



Researching Tourism, Leisure and Hospitality For Your Dissertation

Peter Mason

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Evaluates quantitative, qualitative and mixed methods approaches, looking at key differences and similarities to help you choose the correct approach for your dissertation.

Takes the reader from the initial idea and topics, through to lit reviews, methodology, presenting and analysing results and successfully making conclusions.

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Developing your research topic - including the ethics statement; Literature review - how to do it and how to get the most from it; Methodology - which approach (es) are most suitable, with clear links between ontology, epistemology and methodology and how these concepts relate to the actual dissertation; Presenting Results - how this can be done clearly and coherently Analysing and Discussing Results - whether they are qualitative, quantitative or mixed methods; Conclusions: your findings, your limitations and your recommendations.

Contents:

Introduction; Developing your Research Topic; The Literature Review; Methodology; Presenting Results; Analysing and Discussing Results; Conclusions; Index

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