# MINISTRY OF EDUCATION AND TRAINING

# LAC HONG UNIVERSITY

**COURSE OUTLINE**

**<125069 – APPLIED INFORMATICS IN TRAVEL** **>**

1. **GENERAL INFORMATION**

Course name (Vietnamese): Tin hoc ung dung trong du lich

Course name (English): Applied Informatics in Travel

Course ID: 125069

Types: Fundamentals of major

Faculty/Department: Administration – International Economics

Main Lecturer: Master Duong Thi Phuong Hanh

Email: Hanhdtp@lhu.edu.vn Lecturer participating in: Master Tran Thi My Huong

Email: Huongttm@lhu.edu.vn

Number of credits: 2

Theory: 1 period

Exercise: 1 period

 Specialty: *Obligatory to students in Major of Tourism and Travel Management*

Prerequisite course: No

Previous course: No

# COURSE DESCRIPTION

This course provides the basic information about the application of SPSS statistical software to learn about the issues of tourism, services and travel, it also helps students to explain the results in writing and give the solutions for the resulting applied research in tourism and travel management.

| **3.** | **COURSE LEARNING OUTCOMES** |
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**Table 1: Course Learning Outcomes (CLOs)**

| **Course Learning Outcomes (CLOs)** | **Course Learning Outcomes Content**  | **Bloom domain/Bloom level** | **Program Learning Outcomes (PLOs) (\*)** |
| --- | --- | --- | --- |
| CLO1 | ​​ Applying the information of initiating data in SPSS; frequency statistics, frequencies; descriptive statistics; measurement scale reliability testing; EFA discovery factor; multiple regression equations for data to complete the Practical Exercises. | Knowledge (3) | PLO3(PI3.1) |
| CLO2 | Reporting on scientific research through language, writing | Skills (3) | PLO5(PI5.1; PI5.2) |
| CLO3 | Making a review of the results of the Practical Exercises  | Skills (3) | PLO6(PI 6.2) |
| CLO4 | Compliance with the integrity, objectivity of the data | Attitude (2) | PLO7 (PI7.2) |

|  | 1. **COURSE CONTENT, LESSON PLAN**
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**Table 2: Course Content, Lesson Plan**

