

1	Course title	Statistics for Tourism
2	Course number	2603344
3	Credit hours (theory, practical)	3
	Contact hours (theory, practical)	3
4	Prerequisites/corequisites	-
5	Program title	Tourism Management
6	Program code	
7	Awarding institution	School of Archaeology and Tourism
8	School	School of Archaeology and Tourism
9	Department	Tourism Management
10	Level of course	2-3
11	Year of study and semester (s)	4
12	Final Qualification	
13	Other department (s) involved in teaching the course	
14	Language of Instruction	English
15	Date of production/revision	2017

16. Course Coordinator:

School of Archaeology and Tourism , Second floor, i.abuamoud@ju.edu.jo

17. Other instructors:

NA

18. Course Description:

Course description: This course provides an introduction to the concepts and methods of statistics for tourism. Topics include the nature of statistics, type of data, sampling methods and distributions, Probability, significance testing

19. Course aims and outcomes:

A- Aims:

Understanding statistics is essential to understand research in the social and behavioural sciences.

1. Familiarize students with statistical methods commonly used in tourism research;
2. Allow students to gain experience in applied quantitative methods and modeling through various lab assignments
3. Outline the development and current theory and practice in HRM
4. Give students experience in writing and presenting a research paper in which they identify a research question and evaluate hypotheses, construct a model, generate statistical results, and present statistical findings

20. Topic Outline and Schedule:

<u>Topic</u>	<u>Week</u>	<u>Instructor</u>	<u>Achieved ILOs</u>	<u>valuation Methods</u>	<u>Reference</u>
Overview	<u>1</u>	Dr. Ismaiel Abuamoud	<u>1</u>	Homeworks, Particepation and discussion, Projects and presentations, quizzes and exams	John Buglear, Stats Means Business 2nd edition Paperback – April 23, 2010 John Buglear, Stats To Go (Hospitality, Leisure and Tourism) Paperback – June 5, 2000 https://www.slideserve.com/ely/introduction-to-statistics http://www.sociologyguide.com/research-methods&statistics/data-collection-terchniques.php https://www.slideshare.net/ludymae/chapter-9methods-of-data-collection
Characteristics of Statistics	<u>1</u>				
Population, sample, Parameters	<u>2</u>				
Type of data (Quantitative, Qualitative)	<u>2</u>				
Uses & Abuses of Statistics	<u>2</u>		<u>1</u>		
Sampling methods	<u>3</u>				
Methods of Data Collection	<u>3</u>				
Research Instruments , Types of Research Instruments	<u>3</u>				
Data level of measurement	<u>4</u>				
Variables and hypotheses	<u>4</u>				
QuantitativemQualitative variables	<u>5</u>				
Hypotheses	<u>5</u>		<u>1</u>		
Statistics, Graphs,	<u>6</u>				
Descriptive statistics: Numerical Mea	<u>6</u>				
Measures of Location OR Central Tendency	<u>7</u>		<u>1</u>		
Mean, Median, Range, Mode	<u>7</u>				
Measures of Variability or Deviations	<u>8</u>		<u>2</u>		
Variance, Standard Deviation	<u>8</u>				
Measures of Distribution Shape, Relative Location, and Detecting Outliers	<u>9</u>				
Distribution Shape: Skewness	<u>9</u>		<u>2</u>		
z-Scores, Tscore	<u>9</u>				
Detecting Outliers	<u>10</u>				
Correlation and regression	<u>11</u>				
Linear Correlation, Correlation Coefficient	<u>12</u>	<u>3</u>			
Hypothesis Testing for ρ	<u>13</u>				
Linear Regression	<u>14</u>	<u>3</u>			
The Standard Error of Estimate	<u>15</u>				
Review	<u>16</u>	<u>4</u>			
		<u>1-4</u>			

21. Teaching Methods and Assignments:

Lecturing, PPT Presentation, discussion, final projects

22. Evaluation Methods and Course Requirements:

<u>Homeworks, Particepation and discussion, Projects and presentations, quizzes and exams</u>	
Class attendance, participation and initiative	10 %
Tests (quizzes: 10% each, Mid exam: 30% and final: 40%)	
Course project (paper and presentation)	10 %

23. Course Policies:

Attendance: as you might have noticed that I count your attendance as part of your grade. It is important to note here that your attendance includes participation in class discussions, which means that you are expected to do the readings before each class
 Missing classes more than 7 times will result in the loss of your entire attendance grade and adversely affect your total class grade or withdraw from the class. You are required to inform your instructor, prior to the class meeting, if you cannot attend class. If you need to be absent on a test or exam day, you will take a test or exam prior to the day on which you will be absent.

Extra credit: Extra credit assignments are not available.

Papers and Presentations: You are expected to demonstrate in an all of your assignments and presentations a high degree of accuracy and professionalism.

Due Date: Unless written permission is received in advance of the due date, all assignments have to be turned in on the day they are due

Tests and Exam Policy: contents of the tests are non-redundant and non-repetitive, which means that chapters that are covered in the previous tests will not be included in the later tests. However, the final exam will include all materials except otherwise specified.

Academic Honesty: The integrity of an academic community necessitates the full and correct citation of ideas, methodologies, and research findings. In addition, each student can promote academic honesty by protecting his or her work from inappropriate use.

Cheating: Includes the unauthorized use of certain materials, information, or devices in writing examinations, or in preparing papers or other assignments. Any student who aids another student in such dishonesty is also guilty of cheating. Other possible forms of cheating include submitting the same work in more than one class without permission

24. Required equipment: (Facilities, Tools, Labs, Training....)

Data Show, computers, SPSS

2^o. References:

[John Buglear](#), Stats Means Business 2nd edition Paperback – April 23, 2010
[John Buglear](#), Stats To Go (Hospitality, Leisure and Tourism) Paperback – June 5, 2000

<https://www.slideserve.com/ely/introduction-to-statistics>
<http://www.sociologyguide.com/research-methods&statistics/data-collection-techniques.php>
<https://www.slideshare.net/ludymae/chapter-9methods-of-data-collection>

2^o. Additional information:

Name of Course Coordinator: Dr. Ismaiel Abuamoud Signature: ----- Date: -----

Head of curriculum committee/Department: ----- Signature: -----

Head of Department: ----- Signature: -----

Head of curriculum committee/Faculty: **Dr. Ismaiel Abuamoud** Signature: -----

Dean: **Dr. Nada Al Rawabdeh** -Signature: -----