This edited book aims to provide a comprehensive collection of chapters including new insights for traditional paradigms, approaches and methods, as well as more recent developments in research methodology in the context of tourism and hospitality. Each chapter will connect the discussed approach or method to tourism and hospitality with providing illustration examples from tourism and hospitality. Topics of interest include, but are not limited to:

- Contemporary research paradigms and philosophies, and research approach in tourism and hospitality
- Research ethics
- Undertaking a sound literature review
- Bibliometric research in hospitality and tourism
- Conducting robust quantitative research
- Sampling in quantitative research
- Measurement in quantitative research
- Designing and conducting a robust survey
• Scale development
• Experimental research in hospitality and tourism
• Panel data and secondary data in hospitality and tourism
• Quantitative data analysis (first generation vs. second generation)
• Structural Equation Modeling (CB-SEM vs. PLS-SEM)
• Time Series Analysis and longitudinal studies in hospitality and tourism
• Using econometrics analysis method in hospitality and tourism
• Conducting a robust qualitative research
• Sample size, trustworthiness, and credibility in qualitative research
• Ethnography research in tourism and hospitality
• Netnography research in tourism and hospitality
• Robust grounded theory
• Case study research in tourism and hospitality
• Narrative queries as a strategy
• Conducting a robust content analysis research
• The steps and characteristics of thematic analysis
• Mixed method designs in tourism and hospitality
• fsQCA and NCA analysis in tourism and hospitality
• Approaches for Big Data analysis
• Machine learning application in tourism and hospitality
• Application of text mining approaches in tourism and hospitality
• Network Analysis in tourism and hospitality

Each chapter submitted to this edited book is subject to the following submission and review procedures:
Expressions of interest are invited through provision of a working title and 500 word abstract of the proposed chapter. Abstracts should include paper title, authorship list, author affiliations, contact information and keywords.

If your abstract is found suitable, you will be invited to submit your full paper. Each article needs to be approximately 5000-6000 words long.

The chapters will go through a double-blind review process.

Based on the reviewers’ recommendation, the editors will decide whether the particular submission should be accepted as it is, revised and re-submitted, or rejected.

Key Dates

Abstract submission deadline: 15th August 2019

Interested authors should email their abstracts (500 words) to the all editors Dr. Fevzi Okumus (fevzi.okumus@ucf.edu), Dr. S. Mostafa Rasoolimanesh (mostafa.rasoolimanesh@taylors.edu.my), and Dr. Shiva Jahani (Shiva.Jahani@ucf.edu).

Notification of abstract acceptance: 1st September 2019

Deadline for submitting the full papers: 31st January 2020

Revision and Final Decision: 31st of May 2020

Book expected publication date: December of 2020