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**Innovative mixed and multi method approaches to
hospitality and tourism research**

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Editorial: Innovative mixed and multi method approaches to hospitality and tourism research

Welcome to IJCHM's special issue on Innovative mixed and multi method approaches to hospitality and tourism research. I would particularly like to thank our guest editors Dr. Hossein Olya, Dr. Mathilda Van Niekerk, Professor Babak Taheri and Martin Gannon for putting together this very robust and timely special issue. The articles comprising this special issue should be well received by scholars, students, and practicing managers across the hospitality and tourism field.

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Introduction

Traditionally, scholars have felt obliged to decide between using single quantitative or single qualitative methods. However, recent years have seen researchers increasingly challenge methodological norms as innovative studies shift toward adopting multi-method and mixed-method approaches having recognised the dynamic and multifaceted nature of research contexts and subjects. This has led to rapid epistemological and ontological advancements in hospitality and tourism studies over the last 20 years (Hewlett and Brown, 2018). To this end, recognising that solely qualitative or quantitative approaches provide inherently different viewpoints on phenomena, Creswell and Plano Clark (2007, p.5) highlight the importance of using multi-method and mixed-method design as the "central premise that the use of quantitative and qualitative approaches in combination provides a better understanding of research problems than either approach alone". Nevertheless, it is important to differentiate mixed-method from multi-method within social science studies. Researchers combine quantitative and qualitative methods when conducting mixed-method research, whereas a multi-method approach synthesises multiple types of quantitative or qualitative methods. For example, there are six main types of mixed-method design including: (1) convergent parallel; (2) explanatory sequential; (3) exploratory sequential; (4) advanced transformative; (5) advanced embedded; (6) multiphase design (Teddlie and Tashakkori, 2009), and researchers select either of these philosophical and design underpinnings based on their main research question.

Innovative data collection and analysis methods have therefore been employed to investigate phenomena across the social sciences, with hospitality and tourism research proving no different. For example, Assaf *et al.* (2018) applied Bayesian methods to model and forecast

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3 regional tourism demand. Olya *et al.* (2018) used fuzzy-set qualitative analysis - a bridge
4 between qualitative and quantitative methods - as a pragmatic way of solving complex
5 phenomena (such as the behaviour of disabled tourists for use by peer-to-peer
6 accommodation providers). Alaei *et al.* (2018) suggest that sentiment analysis could improve
7 tourism research methods by drawing upon 'big data' in order to increase theoretical
8 understanding throughout the field. Olya and Alipour (2015) devised an index for tourism
9 climate by upgrading the conventional tourism climate index using fuzzy logic and validating
10 it using a quantitative approach. Further, Gannon *et al.* (2019) investigated how experiential
11 purchase quality influences experience self-connection and braggart word-of-mouth, for both
12 first-time and repeat visitors, using a mixed-method approach comprised of: fuzzy-set
13 Qualitative Comparative Analysis (fsQCA), Necessary Condition Analysis (NCA) and in-
14 depth interviews. Taheri *et al.* (2019) examined, using Partial least squares (PLS), multi-
15 group analysis (MGA), fsQCA, and NCA, whether the impact of social and physical
16 servicescape on international travellers' dissatisfaction and misbehaviour differs between two
17 characteristically different international airports in Iran.

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24 Yadegaridehkordi *et al.* (2018) employed a combination of conventional symmetrical
25 analysis (i.e., SEM) with Adaptive Neuro-Fuzzy Inference Systems (ANFIS) to predict the
26 determinants of hotel success. This trend is coupled with an upturn in interest in approaches
27 centred on eliciting data from traditionally under-investigated perspectives, such as the
28 characteristically biographical Oral History analysis (Huber *et al.*, 2017) or through
29 indigenous methodological design (Whitney-Squire *et al.*, 2018). Further, as contemporary
30 tourism increasingly finds innovative ways of using (and indeed sometimes being beholden
31 to) the internet (Ryan, 2017), so too has emerged an increased awareness of how researchers
32 can reliably incorporate netnographic data into existing methodological frameworks in order
33 to support or stimulate nascent findings (Hewer *et al.*, 2017; Thanh and Kirova, 2018).
34 Further, the adoption of techniques limiting the inherent drawback of qualitative research
35 subjectivity has also gained traction in recent years, with studies underpinned by Q Method
36 emerging as robust, reliable and reflective in an attempt to avoid the obfuscation of
37 unanticipated findings (Huang *et al.*, 2016; Wijngaarden, 2017).

