



LABORATORIO DIDATTICO

"Tourist Demand in a territory: knowledge and methods" a.a 2018/2019

Sigla del Laboratorio	PMTS02
Responsabile didattico	Andrea Macchiavelli
Referente di ruolo	Roberta Garibaldi
Esperti	Gisella Leuzzi
Periodo di svolgimento	Second semester II sub period
Corso di studi proponente	Master in Planning and Management of Tourism System II year
Numero massimo di studenti ammissibili	12
Eventuali prerequisiti disciplinari richiesti	NONE
Contenuti e obiettivi formativi	This proposal is inscribed in the training objectives of the Master's Degree Program in PMTS to confer skills in the analysis of tourism in the territory. The basic elements are already the subject of the course of Tourism Economics, but the Laboratory would allow to go into the techniques of indirect and direct analysis. In the first case object will be the retrieval of sources and the processing of data; in the second case, the setting up of a questionnaire survey.
Articolazione del laboratorio	a) Classroom lesson (4 hours) on: - How to acquire sources of information on the application - Methodology for a direct survey - Sample construction techniques - Techniques for processing a questionnaire b) Classroom lesson (4 hours): - How to find and manage the sources - How to set up a database - How to select information - How to process graphs and tables - How to interpret the data c) Classroom lesson (4 hours) on: - How to acquire sources of information on the application - Methodology for a direct survey - Sample construction techniques - Techniques for processing a questionnaire d) Experimental tourist analysis of a territory by the students
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