



Key Concepts in Tourism Research (SAGE Key Concepts series)

David Botterill, Vincent Platenkamp

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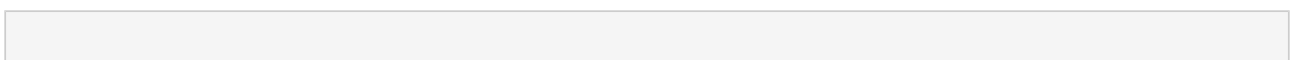
Key Concepts in Tourism Research (SAGE Key Concepts series) David Botterill, Vincent Platenkamp
This book walks students through the selection and application of research methods within Tourism.

Experienced authors introduce the relevant language and theory of key methodologies and then develop them using strategic literature review and the inclusion of international examples which relate directly to tourism.

Each concept sets the historical and philosophical context of a method alongside the practical application of the technique and provides:

- authoritative and reliable data
- informative cross-referencing
- detailed discussion of theories and their critics
- suggestions for further reading

The book is a vital resource for all students of tourism, leisure and management.



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