Research Methods in Tourism, Hospitality & Events Management

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About the Authors

Professor Paul Brunt

is head of the School of Tourism and Hospitality at the University of Plymouth, UK. Paul wrote *Market Research in Travel and Tourism* (Butterworth-Heinemann) in 1997, which was based on his teaching at the time. This book helped many a student project and was used extensively in teaching across colleges and universities in the UK. Paul was a co-author of *Tourism: A Modern Synthesis* (Thomson) in 2001 and has also written book chapters, journal articles and research papers on his research area of the linkages between tourism and crime.

Paul helped develop the first tourism and hospitality degrees at the University of Plymouth in the early 1990s. Events management and cruise management were later additions to the portfolio, and the programmes are now delivered by the school to around 1,000 students in Plymouth, Hong Kong and Sri Lanka.

Dr Susan Horner

is associate professor in Hospitality, Tourism and Events Management at Plymouth University, UK. Susan wrote her first book, *Marketing for Hospitality* (International Thomson Business Press), in 1996. Her key texts include *Consumer Behaviour in Tourism* (3rd edition, Routledge, 2016), *International Cases in Tourism Management* (Routledge, 2003), *Business Travel and Tourism* (Routledge, 2001) and *Leisure Marketing: A Global Perspective* (Routledge, 2004), all written with John Swarbrooke. These books are used internationally and have been translated into a variety of languages including Chinese.

Amongst her other skills, Susan has an interest in the learning styles of hospitality students and relationship marketing and management issues for hospitality. She has also developed an international reputation as a marketing specialist and been responsible for the academic content of hospitality courses at undergraduate and postgraduate level that have been delivered both locally and internationally. During her academic career, she has encouraged both undergraduate and postgraduate students to publish their research at various academic conferences.

Dr Natalie Semley

became a lecturer at Plymouth University in 2008, after successfully completing her BSc (Hons) and MSc with a first and distinction, respectively. Since joining the teaching team, she has completed her PhD and become a Senior Fellow of the HEA. Natalie is currently the programme leader for the undergraduate Tourism pathways and is the module leader for the Tourism, Hospitality and Events management research methods module at Plymouth University. Her research interests are broad and include visitor motivation, the impacts of tourism-related crime and community responses to tourism impacts, alongside specific areas of special interest tourism.

Preface

This book has grown out of our collective experience of teaching research methods on undergraduate, postgraduate and doctoral programmes. Twenty years ago, Paul published *Market Research in Travel and Tourism*, a text that was widely used in research methods teaching across the UK for many years. Twenty years on, the use of technology in research methods has considerably expanded, especially in terms of data analysis, and this book is very different in many respects. However, the text is similarly intended for undergraduate and foundation degree students who are faced with a substantial piece of independent research, often for the first time, as part of their course. Such courses, if appropriately aligned to the subject benchmarks, will require students to undertake some sort of research investigation, which in turn will require an understanding of methodology and analysis. This book will provide some useful guidance throughout the whole process from initial ideas to writing it up and presenting the findings. We use real illustrations taken from our own and our students' work to help the reader understand how to manage and present their research, and, in doing so, perhaps give an indication of the standard that could be achieved.

There are nine chapters which begin by outlining the nature of research and the methods typically used by students of tourism, hospitality and events management. Chapter 3 provides some guidance on how to plan a project, and Chapters 4–6 give practical suggestions in terms of sampling, questionnaire design and data collection. Chapters 7 and 8 provide details of approaches to data analysis in both quantitative and qualitative contexts. We provide some information for those using computer software packages such as SPSS, NVivo or Qualtrics. However, how to handle analysis 'by hand' is also covered. The final chapter shows how to write up and present findings in a variety of settings.

At the end of each chapter, we give suggestions for selected further readings. Our intention here is to provide some key references you can turn to, which we use and recommend to our students, rather than to provide an extensive list of all possibilities. Here and there, where appropriate, we provide some exercises, which, having read the chapter, you should be able to tackle. As mentioned above, the book is littered with examples from our own work and those of our students.

For many students, the final project can be feared and seem overwhelming. However, if it is done well, it can be your proudest achievement of your course. We hope this book will help you secure that sense of achievement.

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