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An SPSS Guide for Tourism Hospitality and Events Researchers.
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When the book »An SPSS Guide for Tourism Hospitality and Events Researchers« was published, the author of the review was enthusiastic to start reading it. The book caught the attention of the reviewer immediately because few similar books for researchers in tourism, hospitality and events were published up to now. Students, especially at the postgraduate level, keep asking for appropriate study books for the classes in statistics, especially multivariate analysis.

Editors of the book have done extensive work, in order to prepare such a book, which could be treated as a study book for students of tourism, hospitality and events. Overall, the book is organised as a mixture of research methodology, statistics and use of SPSS in tourism, hospitality and events. Chapters in the book follow a systematic structure through which the reader can get the basics of research and statistics. But the book is not limited just to the basics of researching and statistics, since it describes also advanced (multivariate) statistical methods used in tourism, hospitality and events. Through all the book, the reader can find in each chapter, first, the theoretical background of the topic, and later on, some practical examples of using the specified topic in tourism, hospitality and events. Every chapter has a list of references and recommended references for further reading. This is very useful for advanced readers. When explaining various features of SPSS, authors of chapters provide examples of screen shots, in order to give the reader a clear view of how to perform certain operations in SPSS. When presenting how to perform statistical analysis, authors present screen shots with the detailed procedure but also examples of SPSS output with appropriate interpretation. This is very useful. Let's take a look into the book's structure and its importance for researchers in tourism, hospitality and events!

The first chapter covers the basic concepts of researching in tourism, hospitality and events. The authors of this chapter inform readers about the importance of researching in tourism, hospitality and events and express their stance about publishing works related to this area. They provide a systematic review of most common errors that researchers in tourism, hospitality and tourism make. They focus on plagiarism, with identifying the most used tool for checking for plagiarism, which is really useful. They also list the most attractive topics in tourism, hospitality and events. As such, they give researchers, especially students, an idea of what topics to focus on. Authors of this chapter have also published a list of top 50 journals in tourism, hospitality and events. This is a very informative chapter, for students of tourism doing their first steps in researching, but also for advanced researchers in tourism who wish to strengthen their knowledge in researching.

In the second chapter, authors prepare a clear introduction to using IBM SPSS Statistics in tourism, hospitality and events. The book is focused on presenting the reader with using SPSS. In all years of teaching in tourism, the reviewer has noticed that students, from undergraduate to postgraduate level, are scared of mathematics and statistics. They have a notion that it is something they cannot understand. As such, the mission of a teacher in statistics is to explain to them that it has an applicable use and they should focus on practical implementations of their knowledge of statistics. The book does exactly that to the reader. Authors guide them through statistics and SPSS on a very soft manner, starting with the basics and letting them know that SPSS is something that researcher can master. First, reasons for choosing SPSS are presented. The most important reason for using SPSS while conducting statistical analyses, is the fact that you do not need any mathematical skills in order to be able to perform even advanced statistical analyses. The book is organised exactly like this – the reader is not required to have any advanced mathematical knowledge! Authors also compare SPSS to other competitors. In this chapter, readers get to know the basic steps for editing databases in SPSS.

Third chapter deals with basic operations with SPSS. Readers learn how to create and import data files from other programs. This is very useful, since researchers do not receive always a database in SPSS. In such way the reader has a clear notion that data can be also imported from other data files, such as Excel or similar. Authors also present the reader with the possibility to insert the data directly into SPSS. In both cases, SPSS users are required to edit the variables – this part is also explained with screen shots in this chapter. Later on, authors present other important issues associated with editing databases in SPSS, such as replacing missing values, summarising cases, computing and creating new variables, recoding variables, selecting cases, sorting cases, merging files and splitting files. In this way, readers can easily understand how a database works and how important it is to edit the database prior to doing any statistical analysis.

