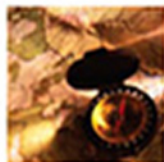


planning research

in hospitality and tourism



Levent Altinay and Alexandros Paraskevas



Planning Research in Hospitality and Tourism

Planning Research in Hospitality and Tourism

Levent Altinay and
Alexandros Paraskevas



AMSTERDAM • BOSTON • HEIDELBERG • LONDON • NEW YORK • OXFORD
PARIS • SAN DIEGO • SAN FRANCISCO • SINGAPORE • SYDNEY • TOKYO

Butterworth-Heinemann is an imprint of Elsevier



Butterworth-Heinemann is an imprint of Elsevier
Linacre House, Jordan Hill, Oxford OX2 8DP, UK
30 Corporate Drive, Suite 400, Burlington, MA 01803, USA

First edition 2008

Copyright © 2008 Levent Altinay and Alexandros Paraskevas. Published by Elsevier Ltd. All rights reserved

The right of Levent Altinay and Alexandros Paraskevas to be identified as the author of this work has been asserted in accordance with the Copyright, Designs and Patents Act 1988

No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form or by any means electronic, mechanical, photocopying, recording or otherwise without the prior written permission of the publisher

Permissions may be sought directly from Elsevier's Science & Technology Rights Department in Oxford, UK: phone (+44) (0) 1865 843830; fax (+44) (0) 1865 853333; email: permissions@elsevier.com. Alternatively you can submit your request online by visiting the Elsevier web site at <http://elsevier.com/locate/permissions>, and selecting *Obtaining permission to use Elsevier material*

Notice

No responsibility is assumed by the publisher for any injury and/or damage to persons or property as a matter of products liability, negligence or otherwise, or from any use or operation of any methods, products, instructions or ideas contained in the material herein.

British Library Cataloguing in Publication Data

A catalogue record for this book is available from the British Library

Library of Congress Cataloging-in-Publication Data

A catalog record for this book is available from the Library of Congress

ISBN: 978-0-7506-8110-0

For information on all Butterworth-Heinemann publications
visit our web site at books.elsevier.com

Typeset by Charon Tec Ltd (A Macmillan Company), Chennai, India
www.charontec.com

Printed and bound in Hungary

08 09 10 10 9 8 7 6 5 4 3 2 1

Working together to grow
libraries in developing countries

www.elsevier.com | www.bookaid.org | www.sabre.org

ELSEVIER

BOOK AID
International

Sabre Foundation

Contents

<i>Preface</i>	ix
<i>Acknowledgements</i>	xi
1 Getting started	1
What is research and why do we do it?	1
Why do we need to do research at all?	4
How does a research project start?	5
Formulating the broad research question	8
The role of the supervisor	11
The international researcher	12
Summary	15
Student experiences	15
Exercise: your preferred approach to research	18
Review questions	19
References	19
2 Developing academic reading skills	21
Why academic reading?	21
How do you know you have a paper worth reading?	22
Reading the paper	23
Extracting value from your reading	29
SQ3R: a technique for effective academic reading	31
Academic reading from an international student's perspective	32
Summary	34
Exercise: reading	34
Review questions	40
References	40
3 Developing literature review skills	42
Locating the sources of your literature	42
Defining the initial parameters of a search	46
Conducting the main search and filtering the results	48
Organizing your results	49
Referencing your sources	53
Articulating the research aim	57
The international dimension of literature review	58
Summary	60
Student experiences	60
Exercise: literature maps	64
Review questions	67
References	67
4 Research philosophies, approaches and strategies	69
Research philosophies: positivism and phenomenology	69
Research approaches: deduction and induction	72

vi Contents

Quantitative versus qualitative research	75
Research strategies	76
The international dimension in choosing a methodology	83
Summary	85
Exercise: research philosophies, approaches and strategies	85
Review questions	86
References	86
5 Sampling	89
What is sampling?	89
Probability sampling	91
Non-probability sampling	95
Sample size	98
The problem of non-response	99
Sampling in qualitative research	101
Summary	103
Review questions	104
References	105
6 Data collection techniques	107
Interviews	107
Observation	117
Questionnaires	120
Content analysis of documents	127
Increasing the credibility of your research	130
Summary	131
Review questions	131
Annex: Hospitality and tourism studies using different data collection techniques	132
References	134
7 Writing your research proposal	136
Section One	136
Section Two	140
Section Three	143
Closing your proposal: the appendix	149
Summary	150
Student experiences	151
Review questions	152
References	153
8 Conducting the fieldwork	155
Negotiating access to organizations	155
Professional conduct in the interview setting	158
The international dimension	160
Summary	162
Student experiences	163
Review questions	165
References	166
9 Analysis of qualitative data	167
Qualitative data	167
Different approaches to qualitative data analysis	168
Using Computer-Assisted Qualitative Data Analysis Software (CAQDAS)	174

