## Contents

	of figures	xi
	of tables	xii
List	of boxes	xiv
	Getting started What is research and why do we do it? Why do we need to do research at all? How does a research project start? Formulating the broad research question The role of the supervisor 13	1
	The international dimension of the researcher 15 Summary 18 Student experiences 19	
	Exercise: Your preferred approach to research 21 Review questions 22 References 23	
2	Developing academic reading skills Why academic reading? 27	27
	How do you know you have a paper worth reading? 28 Reading the paper 29 Extracting value from your reading 36 SQ3R: A technique for effective academic reading 39 Academic reading from an international student's perspective 40 Summary 42	
	Review questions 42 Exercise: Reading 43 References 50	

3	Developing literature review skills	5
	Locating the sources of your literature 51	
	Defining the initial parameters of a search 52	
	Conducting the main search and filtering the results 54	
	Organizing your results 56	
	Documenting your literature review 60	
	Referencing your sources 64	
	Articulating the research aim 71	
	The international dimension of literature review 72	
	Summary 74	
	Student experiences 75	
	Exercise: Literature maps 79	
	Academic journals in hospitality and tourism 82	
	Review questions 85	
	References 86	
	Noticitation 50	
1	Posogreh philosophies annuaghes and strategies	0
_	Research philosophies, approaches and strategies	9
	Research philosophies: Positivism and phenomenology 91	
	Research approaches: Deduction and induction 95	
	Quantitative vs qualitative research 98 Mixed methods 99	
	Research strategies 101	
	The international dimension in choosing a methodology 112	
	Summary 114	
	Review questions 115	
	References 116	
5	Sampling	110
3	Sampling	119
	What is sampling? 119	
	Probability sampling 121	
	Non-probability sampling 127 Sample size 132	
	The problem of non-response 133	
	Sampling in qualitative research 135	
	Sampling bias 136	
	Summary 138	
	Review questions 139 References 141	
	kererences 141	
6	Data collection techniques	143
-	Interviews 143	140
	Observation 158	
	Questionnaires 164	
	Content analysis of documents 173	
	2. 2. 2. 2. 2. 2. 2. 2. 2. 2. 2. 2. 2. 2	

	Increasing the credibility of your research 176 Summary 177 Review questions 178 References 179	
7	Experimental research design Research question and variables 182 Testable hypotheses 183 Designing the experiment 183 Ethical considerations in experimental design 199 Summary 200 Review questions 201 References 202	181
8	Writing your research proposal Section one of the proposal 205 Section two of the proposal 210 Section three of the proposal 213 Closing your proposal: The appendix 222 Summary 223 Student experiences 224 Review questions 225 References 226	205
9	Conducting the fieldwork  Negotiating access to the organizations 229  Professional conduct in the interview setting 232  The international dimension 235  Student experiences 237  Summary 240  Review questions 241  References 242	229
0	Analysis of qualitative data  Qualitative data 243  Different approaches to qualitative data analysis 244  Using computer-assisted qualitative data analysis software (CAQDAS) 251	243
	The international dimension: Language and 'language equivalence' 256 Summary 258 Review questions 259 Annex: Extended example of inductive analysis 259 References 275	

11	Analysis of quantitative data Scales in quantitative analysis 280 Organizing, coding and entering data for analysis 284 Analysing quantitative data 288 Summary 325 Review questions 326 References 330	279
12	Writing up the dissertation  Cover page, abstract, acknowledgements and contents 334 Introduction 335 Literature review chapters 336 The research design chapter 337 Presenting and discussing your findings 338 Conclusions and implications 339 The last chapter: Introduction revisited 341 The final touches 341 Other presentation conventions 343	333
	Summary 344 Turning a dissertation into an academic paper 345 Review questions 348 References 348	
	Index	349