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Chapter 3 research methodology sample qualitative pdf

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This project it was to identify the role of the DMO in the promotion of Athens as a tourist destination and participates © to assess their effectiveness in terms of marketing and managing the Athens tourist product, its popularity and images. Ά ε ά ~ "travel makes a modest . See who occupy a small place in the world. Ά ~Gustave Flaubert Chapter 3: Research Methodology 3.1 Introduction Since © is indicated in the title, this chapter includes the research methodology of the dissertation. In such details, in this part the author outlines the research strategy, the research method, the research approach, the data collection methods, sample selection, the search process, the type of analysis data, ethical considerations and research project Restrictions. 3.2 Research Strategy The research took place over this dissertation has been applied, but not new. Rather, there are numerous pieces of previous academic research regarding the role of DMOS in the promotion and management of tourist destinations, not only for Athens in particular, but also to other tourist destinations in Greece and elsewhere in the world. As such, the proposed research took the form of a new research but on a topic of existing research. 3.3 Search method - qualitative techniques against quantitative techniques to meet the objectives of the dissertation, it is keeping a qualitative research. The main feature of qualitative research is that it is mostly appropriate for small samples, while his results are not measurable and quantifiable (see Table 3.1). Its basic advantage, that is its fundamental difference with quantitative research, is offering a comprehensive description and analysis of a research subject, without limiting the scope of research and the nature of the participant answers (Collis & Hussey, 2003). However, the effectiveness of qualitative research is heavily based on the skills and abilities of the researchers, while the results may not be perceived as reliable, because © mainly from personal judgments and interpretations of the researchers. Since © is more appropriate for small samples, it is also risky for the qualitative research results be perceived as reflecting the views of a wider population (Bell, 2005). The goal is a complete and detailed description. The goal is to classify features, count them, and construct statistical models in an attempt to explain what is observed. The researcher can only roughly know in advance what he is looking for. The researcher knows clearly in advance what he is looking for. Recommended during the earlier stages of research projects. Recommended during the latter stages of research projects. The design emerges as the study unfolds. All aspects of the study are carefully designed before the data is collected. Researcher is the instrument of some data. Researcher uses tools, such as questionnaires or equipment to collect numerical data. The data is in the form of words, images or objects. The data is in the form of numbers and statistics. Subjective - The individual interpretation of events is important, eg. Observation of participants, in-depth interviews, etc. Objective: look for precise measurements and analysis of Concepts, e.g., uses investigations, questionnaires etc. Qualitative data is more "rich", require time and less able to be generalized. Quantitative data are more efficient, able to test hypotheses, but can lose contextual details. The researcher tends to become subjectively immersed in the object. The researcher tends to remain objectively separated from the object. Adapted by: Miles & Huberman (1994. p.40). Analysis of qualitative data, available on Table 3.1: Characteristics of qualitative research and quantitative search 3.4 Research approach The research approach that was followed for the purposes of this Search was inductive. According to this approach, researchers begin with a specific observation, which are used to produce generalized theories and conclusions taken from research. The reasons to occupy the inductive approach was that it takes into account the context in which the research effort is active, while it is also the most appropriate for small samples that produce qualitative data. However, the main weakness of the inductive approach is that it produces generalized theories and conclusions based only on a small number of observations, therefore the reliability of the results of the research in question (Denzin & Lincoln, 2005). 3.5 Data collection method and tools For the purposes of this research, interviews were used in depth. In other interviews are personal and unstructured interviews, whose purpose is to identify the emotions, feelings and opinions of the participant concerning a particular research subject. The main advantage of personal interviews is involving personal and direct contacts between interviewers and interviewees, as well as eliminating non-response rates, but interviewers must have developed the necessary skills to successfully bring an interview (Fisher, 2005, Wilson, 2003). Furthermore, unstructured interviews offer flexibility in terms of interview flow, thus leaving the room for the generation of conclusions that were not initially destined to derive with regard to a research subject. However, there is the risk that the interview may deviate from the pre-specified goals and goals (Gill & Johnson, 2002). With regard to data collection tools, the conduct of the research resulted in the use of the semi-structured questionnaire, which was used as an interview guide for the researcher. Some some questions have been prepared, as well as for the researcher to guide the interview towards the satisfaction of the research objectives, but further questions were made encountered during the interviews. Some example questions included in the semi-structured questionnaire were the following: Question 1: What do you think of Greece's popularity as a tourist destination? Question 2: What do you think of Athens popularity as a tourist destination? Question 3: What did you do as an organization to promote Athens as a tourist destination? Were your activities efficient? (Please discuss) Question 4: Do you think Athens can become a more popular destination in the near future? How can I improve your brand as a tourist destination? Question 5: What are the main problems and the challenges of Athens as a tourist destination? What are the key advantages? What are these problems that cause? Are they influencing their activities to promote Athens as a destination? Question 6: What activity does your organization apply to deal with the problems that Athens faces as a tourist destination? Question 7: In your sight, which are the improvements that your organization should be made in order to increase its efficiency and to promote tourism more effectively? 