

PhD Workshop

Designing and Doing your Research: Primary Research Design and Delivery in the Field

Prof. Peter Mason

Faculty of Tourism and Hospitality Management, University of Rijeka

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Day 1: Designing primary research for your PhD

- Consideration of the relationship between ontology, epistemology and methodology.
- Creating the aims and objectives.
- A critical evaluation of specific techniques in relation to ontology and epistemology.
- The design of questionnaire surveys, with discussion of: sources of questions, generation of questions, different types of questions, structure of questionnaire surveys, survey length and potential methods of analysis of results.
- The use of observation as a qualitative technique to focus on: the nature of observation (participant and non-participant, covert and overt) creating questions and discussion of potential ways to analyse results.

Day 2: Doing your primary research

- The use of questionnaire surveys. Different types of questionnaire survey in the field and how to use: including face-to-face surveys, on-line surveys, ensuring a sufficiently large representative sample, ensuring respondents complete the questionnaire, taking account of non-respondents, practical issues in the field, and how to analyse results.
- The use of observation techniques in the field. Practical issues, including: what can and should be observed, how to decide when to 'focus down', how to record, possible problems, ethical issues and potential ways to analyse results.

The sessions will make use of interactive approaches and amongst other research material, published research of Prof. Mason.

An assignment for students based on the workshop sessions will be prepared.

For participants - please read before the PhD Workshop:

Veal A (2011) *Research Methods for Leisure and Tourism* (4th ed.) Harlow, Pearson Education (Prentice Hall), **Chapters 5, 8, 9 and 10**

Mason, P (2014) *Researching Tourism, Leisure and Hospitality for your Dissertation*, Oxford, Goodfellow Publishers, **Chapters 3, 4 and 5.**