



Academic year	2015-16
Subject	11491 - Design and Development of Specific Indicators
Group	Group 1, 1S
Teaching guide	C
Language	English

## Subject identification

<b>Subject</b>	11491 - Design and Development of Specific Indicators
<b>Credits</b>	0.72 de presencials (18 hours) 2.28 de no presencials (57 hours) 3 de totals (75 hours).
<b>Group</b>	Group 1, 1S (Campus Extens)
<b>Teaching period</b>	First semester
<b>Teaching language</b>	English

## Professors

Lecturers	Horari d'atenció als alumnes					
	Starting time	Finishing time	Day	Start date	Finish date	Office
Magdalena Concepción Cladera Munar <a href="mailto:mcladera@uib.es">mcladera@uib.es</a>	11:00	12:00	Thursday	14/09/2015	15/01/2016	DB247
Francisco Sastre Albertí <a href="mailto:fsastre@uib.es">fsastre@uib.es</a>	11:00	12:00	Thursday	01/09/2015	31/07/2016	DB215

## Contextualisation

The indicators have a big importance in the economic context because there are a tool that allows to take decisions, evaluate and predict tendencies. On the other hand they permit to measure the economic importance of a particular sector or activity in an economy and evaluate some of its most important features. Have an analytical scheme and a battery of indicators allows an economic analysis of tourism.

## Requirements

There are not requirements.

## Skills

### Specific

- \* CE4 – To be able to contribute to the planning, monitoring and evaluation of policies, programmes and projects oriented towards the improvement of the competitiveness and sustainability of a tourism company, destination or region..
- \* CE7 – To be able to collect, generate, process and analyse statistical data to support monitoring and evaluation activities..





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### Generic

- \* CG2 – To develop an innovative capacity by applying the acquired knowledge to the resolution of problems in new environments related to the tourism sector.
- \* CG3 – To be able to formulate judgements that incorporate reflexions about the social and ethic responsibilities linked to the application of the acquired knowledge regarding the tourism system and its economic analysis..
- \* CG7 – To acquire specialized knowledge about the tourism system to make it possible to face challenges and provide solutions..

### Basic

- \* You may consult the basic competencies students will have to achieve by the end of the Master's degree at the following address: [http://estudis.uib.cat/master/comp\\_basiques/](http://estudis.uib.cat/master/comp_basiques/)

## Content

### Theme content

1. Indicators
  - Definition and selection of indicators
  - Design of specific indicators
  - Design of synthetic indicators
2. Data reduction techniques
  - Introduction to statistical data reduction techniques.
  - Tabulation and descriptive statistics.
  - Introduction to multivariate analysis.
  - Multivariate techniques for data reduction: principal component analysis, factor analysis,...

## Teaching methodology

### In-class work activities

Modality	Name	Typ. Grp.	Description	Hours
Theory classes		Large group (G)	In-class exposition of the theoretical contents	10
Practical classes		Large group (G)	Computer classes and exercises	6
Assessment		Large group (G)	Project presentation	2

At the beginning of the semester a schedule of the subject will be made available to students through the UIBdigital platform. The schedule shall at least include the dates when the continuing assessment tests will be conducted and the hand-in dates for the assignments. In addition, the lecturer shall inform students as to





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whether the subject work plan will be carried out through the schedule or through another way included in the Campus Extens platform.

### Distance education work activities

Modality	Name	Description	Hours
Individual self-study		Study of the theoretical and practical contents	40
Group self-study		Preparing presentations	17

### Specific risks and protective measures

The learning activities of this course do not entail specific health or safety risks for the students and therefore no special protective measures are needed.

### Student learning assessment

#### Assessment

Modality	Assessment
Technique	Papers and projects ( <b>non-retrievable</b> )
Description	Project presentation
Assessment criteria	
Final grade percentage:	100%

### Resources, bibliography and additional documentation

#### Basic bibliography

The Economist, Guide to Economic Indicators. Making Sense of Economics 2011. Bloomberg Press New York  
 Janssens, W., Wijnen, K., Pelsmacker, P. de, & Van Kenhove, P. (2008). Marketing research with SPSS. Essex (England) : Prentice Hall.  
 Johnson, R. A., & Wichern, D. W. (2014). Applied multivariate statistical analysis. Essex (England) : Pearson Prentice Hall.  
 Newbold, P., Carlson, W. L., & Thorne, B. (2013). Statistics for business and economics. Boston : Pearson.

#### Complementary bibliography

Vanhove, N., "The Economics of Tourism Destination ". Elsevier 2011  
 European Union. "The European Tourism Indicator System. TOOLKIT For Sustainable Destinations". Luxembourg 2013





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Dupeyras, A. and N. MacCallum (2013), "Indicators for Measuring Competitiveness in Tourism: A Guidance Document", OECD Tourism Papers, 2013/02, OECD Publishing.

