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 fulfill 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.

“This Handbook is a must-read for researchers, students, and practitioners in tourism and hospitality management. Top researchers from the discipline provide a comprehensive picture of relevant research methods and practices. The well-written and easily accessible contents allow the reader to use the gained knowledge right away in their projects.”

– Christian Ringle, Hamburg University of Technology, Germany

“This Handbook is a valuable research guide full of important information for those of us who want to learn more about research methods in tourism and hospitality management. It makes a fresh and important addition to the tourism and hospitality management literature.”

– Dogan Gursoy, Washington State University, US