

## Tourism Research Methods Integrating Theory With Practice

This book explores the relationship between tourism and the moving image, from the early era of silent moving pictures through to cinema as mass entertainment. It examines how our active and emotional engagement with moving images provides meaning and connection to a place that can affect our decision-making when we travel. It also analyses how our touristic experiences can inform our film-viewing. A range of genres and themes are studied including the significance of the western, espionage, road and gangster movies, along with further study of film studio theme parks and an introduction to the relationship between gaming and travel. This book will appeal to tourism scholars as well as film studies professionals, and is written in an accessible manner for a general audience.

Most tourism theories have been developed from the tourists' perspective, including the seminal work by John Urry, "The Tourist Gaze", which is now a classic text. "The Host Gaze in Global Tourism" is a unique book for researchers and students as it is the first to look at the host gaze from within the host community. It discusses how the gaze is constructed, how it has developed, how it varies between countries and how the tourism industry can affect it. By looking at the gazes of both Western and non-Western hosts, this book analyses the dynamics of a host destination and consequences th.

This textbook presents a compendium of important issues that were discussed at the 2nd International Cruise Conference in Plymouth (UK) between the 18th and 20th February 2010. The focus of the conference was to consider emerging issues, problems and solutions for the cruise industry at a time when trading conditions were perceived to be highly volatile.

An Introduction to Visual Research Methods in Tourism is the first book to present, discuss and promote the use of a range of visual methods in tourism studies. It introduces methods ranging from the collection of secondary visual materials for the purposes of analysis (such as postcards, tourism brochures, and websites) and the creation of visuals in the context of primary research (such as photography, video and drawings), to the production of data through photo-elicitation techniques. The book promotes thoroughly underpinned interdisciplinary visual tourism research and includes an exploration of many key philosophical, methodological and inter-disciplinary approaches. Comprised of five parts: introduction; paradigms, academic disciplines and theory; methods; analysis and representation; and conclusion. This volume informs and inspires its readers through a reliance on theory, examples from tourism studies conducted in various geographical locations and through key pedagogical features such as annotated further readings, practical tips boxes and concise chapter summaries. This book will be of interest to experienced visual tourism researchers, scholars wishing to incorporate visual methods in their studies of tourism for the very first time, as well as students on undergraduate, postgraduate or doctoral programmes who are contemplating the incorporation of visual methods in their studies of tourism.

The study of tourism as a complex social phenomenon, beyond simply business, is increasing in importance. Providing an examination of perceptions of culture and society in tourism destinations through the tourist's eyes, this book discusses how

destinations were, and are, created and perceived through the 'lens' of the tourist's gaze.

Within the tourism industry there is a growing consensus on the need for research to investigate the economic, social and environmental impacts of tourism. However, existing research methods texts are based solely on either the business approach or the social science approach to tourism. They often fail to provide real world examples of how to plan, implement or analyse tourism related research. This book aims to address this divide by integrating theory with practice through the inclusion of specific tourism research case studies alongside research theory. It considers a wide range of research issues, approaches and techniques with contributions from both experienced and new researchers.

Routledge Handbook of Tourism and Sustainability from C. Michael Hall, Stefan Gössling, Daniel Scott is one of the winners of the ITB BookAwards 2016 in the category Specialist tourism literature! Sustainability remains one of the major issues in tourism today. Concerns over climate and environmental change, the fallout from the global economic and financial crisis, and the seeming failure to meeting UN Millennium development goals have only reinforced the need for more sustainable approaches to tourism, however they be defined. Given the centrality of sustainability in tourism curricula, policies, research and practice it is therefore appropriate to prepare a state of the art handbook on the relationship between tourism and sustainability. This timely Handbook of Tourism and Sustainability is developed from specifically commissioned original contributions from recognised authors in the field, providing a systematic guide to the current state of knowledge on this area. It is interdisciplinary in coverage and international in scope through its authorship and content. The volume commences with an assessment of tourism's global environmental, e.g. climate, emissions, energy use, biodiversity, water use, land use, and socio-economic effects, e.g. economic impacts, employment and livelihoods, culture. This then provides the context for sections outlining the main theoretical frameworks and constructs that inform tourism and sustainability, management tools and approaches, and the approaches used in different tourism and travel industry sectors. The book concludes by examining emerging and future concerns in tourism and sustainability such as peak-oil, post-carbon tourism, green economy and transition tourism. This is essential reading for students, researchers and academics interested in the possibilities of sustainable forms of tourism and tourism's contribution to sustainable development. Its assessment of tourism's global impact along with its overviews of sectoral and management approaches will provide a benchmark by which the sustainability of tourism will be measured for years to come.

