



RESEARCH METHODS FOR TOURISM STUDENTS

Edited by **RAMESH DURBARRY**

First published 2018
by Routledge
2 Park Square, Milton Park, Abingdon, Oxon OX14 4RN

and by Routledge
711 Third Avenue, New York, NY 10017

Routledge is an imprint of the Taylor & Francis Group, an informa business

© 2018 selection and editorial matter, Ramesh Durbarry; individual chapters, the contributors

The right of Ramesh Durbarry to be identified as the author of the editorial material, and of the authors for their individual chapters, has been asserted in accordance with sections 77 and 78 of the Copyright, Designs and Patents Act 1988.

All rights reserved. No part of this book may be reprinted or reproduced or utilised in any form or by any electronic, mechanical, or other means, now known or hereafter invented, including photocopying and recording, or in any information storage or retrieval system, without permission in writing from the publishers.

Trademark notice: Product or corporate names may be trademarks or registered trademarks, and are used only for identification and explanation without intent to infringe.

British Library Cataloguing-in-Publication Data

A catalogue record for this book is available from the British Library.

Library of Congress Cataloging-in-Publication Data

Name: Durbarry, Ramesh, editor.

Title: Research methods for tourism students / edited by Ramesh Durbarry.

Description: New York : Routledge, 2018. | Includes bibliographical references and index.

Identifiers: LCCN 2017031896 (print) | LCCN 2017051501 (ebook) | ISBN 9780203703588 (Master ebook) | ISBN 9781351336142 (Web.pdf) | ISBN 9781351336185 (epub3) | ISBN 9781351336178 (Mobipocket) | ISBN 9780415673181 (Hardback : alk. paper) | ISBN 9780415673198 (Paperback : alk. paper) | ISBN 9780203703588 (Ebook)

Subjects: LCSH: Tourism—Research—Methodology.

Classification: LCC G155.7 (ebook) | LCC G155.7 .R47 2018 (print) | DDC 910.727—dc23

LC record available at <https://lcn.loc.gov/2017031896>

ISBN: 978-0-415-67318-1 (hbk)

ISBN: 978-0-415-67319-8 (pbk)

ISBN: 978-0-203-70358-8 (ebk)

Typeset in Frutiger

by Swales & Willis Ltd, Exeter, Devon, UK

Visit the eResource: www.routledge.com/9780415673198

Contents

List of illustrations	vii
Notes on contributors	x
Preface	xiii
Acknowledgements	xiv
Part I: Nature of research and process	1
1 Introduction <i>Ramesh Durbarry</i>	3
2 Philosophical disputes in research <i>Prabha Ramseook-Munhurrin and Ramesh Durbarry</i>	12
3 The research process <i>Ramesh Durbarry</i>	23
4 Developing a research proposal <i>Ramesh Durbarry and Anjusha Durbarry</i>	32
5 Reviewing the literature <i>Anjusha Durbarry and Ramesh Durbarry</i>	47
6 Research ethics <i>Ramesh Durbarry</i>	60
Part II: Conceptual framework and research methods	67
7 Developing a conceptual framework <i>Ramesh Durbarry</i>	69
8 Qualitative research: an application to tourism <i>Paul Beedie</i>	79
9 Quantitative research <i>Ramesh Durbarry</i>	98

Contents

10	Mixed methods and triangulation <i>Prabha Ramseook-Munhurrun and Ramesh Durbarry</i>	114
11	The internet as a research tool and e-method: netnography <i>Hania Janta</i>	121
12	Online surveys <i>Hania Janta</i>	135
13	Sampling <i>Ramesh Durbarry and Anjusha Durbarry</i>	144
	Part III: Analysing data, research writing and presentation	155
14	Analysing qualitative data <i>Sally Everett and Areej Shabib Aloudat</i>	157
15	Grounded theory and data analysis <i>Sally Everett, Areej Shabib Aloudat and Ramesh Durbarry</i>	180
16	Analysing qualitative data using NVivo <i>Sally Everett and Areej Shabib Aloudat</i>	195
17	Analysing quantitative data <i>Ramesh Durbarry</i>	203
18	Analysing quantitative data using SPSS <i>Ramesh Durbarry</i>	219
19	Writing the research report <i>Richard Sharpley</i>	249
20	Research presentation <i>Ramesh Durbarry</i>	267
	Bibliography	274
	Index	285