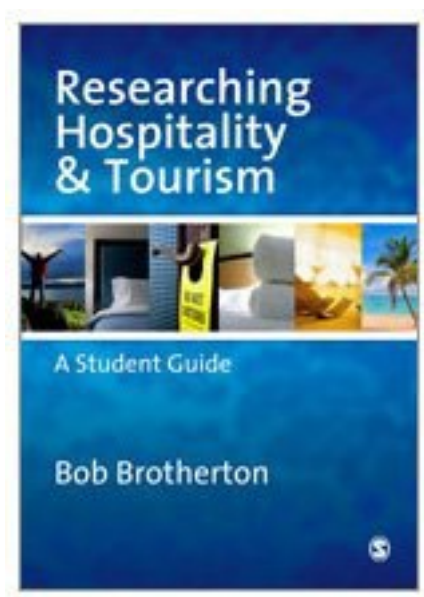


Researching Hospitality and Tourism



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'Bob Brotherton's experience as a teacher and researcher is obvious in this clear, accessible, and student-friendly text. In a field starved of practical guides to preparing dissertations and projects, "Researching Hospitality and Tourism" will be of enormous value to all undergraduates seeking simple and clear guidance for their work' - Dr. Roy C. Wood, Oberoi Centre of Learning and Development, The Oberoi Group, Delhi. Hospitality and Tourism is the fourth biggest industry in the world. What are the key research issues in the field? What methods are particularly useful to answer questions of management, policy, strategy and general understanding? This is the first comprehensive guide to research methods and issues for students engaged in Hospitality and Tourism Studies. Jargon-free, incisive and relevant, the book offers an uncluttered guide to key concepts and essential research techniques. It is grounded in a real world approach that concentrates upon the issues that students will encounter

in their studies and work experience. It fills an enormous gap in the field providing students with the first dedicated introduction to research methods for Hospitality and Tourism students.

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