

Tourism Research Methods Integrating Theory With Practice

This textbook explores the fundamental principles of marketing applied to tourism and hospitality businesses, placing special emphasis on SMEs in the international tourism industry. It includes examples from a wide range of destinations, from emerging markets to high-income countries. Taking a comprehensive approach, the book covers the whole spectrum of tourism and hospitality marketing including destination marketing, marketing research, consumer behaviour, and digital and social media marketing. Practical in focus, it gives students the tools, techniques, and underlying theory required to design and implement successful tourism marketing plans. Chapters contain in-depth case studies, including companies like Marine Dynamics Shark Tours (South Africa), Reality Tours & Travel (Mumbai, India), and Makeover Tours (Turkey). Thematic case studies include 'Halal Tourism in Southeast Asia', and 'Marketing and Branding Rwanda'. These illustrate key concepts and theory, with definitions, key summaries, and discussion questions providing further insights. This textbook is ideal for undergraduate and postgraduate students looking for a comprehensive text with a practical orientation.

Delivers refreshing insights from a host of scientific investigations pertaining to hospitality, leisure, and tourism while rendering an academic forum to stimulate discussion on literature, contemporary issues and fresh trends essential to theory advancement as well as professional practices from a global perspective.

This book elaborates upon, critiques and discusses 21st-century approaches to scholarship and research in the food, tourism, hospitality, and events trades and applied professions, using case examples of innovative practice. The specific field considered in this book is also placed against the backdrop of the larger question of how universities and other institutions of higher learning are evolving and addressing the new relationships between research, scholarship and teaching.

New approaches to tourism study demonstrate a notable 'critical turn' – a shift in thought that emphasises interpretative and critical modes of tourism inquiry. The chapters in this volume reflect this emerging critical school of tourism studies and represent a coordinated effort of tourism scholars whose work engages innovative research methodologies. Since such work has been dispersed across a variety of tourism-related and other research fields, this book responds to a pressing need to consolidate recent advances in a single text. Adopting a broad definition of 'criticality', the contributors seek to find 'fresh' ways of theorising tourism by locating the phenomenon in its wider political, economic, cultural and social contexts. The collection addresses the power relations underpinning the production of academic knowledge; presents a range of qualitative data collection methods which confront the field's dominant (post)positivist approaches; foregrounds the emotional dynamics of research relations and explores the personal, the political and the situated nature of research journeys. The book has been divided into two parts, with the essays in the first part establishing a context-specific framework for engaging philosophical and theoretical debates in contemporary tourism enquiry. The second set of essays then present, discuss and critique specific methodologies, research techniques, methods of interpretation and writing strategies, all of which are in some sense illustrative of 'critical' tourism research. Contributors range from postgraduate students to established academics and are drawn from both the geopolitical margins and the 'powerbases' of the tourism academy. Their various relationships with the English-speaking academy thus range from relative 'outsider' to well-positioned 'insider' and as a result, their essays are reflective of a range of locations within the complexly spun web of academic power relations and social divisions.

"The strongest overview I have encountered of the scope and the current state of research across all the fields involved in advancing our understanding of tourism. For its range of topics, depth of analyses, and distinction of its contributors, nothing is comparable." - Professor Dean MacCannell, University of California, Davis "The breadth of vision and sweep of accounts is remarkable, and range of topics laudable... a rare combination of the authoritative, the challenging and stimulating." - Professor Mike Crang, Durham University Tourism studies developed as a sub-branch of older disciplines in the social sciences, such as anthropology, sociology and economics, and newer applied fields of study in hospitality management, civil rights and transport studies. This Handbook is a sign of the maturity of the field. It provides an essential resource for teachers and students to determine the roots, key issues and agenda of tourism studies, exploring: The evolution and position of tourism studies The relationship of tourism to culture The ecology and economics of tourism Special events and destination management Methodologies of study Tourism and transport Tourism and heritage Tourism and postcolonialism Global tourist business operations Ranging from local to global issues, and from questions of management to the ethical dilemmas of tourism, this is a comprehensive, critically informed, constructively organized overview of the field. It draws together an inter-disciplinary group of contributors who are among the most celebrated names in the field and will be quickly recognized as a landmark in the new and expanding field of tourism studies.

This book walks students through the selection and application of research methods within Tourism. Experienced authors introduce the relevant language and theory of key methodologies and then develop them using strategic literature review and the inclusion of international examples which relate directly to tourism. Each concept sets the historical and philosophical context of a method alongside the practical application of the technique and provides:

- authoritative and reliable data
- informative cross-referencing
- detailed discussion of theories and their critics
- suggestions for further reading

The book is a vital resource for all students of tourism, leisure and management.

