

**Research in HOSPITALITY
AND tourism
HTM 328**

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Research is the *key to progress*. There can be no progress without research in almost if not all human endeavors. In government, in education, in trade and commerce, and in all types and kinds of industries, research is vital and essential.

Definitions of Research

- Good defines research as a “careful, critical, disciplinary inquiry, varying in technique and method according to the nature and conditions of the problem identified, directed toward the clarification or resolution (or both) of a problem.

Definition of Research

- According to Aquino, “research is simply, the systematic search for pertinent information on a specific topic or problem, and after the research worker has analyzed and interpreted the data, he eventually faces another essential task – that of preparing the research report.”

Definition of Research

- Research has been defined as “the process of gathering data or information to solve a particular or specific problem in a scientific manner.” (Manuel and Medel)
- Parel define research as “a systematic study or investigation of something for the purpose of answering questions posed by the researcher.”

Definition of Research

- Research is an attempt to gain solutions to problems. More precisely, it is the collection of data in a rigorously controlled situation for the purpose of prediction or explanation. (Treece and Treece)

Purpose of Research (Aims, Objectives, Goals)

- The main or principal purpose and goal of research is the preservation and improvement of the quality of human life.

“Purpose of research is to serve man”

“Goal of research is the good life”

Specific Purpose and Goals of Research

1. To discover new facts about known phenomenon.
2. To find answers to problems which are only partially solve by existing methods and information.
3. Improve existing techniques and develop new instruments or products.
4. To discover previously unrecognized substances or elements.

Cont.

5. Discover pathways of action of known substances and elements.
6. To order related, valid generalizations into systematized science.
 1. To provide basis for decision - making in business, industry, education, government, and in other undertaking.
 2. To satisfy the researchers curiosity.
 3. To find answers to queries by means of scientific methods.

Cont.

1. To acquire a better and deeper understanding about one phenomenon.
2. To expand or verify existing knowledge.
3. To improve educational practices for raising the quality of school products.
4. To promote health and prolong life.
5. To provide man with more of his basic needs.
6. To make work, travel, and communication faster, easier, and more comfortable.

Characteristics of Good Research

- Research gathers new knowledge or data from primary or first hand source.
- Research is expert, systematic and accurate investigation.
- Research is logical and objective, applying every possible test verify the data collected and the procedures employed.
- Research endeavors to organized data in quantitative terms, if possible, and express them as numerical measures.
- Research is carefully recorded and reported.

Summary on the Characteristics of Research

- Research is systematic
- Research is controlled
- Research is empirical
- Research is analytical
- Research is objective, unbiased and logical
- Research employs hypothesis
- Research employs quantitative or statistical method.

Cont.

- Research is original work.
- Research is done by an expert.
- Research is accurate investigation, observation and description.
- Research is patient and unhurried activity.
- Research requires an effort – making capacity.
- Research requires courage.

Difference Between Research and Problem Solving

Research

Problem Solving

1. There may not be a Problem, only interest
In answering a question
Or a query.

2. A research problem is more rigorous and broader in scope.

1. There is always a problem.

2. A problem to be solve is less rigorous and Less broad.

Cont.

3. The research problem is not necessarily defined specifically.
3. The problem to be solved has to be defined specifically and identified definitely.
4. All research is intended to solve some kind of problem, but this is not the primary aim.
4. Problem-solving does always involved research

Cont.

5. Research is conducted not primarily to solve a problem but to make a contribution to general knowledge.
5. problem solving is always intended to solve a problem.
6. Research is concerned with broad problems, recurrent phenomena, and wide application through generalization. It is concerned with defining and outlining

Cont.

the properties of phenomena with forecasting future occurrences so that they may be predicted and controlled, and with describing the relationship or phenomena by explaining how and why certain events occurred or could have occurred. In this process research also generates more problem to explore.

6. Problem - solving is concerned with a specific problem and once the problem is solved that is the end of it.

Kinds and classification of Research

1. According to Purpose

- a. Predictive or Prognostic Research*
- b. Directive Research*
- c. Illuminative Research*

2. According to Goal

- a. basic or Pure research*
- b. Applied Research*

Cont.

3. According to the level of investigation

a. *In Exploratory Research*

b. *In descriptive Research*

c. *In Experimental Research*

4. According to the Type of Analysis

a. *Analytic Approach*

b. *Holistic Approach*

5. According to Scope

Cont.

6. According to Choice of Answers to Problem

a. In Evaluation Research, all possible courses of Action are specifies and identified and the researchers tries to find the most advantageous.

b. In Developmental Research, the focus is on finding or developing a more suitable instrument or process than has been available.

7. According to Statistical Content

a. Quantitative or Statistical Research

b. Non - Quantitative Research

Cont.

8. According to Time Element

- a. Historical research describes what was.
- b. Descriptive research describes what is.
- c. Experimental research describes what will be.

Some Hindrances to Scientific Inquiry

1. Tradition
2. Authority
3. Inaccurate Observation
4. Overgeneralization
5. Selective Observation
6. Made-up Information

Cont.

7. Illogical Reasoning

8. Ego-involvement in understanding

9. Mystification

10. To err is human

11. dogmatism

Answer the following questions:

1. One sees one or two Cebuanos who are hardworking and responsible then he concludes that Cebuanos are hardworking.
2. If ordinary person says that kissing transmits colds, he is not believe much, on the other hand, if the doctor says the same even its not, people always believe the doctor.

