

**COURSE SYLLABUS**  
**FOR FULL-TIME UNDERGRADUATE PROGRAMS**

*(Issued under Decision No.1380/QĐ-ĐHKTQĐ on 15/8/2016 by the University President)*

**1. COURSE NAME: STATISTICS FOR TOURISM**

Code: **TKKD1107**

Number of Credit: 02

**2. DEPARTMENT IN CHARGE OF INSTRUCTION: Business Statistics  
Department**

**Office:** Room No.401 – Block 7 – National Economics University

**Office Hours:** 8:00 – 17:00, from Monday to Friday

**Office Telephone:** 04.38693275

**3. PRE-REQUISITE:**

- Theory of Statistics-I
- Theory of Statistics-II

**4. COURSE DESCRIPTION:**

Statistics for tourism researches the quantity in intimacy relationship with the nature of phenomena in tourism field. The course provides the basic concepts of tourism and statistics for tourism, tourism indicators system, methods of collecting information, the application of some statistical methods to analyze the tourism performance, tourism resources, factor inputs, productivity and financial activities of tourism organization. On that basis, the course presents some methods to forecast key indicators in order to make decisions in managing and developing tourism activities.

This is one of statistical specialized courses and it is also a basic course for other majors in tourism business management field.

**5. COURSE OBJECTIVES:**

After completing the course, students, students are expected to achieve the following knowledge and skills:

- Understanding the general concepts of tourism and tourism business activities.
- Understanding properly the tourism indicators system; being able to collect and summarize these indicators.

- Being able to apply statistical methods on presenting and analyzing the fluctuations of tourism market through tourism indicators system.
- Using statistical methods proficiently to analyze the tourism performance in both macro and micro scope.
- Being able to summarize and analyze tourism resource.
- Improving skills of applying statistical methods in order to analyze the usage of input factors in tourism activities (such as labours, capital, assets,...) and the efficiency of using them in specific conditions. Identifying the contribution of tourism to the economy.
- Understanding and being confident with some forecasting methods used frequently in tourism business management.

## 6. COURSE CONTENT:

### TENTATIVE SCHEDULE

<i>No</i>	<i>Contents</i>	<i>Total hours</i>	<i>In details</i>		<i>Notes</i>
			<i>Theory</i>	<i>Practice, Discussion, Exams</i>	
1	Chapter 1	2	2	-	
2	Chapter 2	4	3	1	
3	Chapter 3	5	4	1	
4	Chapter 4	5	3	2	
5	Chapter 5	3	2	1	
6	Chapter 6	5	3	2	
7	Chapter 7	5	3	2	
8	Mid-course test	1	-	1	
	<b>Total</b>	<b>30</b>	<b>20</b>	<b>10</b>	

## CHAPTER 1 – THE OBJECT OF TOURISM STATISTICS

*Tourism is a socio-economic activity including a vast number of different and complicated sectors. The concepts of tourism and tourism business activities have been developed to fit different study approaches. With the purpose of making tourism activities research, it is essential to understand clearly about the subjects of research as well as the concepts, characteristics and classifications of these activities. Chapter 1 presents the above-mentioned issues.*

### 1.1. General concepts

### 1.2. The object of research

### 1.3. The roles of tourism statistics

**Texts and readings for the chapter:**

1. Nguyen Van Dinh and Tran Thi Minh Hoa (2004), *Tourism Economics*, course book, NEU, Labour and Social Publisher, Hanoi
2. National Assembly of Vietnam, Tourism Law, Law no. 44/2005/QH11.
3. Tran Thi Kim Thu (2006), *Statistical research on the efficiency of tourism business activities*, Monograph, NEU, Hanoi.
4. UNWTO, 1993 International Recommendations for Tourism Statistics (IRTS - 1993)
5. UNWTO, 2008 International Recommendations for Tourism Statistics (IRTS - 2008)

**CHAPTER 2 –STATISTICS FOR TOURISM MARKET**

*Similar to tourism activities, tourism market is also diverse and it is different from other kinds of normal commodity markets. Tourism market statistics aims to generate the market overview including the characteristics of tourism products, the characteristics of supply, demand and the relations between them. On that basis, the chapter introduces tourism market indicators system and some information collecting methods applied to summarize and calculate these indicators. It also covers the characters of some analytical and forecasting methods in tourism market research.*

**2.1. General concepts****2.2. Methods to collecting tourism market information****2.3. Tourism market indicators system**

