

## Master's Degree Hospitality for Sustainable Tourism Development (HoSTDe).



## Entrepreneurship Labs 2023-2024

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Spoke 3  
Industria del turismo e cultura

## Data analysis for destination development (4 ECTS)

Prof. Daniele Grechi

Period: March-May 2024

The laboratory provides to students the basic quantitative tools to understand tourism phenomena. In the first part of the lab there is an alignment concerning the basic concepts of statistics (this is mandatory due the non-homogeneity of the group). Subsequently, some aspects of tourism will be analyzed through quantitative tools. Finally, with a specialized tourism data analysis company, the forecast analysis and the demand analysis are studied in deep. Moreover, students will be supported in the creation of a final working paper. This product will be evaluated, as a final exam, and it will focus on a complete analysis concerning a specific destination at a historical and forecast level.

### Structure of the LAB:

- 25 hours lectures
- 12 hours project work with the company

In collaboration with Lybra Tech  
(Zucchetti Group)



Official Language: English

Open badge for Insubria Students