



UNIVERSITI TEKNOLOGI MARA

HTH720: QUANTITATIVE METHODS FOR HOSPITALITY AND TOURISM RESEARCH

Course Name (English)	QUANTITATIVE METHODS FOR HOSPITALITY AND TOURISM RESEARCH APPROVED
Course Code	HTH720
MQF Credit	3
Course Description	This course introduces students to the application of statistics relevant to research in hotel management and tourism. Students will be introduced to research design, types of variables, scale of measurements, sampling design, data collection methods, and statistical analysis techniques involving frequency distribution, cross-tabulation, hypothesis testing, analysis of variance, correlation, regression, factor and cluster analysis.
Transferable Skills	Quantitative Research skill
Teaching Methodologies	Lectures, Discussion, Directed Self-learning
CLO	CLO1 Differentiate the types of variable and the scale of measurements for any data set. CLO2 Identify the appropriate statistical analysis based on their research objectives CLO3 Carry out statistical analysis and make inferences based on the statistical results obtained
Pre-Requisite Courses	No course recommendations
Reading List	Recommended Text Malhotra, Naresh K. (2004),, <i>Marketing Research: An Applied Orientation</i> , 4th edition Ed., Pearson/Prentice-Hall.
Article/Paper List	This Course does not have any article/paper resources
Other References	This Course does not have any other resources