2.3.1. Indicators of tourism demand

2.3.2. Indicators of tourism supply

2.3.3. Indicators of relation between tourism demand and supply

**2.4. Analyzing and forecasting methods in tourism market statistics**

2.4.1. Analyzing methods

2.4.2. Forecasting methods

**Texts and readings for the chapter:**

1. Tran Thi Kim Thu (2011), *Theory of Statistics*, course book, National Economics Publishing House.
2. Tran Ngoc Phac and Tran Thi Kim Thu (2006), *Theory of Statistics*, course book, Statistical Publishing House, Hanoi
3. Nguyen Van Dinh and Tran Thi Minh Hoa (2004), *Tourism Economics*, course book, NEU, Labour and Social Publisher, Hanoi
4. Tran Thi Kim Thu (1994), Statistical methodology for tourism market research, Assistance Doctor Thesis, NEU, Hanoi.
5. Tran Thi Kim Thu (2006), *Statistical research on efficiency of tourism business*, monograph, NEU, Hanoi

6. World Tourism Organization (2001), Tourism Satellite Account: Recommended Methodological Framework.
7. Tourism Information Technology Center, Vietnam National Administration of Tourism (2011), Ministry Project: “*Build up tourism indicators system*”.
8. UNWTO, 1993 International Recommendations for Tourism Statistics (IRTS - 1993)
9. UNWTO, 2008 International Recommendations for Tourism Statistics (IRTS - 2008)

## **CHAPTER 3 – VISITOR STATISTICS**

*Visitor, which is the main subject of tourism business activities, is an important indicator reflecting tourism performance. Initially, to study visitors, we need to clarify the concept and essence of visitors, identify who they are, what characteristics they have in order to ensure the accuracy of calculation. Then, the chapter presents indicators reflecting the quantity of visitors, the length of stay and the consumption features of visitors. In each indicator, we go through the concepts, meaning, type of indicator, information resource, collecting and calculating methods. Finally, the content also consists of some analytical and forecasting methods in visitor statistics, which are used as a basis for making decisions in tourism business activities management.*

### **3.1. General concepts**

### **3.2. Visitor indicators system**

- 3.2.1. Number of visitors indicators
- 3.2.2. Length of stay indicators
- 3.2.3. Structure of visitors and length of stay indicators

### **3.3. Analyzing and forecasting methods in visitor statistics**

- 3.3.1. Analyzing the fluctuation characteristic
- 3.3.2. Analyzing the fluctuation trend
- 3.3.3. Analyzing the seasonal fluctuation
- 3.3.4. Forecasting

### **Texts and readings for the chapter:**

1. Tran Thi Kim Thu (2011), *Theory of Statistics*, course book, National Economics Publishing House.
2. Tran Thi Kim Thu (2006), *Statistical research on efficiency of tourism business*, monograph, NEU, Hanoi
3. World Tourism Organization (2001), Tourism Satellite Account: Recommended Methodological Framework.
4. Tourism Information Technology Center, Vietnam National Administration of Tourism (2011), Ministry Project: “*Build up tourism indicators system*”.

5. UNWTO, 2008 International Recommendations for Tourism Statistics (IRTS - 2008)

## **CHAPTER 4 – TOURISM REVENUE STATISTICS**

*Tourism revenue is an indicator reflecting general performance of all tourism activities. However, it is very difficult to identify this indicator correctly because it includes different unseparated parts. Therefore, it is essential to determine the tourism revenue concept, methods to calculate the tourism revenue indicators and their structure. The chapter also presents some statistical methods to analyze the total and the segment revenue fluctuations. These analysis show the characteristics of the whole industry and each tourism business unit, interpret some factors affecting revenue fluctuations to have appropriate adjustments that make the business activities become more efficient.*

### **4.1. General concept**

### **4.2. Analyzing the total tourism revenue**

- 4.2.1. Analyzing the revenue fluctuation over time
- 4.2.2. Analyzing factors affecting revenue fluctuation
- 4.2.3. Forecasting the tourism revenue

### **4.3. Analyzing the segment revenue fluctuation**

- 4.3.1. Analyzing the revenue fluctuation of hotel segment
- 4.3.2. Analyzing the revenue fluctuation of restaurant segment
- 4.3.3. Analyzing the revenue fluctuation of other segments

