

Researching Tourism, Leisure and Hospitality for your Dissertation

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Preface

This book is based on teaching, supervising and examining Master's students for over twenty years in three countries: the UK, Australia and New Zealand. It is aimed primarily at Master's students in English speaking countries, or where English is the language of the classroom. However, it should also be useful to undergraduate students in the related fields of Tourism, Leisure and Hospitality. It may also serve as an introduction to those about to embark on PhD study in these related fields.

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 dissertations, and each text chapter includes a section on how to write the corresponding part in the student's dissertation. This approach follows students' comments when I have taught them research methods and dissertation preparation.

I have used several of my own research projects as case studies, and early 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.

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 dissertations.

Acknowledgements

This book did not come into being without the help of several people.

I would like to give a big thanks to my editor at Goodfellows, Sally North, who has been patient and professional throughout!

This book is largely based on my experience of supervising Master's dissertation students at a number of UK universities. Many of the ideas in this book have been tested on and refined while working with students. In particular, I would like to thank all of the Master's students I have taught at Bedfordshire University, South Bank University, London Metropolitan University and Westminster University. I would like to give a special thanks to two students whose work I have referred to in the book, but for ethical reasons, they will remain anonymous. I would also like to thank PhD students I have supervised and/or examined at Bedfordshire University, Bournemouth University, University of Central Lancashire, Kings College London, Massey University, New Zealand and Monash University, Australia.

There are several academics who have provided me with advice, guidance and support in relation to the focus of this book and, in particular, I would like to thank Professor Andrew Holden (Bedfordshire University), Professor Robert Maitland (Westminster University), Professor Richard Sharpley, (University of Central Lancashire) Dr Duncan Tyler (South Bank University) and Dr I-Ling Kuo (previously of London Metropolitan University, currently at the University of the South Pacific.)

I would also like to give special thanks to Bedfordshire University for permission to use its Business School Ethics form and Westminster University for allowing me to modify, but present as a case study, its advice on the role of the supervisor.

Finally, I would like to thank my wife Patsy who noticed, but usually refrained from commenting on, my long absences at the computer!

However, whatever blemishes remain within these pages are ultimately the responsibility of the author.

Peter Mason