

# **FOR 499: Tourism and Recreation Data Analysis**

## **Winter 2007**

Mondays in Cascades Hall 248  
Wednesdays in Cascades Hall 101  
3:50 to 5:05 pm, 3 credits  
Oregon State University – Cascades Campus

### **INSTRUCTOR**

Kreg Lindberg  
230 Cascades Hall  
322-3126  
kreg.lindberg@osucascades.edu

Office Hours:  
Wednesdays 2:45 to 3:45  
Feel free to arrange other times by appointment

### **COURSE DESCRIPTION**

This course introduces students to descriptive and inferential statistics. The course includes mathematical and statistical content, but the focus is on applying relevant analyses using Excel and SPSS and then interpreting results.

### **COURSE PREREQUISITES**

There are no formal prerequisites for the course, but MTH 111 and CIS 131 are strongly recommended.

### **INSTRUCTIONAL OBJECTIVES**

As part of a university curriculum, this course is designed to strengthen student communication and critical thinking skills. With respect to data analysis, the course goal is to help students analyze data and interpret results (of their own analysis and analyses conducted by others).

By the end of the term, students will be able to:

- use Excel and SPSS to enter and analyze data;
- develop relevant research questions and apply appropriate statistical analyses to answer them in the context of tourism and recreation data;
- interpret the results of their own statistical analyses and those conducted by others; and
- present their analyses and results in written and oral form.

### **REQUIRED MATERIALS AND/OR READINGS**

The required text for this course is:

Heiman, G.W. (2006). *Basic statistics for the behavioral sciences*, 5<sup>th</sup> ed. Boston: Houghton Mifflin.

One copy of this text is on library reserve.

## STUDENTS WITH DISABILITIES

Students should speak with the instructor if they have any documented disabilities requiring accommodations, or if they have any emergency medical information the instructor should know of. As noted on the OSU web site, “accommodations are collaborative efforts between students, faculty and Services for Students with Disabilities (SSD). Students with accommodations approved through SSD are responsible for contacting the faculty member in charge of the course prior to or during the first week of the term to discuss accommodations. Students who believe they are eligible for accommodations but who have not yet obtained approval through SSD should contact SSD.”

## ACADEMIC DISHONESTY AND CONDUCT

This course conforms to the Oregon State University Administrative Rules Relating to Student Conduct. Put simply, you are expected to do your own work. Please read the following web page: <http://oregonstate.edu/admin/stucon/achon.htm>. For those seeking additional guidance, the following comes from OSU documents:

Academic integrity – students are expected to be honest and ethical in their academic work.

Academic dishonesty is defined as an intentional act of deception in one of the following areas:

- cheating: use or attempted use of unauthorized materials, information or study aids
- fabrication: falsification or invention of any information
- assisting: helping another commit an act of academic dishonesty
- tampering: altering or interfering with evaluation instruments and documents
- plagiarism: representing the words or ideas of another person as one's own (e.g., copying during an exam or copying from articles or the web without adequate referencing).

Example: you must write your own term paper in your own words. “Cutting and pasting” blocks of text from other sources is considered plagiarism. Of course, you may quote from source material, but the quote must be brief (usually less than a paragraph), enclosed within quotation marks, and correctly cited in the text and in the reference section. Please ask in advance if you are uncertain regarding the appropriate use of material from other sources.

## COURSE REQUIREMENTS

Course requirements are designed to help you express your understanding of course content and achievement of instructional objectives.

- 1. Exams (each counts for 20% of grade).** Two hour-long exams will be given, one approximately halfway through the course and one during finals week.
- 2. Homework (in total, counts for 20% of grade).** Homework will be assigned periodically during the term. In general, the focus will be more on your effort and learning rather than on whether you got the “right” answer.
- 3. Class project (30% of grade).** This project involves the analysis and interpretation of data using Excel and/or SPSS. You will choose the data to analyze, subject to instructor approval (if necessary, the

instructor will create hypothetical data to analyze). You will then identify at least three specific questions that you wish to evaluate. Sample questions include:

- Amongst Operator X’s clients, do males report higher satisfaction than females?
- Does client satisfaction increase likelihood of recommending Operator X to friends?
- In the outdoor education context, is the severity of incidents greater for activity X or activity Y?
- Are long-time residents of Community X more supportive than recent residents when it comes to tourism development?
- Are baby-boomers more likely than pre-boomers to engage in activity X?