| **Week** | **Lesson/****Chapter**  | **Name/Chapter**  | **Lesson Learning Outcomes (LLO)** | **Lecture and Study activities** | **Teaching methods** | **Assessment methods** | **References (\*)** |
| --- | --- | --- | --- | --- | --- | --- | --- |
| 1 | Chapter 1 | **THE GENERAL OVERVIEW OF SPSS SOFTWARE**1.1 Introduction to the process of collecting and processing information in scientific research1.2 The importance of SPSS software in the analysis, processing, and storage of statistical data.1.3 Concepts of data, variables and scales1.4 Data Classification1.5 Scale classification 1.6 Variable initialization on SPSS1.7 Handling data default values | LLO1.1 | **Understanding** the concepts of information collection and processing in scientific research; the meaning of SPSS software in the analysis, processing, storage of statistical data; the concept of data, variables, scales. | Lecturer introduces the course overview, regulations and study goals.Students approach new knowledge by listening, observing, and asking questions. | - Lecture- Discussion | - Short answer test | **[1], [2]** |
| 2 | Chapter 2 | **DATA ENCRYPTION**2.1 Data encryption principles2.2 Defining the structure of the data2.3 Identify encrypted tables2.4 Purpose of variable coding 2.5 Conduct variable encryption on SPSS 2.6 Check input data to clear data | LLO2.1 | **Conducting** variable encryption on SPSS | Lecturer teaches and instructs students to identify the research issues and discuss to choose research topics, encode variables in the topic | - Lecture- Discussion- Drill and Practice | - Practicum test | **[1], [2]** |
| 3 | Chapter 3 | **TASKS IN VARIABLES AND DATA**3.1 Importing data on SPSS 3.2 Finding and correcting the wrong data after inputting3.3 Filter Data 3.4 Getting data from Google Form, Excel and transfer data via SPSS software 3.5 Frequency distribution chart for demographics 3.6 Statistics description (Max, Min, Mean, Standard Deviation) | LLO3.1 | **Applying** knowledge on data input in SPSS software; frequency statistics, frequencies; descriptive statistics to complete Practical Exercises and comment on results | Lecturer teaches and instructs students to understand the knowledge of data input in SPSS software; frequency statistics, frequencies; descriptive statistics to complete the Practical Exercises and comment on the results | - Lecture- Discussion- Drill and Practice | - Practicum test | **[1], [2]** |
| LLO3.2 | **Obeying** the integrity and objectivity of data |
| 4 | 3.7 Cronbach's Alpha Assessment of Scales for Factor Groups3.8 Exploratory Factor Analysis (EFA)* 3.8.1 EFA Concept
* 3.8.2 EFA Objectives
* 3.8.3 Application of EFA - Prerequisites for EFA adoption - Steps to implement EFA
 | LLO4.1 | **Applying** knowledge on assess the reliability of the scale; the EFA exploratory factor to complete the Practical Exercises | Lecturer teaches and instructs students to understand the knowledge of Scale Reliability Assessment; EFA Exploration Factors to complete the Practical Exercises and comment on the results | - Lecture - Drill and Practice | - Practicum test | **[1], [2]** |
| LLO4.2 | **Making** comments on the results of the practice exercises |
| 5 | 3.9 Multi-variable Regression 3.9.1 Theory of Multi-Variable Regression 3.9.2 Meaning of Multi-Variable Recovery  3.9.3 How to run Multi-Variable Recovery 3.9.4 How to read Multi-Variable Recovery Results | LLO5.1 | **Applying** knowledge on Multi-Variable Regression Equation Testing to data to complete the Practice Tracks and comment on results | Lecturer teaches and instructs students to understand the knowledge of Multi-Variable Regression Equations Accreditation for Data to Complete Practical Exercises and comment on results | - Lecture- Discussion - Drill and Practice | - Practicum test | **[1], [2]** |
| LLO5.2 | **Making** comments on the results of the practice exercises |
| 6 | 3.10 Faulty proverbs for demographics with 5% significance | LLO6.1 | **Applying** the knowledge of Demographic Validation to complete the Practice Exercises and comment on the results | Lecturer teaches and instructs students to understand the Knowledge of Accreditation False metric for demographics to complete the Practical Exercises and comment on the results | - Lecture- Discussion | - Practicum test | **[1], [2]** |
| 7 | Midterm | **Midterm test** | LLO7.1 | **Compliance** with the regulations when doing the test | Students take the test | No | Short form test |  |
| 8 | Midterm | **Presentations by group 1,2** | LLO8.1 | **Presenting** through Languages | The team perform a comprehensive presentation on the results of data collection & processing research on the actual topic of the team | No | Presentations |  |
| 9 | Midterm | **Presentations by group 3,4** |
| 10 | Midterm | **Presentations by group 5,6** |
| LLO8.2 | **Presenting** through Writing | No | Essay |  |
| 11 | Revision | **Final test revision** | LLO9.1 | **Practicing** with the structure of the final exam | Lecturer revise the lesson learned  | - Drill and Practice | - Practicum test |  |

|  | **5. MAPPING OF LESSON AND COURSE LEARNING OUTCOMES** |
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**Table 3: Mapping of Lesson and Course Learning Outcomes**

