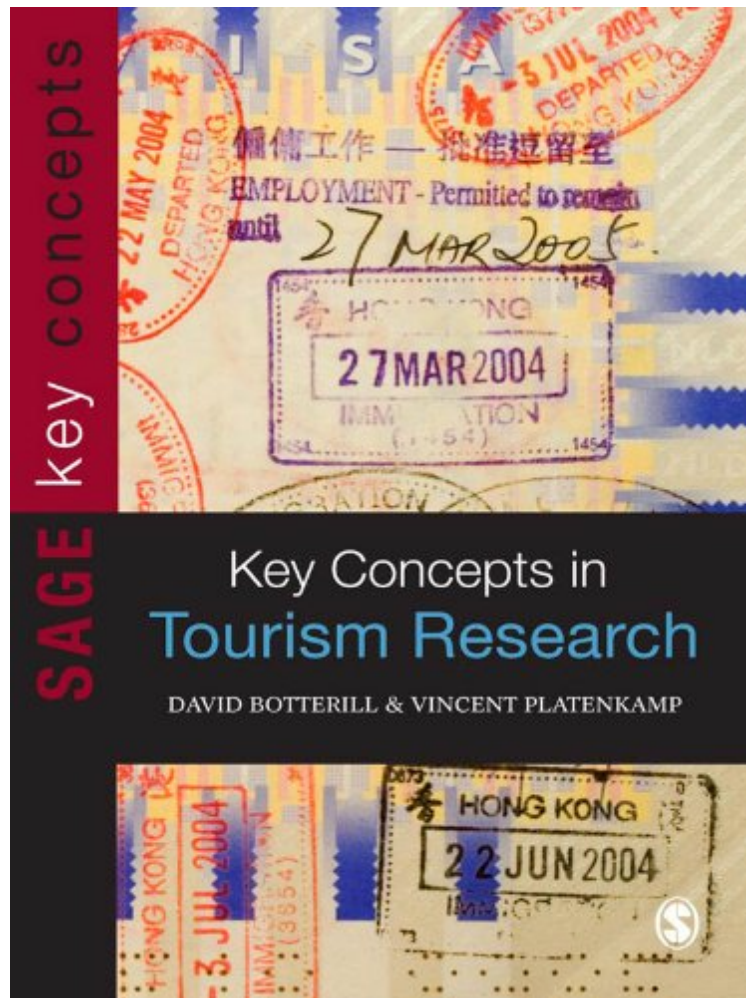


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David Botterill, Vincent Platenkamp

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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 criticisms; suggestions for further reading. The book is a vital resource for all students of tourism, leisure and

management.

This is a comprehensive text which encompasses consideration of a broad range of concepts and techniques of relevance to scholars of tourism. I think it makes a very useful contribution to understanding a range of key concepts and theories used in the construction and presentation of tourism knowledge
Dr Fiona Jordan Director of Postgraduate and Professional Studies, Faculty of Business and Law, UWE
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