

A critical review of research in the concept of Staged Authenticity

Seitova Nazym¹

¹ M. Narikbayev KAZGUU University, Astana, Kazakhstan

E-mail: n_seitova@kazguu.kz, nazym.seitova@htmi.ch

Abstract

This paper assesses the research methodologies and methods used in the two articles: "Performing Heritage: Rethinking Authenticity in Tourism" by Zhu (2012) and "Staged Authenticity and Heritage Tourism" by Chhabra, Healy, and Sills (2003). Both articles investigate authenticity within cultural events but differ in their perspectives, one focusing on performer-centric "performative authenticity" (Zhu, 2012) and the other on visitor-centric "perceived authenticity" (Chhabra et al., 2003). The evaluation covers research philosophies, purposes, strategies, approaches, methods, sampling, data collection, and analysis. This paper summarises their findings and provides recommendations for future research in this domain.

Keywords: Authenticity, Heritage tourism, Research Methods

1. Introduction

This paper is written to critically evaluate the research methodology and methods of the two distinct articles titled "Performing Heritage: Rethinking Authenticity in Tourism" by Zhu, Y. (2012) and Staged Authenticity and Heritage Tourism by Chhabra, D., Healy, R. and Sills, E. (2003). Both are aimed at investigating the concept of authenticity in their relative events: the wedding ceremony at the Naxi Wedding Courtyard and Scottish heritage at the Flora Macdonald Highland Games 2000. While the first undertakes an alternative research scope, meaning from the perspective of the performer rather than the spectator, the second develops under the stated traditional research view accordingly. Furthermore, since the concept of authenticity is broad, it is necessary to specify that the first article, written by Zhu (2012) explores the understanding of „performative authenticity“ and its constituent variables, and the second, written by Chhabra and colleagues (2003), discusses „perceived authenticity“, perceptions of the participants about the event itself and whether it affects visitor's intentions of repeat visit or expenditure. Thus, despite paragraphs about articles' research philosophies, purposes, strategies, approaches, methods, sampling procedures and techniques, data collection and tools, and data analysis; the paper shall summarise findings and provide recommendations for further bettering of each of the research.

2. Literature Review

2.1 Concept of Performative Authenticity

In recent decades, the field of social sciences has experienced a significant shift, moving away from fixed concepts of people and places and instead emphasising their emergence from interactions involving both social and material

elements (Crouch, 2003; Thrift, 2004). This shift towards performance-oriented perspectives in tourism studies has prompted researchers to explore how tourist destinations come into being through scripted and expressive performances by various participants in the tourism activity (Baerenholdt et al., 2004). From this viewpoint, situations are seen as products of symbolic interactions rather than being predetermined, as structural theories suggest (Goffman, 1959). Tourist destinations are continuously shaped by performers, including tourists themselves, friends, family, guides, workers, and local community members, who engage in dramatic (re)enactments guided by a variety of norms and rituals, actively bringing these places to life (Edensor, 2007, Larsen, 2008). These destinations remain dynamic and open to negotiation, always evolving as individuals navigate and reenact their social roles. Tourists, in particular, are deeply involved in creating meaning and shaping places through their physical actions (Obrador-Pons, 2007). An authentic sense of meaning arises as tourists engage with their physical and social surroundings, and by committing to these elements through their actions, they craft a genuine and immersive experience (Knudsen & Waade, 2010).

2.2 Concept of Perceived Authenticity

The concept of authenticity was initially understood as being genuine or true (Abarca, 2004; Steiner & Reisinger, 2006), reflected in the perceived authenticity of the experience (Brida et al., 2013; Zhang et al., 2018). Thus, in its purest sense, engaging in heritage tourism should entail experiencing the original historical setting or place with original objects and artifacts to achieve true authenticity (MacCannell, 1973, 1999). Yet, the understanding of authenticity evolved, incorporating various philosophical perspectives (Le et al., 2020), including objectivism (authenticity as genuine, original, officially validated, and true to itself), constructivism (authenticity as socially and individually constructed images over time), and existentialism (authenticity as true to oneself with or without original sights/objects). Therefore, the heritage experience is often not completely authentic in an objective sense. Instead, it is a reconstructed portrayal of history with a form of "staged" authenticity achieved through replicated objects and artifacts. This can lead to an existential authentic experience, wherein tourists encounter genuine moments, whether or not they are in the presence of original sites or objects (Wang, 1999). In this scenario, the authenticity of the experience is contrived, yet the recreated historical setting and items evoke a realisation within the visitor, eliciting feelings, emotions, sensations, relationships, and a sense of self (Brown, 2013; Rickly-Boyd, 2013). Staged authenticity is defined as a place or experience designed and showcased for the enjoyment of tourists, with the intention of providing the illusion and atmosphere of an anticipated authenticity (MacCannell, 1973).