The next three chapters are organised as a presentation of survey methodology and basic statistics. In the fourth chapter, authors focus on survey data. With the example of a survey conducted among tourists in Mauritius, they show how to perform descriptive statistical analysis and how to explain obtained findings. They start with frequency distributions and continue with providing evidence of calculating averages. They provide examples of charts and tables to present results. They present also an example of crosstabulation, in order to understand bivariate statistical analysis. In the fifth chapter, authors present the case of consumption patterns of in-bound travellers to Taiwan, in the period from 2001 to 2018. Authors start with the presentation of research methodology that was used (operationalisation of variables, target population and sampling, statistical procedures used). They continue with presenting the preparation of graphs in SPSS. Again, the procedure, as well as the output and the interpretation of results, is presented. Next, frequency tables are explained. In the following, descriptive statistics are presented in detail. Similarly to the previous chapter, authors focus on explaining cross tabulations. In this chapter, authors present also comparison of means, through t-test and analysis of variance. In addition, they perform also correlations (Pearson and Spearman) and evaluate results. Chapter six is organised as a presentation of basic statistics, on the example of GSR tour and travels. In this chapter, authors start with the introduction to central tendency: arithmetic mean, median and mode. They present a clear introduction to basic statistics with screen shots and output view. They also provide interpretation of results. In the following, they explain the importance of normality distribution in statistics and how to check it.

The next two chapter provides comparison of means. The seventh chapter deals with using parametric tools to compare means. Author uses the case of effectiveness of events. The focus of this chapter is on t-test. In the introduction part of the chapter, the author provides examples of hypotheses and explains the basic terminology in hypothesis testing: level of significance and making assumptions about hypotheses. Later on, the author presents an example of testing hypothesis of single population mean. Then, the author provides an example of the independent samples t-test. In the following, an example of the paired sample t-test is explained. At the end of the chapter, analysis of variance is used. The eighth chapter provides evidence of non-parametric tools to compare means, using the example of the Indian railway catering and tourism corporation. Authors present the research design of the study and the review of previous research. They continue with basic assumptions and comparison of different non-parametric tools: Chi-square for goodness of fit, Chi-square for independence, McNemar's test, Cochran's Q test, Mann-Whitney U test, Wilcoxon Signed Rank test, Kruskal Wallis test and Friedman test. Again, for each test, examples with assumptions, process of conducting the test, obtained output from SPSS and interpretation of results is provided.

The next two chapter focus on relationships among variables. In chapter nine, authors use the example of explaining the impact of visit satisfaction, destination experience and attractiveness, destination

image and perceived destination risk on tourists' revisit intentions. Authors start with the research design presentation. In continuing, they present the basic aspects of correlations, defining their magnitude and direction. After that, bivariate correlations are described. In the following, partial correlations are presented. In the next part of the chapter, authors provide the description of regression analysis: simple linear regression and multiple linear regression. In all cases, screen shots on how to conduct this tests in SPSS are provided, together with examples of output of results and their interpretation. In the next chapter, authors present causality on the example of the measuring the importance of the length of stay for tourist satisfaction. The chapter starts with theoretical background for research. In the following, the distinction between mediation, moderation and conceptual model is described. For all cases, a demonstration on the example is provided, with the detailed procedure and SPSS output interpretation. Authors present also the difference between direct and indirect effects: how to measure and interpret them.

The eleventh chapter deals with an example, on the case of improving domestic tourism in South Africa, of testing the research hypothesis using Chi-square statistics. After a short description of the research design, the reader is introduced to the Chi-square test: providing assumptions and the procedures of performing Chi-square independence test and chi-square goodness of fit test. In both cases, a clear explanation of the procedure of calculating the statistical test, interpretation of obtained results, the procedure (with screen shots) on how to perform the Chi-square test in SPSS and the interpretation of the output.

The following chapter presents to the reader a very important topic – verifying reliability and validity of the measurement instrument. First, the database is introduced. After that, author provides the definition of reliability and various types of it, followed by its calculation in SPSS, as a step-by-step guide, with screen shots to further explain the procedure. After that, the interpretation of the obtained results is presented. In the second part of the chapter, the author introduces validity of the measurement instrument, in the same way as the reliability was presented.

