

<b>Faculty</b>	<b>Arts</b>		
<b>Home Department</b>	Geography & Environmental Studies		
<b>Module Topic</b>	Analytical Techniques for Tourism		
<b>Generic Module Name</b>	Tourism 322		
<b>Alpha-Numeric code</b>	TOU322		
<b>NQF Level</b>	7		
<b>NQF Credit Value</b>	10		
<b>Duration</b>	Semester		
<b>Proposed semester to be offered</b>	2 <sup>nd</sup> Semester		
<b>Programmes in which the module will be offered</b>	BA		
<b>Year Level</b>	3 <sup>rd</sup> Year		
<b>Main Outcomes</b>	<p>At the end of this module students will be able to:</p> <ul style="list-style-type: none"> <li>• demonstrate an understanding of the various techniques used to analyze statistical data in tourism research</li> <li>• demonstrate an understanding of the various techniques used to display tourism data</li> <li>• demonstrate their knowledge of techniques for mapping tourism data</li> <li>• use SPSS and Geographical Information Systems computer packages to perform the above tasks</li> </ul>		
<b>Main Content</b>	<ul style="list-style-type: none"> <li>• Basic statistical techniques - frequency tables, correlation and regression analysis, cross-tabulation</li> <li>• Statistical techniques for analyzing tourism markets, forecasting tourism demand and market segmentation</li> <li>• Graphical techniques for displaying tourism data - pie charts, graphs, tables</li> <li>• GIS techniques for mapping tourism data - tourist flows, supply and demand, impacts</li> </ul>		
<b>Pre-requisite modules</b>	At least 3 second year modules in Tourism		
<b>Co-requisite modules</b>	None		
<b>Prohibited module Combination</b>	None		
<b>A. Breakdown of Learning Time</b>	<b>Hours</b>	<b>B. Time-table Requirement per week</b>	
<b>Contact with lecturer / tutor:</b>	24	Lectures p.w.	1
<b>Assignments &amp; tasks:</b>	40	Practicals p.w.	0
<b>Practicals:</b>	0	<i>Tutorials p.w.</i>	1
<b>Tests &amp; examinations:</b>	6		
<b>Selfstudy</b>	30		
<b>Other: Please specify</b>	0		
<b>Total Learning Time</b>	<b>100</b>		
<b>Methods of Student Assessment</b>	Class tests: 25% Assignments: 25% Examinations: 50%		