

BOOK REVIEW

*Qualitative Research Practice: A Guide for Social Science Students
and Researchers, 2e, 2014.*

Jane Ritchie, Jane Lewis, Carol McNaughton Nicholls and Rachel Ormston, editors
Sage Publications London
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Reviewed by John Barnes

This book will be of invaluable assistance to faculty and students at the MBA and Doctoral level programs and is edited and written by researchers at The UK National Centre for Social Sciences who share their invaluable knowledge of qualitative methods applied to the social sciences from which tourism and hospitality research draws much of its base.

The book is clearly and concisely written and features many actual case studies. The contents of each chapter are neatly summarized at the end of each chapter and topic summaries are detailed in several boxes within each chapter. A brief end-of-chapter additional reading list is provided.

As each of our research classes already utilize other research textbooks, one might ask Why another textbook? The reason is that this book focuses solely on qualitative methods and provides a down-to-earth, detailed explanation of each qualitative method based on the editors' own research practice and on the best research practice of other, well-known and respected qualitative researchers.

The contents page of the book is quite detailed, however, to keep the book review manageable and concise only the principal chapter headings are listed here.

Chapter 1 The Foundations of Qualitative Research. (23 pages).

Chapter 2 The Applications of Qualitative Methods To Social Research (17 pages)

Chapter 3 Design Issues (33 pages)

Chapter 4 Ethical Considerations in Qualitative Research (30 pages)

Chapter 5 Designing and Selecting Samples (31 pages)

Chapter 6 Designing Fieldwork (25 pages)

Chapter 7 In-Depth Interviews (31 pages)

Chapter 8 Focus Groups (28 pages)

Chapter 9 Observation (22 pages)

Chapter 10 Analysis Principles and Processes (21 pages)

Chapter 11 Analysis in Practice (48 pages)

Chapter 12 Generalizing from Qualitative Research (18 pages)

Chapter 13 Writing up Qualitative Research (29 pages)

References (20 pages) \

Index (9 pages)

Strengths of this book are chapters 11 and 12 which focus on topics often omitted from other research methods books. The editors of this volume are very experienced researchers, who share with us all, their wealth of experience in performing qualitative analysis in the field.

This reviewer has noticed that many of our students do not know how to perform qualitative analysis at either the quantitative or qualitative research areas and so this book will provide them useful guidance and opportunity to practice those skills.

Many of our students engage in quantitative research because their Ajarn were only taught those methods as students and they see no need to learn qualitative research methods. However, the world has moved on and qualitative methods are being increasingly employed in social research and related areas such as Tourism and Hospitality.

Chapter 13 will also prove useful to faculty and students in writing up their fieldwork and effectively communicating the results of their research to others.