The last chapters focus on multivariate statistical methods, used in tourism, hospitality and events. In chapter 13, authors present factor analysis, using the example of governmental consciousness on the selection of Green Star Hotel. After a brief introduction of the research design and the database, factor analysis is explained: it's description, features, main concepts and the process of conducting the analysis. After that, authors provide an example of performing explanatory factor analysis in SPSS, using screen shots in order to make it clear to the reader on how to perform this analysis in SPSS. In the last part of this chapter, authors present the output from SPSS and provide the interpretation of obtained results. In a similar way, chapter 14, deals with cluster analysis, using the example of market segmentation of hotel guests. In the beginning, the author explains the research design. After a short introduction of the clustering procedure, the focus is put on preparing cluster analysis, using SPSS: data preparation, assumptions, various algorithms and procedures to select the appropriate number of clusters. Again, the authors use screen shots from SPSS to make it easier to the reader to understand and follow the procedure. After that, the author provides the interpretation of the SPSS output, again, using tables and charts from SPSS output. In addition, the author explains how to profile clusters using other variables (such as demographics). At the end, profiles, or market segments, are provided, using all the provided information from obtained results. Chapter 15 focuses on discriminant analysis, which is also very commonly used in tourism, hospitality and events. Authors first introduce the basics of discriminant analysis and the decision process for it. They prepare a checklist, which is a very useful instrument for every reader who wishes to perform discriminant analysis. After that, readers can follow

a step-by-step method of applying this statistical procedure. Every step is further supported with screen shots from SPSS. In the last section of the chapter, authors provide the tables from SPSS output and their interpretation. In chapter 16, the author presents conjoint analysis, using the case of attracting tourists to the countryside via festivals. First, the research design is presented. Then, a clear presentation of editing the database is provided, using screen shots from SPSS. After that, data collection of participants is explained. In the next part of the chapter, assumptions of conjoint analysis are described and the procedure of performing conjoint analysis in SPSS is provided, again using screen shots. In the last part of the chapter, the author explains tables and charts from the obtained SPSS output. In chapter 17, authors present the importance-performance analysis, on the case of travel agency services for outbound tourists in India. The background of the research is provided in the beginning of the chapter. After that, the importance-performance analysis is described: the process and plotting the importance-performance grid, using screen shots from SPSS. At the end of the chapter, implications for the CEO are provided, in order to mention to the reader the practical implications of the conducted statistical analysis. In chapter 18, authors deal with another important statistical procedure in tourism, hospitality and events: multidimensional scaling. They use the example of an international event. In the introduction, research design is provided. After that, authors focus on data screening. In continuing, they present the positive and negative affect scale and their descriptive statistics with output from SPSS and its interpretation. In the following, authors present the importance of multidimensional scaling, the process of conducting it and plotting charts. Every step of the procedure is explained with screen shots from SPSS. In the next part of the chapter, authors provide the interpretation of results obtained with SPSS. In the last part of the chapter, practical implications of obtained results are presented to the reader. The last chapter of the book is prepared for readers who wish to understand multi-criteria decision-making modelling. The author uses the example of decision making of the most appropriate alternative tourism product for a destination. First, the research design of the study is provided. After that, a clear and comprehensive explanation of the method, and its different processes, are presented. In continuing, the reader is provided with the explanation on how to select the appropriate method, with screen shots from SPSS. The author present advantages and disadvantages of the analytic hierarchy process. After that, author uses a step-by-step guide to present the study, the procedure and main findings. For each step, screen shots complement the written explanations. In the last part of the chapter, discussion of results with limitations of the study are provided.

Overall, the book is organised as a clear guide for students and researchers. It is strongly recommended to professors of statistics (on basic, bivariate or multivariate level) in tourism, hospitality and events, as an addition to their study books. The book is systematically organised, from basics of research methodology and statistics, to hypothesis testing, to performing advanced, multivariate statistical procedures in tourism, hospitality and events. Authors of chapters use examples from tourism, hospitality and events. Every chapter is organised as a lecture: it has an introduction of the research design, followed by the introduction of the statistical procedure, a comprehensive explanation of performing the statistical test in SPSS, with screen shots from SPSS, and the interpretation of results, based on tables and charts from SPSS output. Good work to the editors of the book and to all authors of different chapters!

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