Research Methods for Leisure, Recreation and Tourism, 2nd Edition-Ercan Sirakaya-Turk 2017-04-13 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 industry.

Research Methods for Leisure and Tourism-A.J. Veal 2017-12-19 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.

This international case studies and extensive examples from the leisure and tourism literature Questions, exercises and further reading for each chapter.

Research Methods for Leisure and Tourism-A. J. Veal 1994 This introductory text introduces fundamental elements of research methods for leisure, recreation and tourism, with contributions from internationally renowned and active researchers in the field. It covers statistical information such as measurement of variables, sampling, questionnaire design and evaluation methods, and also contains wider discussion of writing proposals, communicating research findings, cross-cultural research, and the use of new technologies in conducting research. Enhanced by illustrations, focus boxes, review questions and case studies, this text introduces undergraduate students to the vital skills they will need to succeed in tourism studies.


An Introduction to Visual Research Methods in Tourism-Tijana Rakić 2011-08-01 "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 photography/web-based research, people, Parks 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 the additional sources.

Research in Recreation, Parks, Sport and Tourism-Carol Cutler Riddick 2014-06-01 Organised in a step-by-step format, this book thoroughly reviews the fundamentals of research methods, developing the skills needed to carry out a small-scale research investigation. This third edition introduces a number of new features within each chapter, including self-tests, questions designed to jump start one's own research, and practice and web-related exercises. Likewise, the revised instructor's manual includes new chapter figures plus a study guide review cast in a Jeopardy-style game format.

Applied Research and Evaluation Methods in Recreation-Diane Blankenship 2010 Applied Research and Evaluation Methods in Recreation is the only text that integrates research, evaluation, and basic statistical analysis and links these concepts directly to the field. Using a logical format and accessible language, the book presents students with the foundational knowledge they need to move through the research process.

Research Methods in Sport Studies and Sport Management-A.J. Veal 2014-03-26 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, 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 introduces an essential companion for any sport-related degree course.

An Introduction to Visual Research Methods in Tourism-Tijana Rakić 2011-08-01 "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

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