



## Research Methods for Leisure and Tourism (Paperback)

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By Anthony James Veal

Pearson Education Limited, United Kingdom, 2017. Paperback. Condition: New. 5th edition. Language: English . Brand New Book. 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 International case studies and extensive examples from the leisure and tourism literature Questions, exercises and further reading for each chapter Extensive web-based support materials New to this edition The fifth edition has been fully updated throughout and includes additional material on: Management and policy-related research methods EndNote bibliographic referencing software Notes on additional methods including: big data, discourse analysis, multiple correspondence analysis, netnography/web-based research,...



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