3. Methodology

Researchers should understand the distinction between research methodology and research methods. According to Dawson (2009), research methodology refers to the underlying philosophy or principles guiding the research, whereas research methods are the practical techniques employed for data collection, such as interviews or questionnaires. The methodology section holds significant importance in any research paper, serving as a roadmap for the study (Thomas and Brubaker, 2008). This section primarily aims to critically assess two selected articles in terms of their research design, data collection methods, validity, reliability, and ethical considerations.

4. Results

The paragraphs below will present the identification and critical evaluation of the methodology and methods used in the two mentioned articles: *Article 1. Performing Heritage: Rethinking Authenticity in Tourism* and *Article 2. Staged authenticity and heritage tourism*.

4.1 Research philosophy: Article 1

According to the author, through interactions with the study object his main goal was „... to generate knowledge which in essence reflects social reality.“ (Zhu, 2012, p.1502). This line summarised the epistemological position of the discussed research that belongs to interpretivism, the ontological basis of which usually prioritises human interpretations of the social phenomenons and the world within numerous constructed realities, allowing a variety of perspectives for exploration (Matthews and Ross, 2010).

Hence, as it can be seen from the research process description, the perspectives taken into account were not only that of the study object –the ritual practitioner himself and the author but the occasional guests of each wedding ceremony, owners and staff of the Wedding Courtyard, government officials of the Lijiang Heritage Conservation and Management Bureau, Dongba`s teacher as well as several experts in the Dongba religion studies and regional tourism development (Zhu, 2012), which may have allowed for a wide variation of the acquired insights. In comparison, the knowledge that is acquired through a positivist approach is only descriptive in nature and mainly based on facts rather than knowledge gained through human interaction (Lancaster, 2005; Greener, 2008).

Notwithstanding this point of view, the interpretive paradigm also has several drawbacks, one of them being subjectivity drawn from the researcher`s exchanges with the study participants (Grix, 2004; Mertens, 2012). This claim was proved by an author who established a close relationship with the participant over the course of 8 months of field exploration (Zhu, 2012). Thus, it can be elaborated that a researcher who would be more independent in his study could provide more objective research results. Furthermore, another disadvantage lies in the incapability of data generalisation for larger populations due to the researcher`s subsequent bias-related contamination, which is usually largely avoided by positivist studies (Morse, 2008; Polit and Beck, 2010).

Therefore, it can be advised to utilise a pragmatism approach, which is an intermediary to both. It allows subjectivity in the researcher`s own impressions of the study as well as objectivity towards its data collection and analysis (Morgan, 2007; Biesta, 2010). Furthermore, this type of philosophical stance is still based on establishing the meaning of things, which are believed to rely not only on one's personal experience but also on shared social knowledge, in other words, facts (Goldkuhl, 2012; Morgan, 2014).

4.2 Research purpose: Article 1

Since the author's overall purpose was to explore the vague topic of authenticity in the hospitality sector from the alternative point of the practitioner`s embodied practice (Zhu, 2012), it can be stated that research is exploratory. This type of research usually looks for the identification of possible opportunities or weaknesses of the researched concept by formulating operational hypotheses as a result (Reiter, 2017). Nevertheless, exploratory research does not verify acquired insights and as a consequence, its results are non-comparable (Saunders, Thornhill and Lewis 2012). About the discussed article, this means that to state that „performative authenticity“provides a different conceptual framework than „authenticity“ itself or vice versa, further research would be required.

4.3 Research strategy: Article 1

With the author's intentions to explain the understanding of the observed phenomenon from the perspective of the practitioner himself (Zhu, 2012), the research strategy that fits the description has been identified as phenomenology. Moreover, in the current article the concept of authenticity is being considered for an embodied action to be interpreted by the very participant rather than the researcher, which supports the earlier statement (e.g. Veal, 2011; Saunders et al., 2012; Brotherton, 2015).

4.4 Research approach: Article 1

In regards to the words of Zhu (2012), “generating knowledge” via interpretation of collected data indicates an inductive research approach for the case, where theories are created on the grounds of gathered information (Burney and Saleem, 2008), unlike in deductive approach, which requires grounds of theory to generate and test a certain hypothesis (Altinay and Paraskevas, 2008). Thus, for the current research inductive approach seems to be most favourable, due to the novelty of the researched phenomenon and subsequent lack of insightful theories.

4.5 Research method: Article 1

Due to the main focus of the author on generating knowledge about the social reality represented by the case, the identified research method is qualitative in essence. Since this method allows for collecting a deeper insight into opinions and perceptions of study objects (McMillan and Weyers, 2010), it is known for aiding the development of theories from the synthesis of collected and analysed data (Bryman and Bell, 2011). However, the quantitative method, in comparison, provides the ability to gather honest opinions, as it minimizes data contamination by suspending direct contact of the researcher with study objects (Watt, 2007), which has already been mentioned earlier in the discussion on the research paradigm. Additionally, compared to the qualitative, the quantitative method allows the use of the collected data in a „controlled“manner (Lancaster, 2005), meaning that it aids in studying links between various variables at a time.

