



# Planning Research in Hospitality and Tourism

By Levent Altinay, Alexandros Paraskevas, SooCheong (Shawn) Jang

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*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. It includes a variety of features throughout to aid students' understanding and offers practical tips to help students overcome any potential research issues.

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:

- increased coverage of research design strategies including sampling, ethnography and experimental design
- inclusion of computer-mediated data collection techniques, such as online interviews, online focus groups and online observation (netnographic research)
- new and updated international case studies and extracts, with a more even spread of tourism and hospitality examples of research
- online student and lecturer resources, including PowerPoint slides and a test bank of multiple choice and true/false questions for each chapter.

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.

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Review

**"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."**- *Muzaffer Uysal, Professor of Tourism and Hospitality Management, Virginia Tech, USA*

About the Author

**Levent Altinay** is Professor of Strategy and Entrepreneurship and Research Area Leader for Oxford School of Hospitality Management at Oxford Brookes University, UK. His research interests are in the areas of entrepreneurship, strategic alliances and international business. His work has been published in *Journal of Business Research*, *International Small Business Journal*, *Journal of Small Business Management*, *Journal of Services Marketing*, *The Service Industries Journal*, *Annals of Tourism Research* and *Tourism Management*. He sits on the editorial boards of more than twelve journals.

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