Worldwide, tourism is the third largest economic activity in direct earnings after petroleum and automobile industries, and by far the largest one if indirect earnings are also taken into consideration. Taking into account the profound economic impact the tourism and hospitality industries can have on regions and cities around the world, further research in this area is critical. *Global Dynamics in Travel, Tourism, and Hospitality* takes a holistic approach to tourism and hospitality operations, education, and research. Highlighting the latest research in the field, real-world examples of how these industries are shaping economic development as well as future outlooks and opportunities for growth, this publication is an essential reference source for researchers, professionals, and graduate-level students.

This introductory guide offers innovative ideas and strategies to students undertaking their first social science research work. Academically rigorous yet accessible, it uses a systematic step-by-step approach to illustrate the research process and its applications to the tourism industry. Students are presented with numerous examples and case studies, linking theory with practice. The textbook provides a balanced coverage of both qualitative and quantitative methods, accompanying students throughout the process of selecting a research topic and specifying research questions, aims and objectives. A range of pedagogical features such as discussion questions, practical tips and examples enable students to review the literature, understand models and methodologies, analyse and interpret data (quantitative and qualitative) and ultimately write up their findings. Featuring contributions by a group of academics with expertise in their respective fields, the book provides a comprehensive and engaging introduction to research methods. This is an essential resource to tourism students and will also be of interest to researchers in any social science subject.

Most tourism theories have been developed from the tourists' perspective, including the seminal work by John Urry, ""The Tourist Gaze"",

which is now a classic text. "The Host Gaze in Global Tourism" is a unique book for researchers and students as it is the first to look at the host gaze from within the host community. It discusses how the gaze is constructed, how it has developed, how it varies between countries and how the tourism industry can affect it. By looking at the gazes of both Western and non-Western hosts, this book analyses the dynamics of a host destination and consequences thereof.

Routledge Handbook of the Tourist Experience offers a comprehensive synthesis of contemporary research on the tourist experience. It draws together multidisciplinary perspectives from leading tourism scholars to explore emergent tourist behaviours and motivations. This handbook provides up-to-date, critical discussions of established and emergent themes and issues related to the tourist experience from a primarily socio-cultural perspective. It opens with a detailed introduction which lays down the framework used to examine the dynamic parameters of the tourist experience. Organised into five thematic sections, chapters seek to build and enhance knowledge and understanding of the significance and meaning of diverse elements of the tourist experience. Section 1 conceptualises and understands the tourist experience through an exploration of conventional themes such as tourism as authentic and spiritual experience, as well as emerging themes such as tourism as an embodied experience. Section 2 investigates the new, developing tourist demands and motivations, and a growing interest in the travel career. Section 3 considers the significance, motives, practices and experiences of different types of tourists and their roles such as the tourist as photographer. Section 4 discusses the relevance of 'place' to the tourist experience by exploring the relationship between tourism and place. The last section, Section 5, scrutinises the role of the tourist in creating their experiences through themes such as 'transformations in the tourist role' from passive receiver of experiences to co-creator of experiences, and 'external mediators in creating tourist experiences'. This handbook is the first to fill a notable gap in the tourism literature and collate within a single volume critical insights into the diverse elements of the tourist experience today. It will be of key interest to academics and students across the fields of tourism, hospitality management, geography, marketing and consumer behaviour.

"The fast growing phenomenon of volunteer tourism encompasses a diverse range of activities, from conserving environments to working with host communities to alleviate poverty. However, understanding the complex relationship between volunteering and tourism requires a wide analytical framework. Theoretical and empirical case studies from leading researchers in the field explore the experiences of the volunteer tourist and the power relationships between volunteers and host communities and commercial, non-commercial and government entities involved in developing and supporting volunteer tourism. Providing an insight into how volunteer tourism is growing and developing, this volume will be essential to those interested in sustainable tourism and community and social development as well as commercial operators, non-government organizations and volunteer management organizations." --Book Jacket.

