Unit 1
LO 3.1 and 3.2

Techniques for analysing and interpreting tourism patterns

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Qualitative Data

- Data that approximates or characterizes but does not measure the

  attributes, characteristics, properties, etc., of a thing or phenomenon.

  Qualitative data describes whereas quantitative data defines.

  (Business Dictionary, 2018)

Qualitative Data

- Information about qualities; information that can't actually be measured. Some examples of qualitative data are the softness of your skin, the grace with which you run, and the colour of your eyes. However, try telling Photoshop you can't measure colour with numbers. (Shmoop, 2018)

Quantitative Data

• Data that can be quantified and verified, and is amenable to statistical

manipulation. Quantitative data defines whereas qualitative data

describes. (Business Dictionary, 2018)

Quantitative Data

- Information that can be measured and written down with numbers.

  Some examples of quantitative data are your height, your shoe size, and the length of your fingernails. (Shmoop, 2018)

Primary Sources

- Documents, images or artefacts that provide first-hand testimony or direct evidence concerning an historical topic under research investigation.

- Original documents created or experienced contemporaneously with the event being researched.

- Enable researchers to get as close as possible to what actually happened during an historical event or time period (Lib.Uci, 2018)

Secondary Sources

- Work that interprets or analyses an historical event or period after the event has occurred and, generally speaking, with the use of primary sources. The same document, or other piece of evidence, may be a primary source in one investigation and secondary in another. (Lib.Uci, 2018)

RECAP

- Secondary data refers to the analysis of information collected for a purpose other than that of the researcher, in this sense the researcher becomes the secondary user of the data.

- We can contrast this with primary data, which is original data generated by new research using techniques such as surveys, interviews or observations.

- Most research will include an element of secondary data collection to discover what work has already been carried out on a particular subject.

RECAP cont.

- This is a necessary first step in any research design.

- We should always consult secondary sources of information before we start collecting primary data great deal of time, effort and money can therefore be saved if you are aware of available data.

- *So, secondary data collection should always come before primary data collection*

Qualitative Methods in Travel and Tourism Research

- Qualitative methods, including focus groups, interviews, and participant-observer techniques, can help fill the gaps left by quantitative techniques.

- Qualitative methods can also be used to improve both the design and interpretation of traditional surveys (Deakin, 2001).

- Before the survey, focus groups, for example, can be used to identify what socio-demographic variables to include in the survey, how best to structure the diary, even what incentives will be most effective in increasing the response rate.

Qualitative Methods in Travel and Tourism Research

- After the survey, focus groups can be used to build explanations for the survey results, to identify the "whys" of the results as well as the implications.

- Qualitative techniques can bring survey results to life, providing the stories and examples that help us to understand what the numbers mean (Clifton, 2001).

Quantitative Methods in Tourism Research

- Quantitative research in the field of tourism and hospitality is undergoing an important transformative phase, with crowdsourced data being the major driving force.

- There are four basic types of quantitative research: *survey, correlational, causal-comparative, and experimental.*

Quantitative Methods in Tourism Research

- Survey research uses interviews, questionnaires, and sampling polls to get a sense of behaviour with intense precision.

- Correlational research tests for the relationships between two variables. Performing correlational research is done to establish what the effect of one on the other might be and how that affects the relationship.

- Causal-comparative research looks to uncover a cause and effect relationship. This research is not conducted between the two groups on each other.

- Though questions may be posed in the other forms of research, experimental research is guided specifically by a hypothesis. Sometimes experimental research can have several hypotheses.

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Table 1. Summary of the key differences between classic and modern approaches to quantitative analysis

	The past	The future
Sources of empirical data	Traditional surveys	Big data (crowdsourced)
Data characteristics	Small, simply structured samples	Large samples with complex structures (repeated observations and hierarchical structures)
Statistical tools	Single level models: OLS regression, (M)AN(C)OVA, structural equation modeling (SEM)	Multilevel models: multilevel regressions, Bayesian multilevel models, multilevel SEM
Type of research questions	Simple, single-level questions	Complex, multilevel questions
Research reproducibility	Research cannot be reproduced, modified, or built upon	Research can be easily reproduced, modified, and built upon

GLOBAL TOURISM PATTERNS- Inbound Tourism

- International tourist arrivals as well as tourism receipts have been on the rise since 1995, except for two major slow-downs in 2003 (primarily due to the SARS epidemic outbreak) and 2009 (due to global financial crisis).

