The Research Process and Research Priorities

Dr. Stephen Hiemstra
Professor Emeritus
Purdue University
Why Do We Do Research?

- To expand knowledge in our chosen field
- To get graduate degrees as a student or, to get promoted (as a faculty member)
- To gain credibility in teaching and contacts with industry and professional peers
- To keep current on industry concerns and industry problems
- To substitute for industry work experience by working closely with industry
Research has Three Unique Requirements*

- Objectivity, that is, the findings should be based on facts
- Reproducibility, other researchers would be able to reproduce the same results
- Must be based on systematic analysis

* Abe Pizam, Dean of Hospitality and Tourism at University of Central Florida. “Planning a Tourism Research Investigation,” Chapter 9, Travel, tourism, and Hospitality Research, 2nd Edition by Brent Richie and Charles Guilder.
Seven Steps in the Research Process

- Formulation of the research problems
- Review of literature
- Definition of concepts, variables and hypotheses or models
- Selection of research methodology
- Data collection techniques
- Survey design
- Conducting the analysis
Alternative Research Procedures

- Logistic models
- Autoregressive
- Conjoint analysis
- Relationship marketing
- Co-integration modeling
Data Must be Analyzed Using Statistical Procedures to Ensure

- Validity (the degree to which the data reflect the real population)
- Reliability (or consistency in repetitive samples)
- Sensitivity (extent to which data can distinguish among responses)
Research Needs of the Lodging Industry

- Projections of rooms, sales and employment in the lodging industry
- Measure changes in labor productivity and labor turnover rates
- Develop information needed by the industry in measuring yield management systems
- Develop market segmentation strategies
- Assess advertising and promotion benefits
Research Needs of the Restaurant Industry


- **Measurement of variations in price elasticities of demand associated with differing time periods, seasonality, and other factors**

- **Impacts of changes in minimum wages on costs in the foodservice industry**

- **Impacts on the foodservice industry of only partial tax deductibility of business meals**
Research Needs of the Travel and Tourism Industry

- Projections of world tourist arrivals over the next decade (Don Hawkins, George Washington University)
- Measure impacts of tourism, including multiplier impacts (IMPLAN Department of Commerce)
- Identify the characteristics and expectations of international travelers
- Market segmentation and attendant pricing policies
Nature, size and impacts of specialized taxes related tourism (Hiemstra and Ismail, “Impacts of Hotel Taxes”)


Compare the importance of travel and tourism among different countries
Figure 14.1. Expected booking patterns for pleasure or business travelers
Example of First Degree Price Discrimination

Figure 14.2. Example of first degree price discrimination
Projecting Reservations and Hotel Room Pricing

**Figure 14.3.** Projected reservations and hotel room pricing.
Q & A
THANK YOU