The international dimension: language and 'language equivalence'	178
Summary	180
Review questions	180
Annex: Extended example of inductive analysis	181
References	192
10 Analysis of quantitative data	194
Scales in quantitative analysis	195
Organization, coding and entering data for analysis	199
Analysing quantitative data	202
Summary	220
Exercises: quantitative statistical analysis	220
Review questions	226
References	226
11 Writing up the dissertation	228
Cover page, abstract, acknowledgements and contents	229
Introduction	230
Literature review chapters	230
The research design chapter	231
Presenting and discussing your findings	232
Conclusions and implications	233
The last chapter: introduction revisited	235
The final touches	235
Other presentation conventions	236
Summary	238
Turning a dissertation into an academic paper	238
Review questions	240
References	241
<i>Index</i>	243

Preface

There are several stories about a real person, Nasreddin Hoca (pronounced Hodja), who was born in 1208 in the western part of Central Anatolia in Turkey. Hoca served as a judge, and his sense of fairness and wisdom soon made him a legend, not only in Turkey but also in neighbouring countries such as Greece, Syria and Bulgaria. One of these stories is the starting point of this 'research journey' that we will share with you.

One day, a neighbour of Hoca came to him with a complaint against another. Hoca listened to the charges carefully and then concluded, 'Yes, dear neighbour, I believe you are quite right.' The other neighbour then came to him. Hoca listened to his defence carefully and then concluded, 'Yes, dear neighbour, I believe you are quite right.' Hoca's wife, having listened to the entire proceeding, said to him, 'Husband, they cannot both be right!' Hoca turned to her and said, 'Yes, wife, I believe you are quite right too!!!'

The message behind this story is that sometimes there is no right or wrong way of doing things; there might be more than one way. There is always an alternative means – some other idea or belief – that may also be right! What is important is how you justify what you do and how you do it, and this is where this book will help. One of its main foci is to offer a balanced approach regarding the theory and practice of research methods, so that you will be equipped with the knowledge and the skills necessary to perform research and justify your approach to it. We have used a straightforward style to present and explain concepts and ideas employed by hospitality and tourism researchers, using real-life examples, and to emphasize the skills that you, as an under- or post-graduate researcher, will need to carry out your research projects, whether for coursework, consultancy or dissertation. In particular, the book offers guidance on planning a research project in hospitality and tourism by considering the specific characteristics of this industry, including the international dimension and the implications this may have regarding the research process.

We have tried to structure the book in a staged approach, both to help you to understand the basics of research and also to develop your own way of thinking, be able to justify this thinking, and appreciate that there are other, equally valid, means of approaching your research topic. In Chapter 1 we explain why we, as academics, do research, but also why it is important that you do the same during your studies in higher education. We help you to find ways of developing reasoning for undertaking research on a particular topic, and articulate the research questions that will guide your research journey.

Chapters 2 and 3 are aimed at providing the skills you will need to cope with academic reading, and a strategy to approach literature review in a manner that will be meaningful in building a strong theoretical foundation for your research project.

In Chapter 4 we introduce you to the more conceptual elements of research by presenting different philosophies, approaches and strategies that you may choose to adopt in your project.

Chapters 5, 6 and 7 concern the more technical parts of research, providing guidance regarding who you get your information from, how to obtain it, and how to prepare a research proposal that will convince your supervisor or your institution's research committee that you are able to undertake an academically rigorous research.

Chapter 8 discusses undertaking fieldwork – i.e. 'getting out there' and doing your research. The chapter aims to equip you with some strategies to deal with the real world and cope with adversity.

Chapters 9 and 10 are aimed at providing you with the basic skills required for data analysis, by introducing different approaches and techniques to perform this task. These chapters offer several examples that will help you to understand and practise these techniques before actually applying them in your own project.

Finally, Chapter 11 offers advice on writing up your project following a generally accepted structure, but also on how you can turn a successful project into a publishable academic article.

*Levent Altınay
Alexandros Paraskevas*

Acknowledgements

In the preparation of this book we were fortunate to receive considerable feedback from colleagues in both UK and overseas universities. We are extremely grateful to them for giving their time and sharing their ideas. We also take this opportunity to thank our families for their patience and for encouraging us in our endeavours.