DESCRIPTION

A comprehensive guide to academic research methods that focuses on two of the world's fastest growing industries. As tourism continues to play a larger role in economies all over the world, record numbers of students are flocking to college and university programs in this specialized field of study. Charged with writing a comprehensive thesis that relates to their special hospitality area of interest, many of these students—some of whom are preparing a thesis for the first time in their academic careers—experience difficulty in organizing a project on such a scale. Designed as a companion to the student who is writing such a thesis, How to Research and Write a Thesis in Hospitality and Tourism is a beginner's guide to basic research and writing specifically on this burgeoning field of study. This hands-on guide helps students pull together the various components of a thesis in an organized, coherent fashion—from the cover page to the bibliography and all the chapters in between. Students learn everything they need to know about developing, designing, and completing an original research study including:

• How to develop an original thesis

• How to conduct a thorough literature review

• How to write a knockout introduction

• How to write effective chapter summaries

• How to prepare footnotes and bibliography

• How to prepare a persuasive cover letter

• How to obtain, record, analyze, and interpret data
• And much more!

ABOUT THE AUTHOR

JAMES M. POYNTER is Director of the Travel Administration program at the Metropolitan State College of Denver. A thirty-year veteran of the travel industry, he also conducts seminars for national travel associations, universities, colleges, and a wide range of private institutions. In addition to designing, marketing, and personally guiding more than 40 tours, he serves as a consultant to a large number of corporate travel departments, tour companies, and travel agencies.

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