

Research Methods For Leisure And Tourism

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Describing the fundamental elements of research methods for leisure, recreation and tourism, this new edition of a popular textbook is updated throughout and includes: new and expanded material on visual research methods, non-parametric tests and sampling to encompass growing areas of research interest; pedagogical features and extra citations to create a cohesive learning experience for students; and numerous examples from tourism and recreation literature in every chapter, tying theory ...

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Detailed coverage of research ethics, the development of conceptual frameworks for research, the use of case study method and analysis of qualitative data, giving you everything you need to conduct your project International case studies and examples from leisure and tourism literature, giving you a true relevance to your learning

Research Methods for Leisure and Tourism: A Practical ---

Now in its fifth edition, Research Methods for Leisure and Tourism has become the ultimate reference text for both students enrolled in undergraduate and postgraduate degrees and practising managers. This book combines comprehensive coverage of a wide variety of qualitative and quantitative research methods with step-by step guidance through research software including Excel, SPSS and NVivo. Key features Coverage of both qualitative and quantitative research methods, ensuring a balanced approach to data collection and analysis Practical guidance on conducting research and writing reports, showing the 'how' as well as the 'what' Detailed coverage of the development of conceptual frameworks for research, research design, analytical methods and the composition of research reports, providing everything required to conduct a research project International case studies and extensive examples from the leisure and tourism literature Questions, exercises and further reading for each chapter Extensive web-based support materials New to this edition The fifth edition has been fully updated throughout and includes additional material on: Management and policy-related research methods EndNote bibliographic referencing software Notes on additional methods including: big data, discourse analysis, multiple correspondence analysis, netnography/web-based research, people meters For the analysis of quantitative data, SPSS is updated to version 23 For qualitative data analysis, the guide to NVivo software is updated to version 11.

A comprehensive guide to practical research in the leisure and tourism sector.

Describing the fundamental elements of research methods for leisure, recreation and tourism, this new edition of a popular textbook is updated throughout. It covers the measurement of variables, sampling, questionnaire design and evaluation methods, and also a wider discussion of writing proposals, communicating research findings, cross-cultural research, and the use of new technologies in conducting research. Written by internationally renowned researchers in an accessible style, this book introduces both undergraduate and graduate students to the vital skills they will need to succeed in the leisure, recreation, tourism and hospitality industries.

This practical guide for undergraduate and HND/C students of Leisure and Tourism provides the tools to recognise and produce good research. It delivers a highly readable demonstration of the methods needed to achieve impressive qualitative and quantitative research. It will enable readers to successfully evaluate their own tourism and leisure research and the research of others. The book focuses on the key concepts of reliability, validity and representativeness. Extensive examples throughout the book highlight the techniques and theory described, and provide the inspiration for readers to generate ideas for new research projects. The book is directly focused on tourism and leisure examples. A step-by-step guide takes students through the use of SPSS for Windows and an SPSS data file is included; end of chapter exercises test student understanding of the material; and numerous suggestions for further research activity direct the reader to additional sources.

This is the first text that has been developed specifically to examine what revenue managers in the hospitality industry must know and do to be successful. Numerous cases and practical examples are used to illustrate revenue management concepts. Chapter ending questions and problems help them perform the calculations and practice the decision-making skills that are used in the field. RM in Action shows how the revenue management principles can be clearly illustrated using real-world examples reported in various news outlets. RM on the Web offers sites listed on the Internet to provide supplemental information about a topic or issue. Revenue managers will then gain hands-on skills to effectively manage their inventories and prices.

"An Introduction to Visual Research Methods in Tourism", is the first book to present, discuss and promote the use of a range of visual methods, including still images (such as photographs, postcards, drawings) and moving images (such as video) within the context of tourism research. The book focuses on key issues important for students, researchers and academics actively doing visual tourism research or those who are contemplating using these methods. These range from the questions surrounding philosophical approaches, (inter)disciplinary location, range and choice of methods, implementation and data analysis techniques to provide an essential guide to using visual methods in tourism research. While recognising that visual methods are predominantly employed within qualitative research, this text will discuss various philosophical approaches and academic disciplines indicating how these influence a particular choice of visual method, mode of implementation and type of analysis. In this regard this book will incorporate perspectives from a range of disciplines including anthropology, geography and sociology, demonstrating how these might be applied within the context of studies in tourism. The discussions surrounding these key issues are supplemented with international case studies from existing research to show how these methods are used in practice. In addition to this practical tip boxes are included to help avoid some of the pitfalls associated with visual research. This book is an essential guide for tourism students, academics and researchers embarking on research using visual methodology in this field.

Research Methods for Leisure and Tourism: A Practical ---

Research can be a challenging but rewarding activity. All degree-level students studying sport, and all effective professionals working in the sport sector need to have a sound understanding of research methods and how to critically interpret research findings. This broad-ranging, in-depth and practical textbook introduces research methods for students on sport-related degree courses, outlining the knowledge and practical skills needed to undertake meaningful research and to become a knowledgeable consumer of the research of others. The book explores every element of the research process, from the fundamental 'what, why and who?' questions, through research plans, literature review, qualitative and quantitative methods of data collection and data analysis, to the communication of research results. It offers a critical appraisal of alternative methods, including mixed methods, as well as clear guidance on how to use each particular method. Every chapter contains test questions and practical exercises, detailed case studies, a clear chapter summary and extensive guides to further sport-related study resources, to enable students to check their understanding and develop, extend and apply their practical skills. Step-by-step introductions to the use of the key statistical packages Excel, SPSS and NVivo in sport research are included. On-line support materials include some 400 PowerPoint slides and copies of data-sets used in the book. With deeper and broader coverage than any other sport-related research methods textbook, and a clear focus on 'how to do it', Research Methods for Sport Studies and Sport Management is an essential companion for any sport-related degree course.

Designed to teach Health, Physical Education, Exercise Science, and Recreation students how to be consumers of research in their fields, this text is ideal for upper level and graduate level research courses in Exercise Science, Kinesiology, and Physical Education. New to the Second Edition are expanded statistics problems and data sets, additional statistics and application examples, and computer applications for data analysis. Key concepts are highlighted, and unique and humorous cartoons are used to help illustrate selected points.

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