| Lesson Learning Outcomes | Course Learning Outcomes | **Evaluation Component** |
| --- | --- | --- |
| **CLO1** | **CLO2** | **CLO3** | **CLO4** |
| **LLO1.1** | x |  |  |  | A1, A3 |
| **LLO2.1** | x |  |  |  | A1, A3 |
| **LLO3.1** | x |  |  |  | A1, A3 |
| **LLO3.2** |  |  |  | x | A1, A2 |
| **LLO4.1** | x |  |  |  | A1, A3 |
| **LLO4.2** |  |  | x |  | A2, A3 |
| **LLO5.1** | x |  |  |  | A1, A3 |
| **LLO5.2** |  |  | x |  | A2, A3 |
| **LLO6.1** | x |  |  |  | A1, A3 |
| **LLO7.1** |  |  |  | x | A1, A2 |
| **LLO8.1** |  | x |  |  | A2 |
| **LLO8.2** |  | x |  |  | A2 |
| **LLO9.1** | x |  |  |  | A1, A3 |

| **5.** | **COURSE ASSESSMENT** |
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**Table 4: Course assessment**

| **Evaluation Component** | **Assessment** | **CLOs**  | **Percentage (%)**  |
| --- | --- | --- | --- |
| A1. Process | - Short answer test- Practicum test | CLO1, CLO4 | *30%* |
| A2. Midterm | - Short answer test- Essay- Presentations | CLO2, CLO3, CLO4 | *30%* |
| A3. Final  | - Doing test on papers | CLO1, CLO3 | *40%* |

| **6.** | **COURSE REQUIREMENTS AND EXPECTATIONS** |
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- Attendance: Obeying the regulations.

- Students have to read the given study documentation by the lecturer before every lesson on the online learning system (LMS - learn.lhu.edu.vn).

- Students who do homework on LMS and exercises in class will be given bonus marks for the students’ process.

- Finishing given group discussing progress according to the lecturer's regulations.

| **7.** | **STUDY REFERENCES** |
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**Textbook**

[1] [Ngo Van Thu](https://lib.lhu.edu.vn/SearchResult/1/0/2/BK/Ng%C3%B4%20V%C4%83n%20Th%E1%BB%A9), [Nguyen Manh The](https://lib.lhu.edu.vn/SearchResult/1/0/2/BK/Nguy%E1%BB%85n%20M%E1%BA%A1nh%20Th%E1%BA%BF),  Giao trinh thong ke thuc hanh (voi su tro giup cua SPSS va STATA), Dai hoc Kinh te quoc dan, 2019

**References**

[2] [Tran Thi Kim Thu](https://lib.lhu.edu.vn/SearchResult/1/0/2/BK/Tr%E1%BA%A7n%20Th%E1%BB%8B%20Kim%20Thu), [Do Van Huan](https://lib.lhu.edu.vn/SearchResult/1/0/2/BK/%C4%90%E1%BB%97%20V%C4%83n%20Hu%C3%A2n), Giao trinh tin hoc ung dung trong thong ke, Dai hoc Kinh te quoc dan, 2019

[3] [Tran Thi Kim Thu](https://lib.lhu.edu.vn/SearchResult/1/0/2/BK/Tr%E1%BA%A7n%20Th%E1%BB%8B%20Kim%20Thu), [Do Van Huan](https://lib.lhu.edu.vn/SearchResult/1/0/2/BK/%C4%90%E1%BB%97%20V%C4%83n%20Hu%C3%A2n), Giao trinh thong ke trong nghien cuu thi truong, Dai hoc Kinh te quoc dan, 2018

| **8.** | **SOFTWARE OR SUPPORTING EQUIPMENTS FOR PRACTICE** |
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- SPSS 20.0

- Internet

- Google Chrome

**General rules:**

| **Abbreviation** | **Description** |
| --- | --- |
| **PLO/SO** | Program Learning Outcomes/Standard Outcomes  |
| **PI** | Performance Indicators  |
| **CLO** | Course Learning Outcomes |
| **LLO** | Lesson Learning Outcomes |

| **Head of Major/ Head of Faculty**(sign and write full name) | Dong Nai, 2024**Responsible lecturer**(sign and write full name)Duong Thi Phuong Hanh |
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