



## Handbook of Research Methods in Tourism

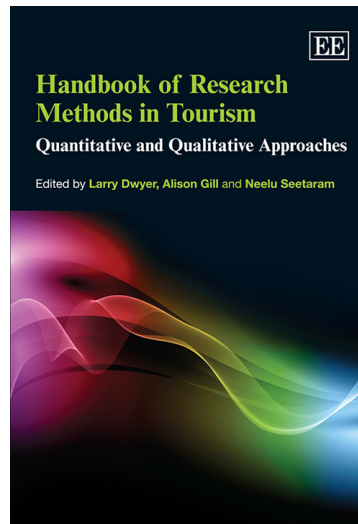
### Quantitative and Qualitative Approaches

Edited by Larry Dwyer, Faculty of Economics, University of Ljubljana, Slovenia, Alison Gill, Simon Fraser University, Canada and Neelu Seetaram, Senior Lecturer in Tourism Management, 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.

'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



2014	528 pp	Paperback	978 1 78195 595 6	<del>£33.60</del>	£42.00	<del>\$55.20</del>	\$69.00
2012	528 pp	Hardback	978 1 78100 128 8	<del>£227.70</del>	£170.00	<del>\$227.70</del>	\$253.00
Elgaronline 978 1 78100 129 5							

Edward Elgar Publishing Ltd. is registered in the UK at: The Lypiatts, 15 Lansdown Road, Cheltenham, Glos GL50 2JA. Registered number: 2041703

## How To Order

### Online

[www.e-elgar.com](http://www.e-elgar.com)

Get up to 20% discount when you order online

### By Email

UK/ROW: [sales@e-elgar.co.uk](mailto:sales@e-elgar.co.uk)

N/S America: [elgarsales@e-elgar.com](mailto:elgarsales@e-elgar.com)

### By Phone

UK/ROW: [+44 \(0\) 1242 226934](tel:+44(0)1242226934)

N/S America: [+1 413-584-5551](tel:+14135845551)

## Connect With Us

### Find us on Facebook

[facebook.com/EdwardElgarPublishing](https://facebook.com/EdwardElgarPublishing)

### Follow us on Twitter

For news, views and offers

[@ElgarPublishing](https://twitter.com/ElgarPublishing)

### Read our Blog

For news, views and debate from our authors and readers.

<https://www.elgar.blog>

### For More Information

UK/ROW: [info@e-elgar.co.uk](mailto:info@e-elgar.co.uk)

N/S America: [elgarinfo@e-elgar.com](mailto:elgarinfo@e-elgar.com)