Thus, in order to make up for the benefits and drawbacks of each method, it can be suggested to use a mixed methods approach for the discussed study. Specifically, sequential in terms of time, meaning that the qualitative approach shall precede the quantitative one, due to lack of testing ground, the hypothesis, as suggested by Morse and Niehaus (2009) and Greene and Hall (2010). Performative authenticity in the study’s specific socio-spatial context is a relatively new concept (Zhu, 2012), despite the theoretical support on the relation of memory and embodied practice on authenticity, the empirical conclusions on their interrelationship had not been discussed prior.

4.6 Sampling procedures and techniques: Article 1

In regard to Bernard (2002) and Etikan, Musa and Alkassim (2016), the ability to provide case-relevant knowledge based on an individual's experience as well as the study subject’s own availability and willingness to participate indicates the use of a non-probability purposive sampling technique. The use of this technique is suitable for the discussed research method, due to explicit characteristics of the study subject – relation to the Dongba culture and traditions as well as their practice.

While, the author is focused on the saturation of knowledge about performative authenticity via the mentioned case, another type of non-probability sampling technique- convenience sampling, in contrast, focuses mainly on generalizability, on establishing the link between gathered data and the sample it had been gathered from (Morse and Niehaus, 2009; Walliman, 2011). This means that obtained information would not have necessarily been provided by knowledgeable people but by those conveniently available. Furthermore, it can be emphasized that the exact sampling technique used in the discussed research is expert sampling since the study subject is an expert in the Dongba practice field. Thus, it can be stated that the technique is useful in the sense that the currently discussed study lacks information based on observational allegations.

In terms of the number of participants, qualitative studies do not usually require a certain minimum nor there is a maximum since the focus lies on the topic’s depth and relative details rather than the number of sources provided

(Miles, Huberman and Saldana, 2014). Thus, there are no objections towards the narrative story being built upon the life of a single Dongba and his surroundings (Zhu, 2012).

4.7 Data collection and tools: Article 1

An autobiographical interview was used as a framework to understand the participant's interpretation of authenticity during multiple performances at the Wedding Courtyard (Zhu, 2012). This depicts the use of narrative inquiry, a type of storytelling in qualitative studies that allows one to understand how the participant understands the meaning of his role in the studied concept (Chase, 2008), in this case, performative authenticity.

The primary research tool utilised in the study is the observation of the study object on ceremonial performances (Zhu, 2012). Advantageously providing the researcher with tacit knowledge, the ability to differentiate between spoken and actual practice (D'Eredita and Barreto, 2006), it grants the researcher access to information that might have intentionally been avoided by respondents during the interviews (Pripp and Oehlander, 2011).

Thus, in addition, several unstructured interviews were conducted on a spontaneous basis (Zhu, 2012). Unlike structured or semi-structured interviews, unstructured interviews are conducted with the questions being constructed as the interview progresses, which advocates for ease in establishing rapport with the respondent (Fontana and Frey, 2008; Hammersley and Campbell, 2012). Nevertheless, in terms of data analysis, there is a high risk of misinterpretation as interviews may become ambiguous due to numerous word connotations (Schwandt, 2007). It can be speculated that for this reason and to validate several findings, the author decided to interview other surrounding actors such as wedding guests or Dongba's teacher.

4.8 Data analysis: Article 1

Worth mentioning that data collected by social researchers are usually limited to the researcher's primary language, culture, discipline-based knowledge and past experiences (Rehman and Alharthi, 2016). For the discussed work this limitation had been partially lessened due to the author's being Chinese, which could have played a significant role in the interpretation of collected data, by minding participants' and researcher's common spoken language and cultural heritage.

However, it can be advised that before a new interview with the respondent, a member check is conducted. This includes revision of previous interview transcripts for accuracy and if any researcher added meanings are based on the collected information (Creswell, 2007). It may assist in gaining credibility and data accuracy of the study (Turner and Coen, 2008).

4.9 Research philosophy: Article 2

Epistemological assumptions of the authors of the above-mentioned article suggested that knowledge about the authenticity of the Flora Macdonald Highland Games (FMHG) 2000 event was a quantifiable measure, due to the chosen data collection method, which is a self-administered questionnaire with close-ended and Likert-scale questions (Chhabra et al., 2003). Additionally, the ontological position of the research stood on objectivism, as a concept of authenticity was viewed as an independent variable, meaning one that cannot be adjusted by individual views (e.g. Matthews and Ross, 2010). Thus, the identified research paradigm is positivism. It could have been argued that an interpretivism philosophy would study the event better, however, minding the methods it requires and the time constraint- since the event is being held just over the weekend (Caudill, 2006) and due to its size- 4000 participants, it seems to be a justifiable measure (Chhabra et al.).

4.10 Research purpose: Article 2

The main goal of the study is to better understand the relationship between the authenticity of the specific event, in the current case, FMHG 2000, and such variables as product quality as well as tourist satisfaction (Chhabra et al., 2003). While studying the concept of perceived authenticity, authors are also trying to find if it somewhat is related to expenditure and repeat visits level, the research purpose is defined as correlational (Brotherton, 2015). The purpose seems to be relevant since the results of the study shall supply external validity to already existing theories and literature (Chiang, Jhangiani and Price, 2012).

