**40 years tourism research:
Some methodological issues to think about**

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21 April, 2021

Purpose

Drawing attention to a sample of discussion points inspired by reoccurring methodological problems in submitted manuscripts and published tourism research papers.

Sharing convictions ...

Pizam, A. (2011). "This I Believe", in: *The Study of Tourism, Foundations from Psychology,* ed. by Ph. L. Pearce, 63-78.

- Focus on the micro levels
- Management as the subject
- Consumer research with real customers
- Becoming innovators via borrowing from the Big Brothers
- Adverse effects and social responsibility
- Standards and levels of teaching set by industry and society requirements

The Big Picture?

European Tourism Manifesto Alliance, "Tourism Manifesto,
Exit Strategy, Preparing to restart Travel and Tourism",
under the chairmanship of the ETC, https://tourismmanifesto.eu/
23rd February 2021

OECD, Tourism Committee of the Centre for Entrepreneurship, SMEs,
Regions and Cities, "Preparing the Tourism Workforce for the Digital
Future – Draft report", 3rd March 2021
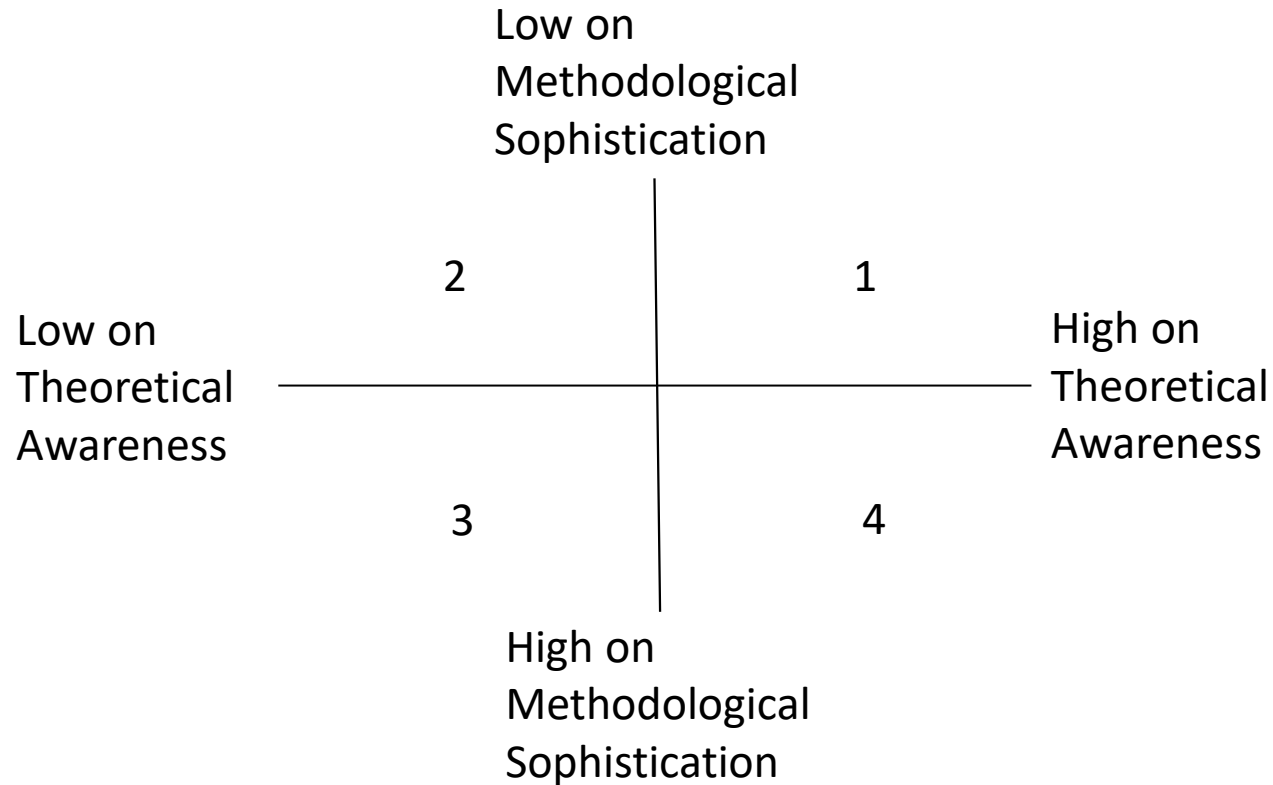
Methodology

Figure 1. Theory and Method in Tourism Research

Dann, G., Nash, D., & Pearce, Ph. (1988). Methodology in Tourism Research. *Annals of Tourism Research, 15*, 1-28.