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43 However, there are several difficulties in undertaking innovative multi-method, mixed-
44 method and multi-source research, including: building a conceptual model from multi-source
45 data; the high cost; require researchers to work in multiple teams or projects; the danger of
46 personal bias; the possibility of generating different answers for the same phenomenon which
47 could lead to the interpretation of different results at the qualitative and quantitative level; use
48 of rigorous quantitative and qualitative research to assess the magnitude and meaning of
49 concepts; and the need for systematic and robust reliability and validity assessment
50 techniques. Nonetheless, recent studies (e.g., Cordina *et al.*, 2019; Huang *et al.*, 2016; Lee *et al.*,
51 2017; Li *et al.*, 2017; tom Dieck *et al.*, 2017; Rasoolimanesh *et al.*, 2019; Xue and
52 Krestetter, 2017; Wells *et al.*, 2015; Xie *et al.*, 2017) demonstrate that hospitality and tourism
53 research continues to advance through the application of multi-method, mixed-method, and
54 multi-source approaches. Hence, the goal of this special issue was to encourage theoretical
55 and empirical development in order to foster better understanding of the potential benefits
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3 and strengths of multi-method, mixed-method and multi-source approaches within the field.
4 This special issue therefore offers a collection of pragmatic methods that have the potential to
5 advance the future of hospitality and tourism research.
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8 **The papers in this special issue**

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10 This special issue contains 15 articles that offer insights into innovative mixed and multi
11 method approaches to hospitality and tourism research. A brief summary of the papers in the
12 special issue follows.
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15 In the first paper, Hajibaba *et al.* (2020) explore an overview of market segmentation analysis
16 and suggest a new procedure to enhance the stability of market segmentation solutions
17 resulting from binary data. The authors use *k*-means as base algorithm and combine the
18 variable selection method and global stability analysis. This approach enhances the stability
19 of segmentation solutions by concurrently choosing variables and numbers of segments. In
20 the second paper, Arbogast *et al.* (2020) use a multiphase methodology. This includes
21 quantitative and qualitative research in the initial stage (i.e., interviews, survey, economic
22 impact analysis), which subsequently informed the ‘social design activities’ stage (i.e.,
23 landscape design/visualization of opportunities and sites targeted for development, asset
24 mapping, and cultural identity design). Applying generative design tools, the authors identify
25 how to enable co-design with communities in order to help destinations undertake sequential
26 steps toward accomplishing their goals and objectives. The third paper by Assaf and Tsionas
27 (2020) presents Bayesian equivalents to the frequentist approach for testing
28 heteroscedasticity, autocorrelation, and functional form specification. For out-of-sample
29 diagnostics, they consider several tests to evaluate the predictive ability of a model. The
30 results demonstrate the performance of such tests using an application on the relationship
31 between price and occupancy rate from the hotel industry. For comparison, they also offer
32 evidence from traditional frequentist tests.
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40 In the next paper, MacKenzie *et al.* (2020) propose that an historical approach to hospitality
41 and tourism studies could be similarly beneficial. Three principal historical approaches are
42 proposed: I) the systematic study of historical archives; II) oral history; and III) biography
43 and prosopography. Extending upon MacKenzie and Gannon’s (2019) recent research, the
44 paper proposes that such work should align with Andrews and Burke’s (2007) framework of
45 the 5 Cs: context, change over time, causality, complexity, and contingency to help situate
46 research appropriately and effectively. The 5Cs of historical research offer the potential for
47 deeper understanding of phenomena within the field of hospitality and tourism by identifying
48 temporal dynamics hitherto insufficiently explored by contemporaneous data. In the fifth
49 paper, guided by social impact theory, Rosenbaum and Ramirez (2020) explore how the
50 social presence of others in a lifestyle centre influences six different cognitive responses.
51 They evaluate consumers’ cognitive responses by using the Emotiv EPOC+ headset to attain
52 electroencephalogram recordings. To interpret these recordings, they use EmotivPro
53 software, which provides readings on six emotional states: excitement, interest, stress,
54 engagement, attention, and relaxation. Regarding the sixth paper, Dogan *et al.* (2020) applies
55 Fuzzy Rule Based Systems (FRBS): a combination of fuzzy set theory and fuzzy logic.
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3 Drawing upon 1137 observations collected from the website HolidayCheck.de, the findings
4 demonstrate that no attribute alone plays a vital role in price-performance assessment.
5 Instead, two or more interrelated combinations have different impacts on the perceived
6 connection between price and performance. In the seventh paper, Moro *et al.* (2020) use a
7 data mining approach to assess a guest satisfaction model, encompassing a large dataset
8 characterised by dimensions grounded in existing literature. In doing so, 84,000 online
9 reviews and 31 features were collected from TripAdvisor. The results highlight that previous
10 users' experiences with the online platform, individual preferences, and hotel prestige were
11 the most relevant dimensions shaping guest satisfaction.
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16 The next paper by Shen *et al.* (2020) uses eye-tracking technology in combination with
17 surveys and in-depth interviews. Eye-tracking technology uncovered the elements of a visitor
18 guide that attracted attention, while surveys and interviews provided deeper insights into
19 individuals' attitudes. The results indicate that individuals do not pay equal attention to each
20 page of a visitor guide. Instead, they look at reference points (e.g., photo credits, photos,
21 headings, and bolded words) *then* read adjacent areas if this information triggers their
22 interest. In paper nine, Truong *et al.* (2020) review the use of mixed methods research
23 (MMR) across eight leading tourism and hospitality journals ("Annals of Tourism Research",
24 "Tourism Management", "Journal of Travel Research", "Journal of Sustainable Tourism",
25 "International Journal of Contemporary Hospitality Management", "International Journal of
26 Hospitality Management", "Journal of Hospitality Marketing & Management", and "Journal
27 of Hospitality & Tourism Research") from 1998 to 2019. This review article indicated that
28 specific methods (61%) outnumbered those with an equal focus on the qualitative and
29 quantitative parts (39%). Where one method was dominant, this was typically quantitative. In
30 the tenth paper of this special issue Hyun *et al.* (2020) use a mixed-method approach to
31 uncover the determinants of pro-environmental consumption for green hotels and green
32 restaurants. In the qualitative stage, textual data collected via an open-ended question was
33 analysed using a unit of analysis and the categorization method. In the quantitative stage,
34 psychometric measurement items were prepared and validated through a series of tests. A
35 structural equation modelling and structural invariance test were utilised to assess the
36 hypothesised relationships and differences between green hotels and green restaurants.
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45 In paper eleven, Wengel (2020) employs a powerful tool which uses toys to solve problems,
46 explore ideas, and achieve objectives in business, research, and community work. The paper
47 provides insights into qualitative multimethod approaches (through unstructured interviews,
48 observation, reflexive notes and LEGO® Serious Play® workshops with 32 participants) to
49 achieve a deeper understanding of hosts-guest experiences in a volunteer tourism exchange
50 programme. In the next paper, Xu *et al.* (2020) provide a critical discussion for deeper
51 understanding of the experience sampling method (ESM). In doing so, this study selects an
52 empirical example in the context of hotel employees' surface acting, tiredness and sleep
53 quality. The paper conducts two-level modelling in Mplus, including a cross-level mediation
54 analysis and mean centring. In Paper 13, Mariani and Baggio (2020) discuss why using either
55 quantitative or qualitative approaches to examine social networks can be misleading and
56 potentially generate biased findings. To this end, the study consists of an analysis and critical
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3 discussion of the methods employed in several articles leveraging social network approaches
4 in tourism and hospitality. In the penultimate paper, Johnstone *et al.* (2020) assess the *go-*
5 *along* technique and how mobile qualitative methods can augment traditional qualitative
6 methods in developing an understanding of multifaceted organisations. The findings indicate
7 that mobile methods can: broaden the scope of interviews through presenting heightened
8 meaning and spontaneity; provide opportunities to explore and verify interview results in
9 informal settings and; widen participation through the ongoing recruitment of participants. In
10 the final paper by Leoni *et al.* (2020), the authors identify key drivers of occupancy rates in
11 peer-to-peer accommodation. The results show that the occupancy rate of properties in the
12 Balearic Islands depends on their geographical location and online reputation. There is also a
13 difference between two groups: listings with positive occupancy rates, where demand tends
14 to be inelastic, and listings with zero occupancy. The authors found that price is a not a
15 statistically significant determinant of group membership.
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21 **Concluding remarks**

