

MODULE DESCRIPTOR

Module Title

Tourism Analytics

Reference	CB3102	Version	2
Created	February 2024	SCQF Level	SCQF 9
Approved	January 2024	SCQF Points	15
Amended	April 2024	ECTS Points	7.5

Aims of Module

This module prepares students to understand the principles of effectively using data within both public and private tourism organisations in order to manage and enhance internal and external operations.

Learning Outcomes for Module

On completion of this module, students are expected to be able to:

- 1 Discuss current and future development of data analytics in the tourism industry
- 2 Assess the key benefits of analytics to the wider tourism industry
- 3 Use analytical techniques with a range of tourism data
- 4 Use tourism data sets to produce results of analysis, with a clear explanation of process and outcomes

Indicative Module Content

Introduction to tourism data analytics; consumer feedback analysis; tourism data types and sources; tourist trends; Social media Sentiment Analysis for destination branding and perception management; Data preparation and quality; Model Development and training; tourism data visualisation and presentation; storytelling with data. The module engages with UNESCO's Education for Sustainable Development Critical thinking, Strategic, Normative and Integrated problem-solving competencies, enabling students to analyse complex systems, question norms, practices and opinions, reflect on their values and perceptions, and apply different problem-solving frameworks to complex problems.

Module Delivery

The module is delivered via workshops, case studies, lab tutorials, and online exercises.

Indicative Student Workload

	Full Time	Part Time
Contact Hours	36	N/A
Non-Contact Hours	114	N/A
Placement/Work-Based Learning Experience [Notional] Hours	N/A	N/A
TOTAL	150	N/A
<i>Actual Placement hours for professional, statutory or regulatory body</i>		

ASSESSMENT PLAN

If a major/minor model is used and box is ticked, % weightings below are indicative only.

Component 1

Type:	Coursework	Weighting:	100%	Outcomes Assessed:	1, 2, 3, 4
Description:	Individual Portfolio Assessment				

MODULE PERFORMANCE DESCRIPTOR**Explanatory Text**

The calculation of the overall grade for this module is based on 100% weighting of C1. An overall minimum grade of D is required to pass the module.

Module Grade	Minimum Requirements to achieve Module Grade:
A	The student needs to achieve an A in C1.
B	The student needs to achieve a B in C1.
C	The student needs to achieve a C in C1.
D	The student needs to achieve a D in C1.
E	The student needs to achieve an E in C1.
F	The student needs to achieve an F in C1.
NS	Non-submission of work by published deadline or non-attendance for examination

Module Requirements

Prerequisites for Module	None.
Corequisites for module	None.
Precluded Modules	None.

INDICATIVE BIBLIOGRAPHY

- 1 CHAKRABORTY, G., PAGOLU, M. and GARLA, S., (2014). Text mining and analysis: practical methods, examples, and case studies using SAS. SAS Institute.
- 2 RITA, P., RITA, N. and OLIVEIRA, C., (2018). Data science for hospitality and tourism. Worldwide Hospitality and Tourism Themes
- 3 YALLOP, A and SERAPHIN, H. (2020). Big data and analytics in tourism and hospitality: opportunities and risks. Journal of Tourism Futures
- 4 XIANG, Z. and FESENMAIER, D.R., (2017). Analytics in smart tourism design: concepts and methods. Springer International Publishing Switzerland.