

Table of Contents

List of Figures	<i>xi</i>
List of Tables	<i>xiii</i>
About the Editors	<i>xv</i>
About the Contributors	<i>xvii</i>
Chapter 1 Introduction	1
<i>Fevzi Okumus, S. Mostafa Rasoolimanesh and Shiva Jahani</i>	
Chapter 2 Contemporary Research Paradigms and Philosophies	5
<i>Martin J Gannon, Babak Taheri and Jaylan Azer</i>	
Chapter 3 Procedural Ethics vs Being Ethical: A Critical Appraisal	21
<i>Fathimath Shiraani, Ismail Shaheer and Neil Carr</i>	
Chapter 4 Get on Task: A Pragmatic Tutorial on Planning and Conducting a Systematic Literature Review	39
<i>Bernhard F. Bichler, Tanja Petry, Andreas Kallmuenzer and Mike Peters</i>	
Chapter 5 Bibliometric Studies in the Hospitality and Tourism Field: A Guide for Researchers	55
<i>Carles Mulet-Forteza, Juanabel Genovart-Balaguer and Patricia Horrach-Rosselló</i>	
Chapter 6 Embedded Questions in Online Survey Email Invitations: The Impact on Response Rate and Quality	77
<i>Cihan Cobanoglu, Luana Nanu, Olena Ciftci, Katerina Berezina, Muhittin Cavusoglu and Faizan Ali</i>	

viii *Table of Contents*

Chapter 7 Designing Good Survey Studies <i>Sara Dolnicar</i>	95
Chapter 8 Publishing Experimental Research in Hospitality and Tourism: Some Key Insights <i>Lawrence Hoc Nang Fong</i>	111
Chapter 9 Conducting a Systematic Qualitative Content Analysis in Hospitality and Tourism Research <i>Anna M. Stalmirska and Raquel Camprubí</i>	127
Chapter 10 The Use of Qualitative Content Analysis in Hospitality and Tourism <i>Kadir Çakar</i>	143
Chapter 11 Reflections of a Qualitative Researcher: Structuring a Qualitative Research Methodology—An Illustration from a PhD Thesis <i>Zilmiyah Kamble</i>	157
Chapter 12 Experience Sampling Method in a Qualitative Study of Tourists' Smartphone Use <i>Micol Mieli</i>	175
Chapter 13 Ethnography Explained: Toward Conducting, Analyzing, and Writing an Ethnographic Narrative <i>Edwin N. Torres</i>	189
Chapter 14 Abductive Thematic Analysis in Hospitality and Tourism Research <i>Barbara Tomasella</i>	203
Chapter 15 The Comparison-Based Case Study Approach in Hospitality and Tourism Research <i>Emine Cihangir and Mehmet Şeremet</i>	221
Chapter 16 Action Research in Hospitality and Tourism Research <i>Denise O'Leary and David Coghlan</i>	237

Chapter 17 Applying Grounded Theory in Hospitality and Tourism Research: Critical Reflections	253
<i>Siamak Seyfi and C. Michael Hall</i>	
Chapter 18 What's Past Is Prologue: Oral History's Offer to Hospitality and Tourism Research	269
<i>JM Trapp-Fallon and Valeria Lo Iacono</i>	
Chapter 19 Conclusions	283
<i>S. Mostafa Rasoolimanesh, Shiva Jahani and Fevzi Okumus</i>	
Index	291