Roots

"Tourist satisfaction with a destination area is a nebulous concept, one that is generally as under-researched as it is inadequately operationalized. Many travel researchers and practitioners who use it daily would probably find it difficult to define. Their likely confusion may be due to ignorance of consumer satisfaction in general."

Pizam, A., Y. Neumann and A. Reichel (1978) 'Dimensions of tourist satisfaction with a destination area', *Annals of Tourism Research,* 5(3): 314-322.

Worth considering in model building

- Multivariate ≠ accumulated bivariate relationships

  $y=f(v,w,x,z)$ ≠ $y=f_1(v)$, $y=f_2(w)$, $y=f_3(x)$, $y=f_4(z)$

- Tautological and exuberant theoretical constructs
- Model fitting: Exploratory vs. inferential studies
- Unobserved heterogeneity
- Equivalent models
- Conclusive validation and replication

The Structural Equation Modeling Hype

Index 1998 = 100
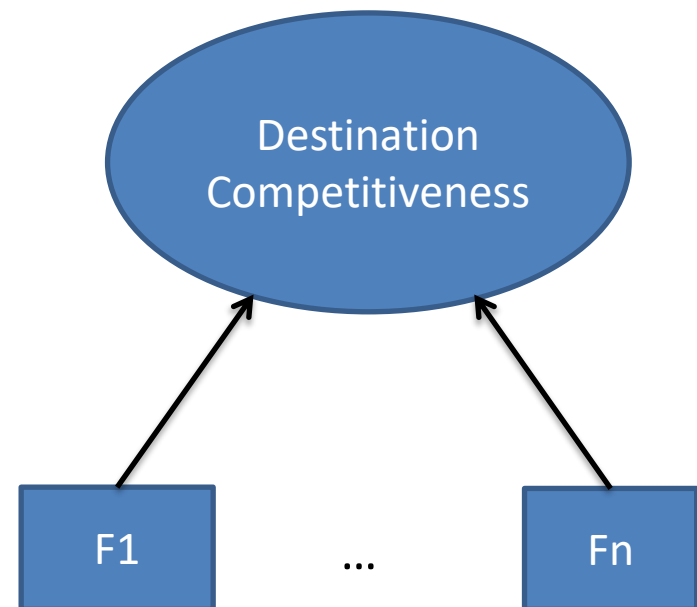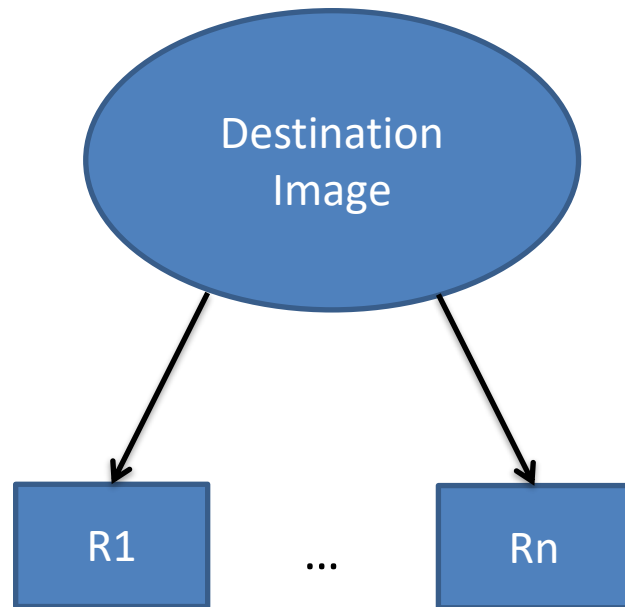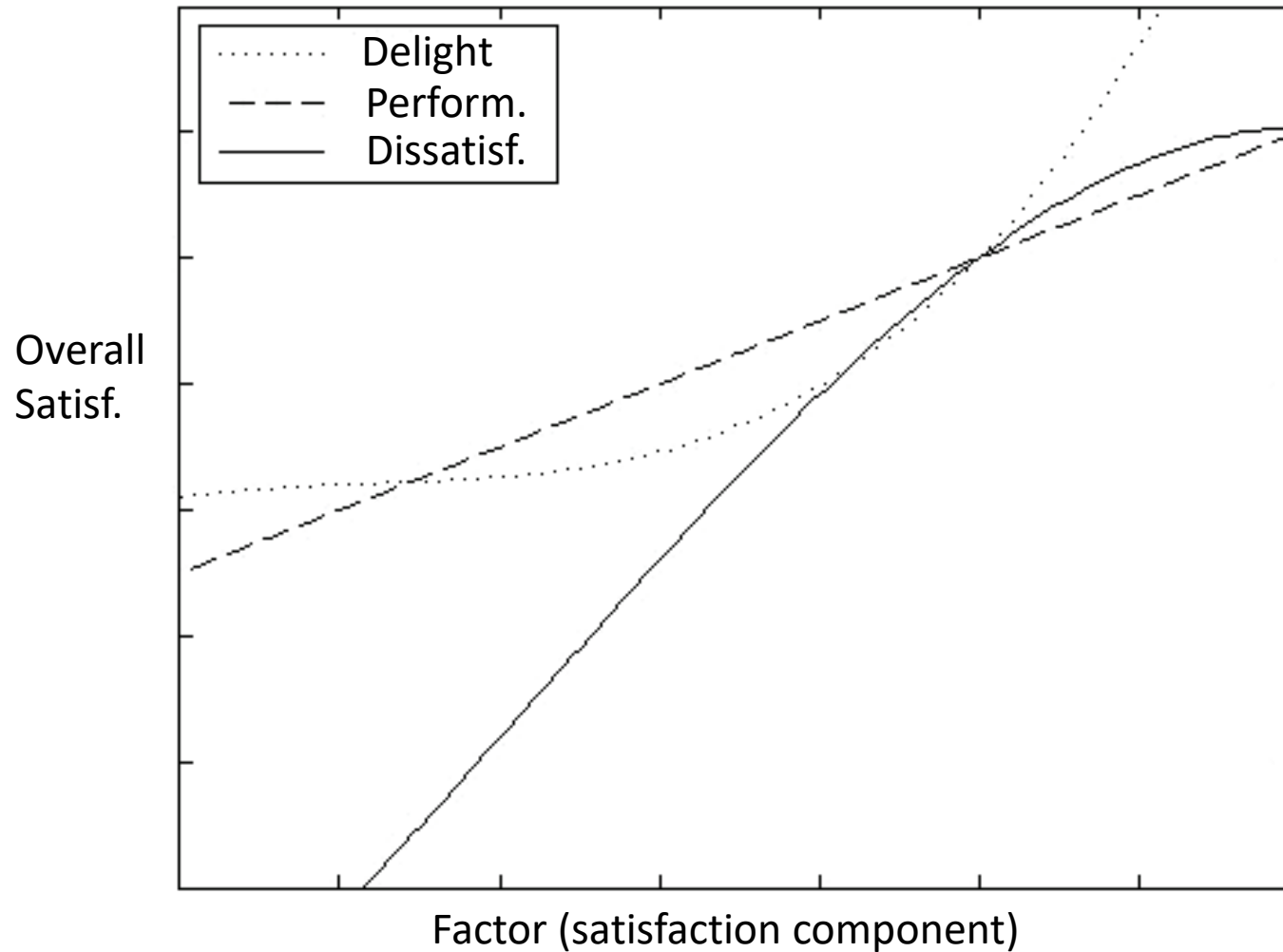
Source. Mazanec et al. (2010)
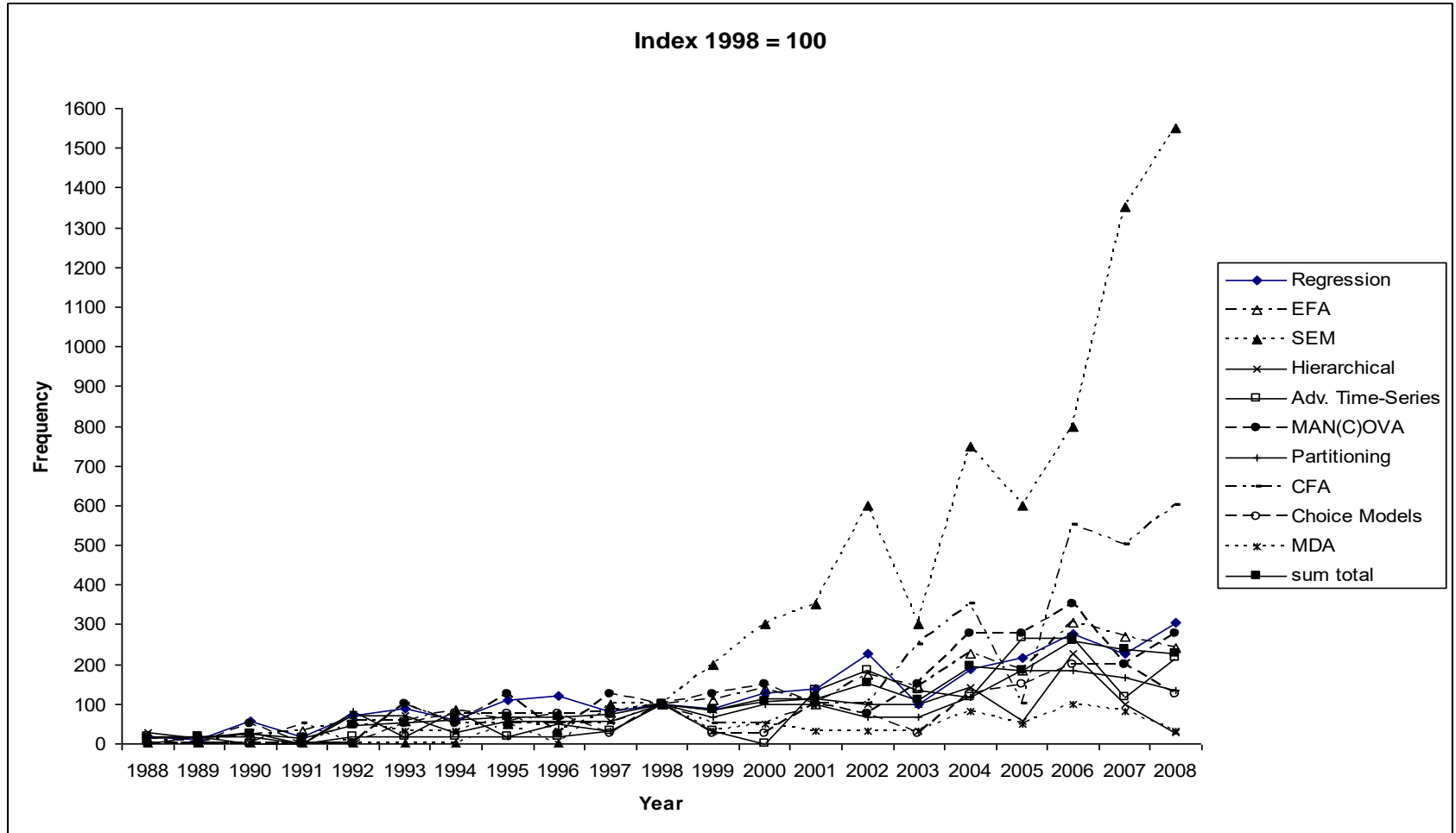
Special comments on SEM applications