The Routledge Companion to Media and Tourism provides a comprehensive overview of the research into the convergence of media and tourism and specifically investigates the concept of mediatized tourism. This Companion offers a holistic look at the relationship between media and tourism by drawing from a global range of contributions by scholars from disciplines across the humanities and social sciences. The book is divided into five parts, covering diverse aspects of mediatization of tourism including place and space, representation, cultural production, and transmedia. It features a comprehensive theoretical introduction and an afterword by leading scholars in this emerging field, delving into the ways in which different forms of media content and consumption converge, and the consequential effects on tourism and tourists. The collection is an invaluable resource for students and scholars of tourism studies, cultural studies, and media and communication, as well as those with a particular interest in mediatization, convergence culture, and contemporary culture.

Cultural tourism includes experiencing local culture, traditions and lifestyle, participation in arts-related activities, and visits to museums, monuments and heritage sites. This book reviews a wide range of qualitative and quantitative research methods applied to the field. It is suitable for students and researchers in tourism and leisure.

Around the world every year very many students have to complete dissertations or theses as part of their undergraduate or masters studies in tourism and related subjects. Often this substantial piece of self-directed work is the culmination of their programmes. More than just a means to consolidate their final grades, it is also an exciting chance to research a topic of their choosing and a potential gateway to more advanced study as well as job offers and future career paths. Yet for all these reasons, many students view the dissertation as a tricky challenge. This comprehensive book intends to take the stress and anxiety out of doing a dissertation in tourism studies and related disciplines. The process is examined from the germination of an idea to the submission and assessment of the final document. Written primarily for students conducting independent research for the first time, this book offers simple advice and a clear framework which students can adopt even in more advanced studies at masters and doctoral level. This book debunks popular myths, and aims to overcome common pitfalls. It focuses on the aims and objectives as the DNA of every dissertation. Rather than view it as a single, overwhelming project, the dissertation is presented as a series of more modest, manageable yet crucially inter-linked tasks that all students can successfully complete through careful preparation and effective time management. Dissertations are not to be underestimated and they demand great care and attention, but they can also be immensely rewarding and enriching experiences academically and personally. This 'jargon free' book is also written with overseas students specifically in mind, drawing directly on our overseas students' experiences. This valuable resource contains start of chapter learning objectives and end of chapter checklists, as well as numerous boxed case studies, to further help assist students through their dissertation.

'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.

This book brings together, explores and expands socio-spatial affect, emotion and psychoanalytic drives in tourism for the first time. Affect is to be found in visceral intensities and resonances that circulate around and shape encounters between and amongst tourists, local tourism representatives and places. When affect manifests, it can 'take shapes' in the form of emotions such as fun, joy, fear, anger and the like. When it remains a visceral force of latent bodily responses, affect overlaps with drives as expounded in psychoanalysis. The aim of the title, therefore, is to explore how and in what ways affects, emotions and drives are felt and performed in tourism encounters in places of socio-

political turmoil such as Jordan, Palestine/Israel, with a detour to Iraq. Affective Tourism is highly innovative as it offers a new way of theorising tourism encounters bringing together, critically examining and expanding three areas of scholarship: affective and emotional geographies, psychoanalytic geographies and dark tourism. It has relevance for tourism industries in places in the proximity of ongoing conflicts as it provides in-depth analyses of the interconnections between tourism, danger and conflict. Such understandings can lead to more socio-culturally and politically-sustainable approaches to planning, development and management of tourism. This ground breaking book will be of valuable reading for students and researchers from a number of fields such as tourism studies, geography, anthropology, sociology and Middle Eastern studies.

Tourism affects millions of individuals, numerous societies and environments in multiple, nuanced and overlapping ways. While it can be viewed as a frivolous leisure pursuit or simply a large industry, with potentially destructive impacts, it might also be understood in terms of its effects on human fulfilment, the good life and greater well-being. This book calls for positive tourism, principally grounded in theories from positive psychology (the study of what makes life worth living), and the development of a body of knowledge that explains what characterises optimal tourist experiences, what enables host communities to flourish and what encourages workers in tourism to thrive. Through original research studies reported in this international volume we aim to further develop this knowledge. The intersections between ongoing and traditionally inspired applications of psychology in tourism and this new thrust in psychological inquiry promise to refresh and challenge tourism research. This book will appeal to researchers and academics in tourism, leisure, positive psychology, management and related fields as well as graduate students, professionals and policy makers.

This international field guide provides methods and studies on how-to-do case study research in natural settings. This text is ideal for those studying and conducting case study research in tourism, hospitality and leisure disciplines. It provides a comprehensive and practical account of how to describe, explain and predict case behavior.

This book is readers who wish to develop their knowledge, insight, skills, and facility into integrated communications within the post-modern era, a topic of relevance everywhere, but particular apposite as the original conference was hosted in Turkey, a rapidly developing nation, and one enjoying significant growth in the global.