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23 The 15 articles in this special issue offer insight and guidance to hospitality and tourism
24 managers and scholars with regards to the growing move towards adopting innovative mixed
25 and multi method approaches to research within the field. The articles in this special issue
26 speak to the variety of mixed and multi method approaches and methods that can be used to
27 answer business management and hospitality-related questions including: the variable
28 selection method, global stability analysis, social design activities, historical approaches,
29 Emotiv EPOC+ headset methods, Fuzzy Rule Based Systems (FRBS), data mining, eye-
30 tracking technology, psychometric measurement, unit of analysis and categorization methods,
31 Serious Play®, experience sampling method (ESM), and the *go-along* technique.
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36 There are many people to thank for their efforts on this special issue. However, this special
37 issue is dedicated to the memory of Dr Mathilda Van Niekerk. A prolific scholar, Mathilda
38 was the author of over 100 published papers, with scholarly emphasis often placed on the
39 area of festival and event management. As Managing Editor of IJCHM and Guest Editor of
40 this special issue, Mathilda was fundamental in designing the initial call for papers into
41 innovative mixed and multi method approaches to hospitality and tourism research. The guest
42 editors hope that the final composition of the special issue is reflective of Mathilda's
43 fondness for robust, novel, and interesting research.
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47 Finally, the guest editors would like to thank all authors for their efforts to “move the needle”
48 of hospitality and tourism research in the direction of innovative mixed and multi methods.
49 The guest editors are particularly grateful to the authors of the articles in this special issue
50 and to the many anonymous reviewers who supported the rigorous review process – a
51 heartfelt thank you to you all. The guest editors are delighted with the diverse range research
52 method approaches represented in the special issue, and hope that readers and practitioners
53 use the articles herein to adopt novel methodological approaches to improve their practice.
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