4.11 Research strategy: Article 2

With regards to 3 distinctive features of the currently discussed article, the research strategy has been identified as a survey (Kraemer, 1991 cited by Glasgow, 2005). First, it is trying to quantitatively describe notions of perceived authenticity of a sample consisting of 500 people who visited FMHG 2000; second, data are being collected from visitors and are subjective; third, 500 people is a selective sample size, since the total amount of visitors is above 4000 and is being generalised at later stages (Chhabra et al., 2003).

4.12 Research approach: Article 2

While authors are testing the interrelationship between specific measures to draw data from them (Chhabra et al., 2003), which indicates a deductive research approach for the case (Altinay and Paraskevas, 2008), an inductive approach, on the contrary, results in theories that are created on the grounds of gathered information (Burney and Saleem, 2008). Thus, for the current research deductive approach seems to be most favourable, due to a certain level of academic familiarity with the researched concept and relative variable linkages.

4.13 Research method: Article 2

Since the main focus of the authors is establishing correlations between variables via analysis of the statistical data, the research has been identified as quantitative (Bryman and Bell, 2011). While the quantitative method minimises the subjectivity of judgements of the acquired data due to short contact with the researcher (Watt, 2007), it also does provide the possibility of measuring the subsequent performance of events (Matveev, 2002). However, in comparison to the qualitative research method, the quantitative fails to contribute to the notions of the context of the researched event (McMillan and Weyers, 2010), meaning there is a lack of information on differences in the interpretation levels. Specifically, referring back to the first article, Zhu (2012) identifies authenticity as a dependent variable, where memory and identity structure also affect the meaning-making process.

Thus, for a more efficient study, it can be suggested to use a mixed methods approach for later stages. Furthermore, as well sequential in terms of time as for a previously discussed article, but with a quantitative approach preceding the qualitative one, due to the lack of depth in the acquired data (Morse and Niehaus, 2009; Greene and Hall, 2010).

4.14 Sampling procedures and techniques: Article 2

In survey research, it is important to ensure that the chosen sample represents the whole population (Hopkins, 2008). The authors of the article have chosen a probability random sampling technique (Chhabra et al., 2003). It is very efficient for the stated matter despite the statistical margin of error being within the range of +/- 7% with a 95% confidence (Singh, 2014). Additionally, for an even more reliable data representation, the Neuman survey

technique suggests sampling in 3 different stages, involving sampling of the sub-clusters (Neuman, 2003, p.109). Thus, the authors have distributed the survey at different gates, at different times (morning and afternoon) and one per family (Chhabra et al.).

In regard to the sample size, in the quantitative method, specifically survey research, various researchers have indicated different views. Some established 200 as a reliable sample size for any industry research (Singh, 2014), while Krejcie and Morgan's table (1970 cited by Siegle, 2019) determined a sample size of 350 for a population of 4000 to be utilised for a 95% certainty of the results. Thus, minding a low response rate of 24%, which was expected based on the survey's previous experience at Grandfather Mountain Highland Games (Chhabra, 2001), a sample size of 500 has been found reasonable enough to provide with a low margin of error to the confidence limit, one of the requirements of valid and reliable data acquisition (Baggio and Klobas, 2011).

4.15 Data collection and tools: Article 2

The self-administered survey is the main research tool of the discussed article (Chhabra et al., 2003). It would have been argued that a mailed survey would allow for faster access to the sample, however, the FMHG 2000 office did not retain a complete mailing list of event participants (ibid.). Furthermore, there would be no control over the purity of sample randomization (Veal, 2011).

4.16 Data analysis: Article 2

Worth mentioning that the current study did not provide any information on the utilisation of a pilot study. The pilot study, a test run before the actual collection of research data (Britton, 1996 cited by Gide and Wu, 2005), aimed at solving mechanical fails of the research instrument, allows for checking the feasibility of used techniques, reliability of measures and helps predict the size of the required sample (Hopkins, 2008; Leon, Davies and Kraemer, 2011; Chu, 2013; Doody and Doody, 2015). Nevertheless, one of the authors of the article, Mr Chhabra, used the same survey questionnaire to collect data at another Highland Games in the same geographical region 2 years earlier than the discussed work. This could have been regarded as a pilot study of the current research.

Furthermore, discussing actual data analysis tools, the study exploited univariate statistics, followed by ordinary least square (OLS) regression, models and analysis of variance methods (ANOVA) using SAS (Statistical Analysis Software) and LIMDEP (economic software) (Chhabra et al., 2003). It has to be noted that using univariate descriptive statistics to define a profile of the respondent is an effective decision as it helped to identify several correlations against perceived authenticity (one dependent variable) levels across various socio-demographic groups (ibid.). However, since all categorical variables were accounted for as dummy variables, there was a high risk of high multicollinearity, which usually exists in the interrelationship of several independent variables, and turns regression tests into misleading (Daoud, 2009; Yoo, Mayberry, Bae, Singh, Qinghua and Lillard Jr., 2014). Despite this fact, authors have managed to produce significant data.

