Universitat de les Illes Balears

Teaching guide

Subject identification

Subject	11457 - Causal Analysis in Tourism
Credits	0.72 de presencials (18 hours) 2.28 de no presencials (57 hours) 3 de totals (75 hours).
Group	Group 1, 1S (Campus Extens)
Teaching period	First semester
Teaching language	English

Professors

Lecturers	Horari d'atenció als alumnes					
	Starting time	Finishing time	Day	Start date	Finish date	Office
Catalina Natividad Juaneda Sampol nati.juaneda@uib.es	11:00	12:00	Wednesday	14/09/2015	07/02/2016	DB229

Contextualisation

The course Causal Analysis in Tourism aims to introduce students to a specific perspective of analysis, namely the existence of causality or dependence relationships between tourism variables, mainly those related to tourism demand and the different stages in the holiday decision-making process. This perspective requires the knowledge of some quantitative analysis methodologies that have not been dealt with in the compulsory module of the master's degree course. The main objective of this course is for students to become capable of identifying causal relationships and of asking appropriate questions related to them, so as to identify variables that correspond to the problem and the necessary data. In addition the intention is also to ensure students are familiar with the methods for estimating these relationships and how to interpret the results, as well as knowing the limitations of the analyses carried out. All this knowledge will allow students to become familiar with the use and interpretation of the statistical information that is often present in publications, reports, marketing plans, and so on, which are developed and frequently consulted in the field of tourism enterprises and public entities.

Requirements

Recommendable

There are no formal requirements but it is advisable that the student has previous knowledge on descriptive and statistical inference. It is convenient too to manage programs like Excel or similar.

Skills

Date of publication: 03/07/2015

Teaching guide

Specific

* [CE1] Learn how to deal with techniques of collection and analysis of data both relevant and complementary of the tourism sector..

Generic

* [CG1] Know how to find, process and analyze information concerning the tourism sector from different sources..
* [CG4] Know the fundamentals and apply methodologies suitable for the analysis of the tourism sector..

Transversal

* [CT6] Being able to take decisions and solve problems..

Basic

* You may consult the basic competencies students will have to achieve by the end of the Master's degree at the following address: http://estudis.uib.cat/master/comp_basiques/

Content

Theme content

TOPIC 1. Causal relationships in tourism
* Identifying and modelling causal relationships in tourism.
* Usefulness of analysing causal models: explanation, prediction and simulation.
* Answering tourism research questions with causal models.
* Establishing and testing hypotheses.

TOPIC 2. Causal models building and quantification
* Specifying linear relationships between two or more variables.
* Quantifying the causal relationship: estimation.
* Assessing and interpreting the results.
* Examples applied to tourism and introduction to GRETL.

TOPIC 3. Implementation of tourism causal models
* Types of variables and data.
* Causal modelling alternatives by types of variables.
* Qualitative factors in models of tourist behaviour.
* Examples applied in tourism and practice with GRETL.

TOPIC 4. Case studies in Tourism Causal Relationships
* Aggregate Tourism demand models: International Tourism flows and Tourism Expenditure.
* Individual Tourism Demand models: Consumer behaviour and Destination Choice Models.

Teaching methodology

In-class work activities

Teaching guide

Modality	Name	Typ. Grp.	Description	Hours
Theory classes	Lectures	Large group (G)	To set the theoretical foundations underlying the different units of the course	10
Practical classes	Exercises	Large group (G)	To set and solve examples and practical exercises related to the contents developed in each unit using the specific software GRETL.	4
Practical classes	Readings	Large group (G)	To comment on and discuss recommended readings.	2
Assessment	Report presentation	Small group (P)	In-class presentation of the final assignment.	2

At the beginning of the semester a schedule of the subject will be made available to students through the UIBdigital platform. The schedule shall at least include the dates when the continuing assessment tests will be conducted and the hand-in dates for the assignments. In addition, the lecturer shall inform students as to whether the subject work plan will be carried out through the schedule or through another way included in the Campus Extens platform.

Distance education work activities

Modality	Name	Description	Hours
Individual self-study	Homework	Different sets of practical exercises will be provided for students to work on different issues related to Causal Analysis in tourism. Students should be able to organise a database, to apply suitable statistical techniques and to interpret the outputs of the statistical analysis correctly.	10
Individual self-study	Study the course contents	Students are expected to work on the notes and slides related to the issues explained throughout the course as well as with the different resources included in the bibliography section	30
Group self-study	Final assignment	Propose (a) research question(s) in the field of causal relationships in tourism. Specify and estimate the appropriate model corresponding to the question(s) and write a report that must be handed in to the teaching staff at the end of the course.	17

Specific risks and protective measures

The learning activities of this course do not entail specific health or safety risks for the students and therefore no special protective measures are needed.

Student learning assessment

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Teaching guide

Exercises

Modality	Practical classes
Technique	Objective tests **(non-retrievable)**
Description	To set and solve examples and practical exercises related to the contents developed in each unit using the specific software GRETL.
Assessment criteria	* Capacity to choose the most suitable method of analysis.
	* Capacity to use statistical software.
	* Capacity to interpret the results from the statistical analysis.

Final grade percentage: 20%

Readings

Modality	Practical classes
Technique	Objective tests **(non-retrievable)**
Description	To comment on and discuss recommended readings.
Assessment criteria	* Capacity to understand new approaches.
	* Capacity to establish relations among contents.
	* Capacity to perform critical analyses

Final grade percentage: 10%

Report presentation

Modality	Assessment
Technique	Oral tests **(non-retrievable)**
Description	In-class presentation of the final assignment.
Assessment criteria	* Capacity to establish relations among the different items of knowledge acquired on the course in order to put forward a work proposal.
	* Capacity to collect data and to plan the work to be carried out in practice.
	* Capacity to understand and interpret findings.
	* Capacity to write a report correctly.

Final grade percentage: 20%

Final assignment

Modality	Group self-study
Technique	Papers and projects **(retrievable)**
Description	Propose (a) research question(s) in the field of causal relationships in tourism. Specify and estimate the appropriate model corresponding to the question(s) and write a report that must be handed in to the teaching staff at the end of the course.
Assessment criteria	* Capacity to relate different items of knowledge.
	* Capacity to collect data and plan the work to be done.
	* Capacity to understand and interpret findings.
	* Capacity to write a report correctly.

Final grade percentage: 50%

Resources, bibliography and additional documentation

Academic year	2015-16
Subject	11457 - Causal Analysis in Tourism
Group	Group 1, 1S
Teaching guide	A
Language	English

Teaching guide

Basic bibliography

* Ashenfelter, O.; Levine, Ph.B.and Zimmerman, D.J.(2003) Statistics and Econometrics. Methods and Applications. John Wiley ans Sons.
* Baggio, R. and Klobas, J. ( ) Quantitative Methods in Tourism. A Handbook. Channel View Publications
* Dwyer, L.; Gill, A. and Seetaram , N. (2012)Handbook of Resear ch Methods in Tourism. Quantitative and Qualitative Approaches. E.E. Publishing Limited .
* Smith, s.l. () Tourism Analysis, 2ª Ed.

Complementary bibliography

* Song, H. ; Witt, S.F. and Li, G. (2009) The Advanced Econometrics of Tourism Demand. Routledge.

Other resources

* Recursos en la web Campus Extens que serán facilitados por el profesor en clase.

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