UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
Quantitative and Qualitative Methods Applied to Tourism

Academic Year 2025/2026

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 ANA MARGARIDA SILVESTRE GRAÇA

12. Assistants

13. Teaching Language

Portuguese

14. General Objectives

To equip students with the foundations to plan tourism research, collect data, process and interpret quantitative and qualitative information and communicate results rigorously; To apply descriptive, bivariate and introductory multivariate statistics, as well as thematic analysis, using Excel and SPSS to support decision-making in tourism, hospitality and marketing.

15. Specific Objectives

- Select and justify methods (qualitative, quantitative and mixed) according to the research problem and objectives;
- Design interview guides and questionnaires, ensuring validity, reliability and ethical compliance (GDPR);
- Build datasets, code and clean data in Excel/SPSS;
- Apply appropriate techniques and interpret outputs, drafting conclusions and recommendations.

16. Skills to be acquired

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- Plan studies using interviews and surveys;
- Define population, sample and variables;
- Apply data collection and quality control procedures;
- Code and prepare datasets;
- Conduct descriptive and inferential statistics (chi-square, correlation, t-test/ANOVA) and an introduction to multivariate analysis (regression, factor analysis, clustering);
- Undertake thematic analysis;
- Present results through tables, charts and decision-oriented reports.

17. Teaching Methodology

- Lectures with practical sessions;
- Guided work in Excel and SPSS (importing, cleaning, analysis and reporting);
- Case studies and mini-projects.

18. Course Unit Program

Methodological thinking and ethics in tourism research
1.1 Research problem, aims, questions and hypotheses
1.2 Scientific quality: validity, reliability, triangulation and replicability
1.3 Ethics, informed consent, GDPR, and data management/anonymisation
Qualitative methods
2.1 Interviews and focus groups
2.2 Recording and transcription
2.3 Thematic/content analysis
2.4 Reporting and presentation of findings
Quantitative methods
3.1 Scales and variables; question types; bias and measurement error
3.2 Questionnaire design, validation and pilot testing
3.3 Population, units, sampling and sample size; fieldwork plan
3.4 Coding, variable dictionary and dataset preparation
Data processing and visualisation (Excel)
4.1 Importing and cleaning; functions and pivot tables; charts and basic dashboards
4.2 Dataset quality checks and documentation
Applied statistical analysis (SPSS)
5.1 Descriptive statistics; outliers; missing values
5.2 Scale reliability (Cronbach?s alpha) and index construction
5.3 Bivariate inference: chi-square, correlation, t-test/ANOVA
5.4 Introduction to multivariate analysis: regression, factor analysis and clustering
5.5 Interpretation, limitations, recommendations and academic writing

19. Assessment Methods

This module follows the Lusíada Universities? General Assessment Regulations. Continuous assessment consists of two written tests and the completion of practical case studies.

20. Didactic Resources

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- Rooms equipped with computers and internet access;
- Use of EXCEL and SPSS software (statistics);
- Books;
- Scientific articles;
- Exercise sheets;
- Case studies;
- Online resources.

21. Sustainability Objectives

To embed evidence-based decision-making in tourism and hospitality, promoting responsible data collection and analysis to support more sustainable business models. This module contributes to the UN Sustainable Development Goals (SDGs): SDG 4 (Quality Education) through analytical skills and data literacy; SDG 8 (Decent Work and Economic Growth) by supporting efficiency, innovation and continuous improvement; and SDG 17 (Partnerships for the Goals) by encouraging collaboration and shared use of i

22. Keywords

- Quantitative methods
- Qualitative methods
- Mixed methods
- Data analysis
- Applied statistic

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23. Main Bibliography

Author(s): Vilelas, J.
Title: Investigação ? O Processo de Construção do Conhecimento
Edition: 4ª ed. Year: 2025
Local: Lisboa
Publisher: Edições Sílabo
ISBN Code: 9789895614202

Author(s): Field, A.
Title: Discovering Statistics Using Ibm Spss Statistics
Edition: 6ª ed. Year: 2024
Local: London
Publisher: SAGE
ISBN Code: 9781529630015

Author(s): Creswell, J. & Creswell, J.
Title: Research Design ? Qualitative, Quantitative, And Mixed Methods Approaches
Edition: 6ª ed. Year: 2022
Local: London
Publisher: SAGE
ISBN Code: 9781071817971

24. Complementary Bibliography

Author(s): Marôco, J.
Title: Análise Estatística com o SPSS Statistics
Edition: 8ª ed. Year: 2021
Local: Lisboa
Publisher: ReportNumber
ISBN Code: 9789899676374

Author(s): Kaurav, R. et al.
Title: An SPSS Guide for Tourism, Hospitality and Events Researchers
Edition: 1ª ed. Year: 2021
Local: London
Publisher: Routledge
ISBN Code: 9780367236588

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Ficha técnica MIP / MIP Datasheet	
Título / Title	Course Unit Program 'MÉTODOS QUANTITATIVOS E QUALITATIVOS APLICADOS AO TURISMO': Academic Year
Autor / Author	Prof. Doutora ANA MARGARIDA SILVESTRE GRAÇA
Classificação / Classification	-
Descritores / Descriptors	-
Colaborador(es) / Colaborator(s)	-
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