5. Discussions

5.1 Theoretical contributions: Performative Authenticity

As discussed in Article 1, performative authenticity involves exploring the authenticity of cultural practices from the perspective of the practitioner. This concept aligns with the idea that authenticity is not just about historical accuracy but also about the genuine experience of cultural practices in the present.

Literature on performative authenticity often draws from the field of cultural studies and anthropology. It highlights the importance of understanding how individuals within a culture or tradition perceive and engage with their practices. Performative authenticity challenges the idea of fixed, objective authenticity and recognizes that authenticity can vary from one context to another.

Scholars in this field argue that authenticity is not a static quality but a dynamic process that unfolds in the act of performance. It emphasises the role of embodiment and lived experience in shaping authenticity. This perspective resonates with the phenomenological approach mentioned in the article, where the focus is on understanding the practitioner's embodied practice.

5.1 Theoretical Contributions: Perceived Authenticity

Results contributed to the methods of studying existential authenticity proposed by Wang (1999, 2000) and investigating consumer existential views on a staged heritage experience that occurred in a place away from the original location where the event was originally held.

6. Conclusions

Overall, the literature on performative authenticity suggests that authenticity is not a binary concept but a complex and multifaceted phenomenon that requires a deep exploration of how individuals engage with and interpret their cultural practices.

6.1 Limitations and Future Research Recommendations

First, relating to the autobiographical interview of Dongba at the Naxi Wedding Courtyard. The inductive research approach was certainly an efficient measure for the case, due to the lack of knowledge in the new subconcept, performative authenticity, which also justified the chosen research method. However, for further studies, it can be suggested that the author bases her assumptions on pragmatism and utilises a mixed approach for the research method (Goldkuhl, 2012; Morgan, 2014). This may improve the current state of the research results that can be questioned for generalizability and credibility, due to the use of a single case study and direct contact of the author with the respondent over 8 months. Additionally, for the researcher to interpret data more accurately next time, it is suggested to exploit member checks for interviews, where a respondent may check the data for accuracy of representation (Turner and Coen, 2008). Second, relating to the visitor experience at the Flora Macdonald Highland Games (FMHG) 2000, it is true that with the presence of extensive theory related to the concept of authenticity (e.g. staged, emergent authenticity), the utilisation of deductive research approach and quantitative method was justified. However, since, data were collected via a self-administered questionnaire at the gates of the event, it is recommended to use methodological triangulation, again by utilising hybrid methods, to alleviate procedural bias arising from the pressure of these unexpected engagements with participants (Denzin, 1973 cited by Kennedy, 2009). Additionally, it is strongly recommended to conduct new research on FMHG due to obsolete data, since the resource is dated 2003.

REFERENCES

Abarca, M. (2004) Authentic or not, it's original. *Food & Foodways*, 12(1), pp.1-25.

Altinay, L. & Paraskevas, A. (2008) *Planning Research in Hospitality and Tourism*. Oxford: Butterworth and Heinemann. Elsevier.

Bærenholdt, J.O., Haldrup, M. & Urry, J. (2017) *Performing tourist places*. Routledge.

Baggio, R. & Klobas, J. (2011) *Quantitative methods in tourism. A handbook*. Bristol, UK: Channel View Publications.

Bernard, H., R. (2002) *Research methods in anthropology: Qualitative and quantitative approaches*. 3rd edn. Walnut Creek, CA: Alta Mira Press. Available at: http://www.cycledoctoralfactec.com/uploads/7/9/0/7/7907144/%5Bh._russell_bernard%5D_research_methods_in_anthropol_bokos-z1__1_.pdf (Accessed: 04 December 2022).

Biesta, G. (2010) 'Pragmatism and the philosophical foundations of mixed methods research', in Tashakkori, A. and Teddlie, C. (eds.) *Handbook of Mixed Methods in Social and Behavioral Research*, 2nd edn. Thousand Oaks: Sage, pp. 95–117. Available at: <https://books.google.com.sg> (Accessed: 01 December 2022).

Brida, J.G., Disegna, M. & Osti, L. (2013) The effect of authenticity on visitors' expenditure at cultural events. *Current Issues in Tourism*, 16(3), pp.266-285.

Brotherton, B. (2015) *Researching Hospitality and tourism*. 2nd edn. Los Angeles: SAGE.

Brown, L. (2013) Tourism: A catalyst for existential authenticity. *Annals of Tourism Research*, 40, pp.176-190.

Bryman, A. & Bell, E. (2011) *Business research methods*. 3rd edn. New York: Oxford University Press, Inc.

Burney, S., M., A. & Saleem, H. (2008) 'Inductive and Deductive Research Approach', [Lecture]. *Department of Computer Science*. University of Karachi, Karachi, Pakistan. 6 March. Available at: <https://www.researchgate.net> (Accessed: 01 December 2022).

