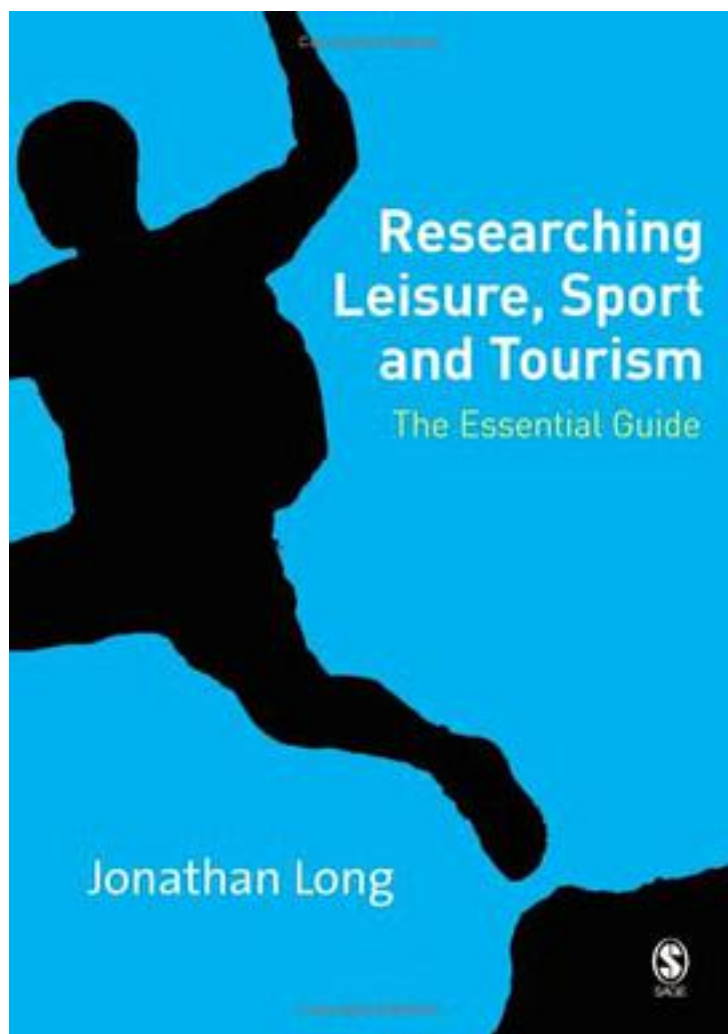


Researching Leisure, Sport and Tourism



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'This book would be useful for any leisure, sport, or tourism student who has no

previous knowledge of research methods. Its style and language make it particularly useful for first year students in degree or diploma programs...well conceived and easy to read and understand' - Annals of Tourism Research. 'I like this book very much. The style of writing is wonderfully clear and the author explains areas such as sampling and significance in a much better way than many very well known texts. It will be an incredibly useful book for students. Though the author eschews a recipe book approach there is a nice balance between reflecting on method and showing the reader how to do research through a pragmatic, best practice approach' - Malcolm Williams, Professor of Social Research Methodology, University of Plymouth. What are the essential research methods for students studying leisure, sport and tourism? What are the main benefits in competing research methods, and how can you avoid gremlins in the research process? This is a comprehensive and informative book written especially for new and inexperienced researchers in the fields of leisure, sport and tourism, both full-time students and people in employment having to conduct their own research or make use of other people's research. Unlike generic research texts that do not 'speak' to people in this field, this richly flavoured book immediately engages the reader by using subject-specific examples and explaining the central methodological issues in straightforward terms. By showing students what they can do to assess, manage and reduce the time they spend on research "Researching in Leisure, Sport and Tourism: The Essential Guide" will help them achieve a better balance in their course work. It will quickly establish itself as the key methods guide in the field.

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