

DOI <https://doi.org/10.30525/978-9934-26-459-7-110>

MODERN TRENDS IN TOURISM AND HOSPITALITY RESEARCH: METHODOLOGICAL ASPECT

Stanislava Pasiëka

*Professor, Doctor of Science (Economics)
Bohdan Khmelnytsky National University of Cherkasy,
Cherkasy, Ukraine 18081
e-mail apaseka@ukr.net*

Abstract

The field of tourism and hospitality is the object of active scientific research. In modern conditions, there is a transition from quantitative to mixed research methods, which include a qualitative component. A valuable methodology for tourism research is narrative analysis, the use of multi-method, mixed and multi-disciplinary approaches.

Key words: *tourism, methodology of scientific research, qualitative and mixed methods, field of tourism and hospitality, multidisciplinary approach.*

The field of tourism and hospitality, as an industry with huge prospects for development, is the object of active scientific research. Many scientists, both in Ukraine and abroad, are working on its theoretical and practical problems, which creates a need to determine the optimal research paradigm and methodology.

At the initial stages of the development of the science of tourism, mainly quantitative research methods were used. This was the result of the dominance in science from the middle of the 20th century of the positivist paradigm, which was based on the concepts, ideas and theories of such fields of knowledge as sociology, marketing and management.

Positivism involves the use of positive data based on facts that can be verified by practice. At the same time, qualitative research methods were perceived as not meeting the principles of "scientific" and reliability [1].

Quantitative research consists of testing a theory based on variables that are measured using numbers. Quantitative methods make it possible to identify multidimensional relationships between them, which makes it possible to analyze and explain a certain phenomenon and make forecasts.

They include, in particular, a wide range of statistical methods – from descriptive statistics to factor analysis and structural equation modeling

(SEM) [2]. At the same time, data collection in most cases can be done using interviews, surveys using structured questionnaires, etc. [3].

The main features of quantitative methods are the operation of numerical data from a large sample, which allows to minimize the subjective factor in the study and to give statistically reliable results. In addition, the established approach and standardized measurements allow other researchers to repeat the study.

However, quantitative methods have a number of disadvantages, mainly related to the fact that they do not allow taking into account the context and nuances of the experiences and perspectives of respondents. In addition, their use does not guarantee a deep understanding of the studied phenomenon in general, given that attention is usually focused only on its individual aspects.

Considering this, the use of qualitative and mixed methods in their various forms and conceptualizations is gaining wider use in tourism and hospitality research. Qualitative research – involves focusing on the study of people's experiences, views, and behavior.

This method is often used to investigate complex phenomena that are difficult to quantify, such as beliefs, attitudes and feelings, and non-linear processes. Unlike quantitative methods, they are designed to study a small set of objects, are based not on numbers, but on texts, involve direct long-term contact of the researcher with respondents, contain more of a subjective factor in the interpretation of results.

Data collection for all approaches often takes place during field research using tools such as observation of group participants whose behavior is the object of the study, as well as unstructured interviews and structured questionnaire surveys. They allow you to get information about people's thoughts, their perception of certain phenomena, the reasons for their behavior and the context of the phenomenon. The most popular qualitative methods are: focus groups, in-depth interviews, panel methods, interviews and questionnaires, expert surveys, etc. [4].

For example, the study of such a component of the tourist experience as feeling can be carried out using such a tool as the sensory quasi-Q-sort (SQQS). Audio research methods can also be attributed to subjective methodologies [5]. They involve the use of sound clips, audio music and noise recordings to deconstruct the tourist experience. Projective methods are used to minimize socially acceptable responses or to reveal the subconscious when studying the behavior of travelers.

The main projective techniques are: collage, list of values, word association, photo detection and scenarios. A valuable methodology for

tourism research is narrative analysis, which is used to examine the ways in which people construct meaning in their lives in the changing context and context of their behavior and thinking.

The development of tourism as a science takes place in the direction of abandoning the use of a single quantitative or a single qualitative method of research and moving to the use of multi-method and mixed approaches.

Their difference lies in the fact that the multi-method approach consists in the synthesis of several types of quantitative or qualitative methods, while the mixed approach consists in their single combination.

The disadvantages of using multi-method and mixed methods are their high cost, volume of processes and their multidimensionality, which requires researchers to work in several teams or projects; danger of personal bias; differences in the interpretation of results at the qualitative and quantitative level; the need for systematic and reliable methods of assessing the reliability and validity of the results. Despite this, research in the field of hospitality and tourism is increasingly carried out on the basis of their use [6].

In the scientific literature, a multidisciplinary approach is also highlighted as a factor in the paradigmatic organization of research. It is "considered a general scientific methodological approach. Its essence consists in the use of knowledge from various subject areas to create a generalized scientific picture of the subject of research. This approach has gained popularity in the managerial sphere of the economy, the spheres of high technologies, medicine, nature management, the sphere of communication, and is relevant for tourism [8]

and involves the joint study of a specific complex object by different academic disciplines (for example, studying the process of organizing excursions through history, psychology, pedagogy, management, etc.).

It is important to note that a multidisciplinary approach under certain conditions can be implemented not only in the practice of scientific research, but also in the training of professionals in the field of tourism. Thus, analyzing the new challenges of forming the labor potential of the tourism industry of Ukraine, they proceed from the fact that "the labor potential is formed by specific components ... which change depending on the nature of their involvement."

Among them, the authors single out "components of health, demographic, intellectual, educational, professionalism, behavioral and psychological components, which should be studied at different stages, because they can be formed, used and developed[9]. The specified components relate to different subject areas and their processing contributes to the creation

of a generalized picture of the subject of research – the labor potential of the tourism industry.

Therefore, it should be noted that new opportunities for conducting research in the field of tourism and hospitality involve the use of an interdisciplinary approach that reflects certain features of the development of tourism.

Research results can be used in the educational process, stimulate awareness of the possibilities of building various systems of training specialists, which are in demand for solving socially significant problems. The development and use of digital technologies is important. They, like social media, are valuable sources of research data in the field of tourism and hospitality.

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Authors



Stanislava Pasieka, 01.05.1958 Ukraine

Current position: Doctor of Science (Economics),
Professor,
Head of the department of tourism, hotel and restaurant
business

Bohdan Khmelnytsky National University of Cherkasy,
University studies: Taras Shevchenko National University
of Kyiv

Scientific interest: economics of tourism, labor potential;
training of tourism personnel.

Publications: more 180 works

Experience: 33 years teaching and scientific activity