

# ANALYSING QUALITATIVE DATA

**TABLE 10.1** Words associated with hospitality


Behavioural	Physical	Temporal
<b>Welcoming</b> (34)	Comfort (7)	Leisure (5)
Warmth of		
Service		
Friendly		
Accommodating		
Feeling welcome		
<b>Service</b> (32)		
Customer		
Good		
Polite		
Welcoming		
Excellent		
<b>Friendliness</b> (32)		
<b>Warmth</b> (13)		
Of welcome		
Of service		
<b>Looked after</b> (12)		
Being well		
<b>Pleasantness/Politeness/Manners</b> (9)		
<b>Attention</b> (3)		

Source: Brotherton (2005: 144) [www.tandf.co.uk/journals](http://www.tandf.co.uk/journals). Reproduced with permission of Taylor and Francis Ltd

**TABLE 10.2** Words used to describe the physical aspects of hospitality in the hotels

Impression	[Performance]
Modern (14)	Very nice/Good/Excellent (16)
Clean (8)	
Comfortable (8)	Adequate/Mediocre/Quite basic (3)
Bright (3)	
Old-fashioned (12) but, nice/quite nice, classical/ornate, traditional, historical, colonial, classy, charming, clean	Very nice/Good/Excellent (8)
	OK/Adequate/Average (4)
On the other hand, drab and faded glory	
Comfortable (5)	
Pleasant/relaxing (8)	

Source: Brotherton (2005: 144) [www.tandf.co.uk/ journals](http://www.tandf.co.uk/journals). Reproduced with permission of Taylor and Francis Ltd

<div>Research in Action</div> <div></div>	<div>Hospitality in a Fast Food Environment</div> <div><p>Having tested and found the instrument and procedures to be sound in the initial study, referred to earlier in this chapter (Brotherton, 2005), this was then repeated or replicated in a follow-up study conducted within fast food establishments (for the full results from this, see Brotherton and Wood, 2008). This addressed the question: would the same study conducted in a very different hospitality setting produce similar or very different results? Or put another way; how sensitive was the instrument to the environment it was being used in? By retaining the original questionnaire, with appropriate wording changes to reflect the different context, and using the same interview procedure and data analysis techniques it would be possible to directly compare the two sets of results to answer this question.</p><p>OK, you may say; but why bother? There were perhaps two main reasons. First, one of the underlying questions being addressed in this study was whether hospitality could be regarded as a generic or context-specific concept. Second, the usefulness of the approach underlying the instrument and procedures would be enhanced if they proved to be robust in different contexts. In other words, to determine if this research process could be generalised across different contexts rather than being limited to just one.</p><p>Space does not permit an extended explanation of the results from this here but, in summary, the results showed strong consistency across the two environments that, in turn, provided an encouraging picture to suggest that further extensions of the work to other environments would be appropriate.</p></div>
---	--



If you have interview data that you wish to unitise and code then viewing the video material entitled 'Qualitative Analysis of Interview Data: A Step-by-Step Guide', available via the Video Links section of the Companion Website ([study.sagepub.com/brotherton](http://study.sagepub.com/brotherton)) would be helpful to get an understanding of the process from beginning to end.

**TABLE 10.3** Who is the yield manager in the hotel?

Respondent	Reponse
DGM	The Rooms Division Manager
Res. M	We don't have one as such, although the Rooms Division Manager assumes that role with my assistance
RDM	The Reservations Manager and I do a bit of work between us, and the Reception Manager is beginning to get involved now as well
HR	The Rooms Division Manager, well she maintains the system
RM	We haven't got one, but the Rooms Division Manager, the Reservations Manager and myself are involved in it
RC	I assume it's the Rooms Division Manager and the Reservations Manager The Rooms Division Manager is actually managing it and the Reservations Manager helps with it
R	The Reservations Manager

DGM = Deputy General Manager; Res. M = Reservations Manager; RDM = Rooms Division Manager; HR = Head Receptionist; RM = Reception Manager; RC = Reservations Coordinator; R = Receptionist.

Source: Brotherton and Turner, 2001: 36. Reproduced with permission of *Journal of Services Research*



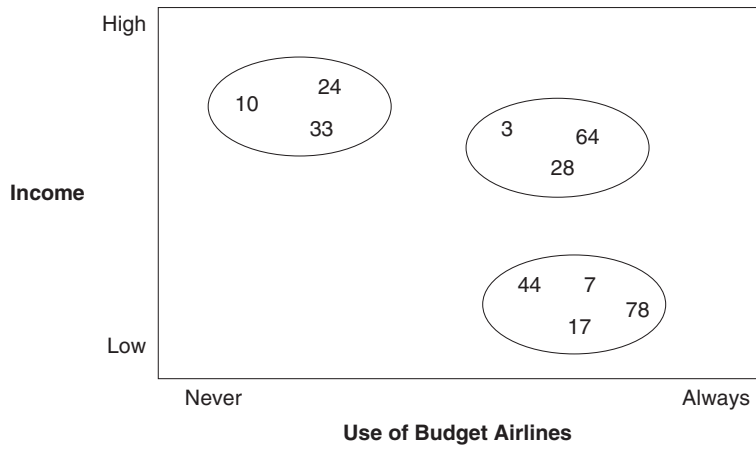
If content analysis is your data analysis method of choice then you may wish to utilise some of the resources contained in the Companion Website ([study.sagepub.com/brotherton](http://study.sagepub.com/brotherton)). Here you will find both video and textual material, in the Video and Web Links sections, that will enable you to develop a more extensive and detailed understanding of content analysis and how it is used.



In common with content analysis the Companion Website ([study.sagepub.com/brotherton](http://study.sagepub.com/brotherton)) also contains additional video and textual material on semiotics and semiotic analysis.



You may also wish to consult the web links on the Companion Website ([study.sagepub.com/brotherton](http://study.sagepub.com/brotherton)) specifically dealing with CAQDAS issues.



**FIGURE 10.1** Budget airline usage and income levels