In a world characterized by an encroaching homogeneity induced by the growth of multi-national corporations and globalization, the causes of difference accrue new levels of importance. This is as true of tourism as in many other spheres of life – and one cause of differentiation for tourism promotion is the culture of Indigenous Peoples. This offers opportunities for cultural renaissance, income generation and enhanced political empowerment, but equally there are possible costs of creating commodities out of aspects of life that previously possessed spiritual meaning. This book examines these issues from many different perspectives; from those of product design and enhancement; of the aspirations of various minority groupings; and the patterns of displacements that occur – displacements that are not simply spatial but also social and cultural. How can these

changes be managed? Case studies and analysis is offered, derived from many parts of the globe including North America, Asia and Australasia. The contributors themselves have, in many instances, worked closely with groups and organizations of Indigenous Peoples and attempt to give voice to their concerns. The book is divided into various themes, each with a separate introduction and commentary. The themes are Visitor Experiences, Who manages Indigenous Cultural Tourism Product, Events and Artifacts, Conceptualisation and Aspiration. In a short final section the silences are noted – each silence representing a potential challenge for future research to build upon the notions and lessons reported in the book. The book is edited by Professor Chris Ryan from New Zealand, and Michelle Aicken of Horwath Asia Pacific.

Cultural tourism includes experiencing local culture, traditions and lifestyle, participation in arts-related activities, and visits to museums, monuments and heritage sites. This book reviews a wide range of qualitative and quantitative research methods applied to the field. It is suitable for students and researchers in tourism and leisure.

"The fast growing phenomenon of volunteer tourism encompasses a diverse range of activities, from conserving environments to working with host communities to alleviate poverty. However, understanding the complex relationship between volunteering and tourism requires a wide analytical framework. Theoretical and empirical case studies from leading researchers in the field explore the experiences of the volunteer tourist and the power relationships between volunteers and host communities and commercial, non-commercial and government entities involved in developing and supporting volunteer tourism. Providing an insight into how volunteer tourism is growing and developing, this volume will be essential to those interested in sustainable tourism and community and social development as well as commercial operators, non-government organizations and volunteer management organizations." --Book Jacket.

The European Journal of Tourism Research is an interdisciplinary scientific journal in the field of tourism, published by Varna University of Management, Bulgaria. Its aim is to provide a platform for discussion of theoretical and empirical problems in tourism. Publications from all fields, connected with tourism such as management, marketing, sociology, psychology, geography, political sciences, mathematics, statistics, anthropology, culture, information technologies and others are invited. The journal is open to all researchers. Young researchers and authors from Central and Eastern Europe are encouraged to submit their contributions. Regular Articles in the European Journal of Tourism Research should normally be between 4 000 and 20 000 words. Major research articles of between 10 000 and 20 000 are highly welcome. Longer or shorter papers will also be considered. The journal publishes also Research Notes of 1 500 – 2 000 words. Submitted papers must combine theoretical concepts with practical applications or empirical testing. The European Journal of Tourism Research includes also the following sections: Book Reviews, announcements for Conferences and Seminars, abstracts of successfully defended Doctoral Dissertations in Tourism, case studies of Tourism Best Practices. The European Journal of Tourism Research is published in three Volumes per year. The full text of the European Journal of Tourism Research is available in the following databases: EBSCO Hospitality and Tourism CompleteCABI Leisure, Recreation and TourismProQuest Research Library Individual articles can be rented via journal's page at

DeepDyve. The journal is indexed in Scopus and Thomson Reuters' Emerging Sources Citation Index. The editorial team welcomes your submissions to the European Journal of Tourism Research.

