



Teaching Guide

Identifying Data					2023/24
Subject (*)	Program for quantitative data analysis with tourism examples	Code	615524111		
Study programme	Mestrado Universitario en Planificación e Xestión de Destinos e Produtos Turísticos(plan 2016)				
Descriptors					
Cycle	Period	Year	Type	Credits	
Official Master's Degree	2nd four-month period	First	Optional	6	
Language	Spanish				
Teaching method	Face-to-face				
Prerequisites					
Department	Economía				
Coordinador	Perez Lopez, Jose Benito	E-mail	benito.perez@udc.es		
Lecturers	Perez Lopez, Jose Benito	E-mail	benito.perez@udc.es		
Web					
General description					

Study programme competences / results

Code	Study programme competences / results

Learning outcomes

Learning outcomes	Study programme competences / results

Contents

Topic	Sub-topic

Planning

Methodologies / tests	Competencies / Results	Teaching hours (in-person & virtual)	Student?s personal work hours	Total hours
Guest lecture / keynote speech		10	20	30
ICT practicals		25	50	75
Problem solving		13	20	33
Personalized attention		12	0	12

(*)The information in the planning table is for guidance only and does not take into account the heterogeneity of the students.

Methodologies

Methodologies	Description
Guest lecture / keynote speech	
ICT practicals	
Problem solving	

Personalized attention

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Methodologies	Description
Guest lecture / keynote speech ICT practicals Problem solving	

Assessment			
Methodologies	Competencies / Results	Description	Qualification
Guest lecture / keynote speech			20
ICT practicals			50
Problem solving			30

Assessment comments

Sources of information	
Basic	- Peró Cebollero, Maribel; Leiva Ureña, David; Guàrdia Olmos, Joan y Solanas Pérez, Antonio (2012). Estadística aplicada a las ciencias sociales mediante R y R-Commander. Garceta - Sarrión Gavilán, M ^a Dolores (2013). Estadística Descriptiva. Mc Graw Hill - Pérez López, César (2011). Estadística Aplicada: Conceptos y ejercicios a través de Excel. Garceta - Carrascal Arranz, Ursicino (2010). Estadística Descriptiva con Microsoft Excel. RA-MA - Aldás, Joaquín y Uriel, Ezequiel (2017). Análisis multivariante aplicado con R. Paraninfo - Lévy Manguin, J-P y Varela Milou, J. (2012). Análisis multivariante para las ciencias sociales. Pearson
Complementary	- Cabrero Ortega, Yolanda y García Pérez, Alfonso (2015). Análisis estadístico de datos espaciales con QGIS y R. UNED - Wickham, Hadley y Golemund, Garrett (2016). R for Data Science. O'Reilly

Recommendations
Subjects that it is recommended to have taken before
Quantitative techniques applied to tourism/615524110
Subjects that are recommended to be taken simultaneously
Subjects that continue the syllabus
Other comments

(*)The teaching guide is the document in which the URV publishes the information about all its courses. It is a public document and cannot be modified. Only in exceptional cases can it be revised by the competent agent or duly revised so that it is in line with current legislation.