Research analysis report in English

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01 Research background

Theme Overview

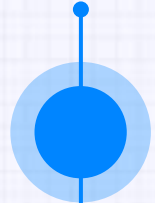The research topic is about the impact of digitization on the tourism industry

The research aims to explore how digitization has transformed the tourism industry and its operations

The research also aims to identify the challenges and opportunities faced by the tourism industry in the digital age

Research objective

The objective of this research is to provide a comprehensive analysis of the impact of digitization on the tourism industry
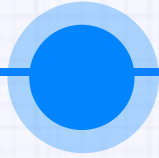
The research aims to identify the key trends, changes, and innovations in the tourism industry that have resulted from digitization
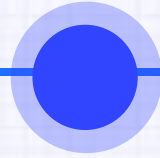
The research also aims to recommend strategies and solutions that tourism businesses can adapt to capitalize on the opportunities and overcome the challenges posed by digitization
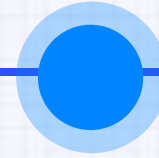
Research means

The research findings will provide valuable insights into the impact of digitization on the tourism industry

The research findings will help tour businesses understand the current trends and changes in the industry and make informed decisions about their operations and strategies

The research findings will also contribute to the development of more effective tourism policies and programs that can support the growth and development of the tourism industry in the digital age

02 **Research method**

Research design

Purpose

Define the purpose of the research and the specific objectives to be achieved

Theoretical framework

Identify the theoretical framework that guides the research and how it relates to the research question

Methodological approach

Specify the overall methodological approach, including which it is quantitative, qualitative, or mixed methods research
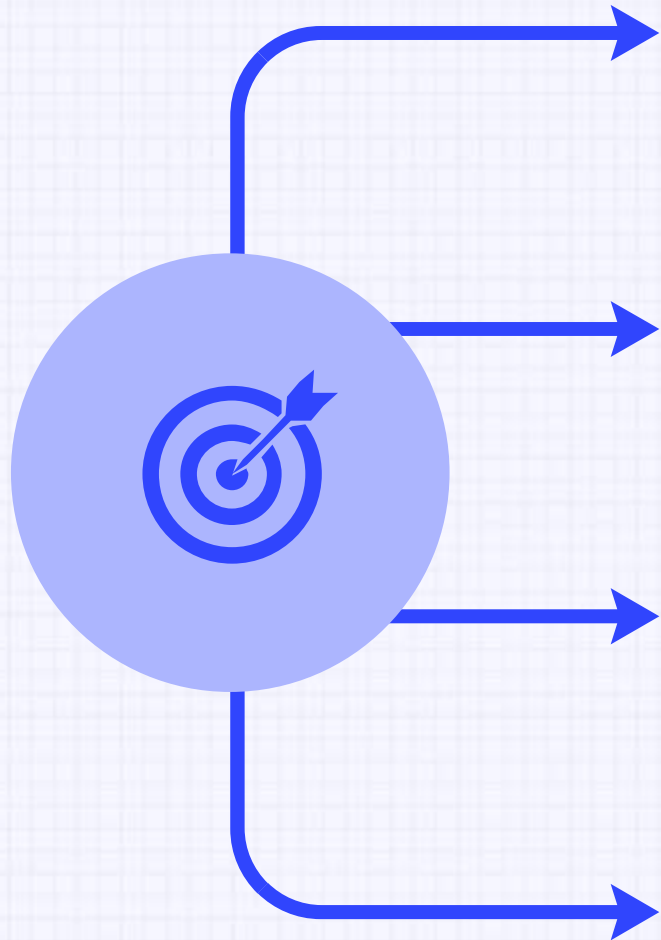
Research paragraph

Clarify the research paragraph (postpositivism, constructivism, critical theory, etc.) and how it informs the research design

Data collection methods

Primary data collection

Describe the methods used to collect primary data, such as surveys, interviews, observations, or experiments

Secondary data collection

Identify any secondary data sources used and how they were accessed and processed

Data sampling and presentation

Explain the sampling strategy (if applicable) and how the collected data will be presented in the report

Data quality and reliability

Address issues of data quality and reliability, including measures taken to ensure data accuracy and consistency

Data analysis methods

- Statistical analysis: If applicable, describe the statistical methods used to analyze quantitative data, including descriptive statistics, inferential statistics, and tests of significance
- Qualitative analysis: Explain the qualitative analysis methods used to analyze interview transcripts, field notes, or other qualitative data sources
- Data synthesis and interpretation: Discuss how the collected data will be synthesized and interpreted to answer the research question and receive the research objectives
- Limitations of analysis methods: Focus on any limitations or potential biases inherited in the chosen data analysis methods and how they may affect the findings

03 **Research results**

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