Elements of a Research Problem

1. Aim or Purpose
2. The subject matter or topic to be investigated
3. The place or locale where the research where to be conducted.
4. The period or time of the study during which the data are to be gathered.
5. Population nor universe from whom the data are to be collected.

Example of a Research Problem

To determine the status of teaching science in the high school of province A during the school year 1989 – 1990.

Aim or purpose: To determine the status of

Subject matter or topic: The teaching of science

Place or locale: In the high school of province A

Period or time: during the school year 1989 – 1990

Population: The respondents are implied to be either the teacher or the pupils or both.

Guidelines in the Selection of a Research Problem or Topic

1. The research problem or topic must be chosen by the researcher himself.
2. It must be within the interest of the researcher.
3. It must be within the specialization of the researcher.
4. It must be within the competence of the researcher to tackle.
5. It must be within the ability of the researcher to finance.

Cont.

6. It is researchable and manageable, that is:
 - a. Data are available and accessible.
 - b. The data must meet the standards of accuracy, objectivity and verifiability.
 - c. Answers to the specific questions (sub-problems) can be found.
 - d. The hypothesis formulated are testable, that is , it can be accepted or rejected.
 - e. Equipment and instruments for research are available and can give valid and reliable results.

Cont.

7. It can be completed within a reasonable period of time unless it is longitudinal research which takes a long time for its completion.
8. It is significant, important, and relevant to the present time and situation, timely and of current interest.
9. The results are practical and implementable.
10. It requires original, critical and reflective thinking to solve it.
11. It can be delimited to suit the resources of the researcher but big or large enough to be able to give significant, valid, and reliable results and generalization.

Cont.

12. It must contribute to the national development goals for the improvement of the quality of human life.
13. It must contribute to the fund of human knowledge.
14. It must show or pave the way for the solution of the problem or problems intended to be solved.
15. It must not undermine the moral and spiritual values of the people.
16. It must not advocate any change in the present order of things by means of violence but by peaceful means.

Cont.

17. There must be a return of some kind to the researcher, either one or all of the following:

a. Monetary

b. Advance of position, promotion

c. Improved specialization

d. Enhance prestige and reputation

e. satisfaction of intellectual curiosity and interest, and being able to discover truth.

18. There must be a consideration of the hazards involved, either physical, social, or legal.

Guidelines in Writing the Title

1. Generally, the title is formulated before the start of the research work. It may be revised and refined later if there is a need.
2. The title must contain the subject matter of the study, the locale of the study, the population involved, and the period when the data were gathered or will be gathered.
3. It must be broad enough to include all aspects of the subject matter studied or to be studied. Hence, the title indicates what is expected to be found what is inside the thesis report.

Cont.

4. It must be as brief and concise as possible.
5. Avoid using the term “An analysis of”, “A study of”, “An investigation of”, and the like. All these things are understood to have been done or to be done when a research is conducted.
6. If the title contains more than one line, it must be written like an inverted pyramid, all words in capital letters.

Example

THE TEACHING OF SCIENCE IN THE HIGH SCHOOLS OF PROVINCE A AS PERCEIVED BHY THE SCIENCE TEACHERS AND STUDENTS DURING THE SCHOOL YEAR 1989 - 1990

The contents as required by guideline:

1. Subject matter: The teaching of science;
2. Locale of the study: High school of province A;
3. Population involve: The science teachers and the students;
4. Period of the study: School Year 1989 - 1990

Example

THE TEACHING OF SCIENCE IN THE HIGH SCHOOLS OF PROVINCE A

It will be noted that the population, the science teachers and students as well as the period of the study, 1989 – 1990, are omitted when writing the second form but they have to be mentioned in the scope and delimitation of the study. It will be noted also that the title, though brief and simplified, it is broad enough to include all possible aspects of the subject matter.

Statement of the Problem

1. The general statement of the problem and the specific sub-problems or questions should be formulated first before conducting the study.
2. It is customary to state specific sub-problems in the interrogative form. Hence, sub-problems are called specific questions.
 1. Each specific question must be clear and unequivocal, that is it has only one meaning. It must not have dual meaning.
 2. Each specific question is researchable apart from the other questions, that is, answers to each specific question can be found even without considering the other questions.

Cont.

5. Each specific questions must be upon known facts and phenomena. Besides, data from such known facts and phenomena must be accessible to make the specific question researchable.
6. Answers to each specific question can be interpreted apart from the answers to other specific questions.
7. Answers to each specific questions must contribute to the development of the whole research problem or topic.

Example

THE PROMOTIONAL STRATEGIES OF MANGO PARK HOTEL

Statement of the Problem

The purpose of the study is to assess the promotional strategies of Mango Park Hotel. It answers the following sub-problems:

Cont.

1. What are the existing promotional tools and strategies implemented by Mango Park Hotel with regards to:

1.1 Advertising,

1.2 Sales and Promotion,

1.3 Public Relation, and

1.4 Personal Selling?

Example questionnaire

Promotional tools and Strategies	VWI	WI	I	NI
Advertising				
1. Use of newspaper				
2. Use of television				
3. Use of radio				
4. Use of media when launching new products				
Sales and Promotion				
1. Affordable promo Package accommodation				
2. Offers recreational activities				
3. Discounts on regular guests				
4. Offer free breakfast				