



Researching Tourism, Leisure and Hospitality For Your Dissertation

Peter Mason

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Evaluates quantitative, qualitative and mixed methods approaches, looking at key differences and similarities to help you choose the correct approach for your dissertation.

Takes the reader from the initial idea and topics, through to lit reviews, methodology, presenting and analysing results and successfully making conclusions.

Researching Tourism, Leisure and Hospitality for your Dissertation provides a discussion of quantitative, qualitative and mixed methods approaches, looking at key differences and similarities. A critical evaluation of these different research approaches is provided and, importantly, a discussion on selecting the appropriate approach(es) for your dissertation, including a discussion and evaluation of mixed methods research. It takes the reader from the initial idea and topics, through to lit reviews, methodology, presenting and analysing results and successfully making conclusions. Unlike other texts available, the text includes case studies based on the authors own research to demonstrate different research approaches and techniques, providing an opportunity for criticism and a discussion on learning from mistakes.

Divided into 7 chapters Researching Tourism, Leisure and Hospitality for your Dissertation discusses:

Developing your research topic - including the ethics statement; Literature review - how to do it and how to get the most from it; Methodology - which approach (es) are most suitable, with clear links between ontology, epistemology and methodology and how these concepts relate to the actual dissertation; Presenting Results - how this can be done clearly and coherently Analysing and Discussing Results - whether they are qualitative, quantitative or mixed methods; Conclusions: your findings, your limitations and your recommendations.

Contents:

Introduction; Developing your Research Topic; The Literature Review; Methodology; Presenting Results; Analysing and Discussing Results; Conclusions; Index

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