This book deals broadly with tourism planning and development from the perspective of Croatia, a major Adriatic tourism destination which is fast becoming one of the most popular vacation spots in the European Union. With the recent accession of Croatia to the EU, Croatia is undergoing a rapid political and economic transition and generating scholarly interest in the country's primary, secondary, and tertiary industries. This book examines the country's long history and thriving success in the tourism industry through issues of destination image and identity, management challenges, economic impact, and how to attract tourists in the midst of extreme political changes. The book explores the implications of policy decisions on product development and takes a theoretically sound approach to destination planning and problem-solving in Croatia. Its timely view of Croatian national tourism policy and the broader Adriatic/Mediterranean region makes this book of interest to all scholars, students, and practitioners engaged in various aspects of destination development planning and management.

The purpose of this book is twofold. First, this book is an attempt to map the state of quantitative research in Asian tourism and hospitality context and provide a detailed description of the design, implementation, application, and challenges of quantitative methods in tourism in Asia. Second, this book aims to contribute to the tourism literature by discussing the past, current and future quantitative data analysis methods. The book offers new insights into well-established research techniques such as regression analysis, but goes beyond first generation data analysis techniques to introduce methods seldom – if ever – used in tourism and hospitality research. In addition to investigating existing and novel research techniques, the book suggests areas for future studies. In order to achieve its objectives the analysis is split into three main sections: understanding the tourism industry in Asia; the current status of quantitative data analysis; and future directions for Asian tourism research.

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Describing the fundamental elements of research methods for leisure, recreation and tourism, this new edition of a popular textbook is updated throughout. It covers the measurement of variables, sampling, questionnaire design and evaluation methods, and also a wider discussion of writing proposals, communicating research findings, cross-cultural research, and the use of new technologies in conducting research. Written by internationally renowned researchers in an accessible style, this book introduces both undergraduate and graduate students to the vital skills they will need to succeed in the leisure, recreation, tourism and hospitality industries.

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 fulfil 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.

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This book is for readers who wish to develop their knowledge, insight, skills, and facility into integrated communications within the post-modern era, a topic of relevance everywhere, but particularly apposite as the original conference was hosted in Turkey, a rapidly developing nation, and one enjoying significant growth in the global.

Many former mining areas have now lost their industrial function and are now turning to tourism for regional revitalization and community economic development. The transformation process of these industrial, and in some cases derelict, mining sites and landscapes into an area of interest for tourists is a major challenge both for planners and for tourism managers. It involves complex consideration to both the preservation of the physical site and community mining heritages as well as the health, safety and environmental factors inherent in opening these vast sites to the public. *Mining Heritage and Tourism* includes contributions from internationally recognized authorities and is the first book to focus on the issues, challenges and potentials in redeveloping mines as cultural heritage attractions which are explored thematically throughout the book. It draws on multidisciplinary research to consider the dichotomy between heritage preservation and tourist development goals for mining heritage sites as well as to explore the practical challenges of developing these sites. These themes are illustrated by case studies from a vast range of geographical locations around the globe to offer operational insights into the planning and management of these sites for both heritage and tourism purposes, as well as innovative site management techniques. There has never before been a more comprehensive book on mining heritage tourism representing the latest developments in strategy, policy and practices. This book serves as an invaluable guide for students, researchers, academics and practitioners in the areas of Tourism and Heritage Management.

'This is an excellent book which significantly contributes to tourism research and education. It takes a rigorous yet readable style to address twenty five of the most pertinent quantitative and qualitative techniques applied in tourism research. The book will appeal to a wider readership of social scientists as well as to scholars of tourism as each chapter provides a thorough overview and explanation of the techniques irrespective of their tourism application.' – Dimitrios Buhalis, Bournemouth University, UK This insightful book explores the most important established and emerging qualitative and quantitative research methods in tourism. The authors provide a detailed overview of the nature of the research method, its use in tourism, the advantages and limitations, and future directions for research. Each chapter is structured to provide information on: the nature of the technique and its evolution; background and types of problems that the technique is designed to handle; applications of the technique to tourism, including discussion of studies that have used the technique and their findings; advantages and limitations of the technique conceptually and for policy formulation; and further developments and applications of the technique in tourism research. *Handbook of Research Methods in Tourism* will appeal to social scientists, students as well as researchers in tourism who use quantitative and qualitative research techniques.

