

Index

- Abductive approach to reasoning, 8
- Academics, 164
- Academy* nightclub, 113
- Accor, 131
- Accuracy, 152
- Actor network theory, 199–200
- Alternative research design, 9
- AMOS, 53
- Analysis of variance (ANOVA), 34
- Animal ethics, 199–200
- Animals in tourism, hospitality and leisure, 199–200
 - ecofeminist perspective on animals, 201
 - guidelines for researching animals' perspectives, 204–208
 - researching, 201–204
- Animals' voices, 203–204
- Anthropocentrism, 201–203
- Archival data, 113
- Archival material, 2, 111–112
 - analyzing archival photographs using visual thematic analysis, 118–121
 - challenges and ethical considerations for visual archival research, 115–117
 - tourism, hospitality, and leisure studies using, 113–115
- Archival research, 113
- Area of Interest analysis (AOI analysis), 103–104
- Aspect level analysis, 147
- Autoethnography, 202
- Autonomic nervous system (ANS), 95
- Average variance extracted (AVE), 55

- Bartlett's Test of Sphericity, 54
- Bias, 50–51

- Big data, 130, 163–164
- Blood-oxygenation-level-dependent signal (BOLD signal), 93–94
- Booking.com, 131
- Bottom-up approach. *See* Inductive approach
- Broadcast and print media, 113

- CD tracks, 114
- Chi-squared test (χ^2 test), 34, 55–56
- Classification algorithm, 152
- Cluster analysis, 34, 39–40
- Comparative fit index (CFI), 55–56, 68, 72
- Confirmatory factor analysis (CFA), 53, 55–56, 73
- Connected interaction, 12–13
- Construct validity, 53–54
- Constructivism, 8
- Consultancy firms, 164
- Content analysis, 169–170
- Content validity, 48–50
- Convergent parallel design, 11
- Convergent validity, 55
- Corpus, 151
- Corroboration, 10
- Creative analytic practice (CAP), 204
- Creative writing blogs, 206–207
- Critical realism, 9
- Cronbach's alpha scores, 74–75
- Customer experience, 149

- Data extraction and quality assessment, 56–68
- Data mining, 145–147
- Data repositories, 145–146
- Databases, 127
 - use in tourism, 129–130
- Decision Tree, 152

- Deductive approach, 8, 49
 Degrees of freedom (D. F.), 68
 Discriminant validity, 55
 DMOs, 164
 Document level analysis, 147

 Ecofeminism, 201
 Ecofeminist perspective on animals, 201
 Egomorphism, 202–203
 Electro-dermal activity (EDA). *See* Galvanic Skin Response (GSR)
 Electroencephalography (EEG), 2, 91, 93–95
 Electronic word of mouth (eWOM), 127
 Embedded design, 11
 “Epistemological eclecticism” of mixed-methods, 26
 Expedia, 132
 Expert panel members or judges, 50
 Explanatory sequential design, 11
 Exploratory Factor Analysis (EFA), 52, 74
 Exploratory sequential design, 11
 Exploratory sequential mixed methods design, 1–2, 26
 application of, 213
 guidelines, 31, 35
 literature review, 27–31
 through reflexivity, 35–40
 in tourism, 29–31
 Extensive quantitative methods, 9
 Eye Tracker, 2, 91, 93
 Eye tracking, 96–97

 F-measure, 152
 Face validity, 50
 Facial Expression Recognition, 2, 91, 93, 96–97
 Factor analysis, 34, 54
 Factor extraction, 52–53
 Family photographs, 117
 Fiction, 203–204
 Fit function value, 53

 Focus group interviews, 179–180, 189–190, 215–216
 to derive SoP for tourism destination, 182–183
 guidelines for, 188
 Formative measures, 51
 Functional magnetic resonance imaging (fMRI), 93, 97

 Galvanic Skin Response (GSR), 2, 91, 93, 95–96
 Ghana, 35
 Goodness-of-Fit Index (GFI), 53

 Hands-on approach, 164
 Hashtags, 165
 Heart rate (HR), 93, 95–96
 Heat map in marketing research, 98, 102
 HolidayCheck, 127–128, 137
 Hospitality, 1–2, 47–48, 111–112
 MMR in, 17, 19–20
 psychophysiological tools of research in, 2
 research design, 8
 research ethics of examining animals’ roles in, 3–4
 scholars, 213
 studies, 113–115
 use of neuromarketing tools in, 97–105
 Host community, 179–181
 Human/animal dualism, 201–203
 Hybrid approaches, 147–148

