



Tourism in Southern and Eastern Europe

International Scientific Conference

PhD Workshop by Peter Mason

EVALUATING QUALITATIVE METHODOLOGY

2 & 3 July, 2021

Opatija, Croatia

Organized by

University of Rijeka, Faculty of Tourism and
Hospitality Management

Professor Peter Mason

Dr Peter Mason is a British and New Zealand citizen, and has taught for over forty years. His research interests and publications have evolved from a concern with tourism impacts to a focus on tourism planning and management. He has published books and numerous articles in the top rated tourism journals, supervised/examined over two hundred Master's dissertations, supervised British students to successful PhD completion and examined PhDs in the UK and Australia.

OBJECTIVE

The *Evaluating Qualitative Methodology* PhD Workshop is designed for doctoral students at any stage of their research. It offers PhD students a great opportunity to discuss, receive feedback and exchange comments and views on their research in an inspiring academic community of fellow PhD students guided by the esteemed professor Peter Mason.

PROGRAM

The *Evaluating Qualitative Methodology* PhD Workshop will make use of interactive approaches and besides other research material, the published research of Prof. Mason. The workshop will encompass:

- The nature of Qualitative Research: The relationship between ontology, epistemology and methodology in Qualitative Research
- Phenomenology and Positivism compared
- Inductive and Deductive Research compared
- Specific techniques employed in qualitative research
- Case studies of qualitative research techniques in action - from design to analysis.

- Practical activity - Evaluation of three different qualitative techniques: open-ended questionnaires, in-depth interviews, focus groups. It will involve students working in groups to design a research instrument (open-ended questionnaire, in-depth interview or focus group) evaluating, analysing results and then presenting and comparing results.

IMPORTANT DATE

Registration by 15 May 2021
<https://tosee.fthm.hr/registration-fee>

VENUE

University of Rijeka, Faculty of Tourism and
Hospitality Management, Primorska 42, p.p. 97,
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[Registration Form](#)



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