Tourism and Leisure Research Methods: Data Collection, Analysis, and Interpretation

by Mike Walton

Tourism and Leisure Research Methods: Data Collection, Analysis, and Interpretation is a comprehensive guide to the methods used in tourism and leisure research. The book covers a wide range of topics, including data collection, analysis, and interpretation. It is designed to help researchers understand the processes involved in conducting research in this field.

The book is structured into eleven chapters, each focusing on a specific aspect of research methods. It begins with an introduction to research methods and then moves on to discuss the different types of data collection methods, such as surveys, interviews, and observations. The chapters also cover the analysis of data, including qualitative and quantitative analysis techniques.

One of the key features of the book is its focus on interpretation. It includes guidance on how to interpret data and how to make sense of the results of research. The book also provides examples of the methods discussed, making it easier for readers to understand how to apply them in practice.

Overall, Tourism and Leisure Research Methods: Data Collection, Analysis, and Interpretation is a valuable resource for anyone involved in tourism and leisure research. It provides a solid foundation in the methods used in the field and is written in a clear and accessible style.