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.

Offering a comprehensive understanding of the implications of the COVID-19 pandemic for the tourism and hospitality industry, this book discusses the topic from economic, sociological and psychological perspectives. Critical case studies are used to explore both micro impacts on individuals involved in the industry and governmental and international responses to issues posed by the pandemic more broadly.

Routledge Handbook of Tourism and Sustainability from C. Michael Hall, Stefan Gössling, Daniel Scott is one of the winners of the ITB BookAwards 2016 in the category Specialist tourism literature! Sustainability remains one of the major issues in tourism today. Concerns over climate and environmental change, the fallout from the global economic and financial crisis, and the seeming failure to meeting UN Millennium development goals have only reinforced the need for more sustainable approaches to tourism, however they be defined. Given the centrality of sustainability in tourism curricula, policies, research and practice it is therefore appropriate to prepare a state of the art handbook on the relationship between tourism and sustainability. This timely Handbook of Tourism and Sustainability is developed from specifically commissioned original contributions from recognised authors in the field, providing a systematic guide to the current state of knowledge on this area. It is interdisciplinary in coverage and international in scope through its authorship and content. The volume commences with an assessment of tourism's global environmental, e.g. climate, emissions, energy use, biodiversity, water use, land use, and socio-economic effects, e.g. economic impacts, employment and livelihoods, culture. This then provides the context for sections outlining the main theoretical frameworks and constructs that inform tourism and sustainability, management tools and approaches, and the approaches used in different tourism and travel industry sectors. The book concludes by examining emerging and future concerns in tourism and sustainability such as peak-oil, post-carbon tourism, green economy and transition tourism. This is essential reading for students, researches and academics interested in the possibilities of sustainable forms of tourism and tourism's contribution to sustainable development. Its assessment of tourism's global impact along with its overviews of sectoral and management approaches will provide a benchmark by which the sustainability of tourism will be measured for years to come.

This is the first volume specifically dedicated to the consolidation and clarification of Heritage Studies as a distinct field with its own means of investigation. It presents the range of methods that can be used and illustrates their application through case studies from different parts of the world, including the UK and USA. The challenge that the collection makes explicit is that Heritage Studies must develop a stronger recognition of the scope and nature of its data and a concise yet explorative understanding of its analytical methods. The methods considered fall within three broad categories: textual/discourse analysis, methods for

investigating people's attitudes and behaviour; and methods for exploring the material qualities of heritage. The methods discussed and illustrated range from techniques such as text analysis, interviews, participant observation, to semiotic analysis of heritage sites and the use of GIS. Each paper discusses the ways in which methods used in social analysis generally are explored and adapted to the specific demands that arise when applied to the investigation of heritage in its many forms. Heritage Studies is a seminal volume that will help to define the field. The global perspective and the shared focus upon the development of reflexive methodologies ensure that the volume explores these central issues in a manner that is simultaneously case-specific and of general relevance.

As research in tourism and hospitality reaches maturity, a growing number of methodological approaches are being utilized and, in addition, this knowledge is dispersed across a wide range of journals. Consequently there is a broad and multidisciplinary community of tourism and hospitality researchers whom, at present, need to look widely for support on methods. In this volume, researchers fulfil a pressing need by clearly presenting methodological issues within tourism and hospitality research alongside particular methods and share their experiences of what works, what does not work and where challenges and innovations lie. The European Journal of Tourism Research is an interdisciplinary scientific journal in the field of tourism, published by Varna University of Management, Bulgaria. Its aim is to provide a platform for discussion of theoretical and empirical problems in tourism. Publications from all fields, connected with tourism such as management, marketing, sociology, psychology, geography, political sciences, mathematics, statistics, anthropology, culture, information technologies and others are invited. The journal is open to all researchers. Young researchers and authors from Central and Eastern Europe are encouraged to submit their contributions. Regular Articles in the European Journal of Tourism Research should normally be between 4 000 and 20 000 words. Major research articles of between 10 000 and 20 000 are highly welcome. Longer or shorter papers will also be considered. The journal publishes also Research Notes of 1 500 – 2 000 words. Submitted papers must combine theoretical concepts with practical applications or empirical testing. The European Journal of Tourism Research includes also the following sections: Book Reviews, announcements for Conferences and Seminars, abstracts of successfully defended Doctoral Dissertations in Tourism, case studies of Tourism Best Practices. The European Journal of Tourism Research is published in three Volumes per year. The full text of the European Journal of Tourism Research is available in the following databases: EBSCO Hospitality and Tourism CompleteCABI Leisure, Recreation and TourismProQuest Research Library Individual articles can be rented via journal's page at DeepDyve. The journal is indexed in Scopus and Thomson Reuters' Emerging Sources Citation Index. The editorial team welcomes your submissions to the European Journal of Tourism Research.