Caudill, W., S. (2006) 'Highland Games', in Powell, W., S. (ed.) *Encyclopedia of North Carolina*. North Carolina: the University of North Carolina Press. Available at: <https://www.ncpedia.org/highland-games> (Accessed: 09 December 2022).

Chase, S. E. (2008) 'Narrative inquiry: Multiple lenses, approaches, voices', in Denzin, N. K. and Lincoln, Y. S. (eds.) *Collecting and interpreting qualitative materials*, pp. 57–94. Sage Publications, Inc. Available at: <https://books.google.com.sg> (Accessed: 01 December 2022).

Chhabra, D. (2001) *An Analysis of Perceived Authenticity and Economic Impact of the Scottish Highland Games in North Carolina*. PhD thesis, North Carolina State University. Available at: <https://repository.lib.ncsu.edu/bitstream/handle/1840.16/4787/etd.pdf?sequence=1&isAllowed=y> (Accessed: 09 December 2022).

Chhabra, D., Healy, R., G. & Sills, E. (2003) 'Staged authenticity and heritage tourism', *Annals of Tourism Research*, 30 (3), pp. 702-719. Available at: <https://www.researchgate.net> (Accessed: 09 December 2022).

Chiang, I-C., A., Jhangiani, R., S. & Price, P., C. (2012) *Research Methods in Psychology*. 2nd edn. BCcampus. Available at: <https://opentextbc.ca/researchmethods/> (Accessed: 11 December 2022).

Chu, S-Y. (2013) 'Teacher efficacy beliefs toward serving culturally and linguistically diverse students in special education: Implications of a pilot study', *Education and Urban Society*, 45(3), pp. 385–410. Available at: <https://www.researchgate.net> (Accessed: 08 December 2022).

Creswell, J. W. (2007) *Qualitative inquiry and research design: Choosing among five approaches*. 3rd edn. Thousand Oaks, CA: Sage. Available at: <https://www.academia.edu> (Accessed: 02 December 2022).

Crouch, D. (2003) Spacing, performing, and becoming: tangles in the mundane. *Environment and Planning a*, 35(11), pp.1945-1960.

Daoud, J. (2017) 'Multicollinearity and Regression Analysis ', *Journal of Physics Conference Series*, 949 (1), pp. 1-6. Available at: <https://www.researchgate.net> (Accessed: 08 December 2022).

Dawson, C. (2009) *Introduction to Research Methods: A Practical Guide for Anyone Undertaking a Research Project*. (4th ed.). Oxford: How To Books Ltd.

D'Eredita, M. A., & Barreto, C. (2006) 'How Does Tacit Knowledge Proliferate? An Episode-Based Perspective ', *Organization Studies*, 27(12), pp. 1821–1841. Available at: <https://www.researchgate.net> (Accessed: 02 December 2022).

Doody, O. & Doody, C., M. (2015) 'Conducting a pilot study: Case study of a novice researcher', *British Journal of Nursing*, 24(21), pp. 1074-1078. Available at: <https://www.researchgate.net> (Accessed: 08 December 2022).

Edensor, T. (2007) Mundane mobilities, performances and spaces of tourism. *Social & cultural geography*, 8(2), pp.199-215.

Etikan, I., Musa, S., A. & Alkassim, R., S. (2016) 'Comparison of Convenience Sampling and Purposive Sampling ', *American Journal of Theoretical and Applied Statistics*, 5 (1), pp. 1-4. Available at: <https://www.researchgate.net> (Accessed: 11 December 2022).

Fontana, A., & Frey, J. H. (2008) 'The interview: From neutral stance to political involvement ', in Denzin, N., K. and Lincoln, Y., S. (eds.) *Collecting and interpreting qualitative materials*, pp. 115-160. Thousand Oaks, CA: Sage. Available at: <https://books.google.com.sg> (Accessed: 02 December 2022).

Goffman, E. (1959). *The presentation of self in everyday life*. Anchor Books.

Gide, E. & Wu, M. (2005) 'A Survey Framework Based on Neuman's Research Method in E-commerce Study', *IEEE International Conference on Service Operations and Logistics, and Informatics*. Beijing, China. Available at: <https://www.researchgate.net> (Accessed: 04 December 2022).

Glasgow, P., A. (2005) *Fundamentals of Survey Research Methodology*. The MITRE Corporation. Available at: https://www.mitre.org/sites/default/files/pdf/05_0638.pdf (Accessed: 08 December 2022).

Goldkuhl, G. (2012) 'Pragmatism vs interpretivism in qualitative information systems research ', *European Journal of Information Systems*, 21 (2), pp. 135–46. Available at: <https://www.tandfonline.com> (Accessed: 01 December 2022).

