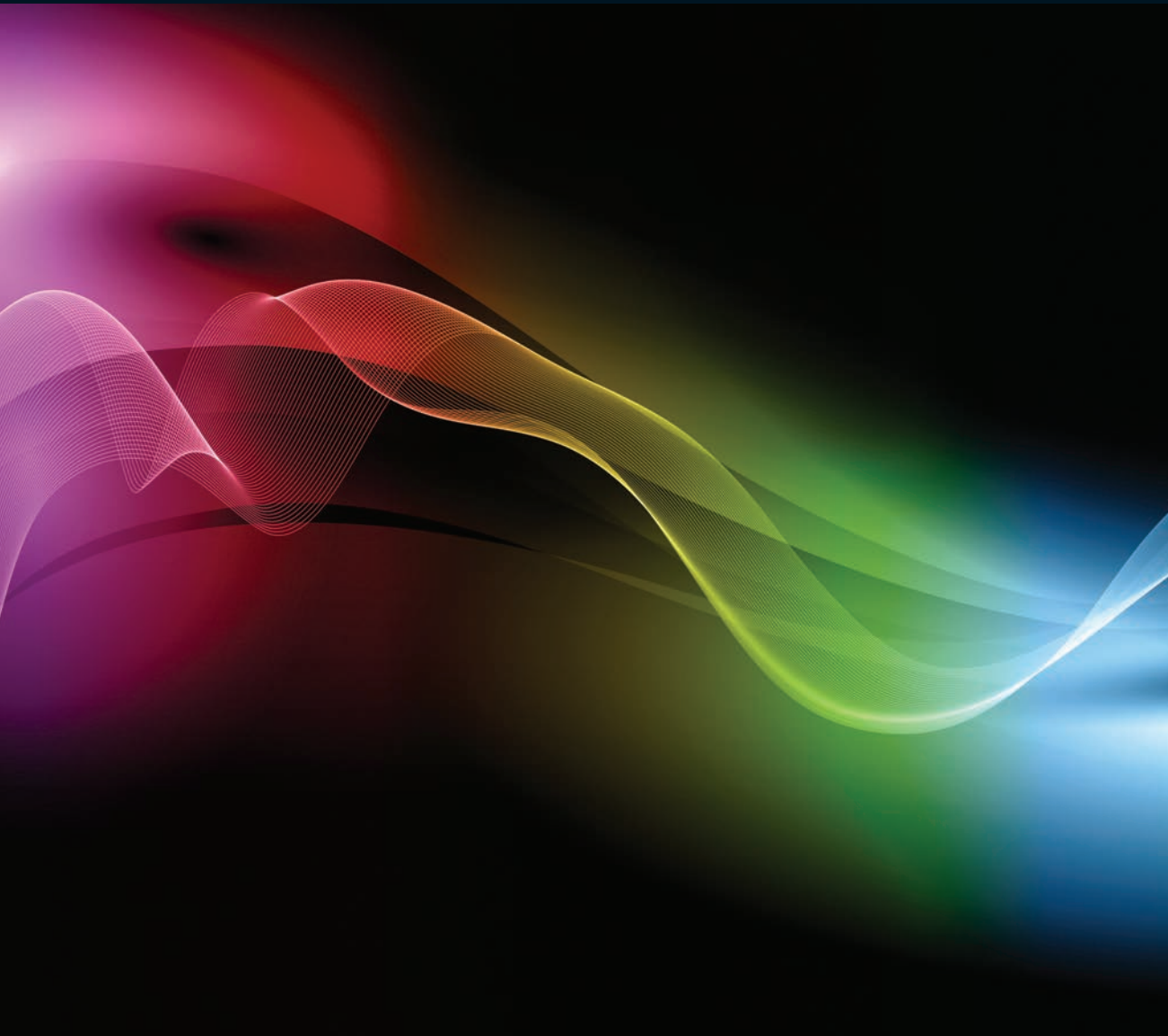




# Handbook of Research Methods in Tourism

Quantitative and Qualitative Approaches

Edited by **Larry Dwyer, Alison Gill** and **Neelu Seetaram**



## Handbook of Research Methods in Tourism

*'This is an excellent book which significantly contributes to tourism research and education. It takes a rigorous yet readable style to address twenty-five of the most pertinent quantitative and qualitative techniques applied in tourism research. The book will appeal to a wider readership of social scientists as well as to scholars of tourism as each chapter provides a thorough overview and explanation of the techniques irrespective of their tourism application.'*

– Dimitrios Buhalis, Bournemouth University, UK

This insightful book explores the most important established and emerging qualitative and quantitative research methods in tourism. The authors provide a detailed overview of the nature of the research method, its use in tourism, the advantages and limitations, and future directions for research.

Each chapter is structured to provide information on: the nature of the technique and its evolution; background and types of problems that the technique is designed to handle; applications of the technique to tourism, including discussion of studies that have used the technique and their findings; advantages and limitations of the technique conceptually and for policy formulation, and further developments and applications of the technique in tourism research.

*Handbook of Research Methods in Tourism* will appeal to social scientists, students as well as researchers in tourism who use quantitative and qualitative research techniques.

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