### **Texts and readings for the chapter:**

1. Tran Thi Kim Thu (2011), *Theory of Statistics*, course book, National Economics Publishing House.
2. Hoang Lan Huong (2004), *Hospitality Business Management*, course book, NEU, Labour and Social Publisher, Hanoi
3. Tran Thi Kim Thu (2006), *Statistical research on efficiency of tourism business*, monograph, NEU, Hanoi
4. GSO (2005), *Results of tourist expenditure survey in 2005*, Statistical Publishing House, Hanoi
5. GSO (2007), *Results of tourist expenditure survey in 2007*, Statistical Publishing House, Hanoi
6. GSO (2009), *Results of tourist expenditure survey in 2009*, Statistical Publishing House, Hanoi
7. World Tourism Organization (2001), *Tourism Satellite Account: Recommended Methodological Framework*.
8. Tourism Information Technology Center, Vietnam National Administration of Tourism (2011), Ministry Project: “*Build up tourism indicators system*”.
9. UNWTO, 2008 International Recommendations for Tourism Statistics (IRTS - 2008)

## CHAPTER 5 – TOURISM RESOURCES STATISTICS

*Tourism resources is a necessary condition for tourism activities. Statistics for tourism resources, which is one of tourism competitive factors, can assess the tourism's potential. It is also a base for planning and building tourism destinations.*

*Chapter 5 includes: concept and classification of tourism resources, indicators reflecting the quantity and attraction of tourism resources (both natural resources and humanities resources). On that basis, the chapter assesses tourism resources of a route, destination, a region or a country.*

### **5.1. General concept**

### **5.2. Natural resources statistics**

5.2.1. Concept and classification

5.2.2. Statistics of the quantity of natural resources

5.2.3. Assessing the tourist attraction abilities of natural resources

### **5.3. Humanities resources statistics**

5.3.1. Concept and classification

5.3.2. Statistics of the quantity of humanities resources

5.3.3. Assessing the tourist attraction abilities of humanities resources

### **5.4. Summary of the tourism resources**

### **Texts and readings for the chapter:**

1. Nguyen Van Dinh and Tran Thi Minh Hoa (2004), *Tourism Economics*, course book, NEU, Labour and Social Publisher, Hanoi
2. National Assembly of Vietnam, Tourism Law, No. 44/2005/QH11.
3. Monthly travel magazines
4. Website of Vietnam National Administration of Tourism
5. UNWTO, 1993 International Recommendations for Tourism Statistics (IRTS - 1993)
6. UNWTO, 2008 International Recommendations for Tourism Statistics (IRTS - 2008)

## CHAPTER 6 – TECHNICAL FACILITIES AND LABOUR STATISTICS

*Technical facilities and labour are sufficient conditions for tourism activities.*

*Technical facilities statistics includes: concept and classification of technical facilities, indicators reflecting the quantity, structure and quality of technical facilities. Especially, this section researches deeply the productivity of using fixed assets – the main part of total capital for tourism business activities.*

*Labour statistics includes: concept and classification of labour; indicators reflecting the quantity, structure of labour; labour productivity and salary; analysis of*

*using labour; analysis of factors affecting labour productivity and salary; analysis of relationship between labour productivity and average salary.*

### **6.1. Technical facilities statistics of tourism organization**

6.1.1 Concept and classification

6.1.2. Analyzing the quantity, structure and quality of technical facilities

6.1.3. Analyzing the fixed asset of tourism organization

### **6.2. Labour statistics for tourism organization**

6.2.1. Labour and structure of labour

6.2.2. Analyzing the use of labour

6.2.3. Analyzing the labour productivity

6.2.4. Analyzing the salary of tourism organization

### **Texts and readings for the chapter:**

1. Tran Thi Kim Thu (2011), *Theory of Statistics*, course book, National Economics Publishing House.

2. Bui Duc Trieu and Phan Cong Nghia (2011), *Economic Statistics*, course book, National Economics Publishing House.

3. Phan Cong Nghia, *Labour Statistics*, course book, National Economics Publishing House.

4. Nguyen Van Dinh and Tran Thi Minh Hoa (2004), *Tourism Economics*, course book, NEU, Labour and Social Publisher, Hanoi.