- Greene, J., C. & Hall, J., N. (2010) 'Dialectics and pragmatism: Being of consequence', in Tashakkori, A. and Teddlie, C. (eds) *Handbook of Mixed Methods in Social and Behavioral Research*, 2nd edn. Thousand Oaks: Sage, pp. 113–43. Available at: <https://books.google.com.sg> (Accessed: 01 December 2022).
- Greener, S. (2008) *Business Research Methods*. Frederiksberg: Ventus Publishing. Available at: http://gent.uab.cat/diego_prior/sites/gent.uab.cat/diego_prior/files/02_e_01_introduction-to-research-methods.pdf (Accessed: 12 December 2022).
- Grix, J. (2004) *The Foundations of Research*. New York, NY: Palgrave Macmillan.
- Hammersley, M. & Campbell, J., L. (2012) 'What is qualitative research?', in Crow, G. (ed.) *What is Research Method series*. London: Bloomsbury Publishing. Available at: <https://ebookcentral.proquest.com/lib/sunderland/reader.action?docID=1080413> (Accessed: 02 December 2022).
- Hopkins, W., G. (2008) 'Research Designs: Choosing and Fine-tuning a Design for Your Study', *Sportscience*, 12, pp. 12-21. Available at: <http://www.sportsci.org/2008/wghdesign.htm> (Accessed: 09 December 2022).
- Kennedy, P. (2009) *How to combine multiple research options: Practical Triangulation*. Available at: <http://johnnyholland.org/2009/08/20/practical-triangulation> (Accessed: 09 December 2022).
- Knudsen, B.T. & Waade, A.M. (2010) Performative authenticity in tourism and spatial experience: Rethinking the relations between travel, place and emotion. *Re-investing authenticity: Tourism, place and emotions*, pp.1-19.
- Lancaster, G. (2005) *Research Methods in Management*. Oxford, UK: Elsevier Butterworth-Heinemann. Available at: <https://cstn.files.wordpress.com/2009/10/research-in-management.pdf> (Accessed: 10 December 2022).
- Larsen, J. (2008) De-exoticizing tourist travel: Everyday life and sociality on the move. *Leisure studies*, 27(1), pp.21-34.
- Le, T.H., Arcodia, C., Novais, M.A. & Kralj, A. (2021) Producing authenticity in restaurant experiences: Interrelationships between the consumer, the provider, and the experience. *Tourism Recreation Research*, 46(3), pp.360-372.
- Leon, A., C., Davis, L., L., & Kraemer, H., C. (2011) 'The role and interpretation of pilot studies in clinical research', *Journal of Psychiatric Research*, 45(5), pp. 626–629. Available at: <https://www.researchgate.net> (Accessed: 09 December 2022).
- MacCannell, D. (1973) Staged authenticity: Arrangements of social space in tourist settings. *American journal of Sociology*, 79(3), pp.589-603.
- MacCannell, D. (2013) *The tourist: A new theory of the leisure class*. Univ of California Press.
- Matthews, B. & Ross, L. (2010) *Research Methods*. London: Pearson Longman.
- Matveev, A., V. (2002) 'The Advantages Of Employing Quantitative And Qualitative Methods In Intercultural Research: Practical Implications From The Study Of The Perceptions Of Intercultural Communication

Competence By American And Russian Managers ', in Rozina, I., N. (ed.) *Collected research articles, Bulletin of Russian Communication Association "Theory Of Communication And Applied Communication"*. Rostov-on-Don: Institute of Management, Business and Law Publishing, pp. 59-67. Available at: http://russcomm.ru/eng/rca_biblio/m/matveev01_eng.shtml (Accessed: 09 December 2022).

Mcmillan, K. & Weyers, J. (2010) *How to Write Dissertations and Project Reports*. London: Prentice Hall/Pearson.

Mertens, D., M. (2012) ' What comes first? The paradigm or the approach?' *Journal of Mixed Methods Research*, 6(4), pp. 255-257. Available at: <https://www.researchgate.net> (Accessed: 10 December 2022).

Morgan, D., L. (2007) ' Paradigms lost and pragmatism regained: Methodological implications of combining qualitative and quantitative methods', *Journal of Mixed Methods Research*, 1 (1), pp. 48–76. Available at: <https://journals.sagepub.com/doi/10.1177/2345678906292462> (Accessed: 01 December 2022).

Morgan, D., L. (2014) ' Pragmatism as a paradigm for social research ', *Qualitative Inquiry*, 20 (8), pp. 1045–53. Available at: <https://journals.sagepub.com/doi/10.1177/1077800413513733> (Accessed: 01 December 2022).

Morse, J. M. (2008) ' It's only a qualitative study! Considering the qualitative foundations of social sciences', *Qualitative Health Research*, 18, pp. 147–148. Available at: <https://sci-hub.tw/10.1177/1049732307310262> (Accessed: 11 December 2022).

Miles, M., B., Huberman, A., M. & Saldana, J. (2014) *Qualitative Data Analysis: A Methods Sourcebook*. 3rd edn. SAGE Publications. Available at: <https://books.google.com.sg> (Accessed: 13 December 2022).

Morse, J. M. & Niehaus, L. (2009) *Mixed method design: Principles and procedures*. Walnut Creek, CA: Left Coast Press.