- Richard Bagozzi's 'Causal Models' (1980)
- The original promise: theory + measurement
- Bad habits or issues to care about
  - Two steps: Separating measurement sub-models and structural relationships
  - Tinkering with model specification leads to adapting theory to data
  - Reflective and formative indicators
  - Ignoring nonlinearity
  - Being unaware of equivalent models
  - Avoiding the causality issue
- Alternatives to covariance-based SEM

Reflective vs. formative indicators

Example: Nonlinearity in satisfaction factors

Overall Satisf.

Factor (satisfaction component)

Legend:
- Delight (dotted)
- Perform. (dashed)
- Dissatisf. (solid)

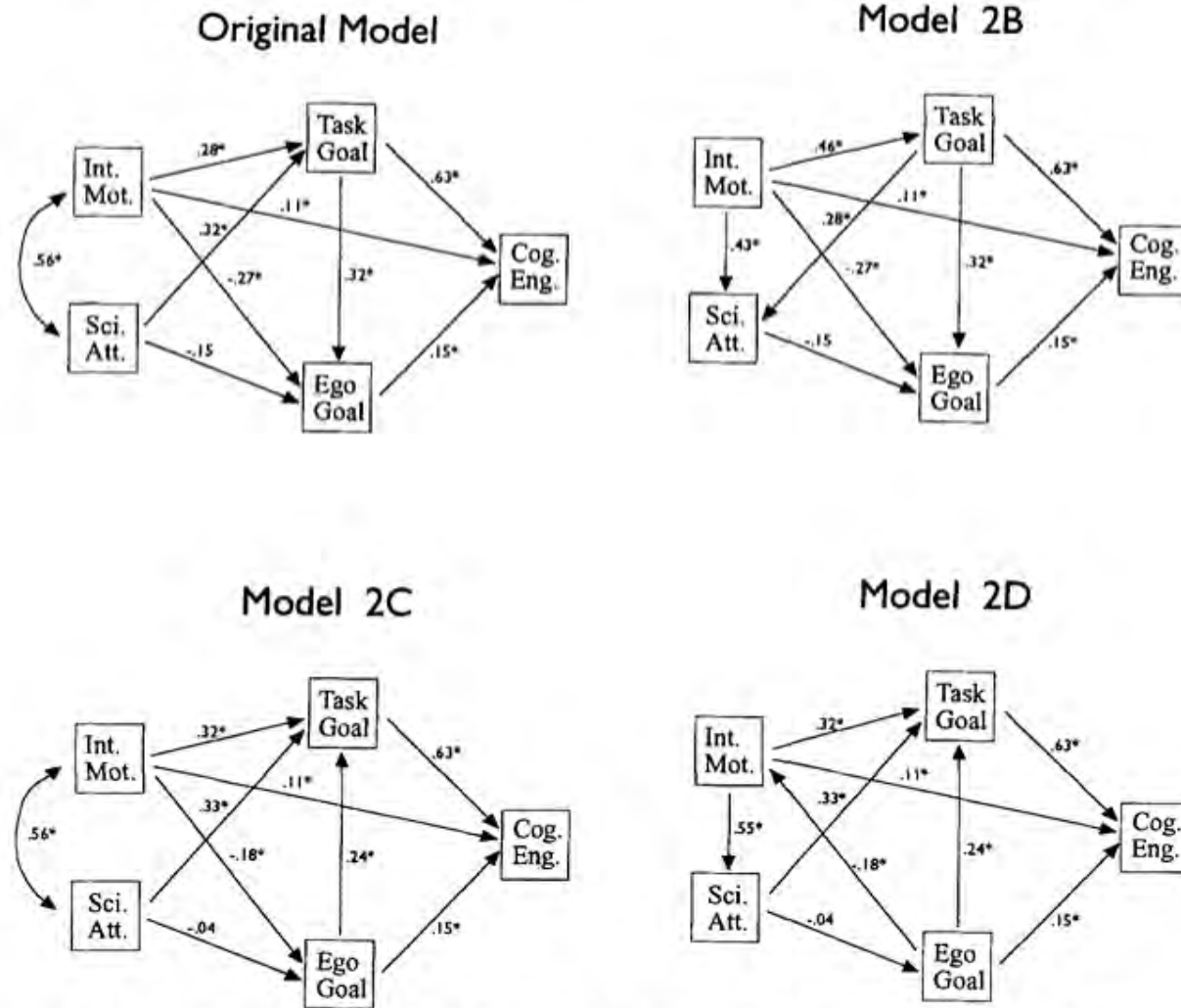Source: Mazanec (2007)

Equivalent models

Figure 2. Original model from Meece, Blumenfeld, and Hoyle (1988) and equivalent Models 2B, 2C, and 2D. (Int. Mot. = intrinsic motivation; Sci. Att. = science attitudes; Cog. Eng. = cognitive engagement.)

Inferred Causation Example: Six identities of marketing

FIGURE 1. Assumed causal structure
(starting model)

FIGURE 2. Causal pattern

Source: Franke and Mazanec (2006)

