

Thematic Collection: Progress and challenges in qualitative research methods

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Artificial intelligence, robots, big data, travel and virtual influencers are among the current challenges that tourism academia faces. While artificial intelligence rapidly changes the perceptions of the tourism phenomenon, tourists and visitors' lived experiences and emotions, stakeholder perceptions, as well as host-guest relationships remain fundamental pillars of tourism. It is precisely these various perceptions on tourism and social reality that qualitative tourism research addresses. Qualitative research has undergone many adaptations to the constantly changing global market by developing new methods such as netnography, virtual focus groups and asynchronous email interviews. Besides the challenges of conducting rigorous qualitative research, credibility, validity and reliability remain major issues for scholars about how to conduct high-quality research. This thematic collection brings together a curated selection of full-length articles, research notes and editorials that demonstrate how qualitative methods and techniques gain deeper insights and understanding of hosts, tourists and visitors' experiences and viewpoints. Therefore, qualitative tourism research reveals a different aspect of the tourism phenomena that statistical data cannot capture. Centered on human narratives and local contexts, this thematic collection delivers the vital insights needed by policymakers, industry experts, and academics to build a more sustainable, ethical and culturally aware future for tourism.

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Suggestion Analysis: An analytical lens for making qualitative research more actionable in practical fields

Prokopis A. Christou

Category: Research Article

DOI: 10.5281/zenodo.20593487

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From the Editor: Saturation in qualitative tourism studies

Konstantinos Andriotis

Category: Editorial

DOI: <https://doi.org/10.4337/jqrt.2024.01.00>

Page Range: 1-6

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Conducting online interviews with hard-to-reach hospitality industry participants

Taufik Abdullah, Neil Carr, and Craig Lee

Category: Research Note

DOI: <https://doi.org/10.4337/jqrt.2024.01.04>

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Rethinking the evaluation criteria for qualitative tourism research: introducing resynthesis

Pavlos Paraskevaïdis and Konstantinos Andriotis

Category: Research Article

DOI: <https://doi.org/10.4337/jqrt.2023.01.03>

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How to use thematic analysis in qualitative research

Prokopis A. Christou

Category: Research Article

DOI: <https://doi.org/10.4337/jqrt.2023.0006>

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Ten markers of quality in designing and publishing qualitative tourism research

Jennifer Frost and Warwick Frost

Category: Research Note

DOI: <https://doi.org/10.4337/jqrt.2021.02.05>

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Translating a bright and noisy experience: videography for tourism research

Alain Decrop, Isabelle Frochot, and Julie Masset

Category: Research Article

DOI: <https://doi.org/10.4337/jqrt.2020.01.01>

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Temporality and biography in tourism: a qualitative longitudinal approach

Émilie Crossley

Category: Research Article

DOI: <https://doi.org/10.4337/jqrt.2020.01.05>

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