This fourth edition of *The Geography of Tourism and Recreation* provides students with a comprehensive introduction to the interrelationship between tourism, leisure and recreation from geographical and social science perspectives. It still remains the only book to systematically compare and contrast in a spatial context, tourism and recreation in relation to leisure time, offering insight into the demand, supply, planning, destination management and impacts of tourism and recreation. Whilst retaining its accessible style and approach this edition has been significantly updated to reflect recent developments and new concepts from geography which are beginning to permeate the tourism and recreational field. New features include: Content on the most recent developments, climate change, sustainability, mobilities and crisis management in time and space as well as trends such as low cost airlines and the control of land transport by transnational operators in the EU such as Arriva. More attention to management issues such as innovation and the spatial consequences for tourism and leisure

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development. New case studies and examples to showcase real life issues, from both developed and developing countries, especially the US, China and South Africa. Completely revised and redeveloped to accommodate new, user- friendly features: case studies, insights, summary points and learning objectives. Written by leading academics, this is essential reading for all tourism, geography, leisure and recreation students.

This international field guide provides methods and studies on how-to-do case study research in natural settings. This text is ideal for those studying and conducting case study research in tourism, hospitality and leisure disciplines. It provides a comprehensive and practical account of how to describe, explain and predict case behavior.

This book investigates and considers the urgent political, social, and economic challenges that confront society and tourism. It attempts to look at what is threatening society, and makes suggestions on what the impact will be and how tourism will be changed to integrate with the new socio-economics of a newly emerging society with its novel peculiar challenges and opportunities in a post-energy era. The book draws on the views of leading thinkers in tourism and considers a broad range of issues from multidisciplinary perspectives facing the tourism industry for the first time in one volume: dwindling energy, new technology, security (like war and terrorism), political economy, sustainability, and human resources. By critically reviewing these social and economic challenges in a global scale, the book helps to create a comprehensive view of future tourism in the unfolding and challenging society of the third millennium. This innovative and significant volume will be valuable reading for all current and future tourism professionals.

This book brings together, explores and expands socio-spatial affect, emotion and psychoanalytic drives in tourism for the first time. Affect is to be found in visceral intensities and resonances that circulate around and shape encounters between and amongst tourists, local tourism representatives and places. When affect manifests, it can 'take shapes' in the form of emotions such as fun, joy, fear, anger and the like. When it remains a visceral force of latent bodily responses, affect overlaps with drives as expounded in psychoanalysis. The aim of the title, therefore, is to explore how and in what ways affects, emotions and drives are felt and performed in tourism encounters in places of socio-political turmoil such as Jordan, Palestine/Israel, with a detour to Iraq. Affective Tourism is highly innovative as it offers a new way of theorising tourism encounters bringing together, critically examining and expanding three areas of scholarship: affective and emotional geographies, psychoanalytic geographies and dark tourism. It has relevance for tourism industries in places in the proximity of ongoing conflicts as it provides in-depth analyses of the interconnections between tourism, danger and conflict. Such understandings can lead to more socio-culturally and politically-sustainable approaches to planning, development and management of tourism. This ground breaking book will be of valuable reading for students and researchers from a number of fields such as tourism studies, geography, anthropology, sociology and Middle Eastern studies.

New approaches to tourism study demonstrate a notable 'critical turn' – a shift in thought that emphasises interpretative and critical modes of tourism inquiry. The chapters in this volume reflect this emerging critical school of tourism studies and represent a coordinated effort of tourism scholars whose work engages innovative research methodologies. Since such work has been dispersed across a variety of tourism-related and other research fields, this book responds to a pressing need to consolidate recent advances in a single text. Adopting a broad definition of 'criticality', the contributors seek to find 'fresh' ways of theorising tourism by locating the phenomenon in its wider political, economic, cultural and social contexts. The collection addresses the power relations underpinning the production of academic knowledge; presents a range of qualitative data collection methods which confront the field's dominant (post)positivist approaches; foregrounds the

emotional dynamics of research relations and explores the personal, the political and the situated nature of research journeys. The book has been divided into two parts, with the essays in the first part establishing a context-specific framework for engaging philosophical and theoretical debates in contemporary tourism enquiry. The second set of essays then present, discuss and critique specific methodologies, research techniques, methods of interpretation and writing strategies, all of which are in some sense illustrative of 'critical' tourism research. Contributors range from postgraduate students to established academics and are drawn from both the geopolitical margins and the 'powerbases' of the tourism academy. Their various relationships with the English-speaking academy thus range from relative 'outsider' to well-positioned 'insider' and as a result, their essays are reflective of a range of locations within the complexly spun web of academic power relations and social divisions.

