

# Contents

List of figures	ix
List of boxes	x
<b>1 Getting started</b>	<b>1</b>
<i>What is research and why do we do it?</i>	2
<i>Why do we need to do research at all?</i>	4
<i>How does a research project start?</i>	6
<i>Formulating the broad research question</i>	10
<i>The role of the supervisor</i>	12
<i>The international dimension of the researcher</i>	14
<i>Summary</i>	17
<i>Student experiences</i>	18
<i>Exercise: your preferred approach to research</i>	20
<i>Review questions</i>	21
CASE STUDY: <i>Role of hospitality in addressing loneliness among elderly customers</i>	21
<i>References</i>	22
<b>2 Developing academic reading skills</b>	<b>25</b>
<i>Why academic reading?</i>	25
<i>How do you know you have a paper worth reading?</i>	26
<i>Reading the paper</i>	27
<i>Extracting value from your reading</i>	34
<i>SQ3R: a technique for effective academic reading</i>	36
<i>Academic reading from an international student's perspective</i>	37
<i>Summary</i>	39
<i>Exercise: reading</i>	40
<i>Review questions</i>	46
CASE STUDY: <i>Salomeeh's research on customer relationship development</i>	46
<i>References</i>	47
<b>3 Developing literature review skills</b>	<b>49</b>
<i>Locating the sources of your literature</i>	50
<i>Defining the initial parameters of a search</i>	51

<i>Conducting the main search and filtering the results</i>	52
<i>Organizing your results</i>	54
<i>Documenting your literature review</i>	58
<i>Referencing your sources</i>	62
<i>Articulating the research aim</i>	68
<i>The international dimension of literature review</i>	69
<i>Summary</i>	71
<i>Student experiences</i>	72
<i>Exercise: literature maps</i>	76
<i>Academic journals in hospitality and tourism</i>	76
<i>Review questions</i>	82
<i>CASE STUDY: Galimcan's research on innovative service in Kazakhstan</i>	83
<i>References</i>	84

#### **4 Research philosophies, approaches and strategies** **87**

<i>Research philosophies: positivism and phenomenology</i>	87
<i>Research approaches: deduction and induction</i>	90
<i>Quantitative versus qualitative research</i>	93
<i>Mixed methods</i>	94
<i>Research strategies</i>	96
<i>The international dimension in choosing a methodology</i>	106
<i>Summary</i>	108
<i>Review questions</i>	109
<i>CASE STUDY: Lucy's research on impulse buying behaviour</i>	109
<i>References</i>	110

#### **5 Sampling** **113**

<i>What is sampling?</i>	113
<i>Probability sampling</i>	115
<i>Non-probability sampling</i>	120
<i>Sample size</i>	125
<i>The problem of non-response</i>	125
<i>Sampling in qualitative research</i>	128
<i>Summary</i>	131
<i>Review questions</i>	132
<i>CASE STUDY: Adi's research on employee motivation and commitment</i>	132
<i>References</i>	133

#### **6 Data collection techniques** **135**

<i>Interviews</i>	135
<i>Observation</i>	150

<i>Questionnaires</i>	155
<i>Content analysis of documents</i>	164
<i>Increasing the credibility of your research</i>	166
<i>Summary</i>	168
<i>Review questions</i>	168
<i>CASE STUDY: Ahmad's research on the image of the Maldives</i>	168
<i>References</i>	169

## **7 Writing your research proposal** **171**

<i>Section one of the proposal</i>	172
<i>Section two of the proposal</i>	176
<i>Section three of the proposal</i>	179
<i>Closing your proposal: the appendix</i>	187
<i>Summary</i>	188
<i>Student experiences</i>	189
<i>Review questions</i>	190
<i>CASE STUDY: Emma's research on Chinese cultural values and customer satisfaction</i>	191
<i>References</i>	191

## **8 Conducting the fieldwork** **193**

<i>Negotiating access to organizations</i>	193
<i>Professional conduct in the interview setting</i>	196
<i>The international dimension</i>	199
<i>Student experiences</i>	201
<i>Summary</i>	204
<i>Review questions</i>	204
<i>CASE STUDY: Altay's research on international expansion of hospitality firms</i>	205
<i>References</i>	205

## **9 Analysis of qualitative data** **207**

<i>Qualitative data</i>	207
<i>Different approaches to qualitative data analysis</i>	208
<i>Using Computer-Assisted Qualitative Data Analysis Software (CAQDAS)</i>	215
<i>The international dimension: language and 'language equivalence'</i>	220
<i>Summary</i>	222
<i>Review questions</i>	222
<i>Annex: extended example of inductive analysis</i>	222
<i>CASE STUDY: Mayram's research on franchisees' trust</i>	234
<i>References</i>	238

<b>10 Analysis of quantitative data</b>	<b>241</b>
<i>Scales in quantitative analysis</i>	242
<i>Organizing, coding and entering data for analysis</i>	247
<i>Analysing quantitative data</i>	251
<i>Summary</i>	289
<i>Review questions</i>	290
<i>Exercises: quantitative statistical analysis</i>	291
CASE STUDY: <i>Enhancing ethnic food acceptance and reducing perceived risk</i>	298
<i>References</i>	303
<b>11 Writing up the dissertation</b>	<b>305</b>
<i>Cover page, abstract, acknowledgements and contents</i>	306
<i>Introduction</i>	307
<i>Literature review chapters</i>	308
<i>The research design chapter</i>	308
<i>Presenting and discussing your findings</i>	309
<i>Conclusions and implications</i>	311
<i>The last chapter: introduction revisited</i>	312
<i>The final touches</i>	313
<i>Other presentation conventions</i>	314
<i>Summary</i>	316
<i>Turning a dissertation into an academic paper</i>	316
<i>Review questions</i>	319
<i>References</i>	319
Index	320