# HIGHER HOTEL INSTITUTE CYPRUS

# Module Structure

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**Module Title :** Statistical Analysis and Research Methods
**Module Code :** HTCM271

**Programme of Study/Year of Study :** Hospitality and Tourism Management/Year 3

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| **Group :** HTMIII | **Semester :** Fall |
| **Number of Hours Taught :** 2 hours per week | **ECTS :** 3 |

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| **Instructor:** | George Prokopiou | |
| **Office Hours:** | | |
| **Office Number:** | 205 | **Office Tel:** |
| **email:** prokopiou@gmail.com | | |

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Pre-requisite(s) : No previous background required

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### Module Rationale

The course is designed to introduce the student to the basic principles of market research. To collect, process and analyse data, so that based on the results the student can be in a position to make the right decisions.

### Aims

The course aims to make students able to properly conduct a market research. Through this, the students can use the data they have collected and analysed using statistical analysis, to interpret the results and take some important decisions. The student will learn how to perform statistical analysis using simple statistical software.

### Intended Learning Outcomes

With the successful completion of the course,  participants will be able to:

• Properly design a procedure to conduct a market research

• Collect and evaluate data and / or information

• Interpret the results of a market research

Get the most efficient decisions based on the results of the statistical analysis

**Delivery Methods:**

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| Lectures, real life examples, discussion, using statistical software (Excel), group work and presentations |

**Assessment:**

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| Project:  20%<br>Midterm Exam:  30%<br>Homework and Classwork: 10%<br>Final Exam:  40% |

**Module Requirements**

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| Refer to the students' manual for the module requirements. |

**Module Plan and Content**

| Week | Dates | Topics to be Covered | Reference Chapter / Material |
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| 1. | 02/10-05/10 | **INTRODUCTION TO STATISTICAL ANALYSIS AND RESEARCH METHODS**<br><br>• What is statistical analysis?<br>• Usefulness of the course in the field of culinary arts<br>• Philosophy and characteristics of the lesson<br>• Applied examples of statistical analysis and research methods<br>• What is research?<br>• Reasons for doing / not doing a research<br>• Steps to follow a correct research<br>• What are data and where are they found?<br>• Quantitative / qualitative data | Lecture Notes |
| 2. | 08/10-11/10 | **TYPES OF RESEARCH**<br><br>• Primary research<br>  ○ Disadvantages/Advantages<br>  ○ Methods and sources of primary data collection<br>• Secondary research<br>  ○ Disadvantages/Advantages<br>  ○ Methods and sources of secondary data collection | Lecture Notes |
| 3. | 15/10-18/10 | **STRUCTURE OF A QUESTIONNAIRE**<br><br>• Questionnaire<br>  ○ Types of questions (open/closed)<br>  ○ Types of measurement scales<br>  ○ Examples of correct and incorrect questions<br>• Personal interviews<br>  ○ Structured<br>  ○ Unstructured<br>• Other methods of collecting data | Lecture Notes |
| 4. | 22/10-25/10 | **SAMPLING**<br><br>• Choosing a suitable sample | Lecture Notes |

| Week | Dates | Topics to be Covered | Reference Chapter / Material |
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| | | • Types of sampling<br>  ○ Probability sampling<br>  ○ Non-probability sampling<br>• Examples of sample choices and sampling methods | |
| 5. | 29/10-01/11 | **ETHICAL ISSUES AND DATA COLLECTION ERRORS**<br><br>• Analysis of the major ethical problems in a research<br>• What an information sheet should include<br>• Errors occurring from researches/respondents | Lecture Notes |
| 6. | 05/11-08/11 | **MIDTERM EXAMINATION / GROUP PROJECT**<br><br>• Midterm Exam<br>• Description of group project<br>• Case study | Lecture Notes |
| 7. | 12/11-15/11 | **INTRODUCTION TO STATISTICAL ANALYSIS**<br><br>• Mean<br>• Median<br>• Mode<br>• Range<br>• Applied Examples | Lecture Notes |
| 8. | 19/11-22/11 | **INTRODUCTION TO STATISTICAL ANALYSIS**<br><br>• Variables<br>• Percentages<br>  ○ How they are calculated<br>  ○ Examples from graphs<br>• V.A.T<br>• Frequency and Percentages Tables | Lecture Notes |
| 9. | 26/11-29/11 | **INTRODUCTION TO STATISTICAL ANALYSIS**<br><br>• Graphs<br>  ○ Bar graph<br>  ○ Histogram<br>  ○ Pie Chart | Lecture Notes |
| 10. | 03/12-07/12 | **USING EXCEL**<br><br>• Using the EXCEL software<br>  ○ Data Input<br>  ○ Graph construction<br>  ○ Interpretation of the results | Lecture Notes<br><br>Statistical software |
| 11. | 10/12-13/12 | **PRESENTATION OF GROUP PROJECT** | Lecture Notes |
| 12. | 17/12-20/12 | **REVISION** | Lecture Notes |
| 13. | 07/01-08/01 | **REVISION** | Lecture Notes |

**Essential Reading**

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| Lecture Notes |

**Additional Reading**

Χρήστου, Ε. (1999). *ΕΡΕΥΝΑ ΤΟΥΡΙΣΤΙΚΗΣ ΑΓΟΡΑΣ* (1st ed.). Αθήνα: Interbooks.

Bryman, A., & Bell, E. (2011). Business research methods (3rd ed.). Cambridge: Oxford University Press.