

## Laboratorio

### **Tourist Demand in a territory: knowledge and methods**

Responsible: Roberta Garibaldi

Educational manager: Andrea Macchiavelli

Expert: Gisella Leuzzi

## Programme

### **Monday 18<sup>th</sup> March: h. 9-11. (Laboratory – P.za Rosate)**

- Demand Indicators
- Offer Indicators
- Introduction to the sources of tourist demand
- Introduction to the local statistic sources

*Working at home: searching sources*

### **Monday 25<sup>th</sup> March: ore 9,30-12.30 (Laboratory – P.za Rosate)**

- How to acquire sources of information on the application
- Methodology for a direct survey
- Sample construction techniques
- Techniques for processing a questionnaire

*Working at home: experiment of a questionnaire*

### **Monday 8<sup>th</sup> April: ore 9,30-12,30 (Laboratory – P.za Rosate)**

- 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

*Working at home: Experiment of a research*

### **Monday 29<sup>th</sup> April: ore 9,30-12,30 (Laboratory – P.za Rosate)**

Presentation and discussion of the research projects