

Evaluating the research methods

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Evaluating Research Methods Enter Enter Evolution flow chart Statistical methods In the article from steam boats to tourism economics, the author James Mak mentions several papers he has written on the topic of tourism economics. In all these articles, it is evident that the author relies primarily on secondary data. When doing research on tourist departures in Asia, he collects data from relevant government departments to use in his research. This data was not intended for the purposes of his research but it is the one that helps him draw inferences on the nature and frequency of travel by citizens in the particular country.

In the analysis of his data, he uses the induction approach. This is whereby data is collected and analyzed so as to come up with a trend or gather information from it. This is in contrast to deductive approach which collects data with an already pre-existing hypothesis and looks to prove or disprove it.

His research is also non experimental since he has no controls and his results do not have a specific precision that they must fulfill. This is in contrast to experimental research where the observer has a controlled environment and has a precise expected result.

His research is also quantitative in nature since he relies on numerical statistics to come up with results. A good example is the way he also samples several tourist hotels for bed occupancy after taxation and uses this data to come up with generalizations about the whole industry.

In one instance where he says they edited a book on Japan day to day life, he was an active observer. This can be deduced from the questions that he sought to answer e. g. why vending machines were so prevalent. From this easy, it is easy to see that a researcher can choose to use a mix of methods

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to best suit his aims.

Flow Chart of research methods by Mak James (1970-2011)

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