- Tourist arrivals has more than doubled in the last 20 years increasing from 527 million international tourist arrivals in 1995 to 1.186 billion arrivals in 2015.

- UNWTO statistics for the January– September 2016 period indicates that this trend is likely to continue.

GLOBAL TOURISM PATTERNS

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Table 1. International tourist arrivals in advanced and emerging economies

	International tourist arrivals (million)							Market share (%)	Change (%)			Average a year (%)
	1990	1995	2000	2005	2010	2014	2015ª	2015ª	13/12	14/13	15ª/14	2005-'15ª
World	435	527	674	809	950	1,134	1,186	100	4.6	4.2	4.6	3.9
Advanced economies	299	339	424	470	516	622	653	55.0	4.6	5.7	5.0	3.3
Emerging economies	136	188	250	339	434	512	533	45.0	4.6	2.4	4.2	4.6

Source: UNWTO (2016a).

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GLOBAL TOURISM PATTERNS

- Travel Motivations show that more than half of international tourist arrivals (53% or 632 million) were motivated by holidays, recreation and leisure-related travel.

- Business and professional travel has accounted for 14% of all international tourist arrivals, and another 27% travelled for other reasons such as visiting friends and relatives (VFR), religious reasons and health treatments.

- According to UNWTO forecasts, trends will remain largely stable into 2030, when it is projected that leisure, recreation and holidays will represent 54%, business and professional travel 15%, and VFR, health, religion and other purposes 31% of all international arrivals.

GLOBAL TOURISM PATTERNS

Table 2. Top tourist destinations by international arrival

Rank	1950	Share	1970	Share	1990	Share	2015	Share
1	United States		Italy		France		France	
2	Canada		Canada		United States		United States	
3	Italy	71%	France	43%	Spain	39%	Spain	28%
4	France		Spain		Italy		China	
5	Switzerland		United States		Austria		Italy	
6	Ireland		Austria		Mexico		Turkey	
7	Austria		Germany		Germany		Germany	
8	Spain	17%	Switzerland	22%	United Kingdom	18%	United Kingdom	15%
9	Germany		Yugoslavia		Canada		Mexico	
10	United Kingdom		United Kingdom		China		Russian Federation	
11	Norway		Hungary		Greece		Thailand	
12	Argentina		Czechoslovakia		Portugal		Austria	
13	Mexico	9%	Belgium	10%	Switzerland	9%	Hong Kong (China)	11%
14	Netherlands		Bulgaria		Yugoslav SFR		Malaysia	
15	Denmark		Romania		Malaysia		Greece	
	Others	3%	Others	25%	Others	34%	Others	46%
Total	25 million		166 million		436 million		1186 million	

Source: Data as collected by UNWTO, August 2016.

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GLOBAL TOURISM PATTERNS- Outbound Tourism

- However, with an overall increase in disposable income and the resulting expansion of the middle-class worldwide, many emerging economies have shown rapid growth in recent years, especially in tourism markets in Asia, Central and Eastern Europe, the Middle East, Africa and Latin America. Europe remains the world's largest source region, generating half of the world's international arrivals, followed by Asia and the Pacific (24%), the Americas (17%), the Middle East (3%) and Africa (3%).

- While the contribution of Europe towards international arrivals generated remained relatively steady between 1990 and 2015 (>50%), the contribution of Asia and the Pacific increased from 13 to 24% in this period. Africa has also seen an increase, albeit small, in the number of outbound tourists over the past two decades

Let's Explore

- Features and Patterns of the growth of domestic tourism

- Domestic Tourism-the backbone of the industry

- Travel statistics to know about

Tourism Arrivals and Receipts

2017 International Tourism Results: the highest in seven years

- http://media.unwto.org/press-release/2018-01-15/2017-international-tourism-results-highest-seven-years

- UNWTO Tourism Highlights 2018 Edition

- https://www.hospitalitynet.org/file/152008480.pdf

DESTINATIONS

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Growth patterns – emerging and developing destinations

- 14 Emerging Destinations Around the World (Conde Nast Traveler, 2017)
- https://www.cntraveler.com/gallery/emerging-destinations-around-the-world

- 11 emerging travel destinations you have to visit in 2018 (Emily Waddell, 2018)
- https://www.kayak.co.uk/magazine/emerging-travel-destinations/

QUESTIONS?

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