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| Subject Name | Statistics for Research in Hospitality and Tourism Management |
| Subject Code | HTM5801 |
| No. of Credits | 3 credits |
| Total Contact Hours | 42 hours |
| Prerequisite | None |

Subject Description

The subject is designed to equip students with the knowledge and understanding of the statistical methods used in hospitality and tourism. Students will learn the basic statistical concepts and methods including descriptive statistics, sampling theory, and inferential statistics, which will be used in analyzing the structural and operational issues in tourism and hospitality businesses. The subject will also prepare the students with necessary statistical knowledge for effective research and decision-makings.

Subject Outcomes

Evaluate the knowledge and theories of hospitality and tourism

Students will be able to comprehend and evaluate the statistical skills required for research in the context of management and operations of hospitality and tourism organizations.

Analyze the structure, products, services, and interactions in tourism and hospitality

The students will be able to use statistical methods learnt from the subject to analyze the structural and operational issues in tourism and hospitality businesses.

Implement the role of hospitality and tourism in communities and environments that they affect

Students will be able to evaluate the contributions and impacts of hospitality and tourism in social, economic, political, cultural, and other areas using statistical approaches.

Students will be able to integrate statistical methods with managing the development of hospitality and tourism through proper decision making.

Evaluate and implement appropriate management theories and concepts in the business research area

Students will be able to analyze and evaluate research projects regarding problem identification, use of appropriate statistics and results interpretation.

Communicate and respond to the diversity that prevails with the hospitality and tourism industry

Student will be able to effectively communicate the research outputs to different groups of audience

Evaluate and implement professional skills and management knowledge to complex and unstructured problems in hospitality and tourism.

Students will be able to identify management and operational problems within hospitality and tourism context, and apply appropriate statistical skills and techniques to solve the problems.

Students will be able to organize and analyze related numerical and graphical data, and translate them to business information.

Assessment Weighting

Continuous Assessment 100%

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

- 1 Introduction to Statistics and Graphical Descriptive Techniques
- 2 Descriptive Statistics
- 3 Basic Concepts of Probability
- 4 Probability Analysis for Discrete Data
- 5 Probability Analysis for Continuous Data
- 6 Theory and Methods of Sampling
- 7 Estimating Population Characteristics
- 8 Hypothesis Testing for Single Population
- 9 Hypothesis testing for Different Populations
- 10 Analysis of Variance and Design of Experiments
- 11 Analysis of Categorical Data
- 12 Nonparametric Statistics
- 13 Indexing as a Methods for Data Analysis
- 14 Report Presentation