This book elaborates upon, critiques and discusses 21st-century approaches to scholarship and research in the food, tourism, hospitality, and events trades and applied professions, using case examples of innovative practice. The specific field considered in this book is also placed against the backdrop of the larger question of how universities and other institutions of higher learning are evolving and addressing the new relationships between research, scholarship and teaching.

Worldwide, tourism is the third largest economic activity in direct earnings after petroleum and automobile industries, and by far the largest one if indirect earnings are also taken into consideration. Taking into account the profound economic impact the tourism and hospitality industries can have on regions and cities around the world, further research in this area is critical. *Global Dynamics in Travel, Tourism, and Hospitality* takes a holistic approach to tourism and hospitality operations, education, and research. Highlighting the latest research in the field, real-world examples of how these industries are shaping economic development as well as future outlooks and opportunities for growth, this publication is an essential reference source for researchers, professionals, and graduate-level students.

*Planning an Applied Research Project in Hospitality, Tourism and Sports* provides a comprehensive and carefully structured treatment of all the aspects involved in planning a research project. Instead of being a statistically oriented book, this text provides a conceptual and process-oriented approach to planning and conducting research. Written for both students and professionals, it is easy to read, short, and to the point, i.e., practical. The book provides basic, yet comprehensive information about doing research, and can be used not only in a "research methods" course where students will have to plan and conduct a research project, but also in earlier course work to help students learn to write research papers. *Planning an Applied Research Project in Hospitality, Tourism and Sports* covers a range of subjects including: selecting a topic, conducting a literature review, developing a coherent design, and using various research techniques such as interviews, questionnaires, and observations. It also contains information on analyzing data once it has been collected and developing a proposal to obtain support before undertaking a research project. Unique coverage includes: 2 chapters on conducting and writing a literature review, 1 chapter on analyzing data (from both a qualitative and quantitative perspective), 1 chapter on writing a research proposal, and 3 detailed chapters on techniques.

Tourism has become increasingly 'exotic', a process made possible by low-cost charter tourism and cheaper air tickets. Faraway and evermore 'exotic' holidays are becoming widespread and within reach as destinations make their entry into the mass tourism market. Strolls through the bazaars of Istanbul and cruises on the Nile are packaged into the sea, sand and sun culture of traditional forms of organized mass tourism. At the same time new technologies weave the fabric of tourism and everyday life even closer, circulating images, information, and objects between them. Taking off from this observation, *Tourism, Performance and the Everyday* invites readers to follow the flow's of

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tourist desires, objects, meanings, photographs, fears, dreams and memories weaving together the spaces of and between Western Europe, Turkey and Egypt. *Tourism, Performance and the Everyday* carefully analyzes the cultural and social impacts of mass-tourist experiences of 'exotic' places on the wider aspects of everyday life. It treats mass-tourism as a cultural phenomenon that feeds into the practices and networks of peoples' everyday lives rather than as an isolated, trivial or 'exotic' event. It traces how these impacts are mediated by various mobilities between home and away through innovative mobile and ethnographic research methods at tourist destinations and the home of tourists. The book contains analysis of diaries, photographs, blogs and photo web sharing sites, participant observation of performing tourists and 'home ethnographies' of the afterlife tourist photographs, souvenirs and memories. In doing this, the book traces out the multiple interconnections and mobilities between everyday spaces and leisure spaces as well as the multiple ways in which the Orient is consumed on holiday and at home. The book appeals to a wide audience among students, researchers and educators within the social and cultural sciences studying, researching and teaching theories and methods of tourism, Orientalism and cultural encounters as well as broader issues of leisure, consumption and everyday life.

Delivers refreshing insights from a host of scientific investigations pertaining to hospitality, leisure, and tourism while rendering an academic forum to stimulate discussion on literature, contemporary issues and fresh trends essential to theory advancement as well as professional practices from a global perspective.