8: What do you think of the role of Greek DMO in the promotion of tourism in Greece? Do you have any recommendations for improvement? Question 9: Do you experience DMOS in other countries? How do they work? What can we learn from them? they? 10: How do you manage the tourism product of Athens, with the exception of marketing? Pay attention to sustainable tourism problems? How does the city and residents of Athens benefit from your management practices? Question 11: Marketing and destination marketing can help Athens and Greece develop their tourist offer more efficiently? With what actions and programs? (A detailed form of the interview guide is presented in Appendix A) 3.6 Selection of the sample The intentional sampling method was used to develop the search sample in discussion. According to this method, which belongs to the category of sampling techniques may not probably, the members of the sample are selected on the basis of their knowledge, relationships and skills related to a research subject (Freedman et al., 2007). In the current study, members of the selected sample have chosen a special report with the phenomenon in the event of a survey, sufficient and relevant work experience in the tourism sector, of active involvement in different tourist initiatives and partnerships, as well as proven research background and Understanding of the raw data relating to destinations. In this context, the participants of this study were executives of 6 famous DMOS who operate both in general in Greece and in particular in Athens, namely: 1) National National Tourism Organization (Gento) 2) City of Athens Convention and visitors Bureau (ACVB) 3) Development and destination management agency Athens (ADDMA) 4) Athens Hotel Association - Attica (EXAA) 5) Athens Chamber of Commerce and Industry (ICCI) 6) Association of Greek Tourism Companies (SETE) 3.7 Research process meetings were held during April and June 2014 with DMO executives mentioned above, in order to obtain acceptance of their participation in research. More specifically, the researcher has come into contact and asked them to participate in the search after explaining the nature and scope of the study. In general terms, respondents were willing to participate in research and interviews were conducted between May and June 2014. The discussions took place at the officers' offices and lasted from 20 to 25 minutes. During the interviews they were mainly maintained known in order to help the researcher analyze the data collected. During the operation of the interview, the respondents were free to express their opinions also in the topics that were not included in the areas discussed mentioned in paragraph 3.5. Finally, it should be noted that conversations flow smoothly and pleasantly. 3.8. The analysis of data analysis content was used to analyze data collected by personal interviews. According to Moore & McCabe (2005), this is the type of research in which the data collected is classified in topics and sub-themes, so as to be comparable. A main advantage of content analysis is that it helps in collected data is reduced and simplified, while at the same time produces results that can therefore be measured using quantitative techniques. Furthermore, the analysis of the contents gives the ability of researchers to structure the qualitative data collected in such a way as to satisfy the realization of the research objectives. However, human error is highly involved in content analysis, as there is a risk of researchers to incorrectly interpret the data collected, thus generating false and unreliable conclusions (Krippendorff & Bock, 2008). 3.9 Ethical considerations The current study was subject to certain ethical questions. As previously mentioned, all participants reported their written acceptance regarding their participation in research, through a signed consent and a letter from briefing. At the same The members of the sample was asked to sign a debrief and withdrawal letter. The goal of both letters was to reassure the participants that their participant in research is voluntary and that they were free to retire from it at any time and for any reason. Next to this, the participants were fully fully As regards the objectives of the study, while they were reassured that their answers were treated as reserved and used only for academic purposes and only for the purposes of the particular research. Except that from the above, the participants have not been damaged or abused, both physically and psychologically, during the conduct of research. On the contrary, the researcher tried to create and maintain a comfort climate. 3.10 Research restrictions as it is for each study, this dissertation had the following limitations: Ά ~ Ά® The sample size was relatively small - 6 participants. A biggest sample probably would improve the reliability of research Ά ~ Ά® Qualitative research does not allow the measurement of the problems examined Ά ~ Ά® the analysis of the role of the DMO in the promotion of Athens as a tourist destination can be influenced by the factors that do not They have been mentioned in this project Ά ~ Ά® in some cases participants can refuse to speak against their organizations organizations chapter 3 research methodology sample qualitative about smoking. chapter 3 research methodology sample qualitative interview. chapter 3 research methodology sample qualitative slideshare. chapter 3 methodology research design qualitative sample

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