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# Chapter one

## Introduction to Research

### Source of Knowledge

- There are many ways in which humans acquire knowledge and gather information in order to solve problems.
- Many questions are answered and problems solved based on inherited customs, traditions and experiences.
- More complex questions may be answered through a process of logical reasoning/scientific approach
- Generally, there are two broad sources of knowledge.
  1. Experience, and
  2. Scientific method

# What is Research

- It is an investigation of finding solutions to scientific and social problems through objective and systematic analysis.
- Research is an **organized** and **systematic** way of **finding answers to questions**.
- Research is a systematic, controlled, empirical and critical method consisting of enumerating the problem, formulating a hypothesis, collecting the facts or data, analyzing the facts and reaching certain conclusions either in the form of solutions toward the concerned problem or in certain generalizations for some theoretical formulation.

# What is research?

- The sociologist **Norbert Elias** defined research in terms of its aims, as follows:
- The aim, as far as I can see, is the same in all sciences... the aim is to make known something previously unknown to human beings. It is to advance human knowledge, to make it more certain or better fitting . . . The aim is . . . discovery. (Elias 1986: 20)

# What is research cont...

- Generally , research means
- directed toward the solution of a problem;
- is based upon observable experience or empirical evidence;
- demands accurate observation and description;
- involves gathering new data from primary or first-hand sources or using existing data for a new purpose;
- is characterized by carefully designed procedures, always applying rigorous analysis.

# What makes people to undertake research?

- The possible motives for doing research may be either one or more of the following among others:
  - a. Desire to get a research degree along with its consequential benefits like better employment, promotion, increment in salary, etc.
  - b. Desire to face the challenges in solving the unresolved problems, i.e., concern over practical problems;
  - c. Desire to get intellectual joy of doing some creative work;
  - d. Desire to be of service to society; and
  - e. Desire to get respectability.

# Who does research

- Academics
- Students
- Government and commercial organizations
- Consultants
- Managers

# Characteristics of (Good) Research

- To qualify as a research, a process must have certain characteristics as listed below:
  - A. Organized** in that there is a structure or method in going about doing research. It is a planned procedure, not a spontaneous one. It is focused and limited to a specific scope.
  - B. Systematic** because there is a definite set of procedures and steps which you will follow. There are certain things in the research process which are always done in order to get the most accurate results.
  - C. Rigorous**
    - The research procedures followed to find answers to questions are relevant, appropriate and justified.



# Characteristics cont..

## **D. Critical**

- The methods employed and procedures used should be critically scrutinized.
- The process of investigation must be foolproof /perfect and free from any drawbacks.
- The process adopted and the procedures used must be able to withstand critical scrutiny.

## **E. Valid and verifiable**

- This concept implies that whatever you conclude on the basis of your findings is correct and can be verified by you and others.
- The research procedure used should be described in sufficient detail to permit another researcher to repeat the research for further advancement, keeping the continuity of what has already been attained.

# Characteristics cont..

## **F. Controlled**

- In exploring the causality relation to two variables, the study must be set in way that minimizes the effects of other factors affecting relationship.
- In social science research, however, since controlling is almost impossible, the effect of the other variable must be quantified rather.

## **G. Empirical**

- This means that any conclusions drawn are based upon hard evidence gathered from information collected from real life experiences or observations.

# Classification of Research/types of research

## Basis of Classification

- Goal of research

1. Basic research
2. Applied research

## Specific Objectives of Research

1. Descriptive
2. Explanatory
3. exploratory

## Approaches of research

1. Qualitative research
2. Quantitative research
3. Mixed research

# Classification of Research cont...

## Designs

1. Experimental
2. Quasi-experimental
3. Non-experimental

The type of data used in research

1. Primary or field research
2. Secondary or desk research

## Fields of study.

1. natural science research,
2. social science research,
3. educational research,
4. behavioral science research,
5. health science research, *etc*

# Pure or Basic Research

- Basic research (also called **fundamental** or **pure research**) has as its primary objective of the advancement of knowledge and the theoretical understanding of the relations among variables.
- It is basically concerned with the formulation of a theory or a contribution to the existing body of knowledge.
- Basic research is designed to add to an organized body of scientific knowledge and does not necessarily produce results of immediate practical value.
- The major **aims** of basic research include: Obtaining and using empirical data to formulate, expand, or evaluate theory; and Discovery of knowledge solely for the sake of knowledge

# Applied Research

- Applied research is designed to solve **practical problems** of the modern world, rather than to acquire knowledge for knowledge's sake.
- The goal of the applied scientist is to **improve the human condition**.
- It is undertaken to solve immediate practical problem and the goal of adding to the scientific knowledge is secondary.
- The primary purpose for applied research is discovering, interpreting, and the development of methods and systems for solving practical problems.