Contributors from diverse backgrounds explore a range of issues in relation to the media and journalism's role in ascribing meaning to tourism practices. This fascinating account offers a thoroughly international and interdisciplinary perspective on an increasingly important field of journalism scholarship.

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 include 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, people meters For the analysis of quantitative data, SPSS is updated to version 23 For qualitative data analysis, the guide to NVivo software is updated to version 11.

Tourism affects millions of individuals, numerous societies and environments in multiple, nuanced and overlapping ways. While it can be viewed as a frivolous leisure pursuit or simply a large industry, with potentially destructive impacts, it might also be understood in terms of its effects on human fulfilment, the good life and greater well-being. This book calls for positive tourism, principally grounded in theories from positive psychology (the study of what makes life worth living), and the development of a body of knowledge that explains what characterises optimal tourist experiences, what enables host communities to flourish and what encourages workers in tourism to thrive. Through original

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research studies reported in this international volume we aim to further develop this knowledge. The intersections between ongoing and traditionally inspired applications of psychology in tourism and this new thrust in psychological inquiry promise to refresh and challenge tourism research. This book will appeal to researchers and academics in tourism, leisure, positive psychology, management and related fields as well as graduate students, professionals and policy makers.

Around the world every year very many students have to complete dissertations or theses as part of their undergraduate or masters studies in tourism and related subjects. Often this substantial piece of self-directed work is the culmination of their programmes. More than just a means to consolidate their final grades, it is also an exciting chance to research a topic of their choosing and a potential gateway to more advanced study as well as job offers and future career paths. Yet for all these reasons, many students view the dissertation as a tricky challenge. This comprehensive book intends to take the stress and anxiety out of doing a dissertation in tourism studies and related disciplines. The process is examined from the germination of an idea to the submission and assessment of the final document. Written primarily for students conducting independent research for the first time, this book offers simple advice and a clear framework which students can adopt even in more advanced studies at masters and doctoral level. This book debunks popular myths, and aims to overcome common pitfalls. It focuses on the aims and objectives as the DNA of every dissertation. Rather than view it as a single, overwhelming project, the dissertation is presented as a series of more modest, manageable yet crucially inter-linked tasks that all students can successfully complete through careful preparation and effective time management. Dissertations are not to be underestimated and they demand great care and attention, but they can also be immensely rewarding and enriching experiences academically and personally. This 'jargon free' book is also written with overseas students specifically in mind, drawing directly on our overseas students' experiences. This valuable resource contains start of chapter learning objectives and end of chapter checklists, as well as numerous boxed case studies, to further help assist students through their dissertation.

Modern Advances in Tourism Research provides a thorough assessment of state-of-the-art academic research in this field of economic science. The authors start by scoping the scene of tourism research. They progress to a comprehensive analysis of themes of particular interest for researchers and academics interested in the workings of the tourism markets, such as new analysis frameworks in tourism economics and new operational tools in tourism research.

The inherent mobility of tourists and consequent relative ephemerality of contact between the visitor and the visited tourism phenomenon have specific characteristics that challenge the usual fieldwork practices of the social and physical sciences. Such conditions create specific concerns for the tourism researcher in terms of their positionality, relationality, accessibility, ethics, reflexivity, and methodological appropriateness. *Fieldwork in Tourism* is the first book to focus on this extremely significant component of contemporary tourist research and provides hands on approaches to conducting tourism fieldwork in a range of settings, exploring the methodological considerations and offering strategies to mitigate these. The book also discusses how fieldwork affects researchers personally and what happens to field relationships. Divided into five sections, each with an introduction and a guide to further reading, the chapters cover the context of fieldwork, research relationships, politics and power, the position of the researcher in the field, research methods and processes, including virtual fieldwork, and the relationships between being a tourist and doing fieldwork. The concluding chapter suggests that the link between tourism and fieldwork perhaps offers greater insights into understanding creative fieldwork than may be imagined. This book incorporates a rich and diverse set of fieldwork experiences, insights and reflections on conducting fieldwork in different settings, the problems that emerge, the

solutions that were developed, and the realities of being 'in the field'. Fieldwork in Tourism is an essential guide for Tourism higher level students, academics and researchers embarking on research in this field.