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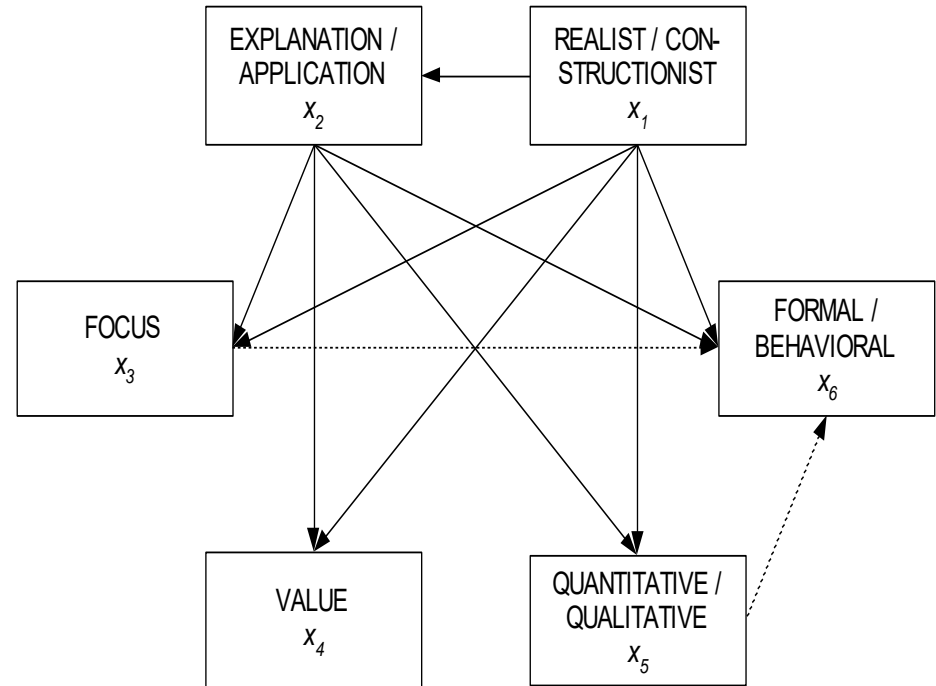