

Chapter 1 : Journal of Tourism Research & Hospitality - High Impact Factor Journal

Planning Research in Hospitality and Tourism provides a concise and clear approach to planning research projects which are a necessity in most hospitality and tourism courses taught at degree level. The text considers the particular characteristics of the hospitality and tourism industry, whilst providing a balanced approach toward both.

Subjects Description Planning Research in Hospitality and Tourism provides an accessible, concise and practical guide to planning, conducting and analysing research in tourism and hospitality. The authors skilfully introduce the basic principles and techniques of research in the international hospitality and tourism sectors, and provide detailed guidance on both quantitative and qualitative methods of research. Building on the success of the first edition, the volume has been fully revised and updated, and contains new chapters on mixed methods and how to make best use of recent technology in research practices. The second edition also benefits from: Written by three leading scholars with experience of both the industry and university courses globally, this insightful text is an essential resource for all tourism and hospitality research students and early career research professionals around the world. Reviews "This is a comprehensively crafted book in hospitality and tourism research with international perspective that includes both quantitative and qualitative approaches with appropriate research strategies, designs, and analysis and techniques for each research perspective. Anyone who engages in hospitality and tourism research and use research findings in decision making regardless of the context would find the book very useful and insightful. It is a must have book in the field of hospitality and tourism. Getting Started; Chapter 2: Developing Academic Reading Skills; Chapter 3: Developing Literature Review Skills; Chapter 4: Research Philosophies, Approaches and Strategies; Chapter 5: Data Collection Techniques; Chapter 7: Writing Your Research Proposal; Chapter 8: Conducting the Fieldwork; Chapter 9: Analysis of Qualitative Data ; Chapter Quantitative Data Analysis; Chapter His research interests are in the areas of entrepreneurship, strategic alliances and international business. He sits on the editorial boards of more than twelve journals. His research interests are twofold: Jang has more than articles in refereed academic journals and has received numerous research and teaching accolades.

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Chapter 3 : Planning Research in Hospitality and Tourism: 2nd Edition (Paperback) - Routledge

Planning Research in Hospitality and Tourism provides an accessible, concise and practical guide to planning, conducting and analysing research in tourism and hospitality. The authors skilfully introduce the basic principles and techniques of research in the international hospitality and tourism sectors, and provide detailed guidance on both.

Chapter 4 : Planning Research in Hospitality and Tourism - Documents

Planning Research in Hospitality and Tourism provides a concise and clear approach to planning research projects which are a necessity in most hospitality and tourism courses taught at degree level.

Chapter 5 : Planning Research in Hospitality and Tourism - Levent Altinay, Alexandros Paraskevas - Google

Description. Planning an Applied Research Project in Hospitality, Tourism and Sports provides a comprehensive and carefully structured treatment of all the aspects involved in planning a research project.

Chapter 6 : Planning Research in Hospitality & Tourism by Levent Altinay

Given the importance of planning and development issues in the tourism and hospitality industry such as sustainability, capacity planning, strategic infrastructure planning and forecasting.

Chapter 7 : Planning Research in Hospitality and Tourism : Soocheong (Shawn) Jang :

The Journal of Tourism Research & Hospitality is a leading primary research journal, committed to publishing cutting-edge research in all the diverse areas of the field, and synthesizing scientific information for the advancement of science.