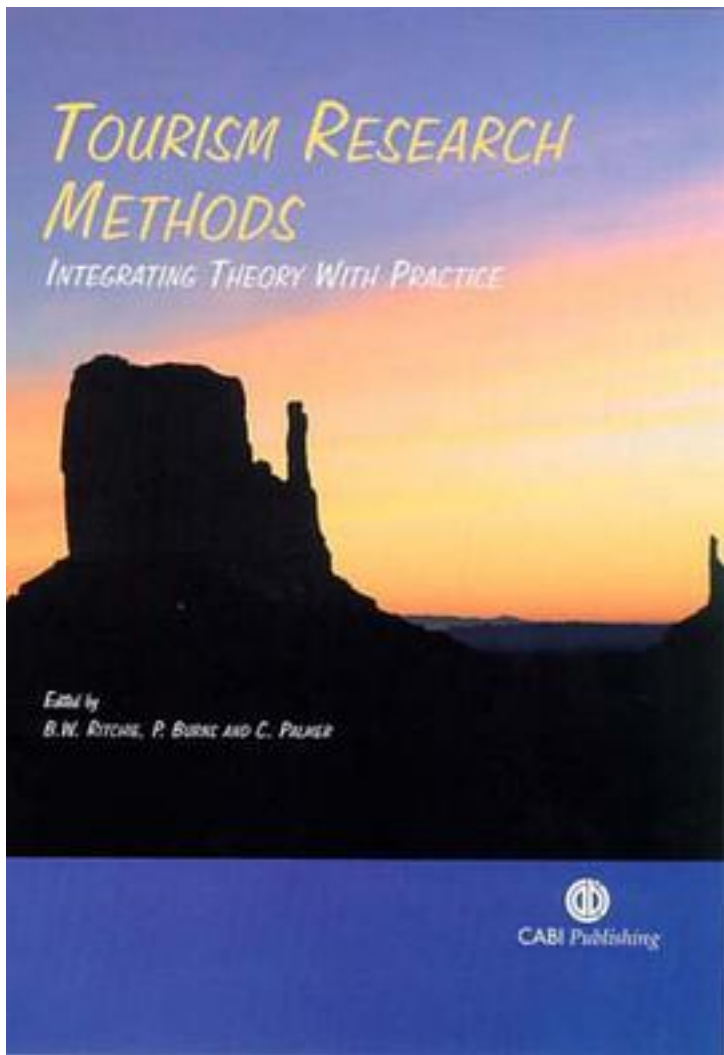


Tourism Research Methods



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Within the tourism industry there is a growing consensus on the need for research to investigate the economic, social and environmental impacts of tourism. However, existing research methods texts are based solely on either the business approach or the social science approach to tourism. They often fail to provide real world examples of how to plan, implement or analyse tourism related research. This book aims to address this divide by integrating theory with practice through the inclusion of specific tourism research case studies alongside research theory. It considers a wide range of research issues, approaches and techniques with contributions from both experienced and new researchers.

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