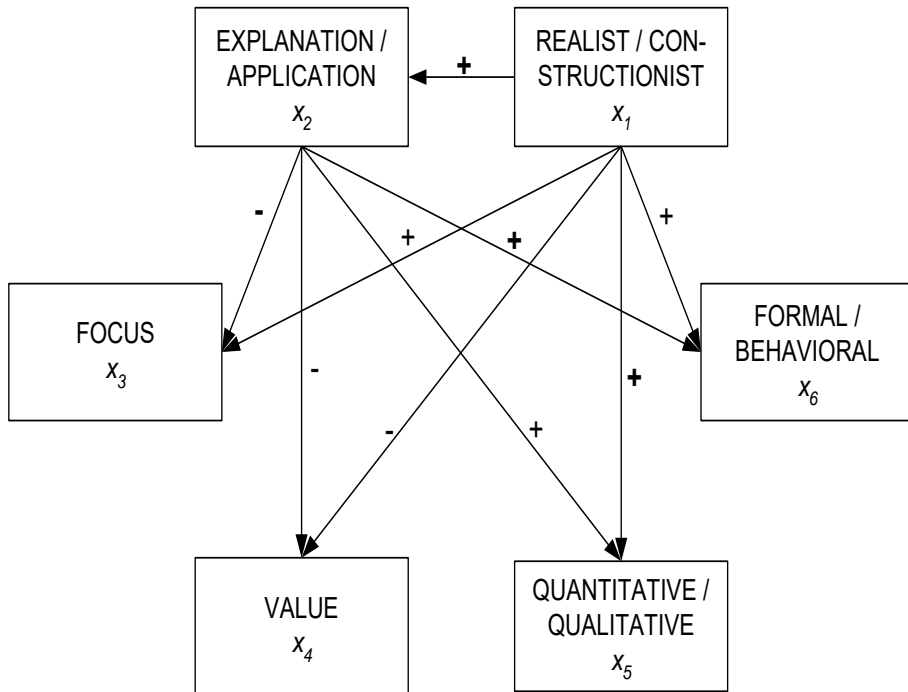
Sisi Museum, Vienna, and Guinness Storehouse, Dublin
