

Case studies deriving from field research

Case studies based on field research should seek permission from the subject organization that the resulting case study can be used for educational purposes (i.e. teaching and/or examination). It is the duty of the author(s) of the case study to seek such permission from the subject organization. This permission would refer to a **case release permission** and it should have the form of a signed form or letter authorizing the use of the case study for educational and publication purposes.

A sample of a case release permission

Dear X,

Thank you very much for the support and the help you and your organization provided me in talking to you and the firm's staff about

Based on these discussions and the documents that you kindly provided me, I have drafted the attached case study entitled ".....".

I hope the case study accurately reflects the reality and the issues we have discussed during our field study and discussions and it does not reveal any confidential information of your organization.

I would appreciate if you could read through the case study carefully and inform me of any corrections that may be required.

When you are happy with the case study and any revisions conducted after your comments, I would be grateful if you can return me this letter to indicate your agreement to the publication of the case study and its distribution by I-CHRIE for educational purposes.

Thanking you again for your kind support and cooperation in developing this case study. I believe that the case study makes a valuable contribution to the tourism and hospitality education and the preparation of the next industry leaders.

Yours sincerely,

Y

Signed by:

Position:

Date:

In addition to obtaining a formal case release from the subject organization, it is also expected to add an acknowledgment in the case study thanking the organization and any individual who has helped the case study authors for their co-operation and assistance.

Case studies deriving from publicly available published material and reports

If case studies are drawn and based heavily from a specific report, then permission should be sought from the publisher of this report for using its material in the case study and publishing the case study.

When case studies referring to a topic and/or organization derive and are based on the author's(or authors') personal distillation, synthesis, and interpretation of press releases, published articles, and other publicly available material, then formal release may not be required. However, all sources of information should be included in the bibliography of the case study as well as properly cited within the text. In addition, as a matter of courtesy, the author(s) is advised to send the case study to the subject organization (if any) informing it that he/she/they is/are going to publish the case study for educational purposes and that he/she/they is/are willing to undertake any corrections in case the

organization notify (or notifies) him/her/them of any errors and/or misinterpretation of information. Author(s) may also use this opportunity to try to seek and gain some additional and further information from the subject organization.

In general, if you have any question and/or are in doubt about any legal situation about the case release of your case study, it is advisable that you seek further legal advise from your affiliation institution.