 Inclusion and exclusion criteria, 56
 Incremental Fit Index (IFI), 68
 Inductive approach, 49, 171
 Intensive qualitative methods, 9
 Interaction level, 12–13
 Internet data representativeness, 129
 Interpretation and presentation of results, 34–35
 Interview procedures and data collection, 33

- Involuntary nervous system. *See*
Autonomic nervous system
(ANS)
- Item generation, 48–51
- Item-to-total correlation, 52
- K Nearest Neighbor (KNN), 152
- Kaiser-Meyer-Olkin Measure (KMO),
54
- Laughing out loud (LOL), 172–173
- Leisure, 111–112
studies, 113–115
- Levene's test, 135–136
- Lexicon-based sentiment analysis,
147–148
- Likert scale questionnaire, 28–29
- LinearSVC, 152
- LISREL, 53
- Location Based Social Matrix
Factorization (LBSMF),
148–149
- Logical partitioning approach. *See*
Deductive approach
- Logistic Regression, 152
- Longitudinal study, 117
- Machine learning, 147–148
- Manual labeling, 151–152
- Maximum-likelihood estimation (ML
estimation), 74
- Measurement, 47–48
- Measurement Invariance (MI), 55–56
- Method triangulation, 180
- Micro siemens (μS), 95
- Mixed methods research (MMR), 1,
5–6, 213
advantages, 14–17
application, 13–14
and application in tourism studies,
27–29
approaches to analysis, 17
challenges, 17–18
choice, 12–13
competing characteristics, 7
corroboration, 10
designs, 11
in hospitality and tourism, 17
initial results, 10
measurement instruments, 11
reasons to adopt, 9–11
research paradigm, 6–9
rigor, 14–16
types, 11
- Moniker “incompatibility thesis”, 8
- Mplus, 53
- Multinomial Naive Bayes, 152
- Multiple emojis, 172–173
- Multiple operationalism, 6
- Multispecies ethnography, 202
- Multispecies research teams, 207
- Naive Bayes and Decision Tree
algorithms, 148
- National park, place meanings for,
181–182
- Netnography. *See* Online ethnography
- Neuromarketing, 87, 91, 93
development of neuromarketing
literature, 92
fMRI, 93–97
limitations of frequently used
traditional data collection
methods, 89–90
psychophysiological/
neuromarketing data
collection methods, 93
use of neuromarketing tools in
hospitality and tourism
research, 97–105
- Noise, 174
- Non-conventional language, 172–173
- Normed Fit Index (NFI), 72
- NVIVO, 33
- One-way ANOVA post hoc Games-
Howell test, 135–136
- Online comments, 146
- Online databases, 2
- Online ethnography, 113–114
- Online reviews, 127–128

- Opinion mining. *See* Sentiment analysis
- Photo-elicitation, 179–180
 data collection, 188–189
 focus group interviews, VEP, and Q-methodology, 182–183
 place meanings for national park, 181–182
 using Q-Sort and focus group, 190–192
 research design, 186–188
- Photographs, 112, 114–115, 214
- Pictorial measures, 180
- Pilot studies, 52
- Population, 52
- Portable document format (PDF), 37–38
- Positivism, 8–9
- Post-positivism theory, 9
- Post-positivist perspectives, 8–9
- Pragmatism, 8
- Precision, 152
- Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA), 56
- Principal Axis Analysis (PAA), 52
- Principal axis factoring (PAF), 74
- Principal Component Analysis (PCA), 52, 74
- Priority of respective strands, 12
- Psychometric properties of scale assessment, 71–72
- Psychoneurobiochemistry, 90
- Psychophysiological tools, 2, 214
- Q-methodology (QM), 3, 179–180, 215–216
 to derive SoP for tourism destination, 182–183
 guidelines for, 188
- Q-sort process, 179–180, 189–190
- QDA Miner software, 33, 37–38
- Qualitative analysis, 164
- Qualitative inquiry, 167
- Qualitative instrument, 32
- Qualitative research, 14, 179–180
- Qualitative results, 33
- Quantitative data, 34
- Quantitative phase and instrumentation, 34
- Quantitative research, 14
- Quantitative sample and data collection, 34
- Random Forest, 152
- Recall, 152
- Reflexivity
 case study of exploratory sequential mixed-methods in tourism through, 35–40
 interpretation and presentation of results, 40
 interview procedures and data collection, 37
 qualitative instrument, 35–36
 qualitative results, 37–38
 quantitative data, 39–40
 quantitative phase and instrumentation, 38–39
 quantitative sample and data collection, 39
 sample size and data site, 36
 target participants, 36–37
- Reliability, 54–55, 127–128
- Representativeness, 129
- Research design, 20
- Responsibility, 117
- Review Collection Platform (RCP), 131
- Review rating prediction approach, 146, 148–149
- Reviews, 127
- Right questions, 50
- Sample/sampling, 52, 127–128
 size and data site, 32–33
 techniques, 33
- Scale assessment, 53–56
- Scale development, 13–14, 47–48, 52–53