5. Tran Thi Kim Thu (2006), *Statistical research on efficiency of tourism business*, monograph, NEU, Hanoi.

6. World Tourism Organization (2001), *Tourism Satellite Account: Recommended Methodological Framework*.

## **CHAPTER 7 – FINANCIAL STATISTICS OF TOURISM ORGANIZATION**

*Tourism is one of the sectors generating high economic efficiency and conducting on-spot export. Financial statistics in tourism organization aims at identifying and calculating financial indicators such as capital, cost, profit or profit ratio. Besides, the chapter analyzes the financial performance fluctuations and factors affecting them. By properly assessing the efficiencies of capital utilisation, it offers solutions to improve tourism efficiency.*

### **7.1. General concept**

### **7.2. Analyzing cost price of tourism organization**

7.2.1. Product cost analysis

7.2.2. Actual cost price analysis

7.2.3. Analyzing cost price per unit of revenue

### **7.3. Analyzing profit and profit ratio**

7.3.1. Profit analysis

7.3.2. Profit ratio analysis

#### **7.4. Analyzing the use of capital resource**

7.4.1. Concept of capital resource

7.4.2. Analyzing the use of capital resource

#### **Texts and readings for the chapter:**

1. Tran Thi Kim Thu (2011), *Theory of Statistics*, course book, National Economics Publishing House.
2. Nguyen Van Dinh and Dr Tran Thi Minh Hoa (2004), *Tourism Economics*, course book, NEU, Labour and Social Publisher, Hanoi.
3. Tran Thi Kim Thu (2006), *Statistical research on efficiency of tourism business*, monograph, NEU, Hanoi.
4. Tourism Information Technology Center, Vietnam National Administration of Tourism (2011), Ministry Project: “*Build up tourism indicators system*”.
5. UNWTO, 2008 International Recommendations for Tourism Statistic (IRTS - 2008).

#### **7. REQUIRED TEXTBOOK & COURSE MATERIALS**

Nguyen Cao Thuong and To Dang Hai (1996), *Tourism statistics*, course book, Statistical Publishing House, Hanoi

#### **8. RECOMMENDED TEXTS & OTHER READINGS**

1. Tran Thi Kim Thu (2011), *Theory of Statistics*, course book, National Economics Publishing House.
2. Tran Ngoc Phac and Tran Thi Kim Thu (2006), *Theory of Statistics*, course book, Statistical Publishing House, Hanoi.
3. Bui Duc Trieu and Phan Cong Nghia (2011), *Economic Statistics*, course book, National Economics Publishing House.
4. Phan Cong Nghia, *Labour Statistics*, course book, National Economics Publishing House.
5. Nguyen Van Dinh and Dr Tran Thi Minh Hoa (2004), *Tourism Economics*, course book, NEU, Labour and Social affairs Publishing House, Hanoi.
6. Hoang Lan Huong (2004), *Hospitality Business Management*, course book, NEU, Labour and Social affairs Publishing House, Hanoi.
7. National Assembly of Vietnam, Tourism Law, No 44/2005/QH11
8. Tran Thi Kim Thu (1994), *Statistical methodology for tourism market research*, Thesis, NEU, Hanoi.
9. Tran Thi Kim Thu (2006), *Statistical research on efficiency of tourism business*, monograph, NEU, Hanoi.
10. GSO (2005), Results of tourist expenditure survey in 2005, Statistical Publishing House, Hanoi.



11. GSO (2007), Results of tourist expenditure survey in 2007, Statistical Publishing House, Hanoi.

12. GSO (2009), Results of tourist expenditure survey in 2009, Statistical Publishing House, Hanoi.

13. World Tourism Organization (2001), Tourism Satellite Account: Recommended Methodological Framework.

14. Tourism Information Technology Center, Vietnam National Administration of Tourism (2011), Ministry Project: *“Build up tourism indicators system”*.

15. Monthly travel magazines

16. Website of Vietnam National Administration of Tourism

17. UNWTO, 1993 International Recommendations for Tourism Statistic (IRTS - 1993).

18. UNWTO, 2008 International Recommendations for Tourism Statistic (IRTS - 2008).

#### 9. ASSESSMENT & GRADING POLICY:

Comply with the current regulations of National Economics University.

- The evaluation of teachers: 10%

- Mid-course test: 30%

- Final test: 60%

(Students are eligible to take the final test if: the evaluation of teachers is at least 5, the minimum of mid-course test score is 3)

*Hanoi, 2016*

**HEAD OF DEPARTMENT**

**PRESIDENT**

(signed)

(signed)

**MSc. Do Van Huan**

**Prof.Dr. Tran Tho Dat**