

# [Tourism dissertation topics (2018)](https://assignbuster.com/tourism-dissertation-topics-2018/)

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1. Introduction to Hospitality / Tourism Dissertations ~ our site

This guide gives you some ideas for dissertation titles. Hospitality and Tourism covers many areas, so there should be plenty to whet your appetite here. Hospitality and Tourism dissertations typically take one of two forms, focusing either upon collecting and analyzing primary data or upon appraising secondary data only. Either type can be appropriate to your area of study. You will also find an overview of how to structure your dissertation in section three below.

2. Categories and List of Dissertation Titles

## 2. 1 Sustainability and Tourism

2. 1. 1 Do standards of sustainability differing from country to country impact upon global efforts to develop a more sustainable tourismA review of recent literature.

2. 1. 2 Is a resource-based or a market based approach to sustainable tourism more effectiveA qualitative study amongst tourism professionals in the UK.

2. 1. 3 What role can grass-rootseducationat a local level play in introducing sustainable tourism in developing countries A study of the literature.

2. 1. 4 How can potential damage to natural resources in areas attractive to tourists be minimized whilst maintaining the economic benefits of welcoming visitors to the regionAcase studyof China’s wild plants and habitats.

2. 1. 5 Lip-service to ‘ green’ values or committed attempts at promoting sustainabilityAn analysis of recent environmental programmes from major global hotel chains.

2. 1. 6 What are the best ways to incorporate environmental concerns into branding of tourist destinationsA critical analysis comparing marketing material from 5 resorts in the Indian subcontinent.

2. 1. 7 To what extent can increased awareness of the need to conserve water resources impact upon water use in tourist destinationsA quantitative study.

2. 1. 8. The Green Tourist: To what extent do ‘ Green’ tourists really contribute to the sustainability of the areas they visitAn action research study amongst locals and tourists in an African resort.

## 2. 2 Tourism General, Specialist

2. 2. 1 Dark Tourism: a tool forsocial justiceor unnecessary voyeurismA case study of ‘ ground zero tourism’ in New York.

2. 2. 2 Exploitation or Understanding: To what extent does the phenomenon of ‘ PovertyTourism’ bring benefits to areas with social and economic problems A critical analysis of tourist organizations taking visitors to slums in India.

2. 2. 3 Cosmetic surgery abroad: what are the factors which influence people to travel to overseas destinations to have plastic surgery A quantitative study amongst UK residents.

2. 2. 4 Camping in Cornwall or cheap flight to the CostasThe impact of the recession upon destination choice amongst UK holiday makers. A quantitative study.

2. 2. 5 The Glastonbury effect: has the increased popularity ofmusicfestivals led to a new perception of camping holidays as fashionableA qualitative study amongst people considering a holiday within the UK.

2. 2. 6 Sewer tourism andpsychology: towards a typology of participants in organized tours of sewers in Europe. A qualitative study amongst tourists from 5 European countries.

2. 2. 7 The ‘ Trip Advisor Effect’: the impact of internet review sites on bed and breakfast owner behaviour. A quantitative study amongst Brighton B&B owners.

2. 2. 8 What lessons were learned from the most recent Foot and Mouth epidemic in the UK in terms of tourismA review of literature.

## 2. 3 Marketing, Management and Tourism

2. 3. 1 Something for nothingIs the propensity of people to remove items from hotel rooms linked to cost of room, education level or age of guest A quantitative study amongst hotel visitors in London.

2. 3. 2Staff satisfaction, job ‘ churn’ andmotivationin the hotel industry: are lower paid workers more likely to express dissatisfaction and leave their job A review of the literature.

2. 3. 3 Which visitor monitoring techniques are most appropriate for assessing the impact of tourism A review of literature from the UK, Europe and UAS comparing visitor surveys with other techniques.

2. 3. 4 Can competency-based pay be used to improve employee motivation in the hotel industryA case study in a large UK hotel chain.

2. 3. 5 Is it as important to acknowledge and managing tourist emotions to enhance their holiday as it is to address their physical and financial issues A review of recent literature.

2. 3. 6 ‘ It’s not how you say, it’s how you say it’: the impact of service provider style ofcommunicationon guest perceptions and satisfaction. A quantitative study in a London independent hotel.

2. 3. 7 What influences visitors to small, independent bed and breakfasts in the UK to stay at the same venue againA quantitative study amongst travelers around the UK.

2. 3. 8 To what extent do middle-managers fully embrace the concept of sustainable tourismA qualitative review amongst staff in a large UK hotel chain.

## 2. 4 Catering

2. 4. 1 Booze Britain: Who should takeresponsibilityfor the impact of alcohol-related destructive behaviours – government, retailers or individualsAn analysis of policy, popularcultureand commercial interests.

2. 4. 2Fast foodandobesity: To what extent has the culture of eating in the UK changed over the last 20 years, what part has this played in the growing obesity epidemic, and what part has the growth of fast-foodoutlets in the UK high Street played?

2. 4. 3 The brand appeal of Iceland: fast, cheap and ready madeA qualitative study of customers of the ‘ Iceland’ food chain.

2. 4. 4 Which, if any, demographic variables have a positive impact upon catering staff’s awareness ofhealthand safety in their day to day workA quantitative study looking at age, sex, education levels and length of tenure.

2. 4. 5 ‘ Here comes the trolley’: is there any scope for a higher-quality menu for second class rail passengers A quantitative study amongst passengers on a Virgin Trains London to Manchester service.

2. 4. 6 The demand for ethically sourced and Fairtrade products in hospitals: to what extent do patients request ‘ green’ alternativesA quantitative study in 3 UK hospitals.

2. 4. 7 A macho culture: to what extent do women’s perceptions of working in high-end restaurants prohibit them training as chefsA qualitative study amongst 16-18 year old women.

2. 4. 8 Restaurants and colour: how does the use of colour in the interior design of independent restaurants influence customer perceptionsA phenomenological analysis.

## 2. 5 Hospitality

2. 5. 1Which theoretical model of tipping is most appropriate to explain tipping in independent (boutique) hotelsA literature review and case study of three boutique hotels in the UK.

2. 5. 2 Are user perceptions of a casino influenced by in-hotel postersA quantitative study in a large, independent UK hotel.

2. 5. 3 To what extent do perceptions of sexual orientation influence customer satisfaction in budget hotels A quantitative study amongst international guests in a large hotel.

2. 5. 4 Fresh or frozenTo what extent can the provision of fresh food, rather than food prepared from frozen, influence perceptions of acceptable amounts to pay for a hotel roomA quantitative study amongst guests in smaller hotels.

2. 5. 5 Which model of restaurant selection best explains the decision making processes of visitors to small towns celebrated for their history and heritage A quantitative study amongst visitors from Europe.

2. 5. 6 The impact of union membership upon employee job satisfaction in the UK hotel industry. A review of recent literature.

2. 5. 7 What factors pre-dispose hotel staff to ‘ burnout’ and job stressA quantitative analysis of staff in Spanish budget hotels.

2. 5. 8 Havesmokingbans across Europe had a similar impact upon use of bars and pubs A review of the literature from Europe.

3. How to Structure a Tourism and Hospitality Dissertation, Tips

For details on how to structure a tourism dissertation, kindly check out the following posts:

How to Structure a dissertation (chapters)   
How to structure a dissertation (chapters and subchapters)   
How to structure a dissertation research proposal