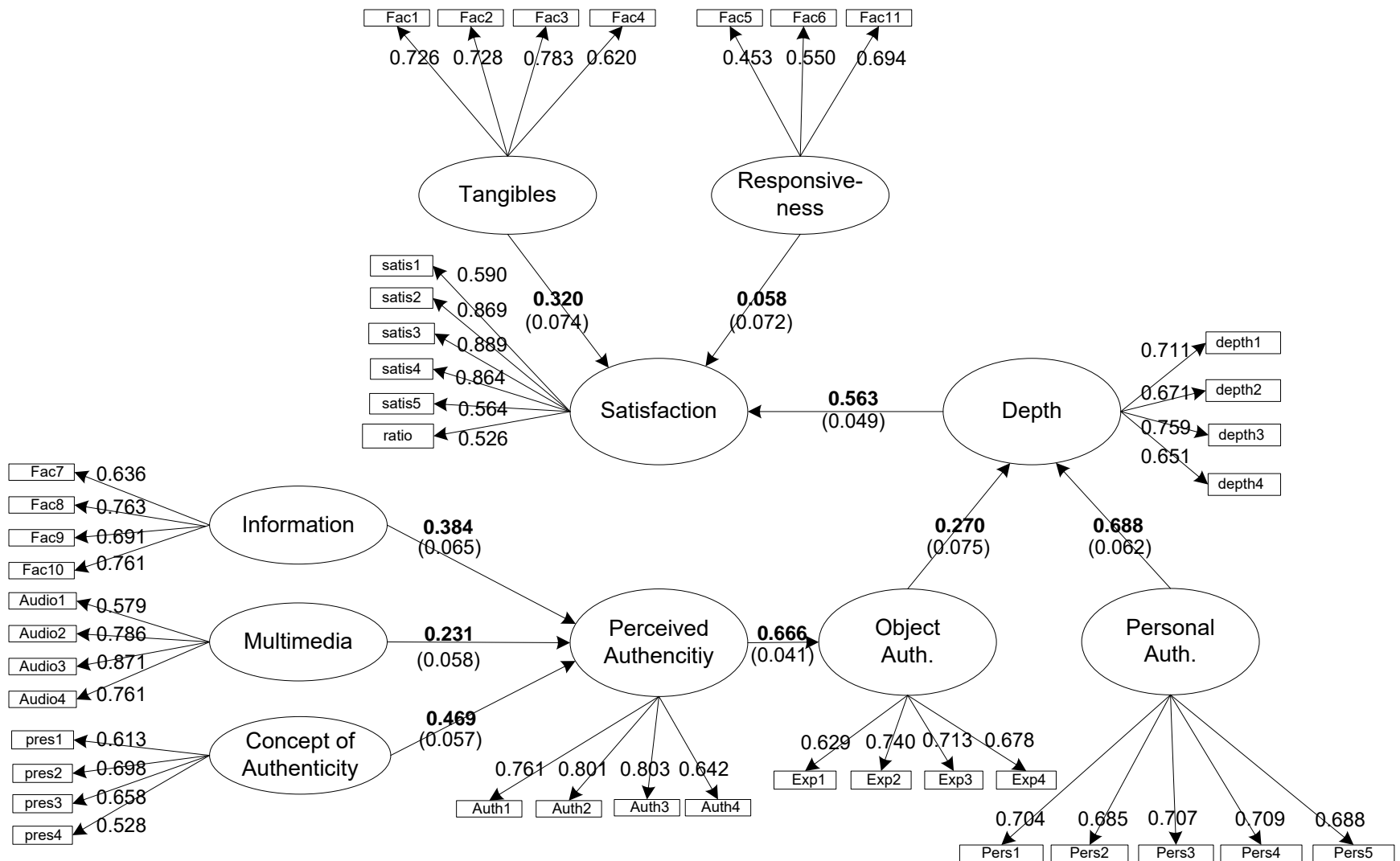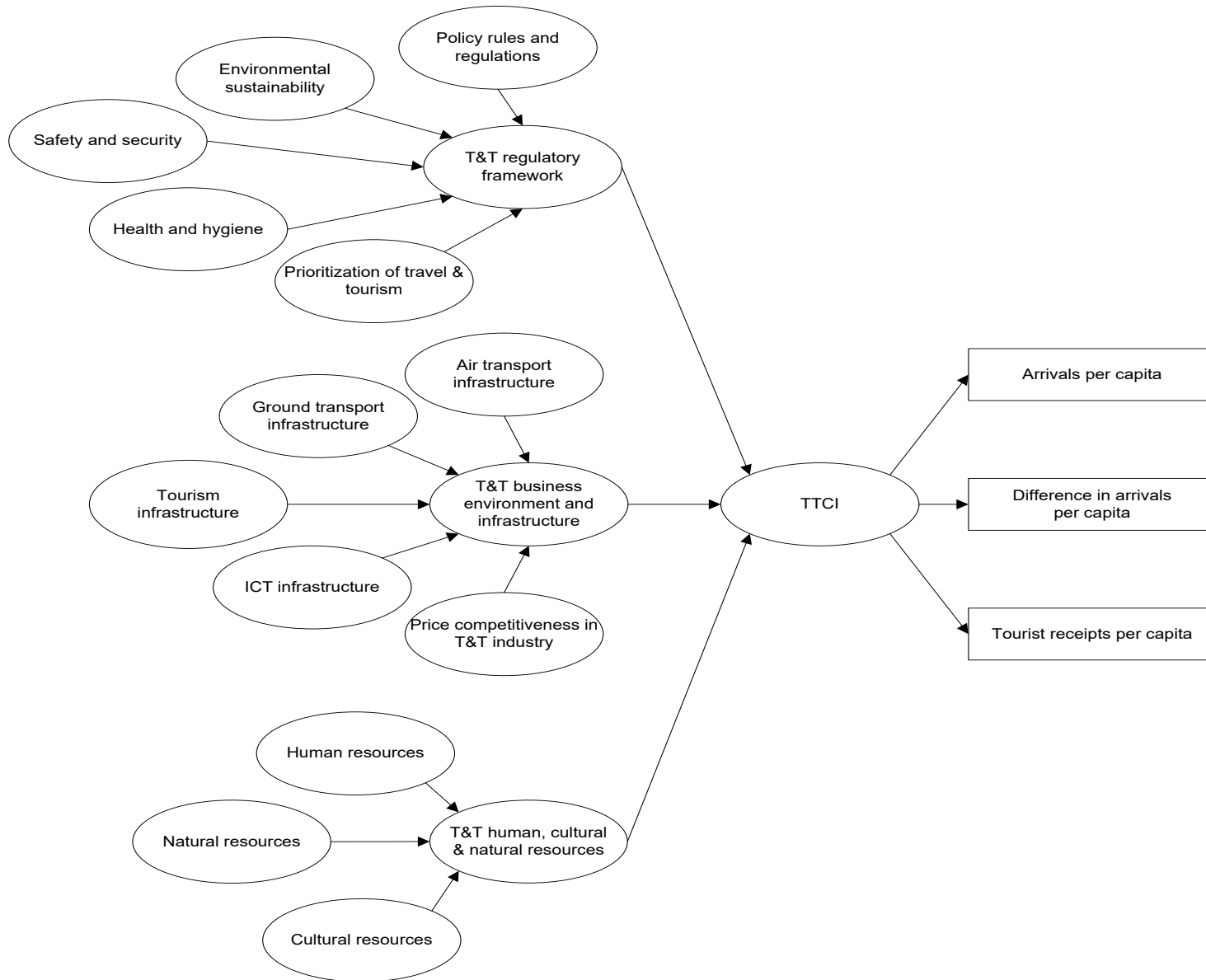