The Routledge Handbook of Tourism Experience Management and Marketing offers a comprehensive and thorough inquiry into both customary and emergent issues of tourism experience and co-creation. Drawing together contributions from 83 authors from 28 countries with varied backgrounds and interdisciplinary interests, the handbook highlights multiple representations and interpretations of the theme. It also integrates a selection of illustrative global case studies to effectively present its chapter

contents. Tourism experience drives the contemporary tourist's behavior as they travel in pursuit of experiencing unique and unusual destinations and activities. Creating a memorable and enduring experience is therefore a prerequisite for the all tourism business organizations irrespective of the nature of their products or services. This handbook focuses on conceptualizing, designing, staging, managing and marketing paradigms of tourism experiences from both supply and demand perspectives. It sheds substantial light on the contemporary theories, practices and future developments in the arena of experiential tourism management and marketing. Encompassing the latest thinking and research themes, this will be an essential reference for upper-level students, researchers, academics and industry practitioners of hospitality as well as those of tourism, gastronomy, management, marketing, consumer behavior, cultural studies, development studies and international business, encouraging dialogue across disciplinary boundaries.

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The purpose of this book is twofold. First, this book is an attempt to map the state of quantitative research in Asian tourism and hospitality context and provide a detailed description of the design, implementation, application, and challenges of quantitative methods in tourism in Asia. Second, this book aims to contribute to the tourism literature by discussing the past, current and future quantitative data analysis methods. The book offers new insights into well-established research techniques such as regression analysis, but goes beyond first generation data analysis techniques to introduce methods seldom – if ever – used in tourism and hospitality research. In addition to investigating existing and novel research techniques, the book suggests areas for future studies. In order to achieve its objectives the analysis is split into three main sections: understanding the tourism industry in Asia; the current status of quantitative data analysis; and future directions for Asian tourism research.

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 book explores the relationship between tourism and the moving image, from the early era of silent moving pictures through to cinema as mass entertainment. It examines how our active and emotional engagement with moving images provides meaning and connection to a place that can affect our decision-making when we travel. It also analyses how our touristic experiences can inform our film-viewing. A range of genres and themes are studied including the significance of the western, espionage, road and gangster movies, along with further study of film studio theme parks and an introduction to the relationship between gaming and travel. This book will appeal to tourism scholars as well as film studies professionals, and is written in an accessible manner for a general audience.

Modern Advances in Tourism Research provides a thorough assessment of state-of-the-art academic research in this field of economic science. The authors start by scoping the scene of tourism research. They progress to a comprehensive analysis of themes of particular interest for researchers and academics interested in the workings of the tourism markets, such as new analysis frameworks in tourism economics and new operational tools in tourism research.

The SAGE Handbook of Tourism Management is a critical, state-of-the-art and authoritative review of tourism management, written by leading international thinkers and academics in the field. With a strong focus on theories, concepts and disciplinary approaches to tourism studies, the chapters in this volume are framed as critical synoptic pieces covering key developments, current issues and debates, and emerging trends and future considerations for the field. Part One: Researching Tourism Part Two: Social Analysis Part Three: Economic Analysis Part Four: Technological Analysis Part Five: Environmental Analysis Part Six: Political Analysis This handbook offers a fresh, contemporary and definitive look at tourism management, making it an essential resource for academics, researchers and students.

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 in tourism studies. It introduces methods ranging from the collection of secondary visual materials for the purposes of analysis (such as postcards, tourism brochures, and websites) and the creation of visuals in the context of primary research (such as photography, video and drawings), to the production of data through photo-elicitation techniques. The book promotes thoroughly underpinned interdisciplinary visual tourism research and includes an exploration of many key philosophical, methodological and inter-disciplinary approaches. Comprised of five parts: introduction; paradigms, academic disciplines and theory; methods; analysis and representation; and conclusion. This volume informs and inspires its readers through a reliance on theory, examples from tourism studies conducted in various geographical locations and through key pedagogical features such as annotated further readings, practical tips boxes and concise chapter summaries. This book will be of interest to experienced visual tourism researchers, scholars wishing to incorporate visual methods in their studies of tourism for the very first time, as well as students on undergraduate, postgraduate or doctoral programmes who are contemplating the incorporation of visual methods in their studies of tourism.