- guidelines and procedures, 76–77
- limitations, 68
- in methodological research
 - literature, 48–56
 - methodology, 56–68
 - results, 68–72
- Scale guideline, 56–57
- Scan path analysis, 98–99, 102
- Search strategy, 56
- Sense of place (SoP), 181
- Sentence level analysis, 147
- Sentiment analysis, 146–148
 - studies, 2–3
- SentiWordNet, 148–149
- SGDC Classifier, 152
- Shangri-La Hotels, 131
- Small tourism enterprises, 25–26
- SmartPLS, 53
- Social desirability, 51
- Social media, 163–164, 215
 - data, 3
 - data analysis, 169–171
 - data collection, 166–169
 - data in research, 165
 - data sample, 172
 - holistic understanding, 174–175
 - implications and observations, 172
 - missing important information, 172
 - noise, 174
 - non-conventional language, 172–173
 - platforms, 164
 - research context, 165–166
 - supplementary information, 173–174
 - Twitter, 165
- Social Sciences Citation Index (SSCI), 56
- Social sciences research design, 13–14
- Soft science, 179–180
- Statistical Package for the Social Sciences (SPSS), 53
- Strong influencing polarity (SIP), 150, 154
- Structural equation modeling (SEM), 53–54
- Student's t-test, 135
- Supervised learning, 147–148
- Sustainability, 25–26
- Swissôtel, 131
- Systematic review, 56
- Target participants, 33
- tatilbudur. com, 97–98, 100
- Text mining, 145–146
 - approach, 215
 - classification algorithm, 152
 - Corpus, 151
 - data collection, 150
 - data pre-processing, 151–152
 - data source, 150
 - evaluation of cruise passengers' comments using, 149–152
 - findings, 153–154
 - literature review, 146–149
 - proposed method, 151
 - research background, 149–150
 - results, 155–157
 - review rating prediction, 148–149
 - sentiment analysis, 147–148
 - studies, 2–3
- Thematic analysis, 33
- Timing, 12
- Top-down approach. *See* Deductive approach
- Tourism, 1–2, 47–48, 111–112, 127–128
 - boycotts, 164
 - exploratory sequential mixed-methods design in, 29–31
 - industry, 87–88
 - literature review, 129
 - methodology, 132–133
 - MMR in, 17, 19–20
 - participation rates, 131–132
 - providers, 164
 - psychophysiological tools of research in, 2
 - requested or spontaneous reviews, 130–131
 - research design, 8

- research ethics of examining
 - animals' roles in, 3–4
 - results, 133–136
 - scholars, 213
 - studies, 113–115
 - use of databases in, 129–130
 - use of neuromarketing tools in,
 - 97–105
- TripAdvisor, 2, 127–128, 130–132, 214
- Troia-Melides coastline, 113
- Tunku Abdul Rahman Marine Park (TARP), 181–182
- Twitter, 3, 164–165
 - API, 166–167
 - data access points, 166
- Uni-dimensionality, 54–55
- Unsupervised learning, 147–148
- User-generated content (UGC), 127, 150
- Ventromedial prefrontal cortex (vmPFC), 93–94
- Visitor employed photography (VEP), 179–180, 189–190, 215–216
 - to derive SoP for tourism
 - destination, 182–183
 - guidelines for, 188
- Visual archival research
 - challenges and ethical considerations for, 115–117
 - data collection, 115–116
 - ethical considerations, 116–117
- Visual thematic analysis, analyzing
 - archival photographs using, 118–121
 - codes, 118–119
 - simultaneous data collection and data analysis, 118
 - themes, 120–121
- Web-based surveys, 129
- Wyndham, 131