Figure 3: Model validation (Sisi Museum hold-out sample) (Bauer-Krösbacher and Mazanec, in print)

Example: PLSPM in Tourism Competitiveness Research

Source: Mazanec and Ring (2011)

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Example: Qualitative Comparison Analysis of Tipping Behavior

Table 2

Truth table for high national prevalence of tipping: Cultural configurations with at least one nation

Configuration	P	U	I	M	No. of nations	Consistency
A.	0	0	1	1	7	0.61
B.	1	1	0	1	5	**0.87**
C.	0	0	1	0	5	0.28
D.	1	1	0	0	4	**0.99**
E.	0	1	1	1	2	0.84
F.	0	1	0	1	2	**0.89**
G.	1	0	0	1	2	0.69
H.	1	1	1	1	1	0.73
I.	1	1	1	0	1	0.83
J.	0	1	0	0	1	0.78

Source: Ferguson, Megehee, and Woodside (2017)

Is QCA superior to regression?

"Conclusion

This article has compared QCA to regression analysis in terms of three of the major assumptions required to make causal inferences. For two of the assumptions, concerning the correct form of the relationship and the presumption that association is causation, QCA has proved to be essentially as problematic as regression analysis. For the other category of assumptions, about missing variables, QCA turned out to be even weaker than regression analysis—requiring either more restrictive or mutually inconsistent assumptions." (p. 24)

Seawright, J. (2005). Qualitative Comparative Analysis vis-à-vis Regression. *Studies in Comparative International Development*, Vol. 40, No. 1, pp. 3-26.

References

Dann, G., Nash, D. and Pearce, Ph. (1988). Methodology in Tourism Research, *Annals of Tourism research,* 15, 1-28.

Ferguson, G., Megehee, C. M., and Woodside, A. G. (2017). Culture, religiosity, and economic configural models explaining tipping-behavior prevalence across nations. *Tourism Management*, 62, 218-233.

MacCallum, R. C., Wegener, D. T., Uchino, B. N. and Fabrigar, L. R. (1993). The Problem of Equivalent Models in Application of Covariance Structure Analysis. *Psychological Bulletin,* 114, 185-199.

Pearl, J. (2001): Causality: Models, Reasoning, and Inference, 2nd Printing. Cambridge: Cambridge University Press.

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Spirtes, P., C. Glymour and R. Scheines (2000): Causation, Prediction, and Search, 2nd Edition, Cambridge: MIT Press.

Thank you for your attention!