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# HANDBOOK OF RESEARCH METHODS IN TOURISM

## Quantitative and Qualitative Approaches

Edited by **Larry Dwyer**, University of New South Wales, Australia, **Alison Gill**, Simon Fraser University, Canada and **Neelu Seetaram**, Bournemouth University, UK

*'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.'*

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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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