

# **Contemporary Research Methods in Hospitality and Tourism**

The depth and breadth of hospitality and tourism research have gained significant momentum over the years as reflected in academic journals, books, and conferences. The scope and range of issues suggest that the topic of hospitality and tourism research is multidimensional, complex, and poses challenges and new opportunities for academics and practitioners. A book like this one “*Contemporary Research Methods in Hospitality and Tourism*” is timely and certainly contains novel research approaches and narratives that will not only facilitate our research undertakings but also empower us as researchers to be more effective and creative in the ways we generate knowledge and offer solutions. It is a must-have book for researchers and practitioners.

**Professor and Chair, Muzaffer Uysal,  
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The go-to guide for exploring contemporary research and methods in hospitality and tourism. In the ever-changing landscape of research, bringing great academicians together to share their expertise is the best way to dive deep into contemporary research and methods in hospitality and tourism and to get inspired for your research. The readers get a wide variety of compelling information from research paradigms and philosophies to survey design and qualitative research.

**Dr Cihan Cobanoglu, CHTP, Professor and Interim Dean,  
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Research methods are the foundation of quality scholarly work. This book not only discusses the bigger issues of research philosophies, ethics, and approaches but also the specifics of implementing rigorous qualitative and quantitative studies. Both new and experienced researchers could learn from this collection of materials as research methods continue to evolve and develop.

**Prof. Cathy Hsu, Editor-in-Chief of Tourism Management,  
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# Contemporary Research Methods in Hospitality and Tourism

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INVESTOR IN PEOPLE

*Dedication by Fevzi Okumus:  
I like to dedicate this book to my graduate students and co-authors.*

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