakeholders;
6. Present and analyze complex hospitality and tourism data and translate these into business information and recommendations for business decision-making.

Assessment Weighting

Continuous Assessment 100%

Key topics to be addressed in this subject (Subject to regular update)

1. Introduction to quantitative analysis
2. Exploring the data: descriptive analysis and the use of diagrams
3. Correlation analysis
4. Introduction to regression Analysis
5. Regression analysis and tourism demand forecasting I
6. Regression analysis and tourism demand forecasting II
7. Comparing two means – the t-test and Comparing More than two means – ANOVA
8. Multivariate Analysis Discriminate/Cluster Analysis
9. Exploratory Factor Analysis
10. Group project