What is important to ethical consumers when thinking about going on holiday and how do they incorporate their lifestyle choices into these holidays? What values inform their lifestyles and how do they satisfy these values on holiday? Do ethical consumers automatically become ethical tourists or is the situation a little more complex than this? In an attempt to answer these questions, this book explores: The ethical dilemmas associated with tourism The concerns and motivations of ethical consumers on holiday The role and importance of values in holiday decision-making This book offers a highly original contribution to the debate surrounding the demand for ethical and responsible holidays. It explores the consumption concerns of ethical consumers and their motivational values, and offers a detailed examination of how they manage these values on holiday. This book offers a new and challenging perspective to the study of responsible tourism by providing a unique empirical insight into how responsible tourists incorporate their norms and values into their holiday decisions. The text will be of interest to undergraduates, postgraduates and tutors on courses that have tourism and the tourist at their centre, and to academics in other disciplines such as marketing and consumer behaviour. It will also be highly relevant to the global tourism industry.

The contribution of tourism to create an inclusive society requires the adoption of new approaches and strategies that promote the accessibility of tourism destinations, allowing all people, regardless of their health condition, to enjoy tourism experiences. To accomplish this objective, it is of utmost relevance to promote the active involvement of all stakeholders of the tourism system (demand, supply, government entities, and educational institutions) in the creation of accessible and adapted tourism products. However, the scarce literature in this area suggests that the people working in the tourism industry are not usually aware of several needs and travel constraints of persons with disabilities and that the information delivered by traditional information sources to this market is frequently inadequate, inaccurate, or incomplete. Therefore, the information and communication technologies (ICTs) may have a crucial role to overcome the several travel constraints that these people face to plan and carry out a tourism trip as well as to enable supply agents to develop accessible tourism products. Despite this, although in recent years research regarding accessible tourism has increased, the number of studies on the contributions of ICTs for the development of accessible research is scarce. ICT Tools and Applications for Accessible Tourism provides theoretical and practical contributions for accessible tourism in the growing tourism market for social responsibility issues and as an excellent business opportunity. Chapters within this critical reference source cover the academic discussion of global accessible tourism, increased knowledge of disabilities, ICTs that can be used, and emerging technologies. This book is intended for all practitioners in the tourism industry along with IT specialists, government officials, policymakers, marketers, researchers, academicians, and students who are interested in the latest tools, technologies, and research on accessible tourism.

This book will be a major resource for all academic researchers and practitioners interested in issues dealing with the development of tourism, its potential and challenges, and policy and regulatory issues in the Central Asian countries of Kazakhstan, Uzbekistan, Turkmenistan, Kyrgyzstan, and Tajikistan. These countries are gaining more attention as emerging destinations. There is limited research that focuses on these countries with respect to their potential and characteristics as tourism destinations. This book aims to be an invaluable source for both practitioners and academicians who are in international marketing and tourism. The central Asia region (also termed the Silk Road region) as an emerging destination is ripe for future tourism development. The region is rich with historical, cultural, and natural beauty that could provide significant utility to many potential visitors. This book brings together key writings on this topic in a single resource.

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This is the first volume specifically dedicated to the consolidation and clarification of Heritage Studies as a distinct field with its own means of investigation. It presents the range of methods that can be used and illustrates their application through case studies from different parts of the world, including the UK and USA. The challenge that the collection makes explicit is that Heritage Studies must develop a stronger recognition of the scope and nature of its data and a concise yet explorative understanding of its analytical methods. The methods considered fall within three broad categories: textual/discourse analysis, methods for investigating people's attitudes and behaviour; and methods for exploring the material qualities of heritage. The methods discussed and illustrated range from techniques such as text analysis, interviews, participant observation, to semiotic analysis of heritage sites and the use of GIS. Each paper discusses the ways in which methods used in social analysis generally are explored and adapted to the specific demands that arise when applied to the investigation of heritage in its many forms. Heritage Studies is a seminal volume that will help to define the field. The global perspective and the shared focus upon the development of reflexive methodologies ensure that the volume explores these central issues in a manner that is simultaneously case-specific and of general relevance.

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