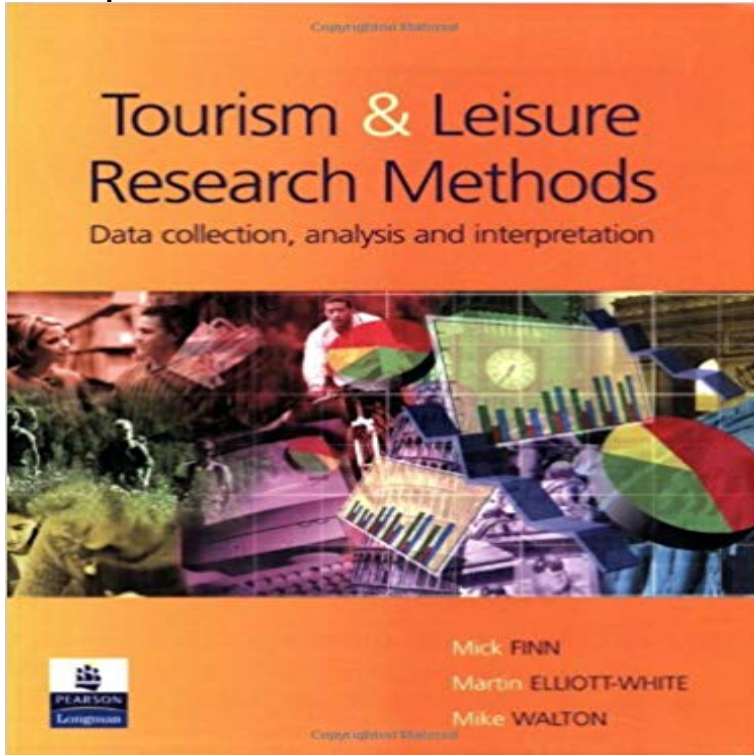


Tourism and Leisure Research Methods: Data Collection, Analysis, and Interpretation



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.

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