# Descriptive, Explanatory, & Exploratory Research

- **Descriptive research**
- It sets out to describe and to interpret **what is**.
- It looks at individuals, groups, institutions, methods and materials in order to describe, compare, contrast, classify, analyze and interpret the entities and the events that constitute the various fields of inquiry.
- It aims to describe the state of affairs as it exists.
- the goal of descriptive research is to describe some aspect of a phenomenon, i.e., the status of a given phenomenon.

# Explanatory research

- aims at establishing the cause and effect relationship between variables.
- The researcher goes beyond merely describing the characteristics, to analyze and explain why or how something is happening.
- explanatory or analytical research aims to understand phenomena by discovering and measuring causal relations among them.



# Exploratory Research

- Exploratory research is conducted when there are few or no earlier studies to which references can be made for information.
- It provides insights into and comprehension of an issue or situation for more rigorous investigation later.
- Exploratory research is a type of research conducted because a problem has not been clearly defined.
- Its purpose is to gain background information and better understand and clarify a problem.
- The results of exploratory research are not usually useful for decision-making by themselves, but they can provide significant insight into a given situation.

# Qualitative, Quantitative and Mixed Research

- **Qualitative Research**
- Qualitative research involves studies that do not attempt to quantify their results through statistical summary or analysis.
- Qualitative research seeks to describe various aspects about behavior and other factors studied in the social sciences and humanities.
- In qualitative research data are often in the form of descriptions, not numbers.

# Quantitative Research

is the systematic and scientific investigation of quantitative properties and phenomena and their relationships.

- The objective of quantitative research is to develop and employ mathematical models, theories and hypotheses pertaining to natural phenomena.
- The process of measurement is central to quantitative research.
- Quantitative research involves surveys and experiments
- Quantitative approach typically concentrates on measuring or counting and involves collecting and analyzing numerical data and applying statistical tests.

## **Mixed research**

- Mixing qualitative and quantitative approaches in one research

# Research Methods versus Methodology

- It seems appropriate at this juncture to explain the difference between research methods and research methodology.
- *Research methods may be understood as all those methods/techniques that are used for conduction of research.*
- *Research methods or techniques\*, thus, refer to the methods the researchers*

# Method vs. methodology cont...

*use in performing research operations.*

*In other words, all those methods which are used by the researcher during the course of studying his research problem are termed as research methods.*

*research methods can be put into the following three groups:*

- 1. In the first group we include those methods which are concerned with the collection of data.

# Method vs. methodology cont...

- 2. The second group consists of those statistical techniques which are used for establishing relationships between the data and the unknowns;
- 3. The third group consists of those methods which are used to evaluate the accuracy of the results obtained.

# Method vs. methodology cont...

- *Research methodology is a way to systematically solve the research problem.*
- *It may be understood as a science of studying how research is done scientifically. In it we study the various steps that are generally adopted by a researcher in studying his research problem along with the logic behind them.*
- *It is necessary for the researcher to know not only the research methods/techniques but also the methodology.*

# Method vs. methodology cont...

- *Researchers not only need to know how to develop certain indices or tests, how to calculate the mean, the mode, the median how to apply particular research techniques, but they also need to know which of these methods or techniques, are relevant and which are not, and what would they mean and indicate and why.*
- *Researchers also need to understand the assumptions underlying various techniques and they need to know the criteria by which they can decide that certain techniques and procedures will be applicable to certain problems and others will not.*



# Method vs. methodology cont...

- All this means that it is necessary for the researcher to design his methodology for his problem as the same may differ from problem to problem.
- research methodology has many dimensions and research methods do constitute a part of the research methodology.
- The scope of research methodology is wider than that of research methods.
- *Thus, when we talk of research methodology we not only talk of the research methods but also consider the logic behind the methods we use in the context of our research study and explain why we are using a particular method or technique and why we are not using others so that research results are capable of being evaluated either by the researcher himself or by others.*