Neuman, W., L. (2003) *Social Research Methods: qualitative and quantitative approaches*. 5th edn. USA: Pearson Education Inc.

Obrador-Pons, P. (2007) A haptic geography of the beach: naked bodies, vision and touch. *Social & Cultural Geography*, 8(1), pp.123-141.

Polit, D., F. & Beck, C., T. (2010) ' Generalization in quantitative and qualitative research: Myths and strategies ', *International Journal of Nursing Studies*, 47, pp. 1451-1458. Available at: <https://www.sciencedirect.com> (Accessed: 10 December 2022).

Pripp, O. & Oehlander, M. (2011) ' Observation („Participant observation“) ', in Kaijser, L. and Öhlander, M. (eds.), *Etnologiskt fältarbete („Ethnological Fieldwork“)*. Lund: Studentlitteratur, pp. 113-145.

Rehman, A., A. & Alharthi, K. (2016) ' An introduction to research paradigms', *International Journal of Educational Investigations*, 3(8), pp. 51-59. Available at: <https://www.researchgate.net> (Accessed: 09 December 2022).

- Reiter, B. (2017) ' Theory and Methodology of Exploratory Social Science Research ', *IJSRM Human*, 5 (4), pp. 129-150. Available at: https://scholarcommons.usf.edu/cgi/viewcontent.cgi?article=1134&context=gia_facpub (Accessed: 01 December 2022).
- Rickly-Boyd, J.M. (2013) Existential authenticity: Place matters. *Tourism Geographies*, 15(4), pp.680-686.
- Saunders, M., Thornhill, A. & Lewis, P. (2012) *Research Methods for Business Students*. 6th edn. England: Pearson Education Limited. Available at: <https://eclass.teicrete.gr/modules/document/file.php/DLH105/Research%20Methods%20for%20Business%20Students%2C%205th%20Edition.pdf> (Accessed: 10 December 2022).
- Schwandt, T., A. (2007) *The SAGE dictionary of qualitative inquiry*. 3rd ed. Thousand Oaks, CA: Sage. Available at: <https://books.google.com.sg> (Accessed: 02 December 2022).
- Siegle, D. (2019) ' Determining Sample Size ', *University of Connecticut*. Available at: <https://researchbasics.education.uconn.edu/sample-size/> (Accessed: 09 December 2022).
- Singh, A. (2014) ' Sampling Techniques and Determination of Sample Size in Applied Statistics Research: An Overview', *International Journal of Economics, Commerce and Management*, 2 (11), pp. 1-22. Available at: <https://pdfs.semanticscholar.org/ed03/9f87c11fc5b1e17dab7ab79c26b3cf1f9ebb.pdf> (Accessed: 09 December 2022).
- Steiner, C.J. & Reisinger, Y. (2006) Understanding existential authenticity. *Annals of tourism research*, 33(2), pp.299-318.
- Thrift, N. (2004) Performance and performativity: A geography of unknown lands. *A companion to cultural geography*, pp.121-136.
- Thomas, R. & Brubaker, D. (2008) *Theses and Dissertations: A Guide to Planning, Research and Writing*. (2nded.). London: Corwin Press.
- Turner, S., & Coen, S. (2008) ' Member checking in human geography: Interpreting divergent understandings of performativity in a student space ', *Area*, 40(2), 184-193. Available at: <https://www.researchgate.net> (Accessed: 02 December 2022).
- Veal, A. (2011) *Research Methods for Leisure and Tourism: A practical guide*. 4th edn. Harlow: Financial Times/Prentice Hall.
- Walliman, N. (2011) *Research methods: The basics*. New York: Routledge.
- Wang, N. (1999) Rethinking Authenticity in Tourism Experience. *Annals of Tourism Research* 26, pp. 349–370.
- Wang, N. (2000) *Tourism and Modernity: A Sociological Analysis*. Oxford: Pergamon.
- Watt, D. (2007) 'On Becoming a Qualitative Researcher: the Value of Reflexivity ', *The Qualitative Report*, 12(1), pp. 82-101. Available from: <http://nsuworks.nova.edu/cgi/viewcontent.cgi?article=1645&context=tqr> (Accessed: 09 December 2022).

Yoo, W., Mayberry, R., Bae, S., Singh, K., Qinghua, P. and Lillard Jr., J., W. (2014) ' A Study of Effects of MultiCollinearity in the Multivariable Analysis', *International Journal of Applied Science and Technology*, 4 (5), pp. 9-19. Available at: http://www.ijastnet.com/journals/Vol_4_No_5_October_2014/2.pdf (Accessed: 09 December 2022).

Zhang, T., Wen, H. & Li, X. (2018) A tourist-based model of authenticity of heritage sporting events: The case of Naadam. *Sustainability*, 11(1), p.108.

Zhu, Y. (2012) ' Performing Heritage: Rethinking Authenticity in Tourism ', *Annals of Tourism Research*, 39 (3), pp. 1495–1513. Available at: <https://www.researchgate.net> (Accessed: 09 December 2022).