



UNIVERSIDADE LUSÍADA
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Course Unit Program
Quantitative and Qualitative Methods Applied to Tourism

Academic Year 2024/2025

1. Organic Unit

Faculty of Business and Economic Sciences

2. Course

Tourism Management

3. Cycle

1st

4. Course Unit

Quantitative and Qualitative Methods Applied to Tourism (V2110)

5. Scientific Area

6. Curricular Year

1st

7. Type of Curricular Unit / Semester

2nd Semester



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8. Class type and workload (work time)

Theoretical classes:

Practical classes:

Theoretical-Practical Classes 30,00

Tutorial Guidance: 20,00

9. ECTS Credits

6,00

10. Scientific Area Coordinator

11. Regent

Prof. Doutora MARIA MANUELA MARTINS SARAIVA SARMENTO COELHO

12. Assistants

13. Teaching Language

Portuguese

14. General Objectives

Acquisition of knowledge in the analysis and processing of quantitative and qualitative data.

Apply statistical analysis techniques in solving concrete problems in the fields of Tourism, Hospitality, Marketing and Management to enable reasoned analysis and decisions.

Present the basic methods of descriptive, bivariate, and multivariate statistical analysis.

15. Specific Objectives

- To develop the ability to choose and adapt the different methodological techniques according to the research objectives.
- Promote skills in analysis and treatment of quantitative and qualitative data using EXCEL and SPSS software.
- Know and acquire notions of fundamental statistical concepts of descriptive, bivariate, and multivariate statistics.
- Apply and interpret the statistical techniques of data analysis applied to the objectives of the study.

16. Skills to be acquired



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It is intended that students know the most important concepts and methods for conducting interviews and surveys, as well as the respective statistical treatment of these very useful and powerful tools for Tourism and Hospitality. Quantitative and qualitative analysis are performed using Excel and SPSS software.

It is intended that students can identify and apply, with the aid of statistical software, the appropriate methods for each specific problem.

17. Teaching Methodology

It is based on exposing content on quantitative and qualitative methods and the use of software, namely SPSS and Excel.

Teaching / learning is based on three methodologies:

- Lectures of an expository nature, for the presentation of theoretical elements of reference.
- Participatory computer classes, with analysis and resolution of practical exercises applied to Tourism and Hospitality.
- Self-study related to the student's autonomous work.

18. Course Unit Program



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Chapter 1: Qualitative Methods applied to Tourism and Hospitality

Interview investigation

Advantages, disadvantages, and limitations of the interview

Procedures before the interview

Preparing the interview script

Procedures during the interview

Procedures at the end of the interview

Content analysis

Preparation of content analysis matrices

Validity and reliability of content analysis conclusions

Preparation of the final report

Practical cases

Chapter 2: Quantitative Methods Applied to Tourism and Hospitality

Elaboration of the survey

Classification of questions according to form

Classification of questions according to content

Some errors in the wording of the questions

Some errors in data analysis due to scales

Using a third-party survey or making a new survey suitable for the investigation

Practical cases

Chapter 3: Quantitative Methods Using Excel and SPSS

Investigation by survey using EXCEL and SPSS

Advantages, disadvantages, and limitations of the survey

Survey research methodology

Objectives of the survey investigation

Definition of universe, sample, and unit of analysis

Univariate, bivariate, and multivariate sample classification

Design and elaboration of the preliminary questionnaire

Validation and coherence test of the questionnaire

Elaboration of the pre-definitive questionnaire and the pre-test

Preparation of the definitive survey

Elaboration of the implementation plan

Field work and evaluation of survey data

Coding of questionnaire questions and construction of the database

Definition of statistical methods to be applied in the research

Practical cases

Chapter 4: Statistical Methods Using Excel and SPSS

Descriptive statistics

variable types

Frequency tables and graphs



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Location measures: central tendency (mean, mode and median) and non-central tendency (quartiles and percentiles)
Measures of dispersion, asymmetry, and kurtosis
Bivariate statistics: Chi-Square,
Conclusions and recommendations on survey responses
Practical cases

19. Assessment Methods

This CU follows the General Evaluation Regime of Lusíada Universities.
The continuous assessment process consists of carrying out three written tests to assess knowledge and solving practical cases, during the academic hours of the curricular unit.

20. Didactic Resources

- Rooms equipped with computers and internet access.
- Use of EXCEL and SPSS software (statistics).
- PowerPoint presentations.
- Notes and supporting documents.
- Texts prepared by the conductor.
- Practical exercises.
- Bibliography.

21. Sustainability Objectives

The decision making must be based on the sustainability axes: economic, social and environmental.

Economic: adopt measures aimed at increasing their efficiency to generate jobs and remunerate the invested capital.

Social: respect human rights, promote equal opportunities, acting fairly with their employees and stakeholders.

Environmental: focus their efforts on conserving and managing natural resources, as well as protecting the landscape and the surrounding environment.

22. Keywords

- Quantitative methods
- Qualitative Methods
- Excel
- SPSS
- Surveys
- Interviews



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23. Main Bibliography

Author(s): Marôco, João
Title: Análise Estatística com o SPSS Statistics
Edition: 8.^a ed. Year: 2018
Local: Pero Pinheiro
Publisher: Report Number

Author(s): Sirakaya-Turk, E., Uysal, M. S., Hammitt, W. E., & Varse, J. J. (Eds.)
Title: Research Methods for Leisure, Recreation and Tourism
Edition: 2.^a Year: 2017
Local: Wallingford
Publisher: CABI

Author(s): Martins, António
Title: Excel Aplicado à Gestão
Edition: 4.^a Year: 2017
Local: Lisboa
Publisher: Sílabo

24. Complementary Bibliography

Author(s): Sarmento, Manuela
Title: Metodologia Científica para a Elaboração, Escrita e Apresentação de Teses
Edition: 1.^a Year: 2013
Local: Lisboa
Publisher: Universidade Lusíada

Author(s): Reis, E., P. Melo, R. Andrade & T. Calapez
Title: Estatística Aplicada (Vol. 1)
Edition: 6.^a Year: 2015
Local: Lisboa
Publisher: Sílabo



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Título / Title	Course Unit Program 'MÉTODOS QUANTITATIVOS E QUALITATIVOS APLICADOS AO TURISMO': Academic Year
Autor / Author	Prof. Doutora MARIA MANUELA MARTINS SARAIVA SARMENTO COELHO
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