You will write up your analysis with the following sections:

- Why you selected this type of data (e.g., client feedback, incident reports, park visitors, community residents).
- Your specific questions to evaluate and why you selected them.
- The statistical techniques utilized in your evaluation and why you selected them.
- The results of your statistical analysis and your interpretation of the results.
- Brief conclusion, based on interpretation of results.

The written report will be 5-10 pages. You also will prepare and give a 10-minute presentation summarizing the above.

The written report is worth 25% of your grade and the oral presentation is worth 5%. You may complete the project alone or with one other student. If you work with another student, both will receive the same grade on the written report. Each student must participate in the oral presentation, and each student will receive a separate grade for the presentation.

**4. Class participation (10% of grade).** You are expected to participate in class discussion – of the readings, of instructor's lectures, and of student presentations. In addition, specific in-class tasks may be required (e.g., discuss and present on a specific topic). Students who attend class, effectively complete the tasks, and demonstrate their achievement of the learning objectives through informed discussion will be allocated the full 10%. Points will be deducted for students who miss classes and/or do not engage in informed discussion. **Half of these points will automatically be deducted** if a student misses a class involving student presentations.

Your grade will be comprised of the following requirements:

<b>Requirement/Assignment</b>	<b>Portion of grade (%)</b>
Exams	40
Homework	20
Class project	30
Class participation	10
Total	100

## **SUBMISSION AND TARDINESS**

All assignments must be submitted by the beginning of class (4:00 pm) on the dates indicated. In some cases, earlier times will be identified (e.g., for homework assignments so they can be reviewed in advance of class).

Your grade will be reduced by one letter for each 24 hours the assignment is late. For example, if an article report is handed in at 5:00 on the due date and you would have received an A-, your grade for that report will be B-. Exceptions for legitimate reasons (e.g., severe illness) must be discussed with the instructor.

## **WRITING AND REFERENCING**

For guidance on writing, refer to the paper or web versions of *The Elements of Style* by William Strunk, Jr. (<http://www.bartleby.com/141/>), material on the OSU Writing Intensive Curriculum (WIC) web site ([http://wic.oregonstate.edu/wic\\_stdnt\\_writ\\_help.html](http://wic.oregonstate.edu/wic_stdnt_writ_help.html)), and/or other sources. APA format must be used for referencing. The APA publication manual is on reserve in the OSU-Cascades/COCC library. Tips are also available at the OSU WIC site above.

I am happy to either simply give you a grade on your writing assignments (report/term paper) or to provide comments/suggestions in addition to your grade. Your grade will be the same regardless of which approach you prefer, but I will only provide comments if you write “Comments” on the top right of the cover of your assignments.

COCC has a writing lab and OSU has writing tutors. Unless you already are a strong writer, I strongly encourage you to take advantage of these resources. Check with the CAP Center and the OSU front desk for more information.

## **RESOURCES FOR ORAL PRESENTATIONS**

Although your oral presentation only counts for a modest part of your grade, I encourage you to use this opportunity to enhance your presentation skills. A couple resources that may help in this regard are: A Guide to Effective Oral Presentations: The 4 Ss (<http://www.stern.nyu.edu/~wstarbuc/mob/presents.html>) and Effective Presentations (<http://www.kumc.edu/SAH/OTEd/jradel/effective.html>).

## COURSE CONTENT

The readings refer to chapters in the Heiman text. Note that readings will be refined at times (e.g., only read specific pages or substitute other readings) so it is important to contact the instructor if you miss class. The schedule is subject to change.

Date	Topic	Chapter
Jan 8	Course introduction	
Jan 10	Lab – data entry, intro to SPSS, basic graphs	1
Jan 15	<b>No class – MLK Day</b>	
Jan 17	Basic concepts and terminology	2
Jan 22	Frequencies and central tendency	3
Jan 24	Lab – frequencies and central tendency	4
Jan 29	Variability	5
Jan 31	Hypothesis testing	9, 10
Feb 5	Cross tabs, chi-square	15
Feb 7	Lab – cross tabs, chi-square	
Feb 12	<b>Mid-term exam</b>	
Feb 14	Means, t-tests (one sample and related samples)	11, 12
Feb 19	ANOVA	13
Feb 21	Lab – t-tests, ANOVA	
Feb 26	Correlation and regression	7
Feb 28	<b>Class project outline due.</b> Lab – correlation and regression	8
Mar 5	Selecting tests, review	
Mar 7	Lab – class projects	
Mar 12	<b>Class project due.</b> Student presentations	
Mar 14	Student presentations	

**Final exam: Thursday, March 22, 3:15 to 5:15 pm in Room 201.**