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.

The inherent mobility of tourists and consequent relative ephemerality of contact between the visitor and the visited tourism phenomenon have specific characteristics that challenge the usual fieldwork practices of the social and physical sciences. Such conditions create specific concerns for the tourism researcher in terms of their positionality, relationality, accessibility, ethics, reflexivity, and methodological appropriateness. Fieldwork in Tourism is the first book to focus on this extremely significant component of contemporary tourist research and provides hands on approaches to conducting tourism fieldwork in a range of settings, exploring the methodological considerations and

offering strategies to mitigate these. The book also discusses how fieldwork affects researchers personally and what happens to field relationships. Divided into five sections, each with an introduction and a guide to further reading, the chapters cover the context of fieldwork, research relationships, politics and power, the position of the researcher in the field, research methods and processes, including virtual fieldwork, and the relationships between being a tourist and doing fieldwork. The concluding chapter suggests that the link between tourism and fieldwork perhaps offers greater insights into understanding creative fieldwork than may be imagined. This book incorporates a rich and diverse set of fieldwork experiences, insights and reflections on conducting fieldwork in different settings, the problems that emerge, the solutions that were developed, and the realities of being 'in the field'. Fieldwork in Tourism is an essential guide for Tourism higher level students, academics and researchers embarking on research in this field.

This book deals broadly with tourism planning and development from the perspective of Croatia, a major Adriatic tourism destination which is fast becoming one of the most popular vacation spots in the European Union. With the recent accession of Croatia to the EU, Croatia is undergoing a rapid political and economic transition and generating scholarly interest in the country's primary, secondary, and tertiary industries. This book examines the country's long history and thriving success in the tourism industry through issues of destination image and identity, management challenges, economic impact, and how to attract tourists in the midst of extreme political changes. The book explores the implications of policy decisions on product development and takes a theoretically sound approach to destination planning and problem-solving in Croatia. Its timely view of Croatian national tourism policy and the broader Adriatic/Mediterranean region makes this book of interest to all scholars, students, and practitioners engaged in various aspects of destination development planning and management. This volume seeks to expose and illustrate new approaches and thinking in qualitative methods that are being developed and implemented in tourism research. The contributions bring together various qualitative methods and approaches while also providing suggestions for the juxtaposition of qualitative and quantitative methods in mixed methods research. The book has been written with a cross-disciplinary approach which provides an insight into the art of research development from business, sociology and tourism perspectives. The chapters provide readers with a context and practical application examples for each method. They present a distinctive opportunity for social researchers from a range of disciplines, in particular tourism, to examine how to adapt the wide variety of qualitative approaches to their particular research needs.

The rural tourism sector has become a key driver for social and economic growth and a major source of income for developing and low-income countries in many parts of Asia. Rural tourism is progressively viewed as a solution, increasing the economic viability of marginalised areas, stimulating social regeneration and improving the living conditions of rural communities. Responsible rural tourism promotes conservation of the natural environment, protects the authenticity of culture, and offers socioeconomic opportunities and benefits for local communities. This book encompasses case studies from a range of Asian countries and examines both successful and failed attempts in developing responsible rural tourism, and the learnings that we can adopt and adapt for future responsible rural tourism in the region. It will be of interest to students, researchers, stakeholders and policymakers in tourism.

Planning an Applied Research Project in Hospitality, Tourism and Sports provides a comprehensive and carefully structured treatment of all the aspects involved in planning a research project. Instead of being a statistically oriented book, this text provides a conceptual and process-oriented approach to planning and conducting research. Written for both students and professionals, it is easy to read, short, and to the point, i.e., practical. The book provides basic, yet comprehensive information about doing research, and can be used not only in a "research

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methods” course where students will have to plan and conduct a research project, but also in earlier course work to help students learn to write research papers. Planning an Applied Research Project in Hospitality, Tourism and Sports covers a range of subjects including: selecting a topic, conducting a literature review, developing a coherent design, and using various research techniques such as interviews, questionnaires, and observations. It also contains information on analyzing data once it has been collected and developing a proposal to obtain support before undertaking a research project. Unique coverage includes: 2 chapters on conducting and writing a literature review, 1 chapter on analyzing data (from both a qualitative and quantitative perspective), 1 chapter on writing a research proposal, and 3 detailed chapters on techniques.

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