

Researching Tourism, Leisure and Hospitality for Dissertations and Theses

Second Edition

Peter Mason

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Preface to the Second Edition

This book is based on teaching, supervising and examining undergraduate and postgraduate students for over thirty five years in the UK, France, Australia and New Zealand. It is aimed primarily at undergraduate and postgraduate students in English speaking countries, or where English is the language of the classroom. However, it should also be useful as an introduction to those students embarking on a PhD in the related fields of Tourism, Leisure or Hospitality.

The key areas that the book covers are:

- Becoming self-aware of your research capability
- Developing your formal, academic writing style
- Selecting and refining your research topic
- Creating your Literature Review
- Writing your Methodology
- Presenting your Results
- Analysing and Discussing your Results
- Presenting Conclusions

The book's structure mirrors closely the chapters of most student research projects, and each text chapter includes a section on how to write the corresponding part in the student's project. This approach follows students' comments when I have taught them research methods and research project preparation.

I have used several of my own research projects as case studies, and drafts of some students' work, to exemplify certain research processes and techniques, as well as to provide opportunities to consider the advantages and disadvantages of the particular approaches.

This second edition has been completely revised and updated. The major changes are the addition of more material on on-line surveys and new case studies, but in particular a new chapter (Chapter 6) on the design and conduct of mixed methods research and a new Chapter 10 which discusses the analysis process in mixed methods research.

The book is written in, what is intended to be, a clear, straightforward, easy to comprehend style and I hope it offers useful advice and assistance that enables students to produce worthwhile and successful research projects.

Acknowledgements

This book did not come into being without the assistance of a number of people.

I would like to give a special thanks to my editor Sally North, who has not only helped with this second edition, but was there for the first edition and offered great support in the editing of several other books I have written. I would also like to thank the man whose job it is to turn my far from high quality word processing into an attractive looking book – thanks Mac!

The book is based largely on my teaching and supervising students, which has taken place in several locations, and I would like to thank specifically undergraduate and postgraduate students at Bedfordshire University, London Metropolitan University, London South Bank University and Westminster University in the UK and those in the Business School, Massey University, New Zealand and the University of Rijeka Faculty of Tourism and Hospitality, Croatia. I would also like to thank PhD students I have either supervised or examined at Bedfordshire University, Bournemouth University, University of Central Lancashire, King's College, London, Massey University, New Zealand and Monash University, Australia.

I have made detailed reference to the work of three individual students (draft questionnaire survey, draft interview schedule and PhD mixed methods research) but for ethical reasons these students remain anonymous.

There were several academics I thanked in relation to the first edition of his book (Andrew Holden, Robert Maitland, Richard Sharpley, Duncan Tyler and I-Ling Kuo) and I would like to repeat my thanks. I would also like to give my thanks to the anonymous academic reviewers of my proposal for this second edition.

I would like to thank my wife Patsy who noticed, but did not always comment on my absence at the computer, my son Will who is now an academic and my daughter Jess, a musician, who also works in the 'events industry'. This book is dedicated to my first grandchild, Hector!

Whatever blemishes may remain in his book, however, are ultimately my responsibility!

Peter Mason, Catfield, Norfolk February, 2022.